

CEPA is the growth engine for India-UAE bilateral trade

CEPA makes significant impact on India's Bilateral Trade with the UAE especially India's Exports to the UAE

Chennai, May 01 2023: On the occasion of the first anniversary of the implementation of the India-UAE Comprehensive Economic Partnership Agreement (CEPA) today, Commerce Secretary Shri Sunil Barthwal congratulated the people of India and the UAE on the milestone and talked about CEPA's role as a growth engine for India-UAE bilateral trade over the past 11 months. CEPA is a full and deep Agreement signed on 18 February 2022, during a virtual summit between the Prime Minister of India, Shri Narendra Modi and His Excellency the President of the UAE and Ruler of Abu Dhabi, His Highness Sheikh Mohamed bin Zayed Al Nahyan. CEPA entered into force from 01 May 2022.

The Commerce Secretary said that both sides are continuing to work together to further

improve Ease of Doing Business between the two countries. Representatives from the Industry mentioned about the experience of leveraging upon the CEPA to register significant growth in their respective sectors.

During the past one year, CEPA has made a significant impact on India's Bilateral Trade with the UAE and particularly India's Exports to the UAE (Oil and Non-Oil). The Bilateral Trade between India and the UAE has touched historic highs during FY 2022-23. Trade has increased from US\$ 72.9 billion (Apr 21-Mar 2022) to US\$ 84.5 billion (Apr 22-Mar 2023) registering a year-on-year increase of 16%. During the CEPA Implementation period (from May 22 to Mar 23), bilateral trade increased from US\$ 67.5 billion (May 21-Mar 2022) to US\$ 76.9 billion (May 22-Mar 2023) - an annual



increase of 14%.

Exports from India to the UAE have also registered a multiyear high. During April-March period, Indian exports to the UAE increased from US\$ 28 bn to US\$ 31.3 bn; an increase of around US\$ 3.3 billion; or 11.8% year-on-year growth in percentage terms.

During the same period, growth in India's global exports was 5.3%, excluding the UAE, India's global exports grew at 4.8%.

During the CEPA Implementation period (May 22 - March 23), India's exports to the UAE increased from 26.2 billion (May 21 - March 22) to 28.5 billion

(May 22 - March 23); an 8.5% y-o-y growth. During the same period, India's global exports, excluding the UAE, grew at 3.1%. India's Imports from the UAE have grown to USD 53.2 billion (an annual increase of 18.8%) during Apr 22 to Mar 23. Non-oil imports during the same period grew by 4.1%.

Some of the key sectors, including labour-intensive sectors, that have witnessed significant export growth on account of the CEPA include: Mineral Fuels; Electrical Machinery (particularly telephone equipment); Gems & Jewellery; Automobiles (Transport vehicles segment);

Oils/Perfumes/Cosmetics (Beauty/Skin care products); Other Machinery; Cereals (Rice); Coffee/Tea/Spices; Other Agri Products; and Chemical Products

Utilization of the India-UAE CEPA has been increasing steadily on a month-on-month basis. Number of Preferential Certificates of Origin (COOs) issued under the CEPA increased from 415 in May 2022 to 8440 in March 2023. Over 54,000 COOs issued under the CEPA during the 11-month (May 22 - March 23) period.

Under the India-UAE CEPA in the Goods Domain, the UAE eliminated duties on 97.4% of its tariff lines corresponding to 99% of imports from India. India has obtained immediate duty elimination on over 80% of its tariff lines corresponding to 90% of India's exports in value terms. Most of these

tariff lines correspond to the labour-intensive industries/sectors such as oil seeds & oils, beverages, cotton, fish & fish products, textiles, clothing, gems and jewellery, leather, footwear, pharmaceuticals and many engineering products.

In the Services Domain, broader and deeper commitments have been taken across all the sectors and modes of supply. Out of the 160 services subsectors, India has offered 100 sub-sectors to the UAE and the UAE has offered 111 sub-sectors to India.

Given the significant increase in bilateral trade, particularly in exports of Indian goods and services, CEPA would have had a concomitant positive impact on other key macroeconomic variables such as GDP and Employment.

AIR MARSHAL NARMDESHWAR TIWARI TAKES OVER AS

Chennai, May 01 2023: Air Marshal Narmadeshwar Tiwari took over as Air Officer Commanding-in-Chief (AOC-in-C), South Western Air Command (SWAC) at Gandhinagar on 01 May 2023. He succeeds Air Marshal Vikram Singh, who superannuated on 30 Apr 2023.

