

Union Minister of Tribal Affairs, Arjun Munda chairs Sensitization Workshop on Sickle Cell Disease on World Sickle Cell Day in the virtual mode

Chennai, June 20 2023: Observing the World Sickle Cell Day today, Shri Arjun Munda, Union Minister of Tribal Affairs, chaired a Sensitization Workshop on Sickle Cell Anaemia Disease, organised at the National Tribal Research Institute in New Delhi.

Sickle Cell Disease (SCD), a genetic condition, is widespread among the tribal population in India where it is estimated that about 1 in 86 births among STs have SCD. The disease affects haemoglobin (responsible for carrying oxygen in the body) in red blood cells, which can result in morbidity and mortality via distinct pathways. Therefore, early detection, management, and treatment of SCD is of utmost importance to enable the affected individuals to lead a long and fulfilling life. The elimination of the disease is extremely significant for the general health conditions of the nation.

In order to discuss recent developments in



the management of Sickle Cell condition, including early detection and new treatments, the workshop brought together a group of experts on the condition from throughout India.

Taking note of the importance of this day, Minister appealed, "Under the visionary guidance of the Hon'ble Prime Minister, Shri Narendra Modi, Sickle Cell Elimination has been undertaken in the mission mode by the Ministry of Tribal Affairs; however, all of us need to make a collaborative effort to address this issue by working at the individual level to educate people about the disease, especially at the grassroots level. I appeal to all the medical experts, Ministry of Health and Family Welfare, Ministry of Ayush, Health

Organisations, Health Departments to give impetus to the cause of good health for tribals and ensure that quality healthcare is provided to those affected by this disease to create a positive impact in the health of the tribal population."

Further, he urged state governments to cooperate in this goal by ensuring proper infrastructure and facilities. "We need to ensure that individuals - especially women and children -- are free from this disease and it doesn't impact the coming generation," he added.

Shri Munda also assured that the Ministry would continue to work with the Ministry of Health & Family Welfare along with other relevant ministries, government officials, stakeholders, clinicians and experts

for prevention, control, and management of sickle cell disease.

The welcome address was delivered by Shri Anil Kumar Jha, Secretary, Ministry of Tribal Affairs.

Secretary, MoTA remarked, "We are committed to working in a mission mode for the control and successful eradication of the SCD. We are involving various medical experts, stakeholders and NGOs for counselling, and diagnosis as well as Primary Healthcare Systems to maximise our outreach through various Ministries."

Smt. R Jaya, Addl. Secretary, MoTA, Shri Naval Jit Kapoor, Joint Secretary, officials of the Ministry of Tribal Affairs and MoHFW, medical experts and various stakeholders were also present on the occasion.

The Workshop featured discussions and various sessions by Medical Experts as well as experience sharing by officials and subject matter experts at the venue.

Fourth Tourism Working Group meeting begins in Goa with two side events

Chennai, June 20 2023: Fourth Tourism Working Group of G20 began in Goa with two important side events today. The events were graced by Union Minister for Culture, Tourism and DoNER Shri G. Kishan Reddy, Minister of State for Tourism, Shri Shripad Yesso Naik; Minister of Tourism in Goa Shri Rohan Khaunte; Secretary Tourism Ms V. Vidyavathi graced the occasion.

The first side event was organised on the theme 'Making Cruise Tourism a Model for Sustainable and Responsible Travel'. Addressing the side event on Cruise Tourism Sh G. Kishan Reddy said that Goa is a perfect blend of Sun, Sand and Sea and everyone should experience this beautiful state of India. He said the warmth and fun-loving people of Goa celebrate life with Delightful Music and Delicious food.



He said that India's 7,500 Km long coastline makes her a leader in the maritime sector and our rich maritime history is evident from the sphere of influence that India's civilisation and culture has been able to create across Asia. It includes kingdom of Champa in today's Vietnam and also India's trade with Africa through the port of Mombasa.

He also said that India's long coast, is not only a key lever, for building trade and growing our exports, but also an opportunity to promote tourism and India's long and scenic coastline provides access to several ports, natural

beaches, and beautiful Islands.

He also highlighted that the cruise passenger traffic grew from 1.26 lakhs in 2015-16 to 4.68 lakhs in 2019-20. He also said that cruise vessel traffic increased from 128 in 2015-16 to 451 in 2019-20.

He further said that Indian cruise tourism is like peace far away, from the stress of life and experiencing life through natural surroundings. He also said that Indian Cruise Tourism, offers something for everyone in the family. Cruise tourism appeals, to those looking for multi-generational travel options.

The Union Minister

added, "Today 73% of cruise travellers are sailing with family members, that represent at least two generations."

He also informed that the Ministry of Tourism, through the Central Financial Assistance Scheme has been supporting Tourism Infrastructure Development for Developing ports and cruise Terminals, Development of Light-houses, Purchase of ferries, Development of river cruise circuits.

He further said that the Ministry of Ports Shipping and Waterways is also working towards the development of dedicated terminals for cruise passengers and cruise vessels.

Shri G.K Reddy also informed that a dedicated task force has been formulated on Cruise Tourism, jointly by the Ministry of Tourism and the Ministry of Shipping.

MoS Dr L Murugan inaugurated the introduction of Stoppage at Kodaikanal Road by flagging of Guruvayur - Chennai Egmore Express



Hon'ble MoS flagging off the Introduction of Stoppage at Kodaikanal Road for Guruvayur - Chennai Egmore Express Today in the presence of Shri P. Velusamy, Hon'ble MP and Shri S. P. Selvaraj, Chairman Ammayanaickanur Town Panchayath

Chennai, June 20 2023: Dr L Murugan, Hon'ble Minister of State for Information & Broadcasting and Fisheries, Animal Husbandry and Dairying inaugurated the stoppage at Kodaikanal Road for Train No. 16127/16128 Chennai Egmore - Guruvayur-

Chennai Egmore Express and Train No. 17615/17616 Kachguda - Madurai - Kacheguda Weekly Express by flagging off Train No. 16128 Guruvayur- Chennai Egmore Express on the 15th June, 2023 today at Kodaikanal Road. Shri P. Velusamy, Hon'ble

Member of Parliament and Shri S. P. Selvaraj, Chairman, Ammayanaickanur Town Panchayath attended the function. Shri P. Ananth, Divisional Railway Manager, Madurai Division, other invitees, Railway Officials and passengers also

participated.

Railway Board has approved the stoppage of Train No. 16127/16128 Chennai Egmore - Guruvayur - Chennai Egmore Express & Train No. 17615/17616 Kacheguda - Madurai - Kacheguda Express on and from 16th June, 2023.

World Sickle Cell Awareness Day celebrated

Chennai, June 20 2023: World Sickle Cell Awareness Day is observed on June 19th each year to raise awareness about sickle cell disease (SCD) and its impact on individuals, families and communities worldwide. Sickle cell disease is a genetic blood disorder characterized by abnormal red blood cells that take on a crescent or sickle shape and these irregularly shaped cells can cause blockages in blood

vessels, leading to a variety of health complications. This year the theme of World Sickle Disease Day is 'Building and strengthening global sickle cell communities, formalizing newborn screening and knowing your sickle cell disease status'. The theme is about recognizing the first step to understanding the genotype in infants and adults in fighting sickle cell disease. The theme also urges to utilize

advanced technology to identify sickle cell disease status. The Department of Empowerment of Persons with Disabilities (DEPwD) under Ministry of Social Justice and Empowerment, Government of India is the nodal body to look after all the development agenda of Persons with Disabilities of the country. With the vision to create awareness about Sickle Cell Disease among the

masses, the department observed the World Sickle Cell Disease Day through the institutions associated with it by conducting various events at more than 30 places across India. Some activities were organized across the country to observe the World Sickle Cell Disease Day awareness generation programmes, seminars & workshops national level, online quiz program, webinars essay & poster making competition.

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SHOOLINI UNIVERSITY BECOMES UNIVERSITY OF MELBOURNE'S FIRST DUAL-DEGREE PARTNER AMONG PRIVATE INDIAN UNIVERSITIES

Chennai, June 20 2023: In a groundbreaking dual-degree partnership, Shoolini University, India's top-ranked private university, has teamed up with the prestigious University of Melbourne, offering unparalleled opportunities for international education to Indian students. This development marks the University of Melbourne's first dual-degree collaboration with a private Indian university and highlights Shoolini University's exceptional credentials and reputation.

With Shoolini University recognized as India's first-ranked private university, and the country's second-ranked university overall, by the esteemed Times Higher Education (THE) World University Rankings, and the University of Melbourne's standing as Australia's foremost university, ranked the number one in the country and 34th worldwide, this partnership sets a new standard for academic excellence and innovation.

The dual degree program, starting with the Bachelor of Science Advanced (Honours), provides students with a world-class curriculum and opens doors to a truly global education experience. Under this landmark

agreement, Indian students gain a unique advantage with the dual degree program, allowing them to pursue undergraduate studies in science at both home and the University of Melbourne. The transformative journey begins with two years at Shoolini University, followed by two years at Melbourne. In years 3 and 4, students can choose from diverse multidisciplinary majors, including Agriculture, Sustainability and Environment, Biosciences, and Computer Sciences, offering a truly global education experience.