Air Marshal Narmadeshwar Tiwari was commissioned in the Fighter Stream on 07 Jun

1986. He is an alumnus of the National Defence Academy and passed out as the President Gold Medalist. He has flown over 3600 hours on various types of aircraft. He is a Qualified Flying Instructor as well as an Experimental Test Pilot. The Air Marshal has rich field experience which also includes operational testing of various weapons and systems, primarily on the Mirage-2000. He was actively involved in operations



and took part in many important missions during the Kargil conflict. He has also commanded a frontline fighter base in the Rajasthan sector. Thereafter, he served as the Chief Test Pilot of ASTE, the Air Force's premier flight testing establishment. He was Air Attaché at Paris from 2013-16. On return from France, he commanded Air Force Station Jodhpur. He took over as Project Director (Flight Test) at National Flight

Test Centre in Oct 2018, where he was actively involved with the development and operationalisation of Light Combat Aircraft TEJAS.

Prior to assuming charge as the AOC-in-C SWAC, the Air Marshal was Deputy Chief of the Air Staff at Air HQ(VB). For his distinguished service, he was awarded the 'Yayu Sena Medal' in 2008 and 'Ati Vishisht Seva Medal' in 2022.

World's First Nano DAP Liquid Fertiliser dedicated to the Nation by the Minister of Home Affairs & Cooperation

Chennai, May 01 2023: World's first Nano DAP Liquid Fertiliser by IFFCO was introduced today by Hon'ble Minister of Home Affairs & Cooperation Shri Amit Shah at IFFCO Sadan, New Delhi in an effort to provide farmers the means to boost productivity & help increase their income. A Giant Step towards realising PM's dream of Sahkar Se Samridhhi & Atmanirbhar Bharat. Hon'ble Minister dedicated the Nano DAP Liquid Fertiliser to the service of the Nation at a ceremony held at IFFCO, New Delhi which was watched online by millions of Farmers, Member Cooperatives societies throughout India & Abroad.

IFFCO has set up manufacturing facilities

for production of Nano DAP Fertilisers at Kalol, Kandla in Gujarat and Paradeep in Orissa. Production at Kalol Plant has already started and this year 5 crore Bottles of Nano DAP Liquid equivalent 25 lakh Ton of DAP will be produced. It is expected that by FY 2025-26, 18 crore bottles of Nano DAP will be produced through IFFCO's 3 Nano DAP plants.

Nano DAP Liquid is an efficient source of Nitrogen & Phosphorus and helps in overcoming the Nitrogen & Phosphorus deficiencies in plant. The Nano Diammonium Phosphate (DAP) liquid fertiliser developed by the Indian Farmers Fertiliser Cooperative (IFFCO), the country's largest fertilizer cooperative, has been



notified by the Ministry of Agriculture and Farmers Welfare under the Fertilizer Control Order

in India. It is biologically safe & Eco-friendly, fit for residue free green farming.

Speaking on the Occasion Shri Amit Shah, Hon'ble Minister of Home Affairs & Minister of Cooperation, Govt. of India, said, "Successful co-operative societies coming out of their framework for research

and foraying into new fields have made it a source of inspiration for all co-operative societies today. IFFCO's product launch of Nano DAP (Liquid) is a significant beginning to make India self-reliant in the field of Fertilizer. As the health of crores of Indians is being threatened due to chemical fertilizer laden

land today, IFFCO Nano DAP (Liquid) will increase both the quality and quantity of production and also of life and make a huge contribution in increasing farmer's income and land conservation."

"The total fertilizer production in the country has been 384 lakh metric tonnes. In this

cooperative societies have produced 132 lakh metric tonnes. Out of 132 lakh metric tonnes of fertilizers, IFFCO alone has produced 90 lakh metric tonnes of fertilizers. Our cooperative society IFFCO have a huge contribution in India's self-reliance", further added Shri Amit Shah.

E-Sevai Maiyam

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Village Ticket 2023 from 5th May

Chennai, May 01 2023: Village Ticket, the city's biggest live village festival - A Thiruvizha by Brand Avatar will be held from 5th May to 7th May 2023 at the Sathyabama University Grounds, OMR, Chennai. The fourth edition of Village Ticket will bring to life the culture, various art forms, cuisine, and emotions of rural Tamil Nadu. This year's edition will be branded as Sakthi Masala's Village Ticket as the organizers have roped in Tamil Nadu's own masala brand as the title sponsor.

Village Ticket aims to revive the healthy food culture, forgotten games, old village houses, pottikadai, panchayat setup, maiya medai, and other entertaining factors that come with village life. Village Ticket is a unique opportunity to enjoy and experience Tamil Nadu's village life, art, and culture in the city.

Mr. Hemachandran, CEO of Brand Avatar said, "We were delighted by the amazing response we got for the previous editions of Village Ticket, where more than 60,000 people visited the event. It is an instant hit with the people in Chennai, and we are delighted to bring this event once again to



people in the city. We are equipping the 4th edition with a larger-than-life setup with all-around entertainment options. There is something to experience and enjoy for people across age groups. I hope everyone will come out this summer holidays to enjoy a great village experience in the city".

Highlights of Village Ticket 2023 Include:

? Kalai Arangam (Ground of arts) - An Inter-college cultural competition in folk dance, folk song, freestyle dance, mimicry, and cultural pattimandram.

? Parambariya Food (Traditional Food) with over 33 Food stalls

? Uzhavu Experience

? Pattimandram by Rajmohan and Team on 5th May 2023

? Karagattam vs Mayilattam with Nadhaswaram & Thavil on 5th May 2023

? MD Music Band performance & performance by differently-abled drummer 6th May 2023

? Performance by RK Adithya & DJ Gowtham on 7th May 2023

Village Ticket brings together the cultural and traditional essence of Tamil Nadu, in a first-ever village-themed setup to Chennai. Village Ticket 2023 is the 4th edition of this Thiruvizha by Brand Avatar. The past three editions were crowd favorites, with many families, youngsters and

elders coming en masse boasting over 60,000 footfalls. Village Ticket is an initiative by Brand Avatar to honor the three pillars of Village Life who help preserve our great tradition and culture, fighting the onslaught of so-called modernity - the farmers, who have created a positive impact through traditional farming methods; the artists and artisans, who have retained the traditional art form of their village and the Traditional Village Cooks, who have preserved the spice mixes and authentic taste of village food

Entry Ticket:

1. Entry ticket is priced at Rs. 200+GST & Payment gateway charges

2. Entry is free for children up to 8 years of age.

Timings

1. Kalai Arangam - 11:00 AM - 4:00 PM

2. Food - 11:00 AM - 9:00 PM

3. Cultural art forms, games, and all other experiences and activities - 11:00 AM to 9:00 PM

For more information, please visit: <https://villageticket.com/>

CEAT Limited achieves five star grading in British Safety Council Occupational Health and Safety Audit for its Chennai Plant

Mumbai, May 01 2023: CEAT Limited, a leading tyre manufacturer, has successfully completed a best practice Five Star Occupational Health and Safety Audit conducted by British Safety Council demonstrating its commitment towards the continual improvement of their health and safety management systems and associated arrangements.

CEAT Limited's Chennai plant underwent a comprehensive, quantified and robust evaluation of its occupational health and safety policies, processes and practices. The audit process included documentation review, interviews with senior management, employees and other key stakeholders, together with sampling of operational activities.



The audit measured performance against key health and safety management best practice indicators and a detailed review of almost sixty component elements.

CEAT Limited was awarded a five star grading following the audit which is reflective of a best practice organisation. The other facilities of CEAT that have received this grading in the past includes their factory in Halol (awarded in 2016) and Nagpur (awarded in 2018)

Mike Robinson,

CEO British Safety Council, said: "The award of a five star grading following our occupational health and safety audit is an outstanding achievement and is reflective of a proactive organisation which is committed to continual improvement in its health and safety arrangements and managing risks to workers' health, safety and wellbeing."

Jayasankar Kuruppall, Senior Vice President, Manufacturing, CEAT

Limited, said: "We are proud to have received a Five Star grading in the British Safety Council Occupational Health and Safety Audit. This achievement underscores our unwavering commitment to ensuring the safety and well-being of our employees and stakeholders. We will continue to strive towards the continual improvement of our health and safety management systems to maintain our position as a best practice organization."

Star Health registers highest ever PAT since inception and a Gross Written Premium of Rs. 12,952 crore in FY2023

Chennai, May 01 2023: Star Health and Allied Insurance Co. Ltd., one of India's leading health insurance company, registered a Gross Written Premium (GWP) of Rs. 12,952 crore in FY23, a growth of 13% over the same period a year ago. Star Health's profit after tax (PAT) stood at Rs. 619 crore for the year ended March 31, 2023, versus a loss of Rs. 1,041 crore in FY22.