Expressing his enthusiasm for the partnership, Professor Atul Khosla Vice-Chancellor Shoolini University stated, "We are thrilled to provide our exceptional undergraduate students with enhanced opportunities to study internationally. This collaboration with the University of Melbourne underscores the global standing of Shoolini University as a world-class institution. Furthermore, it opens the doors to many more opportunities for our students."

As an added advantage, eligible students may opt to extend their studies for an additional year, completing a Master's of Science at the

University of Melbourne. Moreover, students who meet the Australian government criteria will have the option to apply for post-study work rights upon completion of their studies in Australia.

Deputy Vice-Chancellor Global, Culture and Engagement, University of Melbourne Professor Michael Wesley said the agreement would give high-achieving Indian students opportunities to receive a truly global education and build their international professional network.

"This is our fourth dual-degree partnership with an Indian University and our first with a private university. We are delighted to work with Shoolini University to provide students with an international education that will prepare them for today's globally connected world," Professor Wesley said.

"We are committed to long-term partnerships with premium Indian universities to build capacity and shape international education together, and connecting Indian students to the University of Melbourne's network of half a million global alumni."

The curriculum of this program reflects

the rigorous standards upheld by the University of Melbourne. Moreover, Shoolini University faculty members will visit Melbourne for practical training, fostering a greater exchange of knowledge between the two institutions.

Together, Shoolini University and the University of Melbourne are paving the way for Indian students to access exceptional global education, fostering a new generation of highly skilled professionals prepared to thrive in today's interconnected world.

The momentous partnership was solidified during a meeting, held last week, between a delegation from Shoolini University, led by Vice-Chancellor, Professor Atul Khosla and comprising Trustee and Director Admissions Avnee Khosla, Dean, Research Dr Saurabh Kulshrestha and Associate Director Dr Rosey Dhanta, and senior executives from the University of Melbourne, including Deputy Vice-Chancellor Global, Culture and Engagement Professor Michael Wesley.

The meeting paved the way for a collaboration that will mutually benefit both universities and their students.

COP inaugurated Traffic Live Monitor system

Chennai, June 20 2023: GCTP has always been in the forefront in taking steps towards the advancement in the existing resources as well as introducing modern technological initiatives for the efficacious functioning in terms of enforcement, regulation and ensuring road safety.

As a next step towards the advancement, GCTP has come up with "Live Traffic Monitor" system in collaboration with Mandark Technologies Pvt. Ltd, IIT Madras Research Park at a cost of Rs. 1,00,01,000/-. It has been implemented at 300 proposed junctions in the City.

A live traffic monitor is a system/application or service that provides real-time information about the current traffic conditions on roadways. It helps GCTP stay informed about traffic congestion, incidents, and travel times, allowing them to make decisions about the routes and existing traffic scenario. This system offers 100% coverage with the real-time data which facilitates to study the incoming and outgoing traffic in the city.



The following are the key features of Live Traffic Monitor:

i. This application does simultaneous live monitoring of all 300 proposed junctions covering around 1000 roads automatically by gathering data from the paid service of Google map and analyses information about traffic flow, speed, and incidents.

ii. Many navigation systems and mobile apps integrate live traffic monitoring features. This allows GCTP to view traffic information directly within their navigation interface and receive real-time updates while following a route.

iii. Live traffic monitors provide visual representations of traffic conditions, such as color-coded maps (based on traffic density and obstructions). These visualizations highlight areas of congestion, traffic slowdowns, or

incidents, enabling GCTP to quickly assess the current situation. These visualizations can be accessed for particular road stretches along with live situations, wherein the origin and past condition of the traffic can be detected.

iv. It continuously updates the traffic information by providing the GCTP authorities with the latest data on road conditions. This helps to make precautionary measures and decide any alterations on existing pattern to avoid traffic congestions.

v. This system allows GCTP authorities to report instantly over the incidents they observe on the road, such as accidents, road closures, or construction zones. This user-generated data contributes to the overall accuracy and completeness of the traffic information.

In situations where traffic congestion is

prolonged, separate alert notification will be triggered to concerned officers based on pre decided criteria. The time period for traffic congestion can be adjusted by GCTP authorities based on the field scenarios.

In future, the system will be used to keep the road users updated about the congestions through social media.

This "Live Traffic Monitor" system was inaugurated by Tr.Shankar Jiwal, IPS, Commissioner of Police, Greater Chennai Police on 19.06.2023 at City Police Office (2nd Floor), Chennai in the presence of Addl. Commissioner of Police, Traffic, Tr. Kapil Kumar C. Saratkar, IPS., Joint Commissioner of Police, Traffic, South, Tr.N.M. Mylvahanan, IPS., Deputy Commissioner of Police, Traffic, North, Tr. P. Saravanan, IPS., Deputy Commissioner of Police, Traffic, South, Tr. Sakthivel, Deputy Commissioner of Police, Traffic, East, Tr. Samay Singh Meena, IPS and Deputy Commissioner of Police, Tr. Radhakrishnan, Traffic, Planning.