The Board of Directors today appointed Mr. Anand Roy as the Chief Executive Officer and Managing Director of the company. Mr. Roy has over two decades of experience in the Indian insurance and banking sector and has been associated with Star Health since inception in 2006. He held several leadership positions in the organization including Managing Director, Executive Director and Chief Marketing Officer.

The board also appointed Mr. V Jagannathan as the non-executive Chairman of the board.

"I am happy to announce that I have decided to take a non-executive role in the company, as I have completed five decades in the insurance

industry. It has been a heartfelt, filling journey in building this company to what it is today. When Star Health insurance was started, the concept of stand-alone health insurance was unheard of and health insurance penetration was extremely low. We felt a need to create awareness among people on the importance of health insurance, the need to stay protected and the need to protect their health and financial wellbeing. Today, I'm able to see, that we have achieved this objective to some extent, as Star Health Insurance continues to grow. I am very happy to handover the mantle to Anand to carry forward this noble task. I am sure Star Health Insurance is well poised to grow to greater heights in the coming days under the leadership of Mr. Anand Roy. Today I can proudly say that I have achieved this objective directly and indirectly," said Mr. V Jagannathan.

Mr. Anand Roy, newly appointed Chief Executive Officer and Managing Director of Star Health and Allied Insurance Company Limited said, "I am extremely humbled and also excited about my new role at Star Health. It is indeed a privilege

and honour to lead this great organisation into its next phase of success. FY 22-23 has been a good year for us where we saw steady growth q-o-q. We focused on improving our retail market share, lowering our combined operating ratio, growing our channel partners and agent network. The year saw us launch a couple of innovative products which were well received by customers across the country. Our growth strategy also focused on strengthening our presence through branches and increasing our network hospital presence for better customer service. Our combined ratio for FY23 improved to 95.3% versus 117.9% for FY22."

"Retail health insurance will remain our primary focus for the years ahead. We continue to invest heavily in enhancing our customer experience through product innovation and digitalization. The brand of Star Health is well entrenched in all parts of our country. We will keep identifying new opportunities for growth and expansion and contribute to increasing the penetration of health

insurance in India", added Mr. Roy.

With a clear focus on retail insurance that caters to the needs of its customers from metros to the hinterlands, Star Health registered a retail health premium of Rs. 11,948 crore in FY23, a growth of 18% against FY22. Star Health has a retail health market share of 34% in the Indian General Insurance Industry as of 31st March 2023.

The Operating expense to GWP ratio was at a healthy 15.9% in FY23 versus 16.0% in FY22. At 2.14x the company registered a robust solvency ratio for the year, higher than the minimum regulatory requirement of 1.5x.

Star Health has a diversified distribution network comprising of strong digital channels, leading bancassurance partners, agency channel, corporate agents, brokers, point of sale persons (POS), insurance marketing firms, web aggregators, and direct business.

Star Health expanded its partnership with hospitals and saw its network grow to 14,203 hospitals across India. The company strengthened its presence to 835 branch offices pan India in FY23.

Britannia Marie Gold My Startup Season 4.0 rolls our INR 1 Crore seed fund for 10 Womenpreneurs

Chennai, May 01 2023: Britannia Marie Gold My Startup initiative has announced the top ten winners of its 4th Season and awarded them INR 10 Lakhs each to jump-start their business ventures.

Britannia Marie Gold's My Startup initiative is a platform that encourages women to become entrepreneurs, and in turn, become job creators and be financially independent. Running successfully for 4 seasons, the flagship initiative has received interest from over 2 million aspiring participants this season. The Britannia Marie Gold team has been able to train over 80,000 participants with a business skills' training program.

This year, the shortlisted contestants presented their ideas to an illustrious panel of jury members comprising women entrepreneurs such as Rashmi Daga, Sairee Chahal, Piya Bahadur, Latha Chandramouli and Ruchika Bhuwarka. The jury also included prominent business and media personalities including Senthil Kumar, Amit Bapna, Gaurav Lagathe, Prasad Sangeswaran and Delshad Irani, along with members from Britannia's leadership team.

Britannia Marie Gold's My Startup program has successfully



run for four seasons, providing an ecosystem to budding womenpreneurs to get funding and skilling support. Through the 4 years, the Initiative has collaborated with the likes of National Skills Development Council (NSDC) and Google to provide online training on financial literacy, micro entrepreneurial skills and communication skills necessary in a business environment.

One of the highlights of Season 4 is that all participants had access to Google's WomenWill program, a business literacy program with a "how to" curriculum on turning an interest into a business, managing an enterprise, and promoting it for growth. All participants who completed the learning journey were awarded a certificate.

Speaking on the finale of Britannia Marie Gold My Startup contest 4.0, Amit Doshi, Chief Marketing Officer, Britannia Industries Limited said, "Over time, Britannia Marie Gold has established a strong connection with women across the country. According to a World Bank study, only seven entrepreneurs are women. As per the 6th economic census by the Ministry of Statistics and Programme Implementation, women comprise just 13.76% of the total entrepreneurs in India. Our mission with the My Startup program is to steadily and sustainably grow the representation of women in the entrepreneurial ecosystem in India. The program focuses on 3 key requirements of financial assistance, skilling and

marketplace access. In Season 4, we garnered interest from over 2 million aspirants from across India, making it the highest number ever. Our winners for this season come from some of the most remote towns and villages in the country and have displayed incredible grit and passion to bring alive their business ideas. Britannia will play a consultant role and will handhold the winners as they embark on their entrepreneurial journeys".

Shalini Puchalapalli, Director of Google Customer Solutions, Google India, commented on the finale saying, "Technology can help businesses grow but only if the people who lead and work for those businesses have the right skills. This is especially true for women entrepreneurs across the board - be they small businesses, creators, developers, or start-ups and the inspiration behind our commitment to support this community in their journeys through our products and platforms, and with skilling programs such as WomenWill. We're delighted to have offered a new community of homepreneurs this specially designed curriculum through Britannia's My Startup Contest for the second successive season and wish all participants success."

Prince Pictures has officially announced their new project titled Mr. X starring Arya and Gautham Karthik as the lead characters



Chennai, May 01 2023: The First Look Poster and Motion Poster unveiled with the announcement have garnered excellent responses. Arya plays the protagonist and Gautham Karthik performs the antagonist's character in this movie. The film is written and directed by Manu Anand of

'FIR' movie fame, which will be an action-packed entertainer. The film will have high-octane action sequences that will be filmed in Uganda and Serbia. Dhibu Ninan Thomas (Maragadha Nanayam, Bachelor, Kanaa & Nenjukku Needhi fame) is composing music for this film. Tanveer Miris

handling cinematography. Prasanna GK is the editor. Rajeevan is the production designer. Stunt Silva is choreographing action sequences and Indulal Kaveed is overseeing art works. Costume Design by Uthara Menon. AP. Paal Pandi is the Production Executive. Shравanthi

Sainath is the Executive Producer. A. Venkatesh is the co-producer. S. Lakshman Kumar of Prince Pictures is producing this film. Details of other cast and crew will be revealed soon. Releasing in Tamil, Telugu, Malayalam, Kannada and Hindi.

Bayer organizes "India Horticulture Future Forum 2023" to create a collaborative ecosystem to unlock the potential of the horticulture segment

Chennai, May 01 2023: Bayer, a global enterprise with core competencies in the life science fields of agriculture and healthcare organized a National seminar "India Horticulture Future Forum 2023" yesterday, to deliberate upon the future of Indian Horticulture and nutrition security concerns that can be alleviated through the Fruits and Vegetables segment. In this one of its kind event, the spotlight was on the challenges, opportunities, and advancements of the segment from the lens of empowering the smallholders for better economic prospects. The event involved presentations as well as panel discussions on effective policies, schemes, implementation models, and programs aimed at boosting the sector's competitiveness and growth. The event was attended by senior policymakers, regulators, researchers, academicians, subject matter experts, corporates from across the value chain and representatives of financial institutions and importing countries.

acceptance of sustainable horticulture practices and increasing demand for agricultural products to meet the growing needs of the global population. The India Horticulture Future Forum 2023 held insightful sessions with an India-centric perspective, discussing development opportunities in the sector. The event featured several engaging sessions, including "AgTech Revolution focusing on Horticulture," "Fruits and Vegetables for Better Health and Nutrition," "Export Opportunity for India in Horticulture," and "Insights into Policy Developments and Key Regulations."

All these key pillars were deliberated upon by the experts with the aim to create diverse workstreams to address the key concerns and opportunities for the sustainable growth of the segment. Grant Thornton Bharat LLP served as the Knowledge Partner for this event and will be facilitating these task forces along with Bayer.