Axis Bank implements e-Bank Guarantee solution in collaboration with SWIFT India

Chennai, June 20 2023: Axis Bank, one of the largest private sector banks today announced the implementation of an industry first, e-Bank Guarantee (e-BG) solution. Axis Bank is the first bank to have designed, developed, and delivered fully digitized Bank Guarantees, in collaboration with SWIFT India and with GAIL being the first corporate to have gone live on the solution.

The e-BG solution automates the process to issue and consume Bank Guarantees digitally, eliminates the need for physical documents, works for both e-stamped and physically stamped guarantees and aligns with global ISO standards. The e-BG solution is an end-to-

end Bank Guarantee journey covering issuance, advising, amendment & invocation - all of which enable secure, transparent and seamless transactions. Bank Guarantee using e-BG are seamlessly transmitted on the secured SWIFT India network and to the beneficiary's ERP.

Speaking on this launch, Mr. Vivek Gupta, President & Head - Wholesale Banking Product, Axis Bank said, "Axis Bank has always been at the forefront of leading digital initiatives in Transaction Banking - as we strongly believe that digitization drives efficiency in the value chain. We are pleased to lead the industry in digitizing transaction banking with addition of e-advising of

domestic bank guarantees for GAIL(India) Ltd, leveraging the SWIFT India network. Simplifying customer experience has always been our endeavor and it was our pleasure to work along with GAIL (India) Ltd on this digitization journey. The solution will address critical aspects such as seamless track & trace of bank guarantees, reduced transaction turnaround time & chances of fraud."

Mr. Kiran Shetty, CEO, Swift India said "We congratulate Axis Bank for its pioneering efforts in digitizing Bank Guarantees using SWIFT India's messaging channel in India with GAIL. We are excited to work together with Axis bank & GAIL in

driving the STP journey towards paperless trade finance in India with global, by not just eliminating tedious paperwork but also ensuring seamless operations over the lifecycle of a Bank Guarantee including issuance, amendment, invocation, and release of the bank guarantee. With this new solution, Axis Bank will be able to service its customers using globally established trade ISO standards, drastically reducing turnaround time. With the foundation now laid by Axis Bank and GAIL, we aim at creating an ecosystem for digital, secured, and frictionless messaging solutions in the country and support financial institutions and corporates realise their trade digitization goals."

Shell India announces Bollywood actor Shahid Kapoor as the brand ambassador for its Lubricants business

Chennai, June 20 2023: Shell India has onboarded Bollywood versatile actor Shahid Kapoor as the brand ambassador for its Lubricants business in India. Shell is looking to expand its customer base and will bank on Kapoor's pan-India popularity and youthful energy across all age groups.

The brand also launched its new campaign, 'Rukna Mushkil Hai,' for Shell Advance range of motorcycle oils today. It celebrates the spirit of new India and the unstoppable Indian riders powered by passion, determination, hope, vision, and Shell Advance engine oil. Aimed towards everyday Indian riders, the new campaign celebrates the rider community for whom their bike is not just a machine or a mobility device but a true



partner in their growth journey.

Announcing the new brand Ambassador and the campaign, Amit Ghugre, Automotive Sales and Marketing Manager, Shell Lubricants India, said, "At Shell, we constantly strive for progress. This collaboration strengthens our goal to support the hardworking spirit of bikers and power their progress. Shahid is an obvious choice as he has the right appeal and passion for love for bikes that has endeared him to millions of

Indians, as a beloved youth icon. We are truly delighted to have Shahid on board as the Brand Ambassador for Rukna Mushkil Hai"

Sharing his excitement, motorcycle enthusiast and brand ambassador, Shahid Kapoor said, "Rukna Mushkil Hai" showcases how Shell Advance transforms into a catalyst that enables and empowers riders to achieve their goals. I am proud to partner with Shell Lubricants India to bring the brand closer to Indian bikers, to be a part of their

unstoppable journey and make a difference."

To capture the brand's youth centricity, Shell Lubricants India roped in MTV Hustle contestant Gaurav Mankoti, also known by his stage name, VOID, to compose the upbeat track that features in the TVC starring Shahid Kapoor.

Shell Advance range of motorcycle oils is designed for different types of motorcycles and riding styles and includes Shell Advance Fuel Save, Shell Advance Ultra, Shell Advance AX7, Shell Advance AX5 and Shell Advance AX3. The portfolio represents mineral and synthetic 4T, 2T motorcycle, and scooter engine oils recommended for different types of motorcycles and riding styles.