In a special message read out during the event, Shri Narendra Tomar ji, Honorable Union Minister of Agriculture and Farmers Welfare, Government of India said, "The country has today graduated from largely targeting food security issues to nutritional security issues. In this setting, horticulture production is

the key to address both the challenges."

Speaking at the conference, D Narain, President, South Asia, and Global Head of Smallholder Farming, said, "India will witness a threefold jump in demand and consumption of horticultural crops within the next three decades apart from the opportunities associated with global exports. In this context, the India Horticulture Future Forum is an effort to create a collaborative ecosystem to fully harness the potential of the horticulture segment from a macro lens of nutritional security and national economic growth while at the grassroots level, positively impacting the incomes and livelihoods of millions of smallholder farmers. We are humbled by the positive response we have received from the Government and the stakeholders across the entire value chain to drive a clear actionable agenda to solve for some of the key challenges at scale through innovations and interventions to unlock its true potential"

Professor V. Padmanand, Partner, Grant Thornton LLP, said "Strengthening the horticulture value chain will involve interventions in the production, post-harvest infrastructure and

marketing and logistics space. Team Grant Thornton has been working extensively on these areas with the government, private stakeholders, farmers as well as global development partners. The need of the hour is to upscale best practices and models countrywide through synergized joint action."

India is actively exploring opportunities in the Food and Beverages industry by prioritizing exports, policy developments, and key regulations. The National Horticulture Mission (NHM), a centrally sponsored scheme launched in 2005-06, aims to increase horticulture production and double farmers' income. Despite the sector's significant achievements, it faces several challenges, such as post-harvest losses, insufficient storage infrastructure, price, seasonality, and market volatility.

At the seminar, experts discussed urgent steps required to integrate and revamp the horticulture production and value chain system, promote healthier and more nutritious foods, and improve farmers' income. Viable solutions to these problems and the untapped potential of Indian Horticulture were also discussed by the attendees.

Nissan Motor India expands its network to 267 customer touchpoints



Chennai, May 01 2023: Nissan Motor India Pvt. Ltd. (NMIPL) today announced the expansion of its network in North and South India, with new showrooms and service workshops launched in Karnal (Haryana) and Khammam (Telangana). The new touchpoints are part of Nissan's commitment to providing exceptional sales and service experience to its customers. With the addition of these new showrooms and service workshops to its network, Nissan Motor India now has 267 customer touchpoints across the country with 14 customer touchpoints in the state of Haryana and 9 in the state of Telangana.

Nissan operates on a PHYGITAL distribution approach to meet the evolving needs of customers, by providing a hassle-free, one-stop solution for all their

needs. The approach offers a seamless and convenient experience with an integrated offline-online payment option, which can be accessed at the customer's preferred showroom. Consequently, Nissan Motor India has expanded its network of customer touchpoints in FY 2022-23 towards enhancing customer reach and experience, adding 19 new touchpoints comprising 14 showrooms and 5 service workshops, strategically positioned in key cities across the Northern and Southern regions of India. Some of these cities include Jaipur, Karnal, Erode, Chennai, Hospet, Rewari, Bhiwani and Khammam among others across the country.

The new BA Nissan showroom and workshop in Karnal, located at 119/4 KM Stone GT Road, boasts a

total built-up area of 19000 sq-feet with a large display centre, while Khammam's new VVC Nissan showroom and workshop facility at VVC Circle Rotari Nagar, Wyr Road has 6000 sq-feet combined space for customer experience. Both the touchpoints are dedicated to customers experiencing exceptional sales and service. The physical touchpoints are complemented with Nissan's virtual distribution format of Nissan Shop@Home, facilitating our customers to make an intelligent choice of Magnite variants by comparing different variants through our comparison tool, which also allows customers to upgrade to higher variants at similar EMI model.

Commenting on the opening of the new

touchpoints, Mr. Rakesh Srivastava, Managing Director, Nissan Motors India Pvt Ltd (NMIPL), said, "Customer experience is core to Nissan Values and towards the same, we're expanding the distribution network to enhance the reach with the addition of customer touchpoints. We are confident that these touchpoints will enhance the connect with the customers providing them an opportunity to experience Nissan brand."

To further strengthen its presence in the country, Nissan's growth strategy focuses on expanding its network of showrooms and service workshops. The new touchpoints in Karnal and Khammam are thoughtfully designed to meet the needs of discerning Indian customers promptly and efficiently.

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