SBI Life's #PapaHainNa salutes every father, who serves as beacon of inspiration to their children, by never giving up amidst life's challenges

Chennai, June 20 2023: This Father's day, SBI Life's #PapaHainNa digital property, appreciates and salutes every father who strives to rise above every challenge, never quits and serves as an inspiration to his child/ren. The unwavering commitment of fathers for taking everything in their stride with confidence and discipline serves as a great example to their kids. Today, fathers are not just providers but increasingly playing the role of enablers, especially as the kids grow up. This approach has allowed fathers to better understand the younger generation kids, support their aspirations, and provide a sense of security both emotionally & financially.

SBI Life's this year's #PapaHainNa digital film brings forth a father's emotional self-realization journey by showcasing how his qualities of perseverance and dedication are reflected in his child, underscoring the importance of the bond that fosters a confident and responsible fatherhood.

The digital film opens showcasing Ritika; a 15-year-old daughter, passionate about football, who suffers a knee injury during a match,



undergoes surgery and rehabilitation. Despite her father, Deepak's concerns around the risks involved, she secretly resumes her training. Being protective as a father, the whole situation seems worrisome which leads to disagreement between the father daughter duo. Here, leveraging Artificial Intelligence, the film showcases Deepak's transformation from his late 40s to his late 20s, adding a visual element to the storytelling experience. The poignant scenes depict a younger Deepak taking every efforts towards his dreams. Through this, reverse human storytelling approach, Deepak's realization dawns upon him as he witnesses the mirror image of his own youthful commitment & determination reflected in his daughter. There is a realization, making him acknowledge that he too possessed the same love, dedication and unwavering spirit towards his passion, during his own youth. He reflects on his efforts to support his

daughter and realizes the strong connection they share, built upon their shared love for the game and a never-give-up attitude. At the end, Deepak is seen embracing his role not only as a father but also as a coach, mentor to his daughter.

Speaking about the campaign, Mr. Ravindra Sharma, Chief of Brand, Corporate Communication & CSR, SBI Life, said, "Fathers have always been known for being the primary bread winners but over the period of time, their role has undergone phases of change. In the journey of providing immense love with unwavering dedication, fathers today are seen someone who inspire their children to not only pursue their dreams but also drives them to never give up amidst life's challenges. SBI Life's #PapaHainNa digital film acknowledges every father who not only believes in his passion, pursues it but also stands as an inspiration to his child and supports the child in her/his endeavours."

He further added, "Through our #PapaHainNa film we extend our heartfelt gratitude to all fathers who go above and beyond to create lasting connections with their children. We salute fathers who, amidst difficulties, never give up, rise above and serve as beacon of inspiration to their children."

Sahil Shah, President, Digital Experience, Dentsu Creative, said, "With 'Papa Hain Na' serving as our central thought of communication throughout the years, this time Dentsu Creative embarked on a unique endeavour by blending technology and emotions to convey a heartfelt narrative between a father and daughter. Leveraging AI technology, we have meticulously crafted a compelling story that emphasizes the profound impact that fathers have as a potent source of inspiration for their loved ones. Through their unwavering pursuit of dreams, fathers often instil a valuable lesson, teaching their loved ones to never relent in their own aspirations. This convergence of determination and devotion to their family culminates in a powerful message of resilience and hope, one that we firmly believe will strike a deep chord with audiences."

Upstox Empowers a New Wave of Investors in Tamil Nadu, Surpassing 60% First-Time Users

Chennai, June 20 2023: Upstox (also known as RKS V Securities India Pvt Ltd), one of India's leading investment platforms, has announced revamped features on its app that will simplify investing for Indian investors. By reimagining the investor experience, Upstox seeks to make the investment process seamless, intuitive, and engaging.

Upstox recently reached a significant milestone by serving over 1 crore customers. Its customer base is diverse, encompassing private employees, students, business owners, professionals, and homemakers. Notably, Upstox has experienced consistent growth in the Tamil Nadu market over the past year, with the user base in the state increasing by nearly 19%, and a 14% increase in Chennai city compared to a national growth rate of 14.5%. Out of the total customer base in the state, 62% of the subscribers are first-time investors. Moreover, the largest segment of subscribers in Tamil Nadu comprises of millennials, representing 61.5% of the base, compared to the national average of 49.4%. In the state, the percentage of professionals [1] [2] holding accounts with

Upstox is over 12%, which is more than double the national average of 5.6%. In Chennai, professionals make up nearly 16% of the subscriber base, which is three times higher than the national average.

Deriving from the key insight that individuals desire to invest, but feel overwhelmed by the sheer variety of choices available, Upstox has recently made additions to its app. Focusing on user-friendly functionality, intuitive design, and an engaging experience, Upstox aims to revolutionise how investors interact with their portfolios. To achieve this, Upstox has launched two distinct modes within the app: The "Invest mode" caters to long-term investment needs across stocks, mutual funds, and more, providing a simplified investing platform. On the other hand, the "Pro" or "Trade" mode is designed for advanced traders seeking features like fast charts, real-time information, and a reliable and speedy platform for options trading. This makes Upstox the only platform to have made this dual-

mode interface available to all its users. To further simplify the investing process, Upstox has also taken on the mammoth task of evaluating hundreds of mutual fund schemes based on their risk and reward ratio and from that has curated some of the top ones in each category. With this curated list of funds and expert analysis, the brand seeks to provide users with the best in-app experience for investments in mutual funds. The brand is also offering information and research, enabling an investor to make well-informed decisions.

Shrini Viswanath, Co-founder, Upstox said, "Our efforts in creating awareness about financial investment is being well received across the country, and I am grateful for that. We are positive that our core vision of facilitating a culture of diverse financial investing, will help us reach newer horizons, and make us the partner of choice for our customers, both present and future. We understand our customers' needs and are committed to providing

them with an intuitive and industry-best investing and trading experience. We firmly believe in the transformative power of financial empowerment and strive to make a lasting impact on the lives of all our users through our platform."

Upstox's vision is to make investing simple, affordable and accessible to everyone. The intention is to transform the way customers invest, making it intuitive and hassle-free. The company's diverse customer base highlights its efforts to foster an investing culture across India by offering an easy-to-use, equitable and affordable platform.

Upstox is also providing users with practical guidance they need all through their investment journey. As part of this endeavour, Upstox is conducting online and offline learning sessions on various topics such as Mutual Funds, Technical Analysis, Options Trading, and more. Through this holistic approach, Upstox aims to empower individuals to learn, make informed decisions, invest, and trade, all within their platform, thereby providing a comprehensive and all-encompassing experience for investors.



ASK AUTOMOTIVE LIMITED FILES DRHP WITH SEBI

Chennai, June 20 2023: ASK Automotive Limited ("the Company") the largest manufacturer of brake-shoe and advanced braking systems for two-wheelers in India, has filed its Draft Red Herring Prospectus ("DRHP") with market regulator Securities and Exchange Board of India ("SEBI").

The Company plans to raise funds through offer of equity share capital via initial public offering. The Public Offer comprises 'Offer for Sale' of up to 29,571,390 equity shares with face value Rs. 2 each share.

The total 'Offer for Sale' comprises up to 20,699,973 equity shares by Kuldip Singh Rathee and up to 8,871,417 equity shares by Vijay Rathee both promoter selling shareholder.

The Company has

been supplying safety systems and critical engineering solutions for more than three decades with in-house designing and manufacturing capabilities. According to CRISIL report, the Company has a market share of approximately 50% in Fiscal 2022 in terms of production volume for two-wheeler, original equipment manufacturers, original equipment suppliers and the independent aftermarket combined. The Company's offerings are powertrain agnostic, catering to electric vehicle as well as internal combustion engine OEMs.

JM Financial Limited, Axis Capital Limited, ICICI Securities Limited and IIFL Securities Limited are the Book Running Lead Managers (BRLMs) to the issue.

The Company commenced operations in 1989 by manufacturing brake shoe products for 2Ws and have since diversified its operations to include offerings such as: (i) AB systems; (ii) Aluminium light weighting precision solutions, where we are a prominent player for 2W OEMs in India with a market share of 8% in Fiscal 2022 in terms of production volume; (iii) wheel assembly to 2W OEMs; and (iv) safety control cables products.

The Company supplies its portfolio of AB systems, ALP solutions, wheel assembly, and SCC products to OEMs in (i) the automotive sector for 2Ws, three wheelers, passenger vehicles and commercial vehicles and (ii) the non-automotive sector for

all-terrain vehicles, power tools and outdoor equipment.

In Fiscal 2022, the Company commenced commercial supplies to 2W EV OEMs in India, including, India's largest 2W EV OEM by market share in calendar year 2022 (by retail sales volume) (Source:

CRISIL Report), TVS Motor Company Limited ("TVS"), Ather Energy Private Limited ("Ather"), Hero

MotoCorp Limited ("Hero MotoCorp"), Greaves Electric Mobility Private Limited ("Greaves"), Bajaj Auto Limited ("Bajaj") and Revolt Intellicorp Private Limited ("Revolt"). It has long-standing relationships with all six of their top 2W OEM customers ranging from 15 years to more than 20 years.

Madras Anchorage Round Table 100 and Dhanbad Round Table 342 jointly organized "Flight of Fantasy" a one-day trip by flying 10 Tribal students from Jharkhand to Chennai



Chennai, June 20 2023: Madras Anchorage Round Table 100 (MART100) and Dhanbad Round Table 342 (DRT342) joined hands to organize a remarkable event called "Flight of Fantasy" aimed at providing underprivileged children with a once-in-a-lifetime experience.

This initiative allowed ten deserving Tribal kids to embark on their first-ever flight to Chennai from Jharkhand and enjoy a full day of engaging activities.

The event commenced with the children being taken on a mesmerizing journey as they boarded a flight to Chennai. Excitement and anticipation filled the air as the kids experienced the thrill of flying for the very first time. The Madras Anchorage Round

Table 100 and Dhanbad Round Table 342 representatives accompanied the children throughout the journey, ensuring their safety and comfort.

Upon landing in Chennai, the kids were treated to an action-packed day filled with unforgettable adventures. Round Table members had meticulously planned a series of events to make the day truly special for the children. The highlight of the day included visits to Snow Kingdom, where the kids experienced the magic of snow and enjoyed exhilarating snow-based activities. They were also taken to an enchanting aquarium, where they marvelled at the wonders of marine life. To conclude the day on a joyful note, the children were delighted to spend quality time at the beach.

Expressing his joy and satisfaction with the event, Tr. Vipul Jain, Chairman of Madras Anchorage Round Table 100, stated, "This marks our fourth Flight of Fantasy project, and witnessing the sheer delight on the Tribal children's faces brings us immense joy. Through this initiative, we aim to inspire and motivate these young minds to dream big and aspire for greatness in their lives."

Tr. Sarabjeet Singh, Chairman of Dhanbad Round Table 342, also shared his heartfelt sentiments, saying, "As our first Flight of Fantasy event, this experience will forever hold a special place in our hearts. The indescribable happiness radiating from the children's eyes is a priceless reward, and we are grateful to have been a part of

making their dreams take flight."

The event was graced by the presence of Area Chairman Area16 Tr. Subham Saboo, Tr. Rajesh, Tr. Pravesh, Tr. Naresh, Tr. Kashish, Tr. Pankaj, Tr. Nitin, Tr. Yashwant, Tr. Nitesh, Sq Leg Sanjay Ramasamy, and Sq Leg Vikas, who actively supported and contributed to the success of the event.

Madras Anchorage Round Table 100 and Dhanbad Round Table 342 continue to demonstrate their unwavering commitment to social causes and community upliftment through initiatives like Flight of Fantasy. By providing underprivileged children with such enriching experiences, they aim to instill hope, happiness, and a belief in limitless possibilities.

BNI celebrates its 50,000+ Members Milestone in India

Chennai, June 20 2023: Business Network International (BNI), the world's largest referral marketing organisation, is proud to announce its momentous achievement of surpassing 50,000 members in India. This significant milestone comes alongside BNI's groundbreaking initiative to empower small businesses in Tier 3 and 4 cities nationwide. Dr Ivan Misner, BNI's Founder & Chief Visionary Officer, visited India to commemorate these achievements.

Despite the challenges posed by the global pandemic, BNI has continued to thrive and drive exceptional growth in India. With 50,830 members across 1080 chapters in 121 cities, BNI has firmly established its presence in the country. The power of BNI's referral-based network is evident in the staggering 31,93,874 referrals passed, contributing to an impressive business volume of 30,516 Crores in the last 12 months. The average value of the seat in BNI stands at an impressive 65.54 Lakh per annum.

With this milestone, BNI recognises the immense potential and entrepreneurial talent in Tier 3 and 4 cities. The ongoing initiative aims to unlock this potential by fostering collaboration and providing opportunities for exponential business growth in these cities along with tier 1 and tier 2 cities. BNI believes that empowering small



businesses and promoting cooperation can contribute to the economic development of both local communities and the nation.

Expressing his pride and gratitude, 'The Father of Modern Networking,' Dr Ivan Misner, said, "I am truly humbled by what BNI has become. Its impact on the world of business and individual lives continues to spread. I feel great pride as the Givers Gain® philosophy expands worldwide."

Emphasising what it takes to lead through the most complex and confounding problems, Dr Ivan said, Every economy goes through cycles, and business slows down for some people. This is the time your network is your advantage. However, successful networking is about developing a network in the good times so you can reap its fruits during the times you need it the most. BNI not only supports startup businesses, it also helps existing businesses scale their companies by maximizing relationships, to build a powerful personal network to generate referrals for life."

He further added,

growth across geographies. The feat of impacting the lives of 50,830 Members, positively and being catalysts in fulfilling dreams that may have been elusive and for some, even impossible is highly rewarding. India is setting new standards of excellence to drive businesses to even greater success."

Mac Srinivasan, Global Markets President, emphasised BNI's crucial role in connecting entrepreneurs globally and facilitating business growth through referrals. He said, "From its humble beginnings with one chapter in the USA in 1985, BNI has grown into a global force, now comprising over 305,984 members across 77 countries. It means that we are touching the lives of over a quarter of a million individuals around the world, helping them to build their businesses, expand their networks, and achieve their goals. The unique chapter structure ensures exclusivity for each profession or trade, providing members unparalleled networking opportunities. BNI's milestone celebration and bolstering of its empowering initiative for Tier 3 and 4 cities mark a transformative moment for India's business landscape. By unlocking the potential of small businesses and promoting collaboration, BNI aims to drive sustainable growth and transform the lives of countless entrepreneurs throughout the country."

Hemu Suvarna, BNI India National Director, expressed his enthusiasm for the organisation's remarkable growth and the prospect of an even more significant impact in the future. He said, "India is the most exciting growth story for BNI. Looking back over the past 12 months, BNI Members have generated an astounding Rs 30516 crores in business. Not only has the region witnessed tremendous growth in terms of members, but we also see Mumbai leading the world in the innovations it has brought forth. These innovations will benefit the MSME sector directly, promoting collaboration and phenomenal business

KFC FANS SAY "BACH GAYE" WITH THE LAUNCH OF THE ALL-NEW SNACKER RANGE AT INR 99

Chennai, June 20 2023: The perfect snack = fulfilled cravings + a happy wallet!

Sound unbelievable? Well, not anymore! Your pocket money will go a long way with the all-new KFC Snacker range. The newly launched KFC Snacker range delivers the iconic KFC taste at an unbelievable price of just INR 99/-. KFC's newest offering is the perfect snacking option, jiske sath har baar you will say paise "bach gaye".

Choose from classic menu items such as the Chicken Longer, Veg Longer, Classic Chicken Roll, Regular Chicken Popcorn, as well as much-loved sides such as Krushers, Choco Lava, Fries and Pepsi, at just INR 99. So, whatever it may be



– a light evening snack on your way home from college, a quick

taking a break in between lectures – this Snackers deal at just INR 99/- is indeed a winner.

Like everything else at KFC, these snacks come with KFC's 5X Safety Promise of Sanitization, Screening, Social Distancing, and Contactless service with vaccinated teams. All surfaces and frequently touched areas in a restaurant are regularly sanitized, team members and riders are screened regularly for their temperatures.

So, get ready to snack and chill with the new KFC Snacker range at an unbelievable price! Order your favorite across all KFC restaurants @ INR 99/- while you dine-in, or takeaway.

Thermax positions itself for energy transition play Repositions as 'A Trusted Partner in Energy Transition'

Chennai, June 20 2023: Thermax, a leading energy and environment solutions provider, cognisant of the global shift towards industrial decarbonisation and its ability to play a significant role in facilitating this transition, has repositioned itself as a 'trusted partner' in energy transition'. Building on its remarkable history of supporting customers with its deep domain expertise in the energy and climate space, Thermax is strengthening its efforts to create a sustainable future with rapid innovations, a solutions-driven engineering approach, and a digital-first

mindset.

In line with its repositioning, Thermax will continue to bolster its manufacturing capabilities, forge technology partnerships, and make investments in areas like biomass conversion (bio-CNG/gasification), waste to energy, waste heat utilisation, industrial cooling, refrigeration, and a wide range of renewable capabilities including solar, wind, storage battery, and hybrid solutions. Recognising the immense potential of hydrogen in enabling a greener energy landscape, Thermax is also committed to offering forward-

looking solutions in this domain.

With these newer capabilities being added to the portfolio and realising that success is all about collaboration, Thermax aims to establish strong and trusted partnerships with its customers.

Ashish Bhandari, Managing Director and CEO, Thermax Limited, reiterating the company's core message, said, "Thermax's new positioning as a trusted partner in energy transition is fueled by the belief that a coordinated response to climate change will require Thermax to work closely with its customers to enable

accelerated industrial decarbonisation. Thermax is prioritising its customers' distinct energy and environment requirements to provide them with bespoke solutions that drive resource productivity, improve operational efficiency, and reduce environmental impact. We are dedicated to innovating solutions for bridging the gap between energy availability and energy sustainability."

Aligned with this transformative shift, Thermax is all set to play a pivotal role in accelerating the transition towards a greener and more sustainable tomorrow.