

DGT collaborates with Amazon Web Services India to offer skilling programs on emerging technologies

Chennai, Aug 01 2023: The Directorate General of Training (DGT), under the aegis of the Ministry of Skill Development and Entrepreneurship (MSDE), is collaborating with Amazon Web Services (AWS) India to upskill students in cloud computing, data annotation, artificial intelligence (AI), and machine learning (ML), to boost their capabilities and employability. This initiative will benefit students enrolled in the institutions under the DGT, an apex organisation responsible for implementing long-term institutional skill training through an extensive network of about 15,000 Industrial Training Institutes (ITIs) and 33 National Skill Training Institutes (NSTIs), across India.

As part of this collaboration, AWS India will provide individuals with self-paced online learning programs in emerging technologies at no cost. This learning content will be offered on DGT's Bharat Skills platform (<https://bharatskills.gov.in>), a central repository of updated curriculum, course content, digitally



blended content, question banks, and learning videos of all courses under the Craftsmen Training Scheme (CTS) and Crafts Instructor Training Scheme (CITS).

Shri Atul Kumar Tiwari, Secretary, MSDE said that we are making training on high-demand, emerging technologies available to students, opening up new opportunities for them, and enhancing their employability. Through this initiative with AWS, we are happy that students from ITIs and NSTIs can gain in-demand skills and hands-on experience in important areas such as cloud computing, data annotation, AI, and ML. The support that AWS will provide to train the faculty in these technologies will be valuable and empower them to deliver better learning outcomes.

Sunil P P, Lead—Education, Space, Non-profits, Channels and Alliances, AWS India Private Limited said that Cloud computing, AI, and ML are transforming nearly every industry, and developing a workforce skilled in these technologies is important to drive innovation and enhance the country's competitiveness. By offering industry-relevant AWS-based curriculum and learning resources to learners and educators, we are investing in education at large, and developing India's future digital workforce.

Recognizing data annotation as a critical aspect of the development of AI and ML projects as it makes datasets more usable and ready for innovation, AWS India will also enable DGT to train individuals in data

annotation and labelling, using Amazon Sage Maker Ground Truth, a purpose-built service from AWS that easily enables labelling of training data for machine learning at scale. In addition, AWS will provide nominated education institutions under DGT with ready-to-teach cloud computing curriculum that prepares students to pursue industry-recognised certifications and in-demand cloud jobs.

The trend towards cloud adoption has been growing, especially since the pandemic necessitated organizations of all sizes to rapidly transform into digital businesses, innovate their business model, and enable remote working through several cloud-enabled services. According to the research "Asia Pacific Digital Skills Study: The Economic Benefits of a Tech-Savvy Workforce", 92% of the 769 employers surveyed in India say at least one of the emerging technologies including AI, edge and quantum computing, block chain, and crypto currency, is likely to become a standard part of their future business operations.

Meeting between MoS (Agriculture) Sushri Shobha Karandlaje and Deputy PM and Minister for Agriculture & Food Industries of Moldova, Mr Vladimir Bolea held

Chennai, Aug 01 2023: A meeting between Minister of State for Agriculture & Farmers Welfare, Sushri Shobha Karandlaje and Deputy Prime Minister and Minister for Agriculture & Food Industries of Moldova, Mr Vladimir Bolea was held today at Krishi Bhawan, New Delhi.



Welcoming the Moldovan Deputy PM and his delegation, Sushri Shobha Karandlaje mentioned about the 31 years of close and friendly diplomatic relations between India and Moldova. She expressed her happiness on opening of Moldovan Resident Mission in New Delhi. The Indian Minister also mentioned about the declaration of the year 2023 as International Years of Millets (IYOM) by the United Nations on the proposal from Govt. of India and highlighted the benefits of millets for

health as well as the environment. Both Ministers emphasized on the potential for increasing bilateral trade in agricultural commodities and for strengthening of bilateral cooperation through exchange of knowledge and technology. Mr Vladimir Bolea congratulated India on becoming the 5th largest economy and also for India's G20 Presidency. He proposed signing of a Memorandum of Understanding for

cooperation between the two countries in the field of Agriculture which would provide an institutional mechanism for cooperation between the two countries. Mr Bolea also expressed Moldova's interest in exporting vegetable oils to India and importing fertilizers and pesticides from India. He expressed Moldova's support to India for its membership of UN Security Council in 2027 and informed that Moldova is a candidate to become an EU member and follows the EU standards and

therefore their products are safe to consume. He highlighted the Moldovan culture of producing wine and apples as a way of life and expressed their interest in exporting these products to India. MoS agreed to the proposal of signing of an MoU and proposed that India will soon share a draft MoU with them. She also requested the Moldovan side to send proposal for cooperation in exchange of technology. The Moldovan Minister invited Sushri Shobha Karandlaje to visit Moldova.

Foreign nationals and NRIs visiting India can make payments using Unified Payments Interface (UPI) while in India

Chennai, Aug 01 2023: The Reserve Bank of India (RBI) has vide circular no. R B I / 2 0 2 2 - 23/176CO.DPSS.POLC.No.S-1907/02.14.006/2022-23 dated 10.02.2023, allowed access to Unified Payments Interface (UPI) to foreign nationals and NRIs visiting India by enabling them to make payments using UPI while they are in India. RBI has updated its Master Directions on Prepaid Payment Instruments (PPIs) accordingly. This was stated by Union Minister for State for Finance Dr



Bhagwat Kisanrao Karad in a written reply to a question in Lok Sabha today. The Minister further stated that this facility has been extended to travellers from G-20 countries at select international airports (Bengaluru, Mumbai and New Delhi) for their merchant payments. Further, a provision has

also been made by RBI to provide UPI access to NRIs who have international mobile numbers linked to their NRE / NRO accounts. National Payments Corporation of India (NPCI) is devoted for internationalisation of UPI. RBI has been facilitating engagements for the expansion of UPI in countries which have potential for collaboration, the Minister stated.



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Managing Director,
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Started From Scratch, he built the entire empire of JMR groups with his hard work and broad business knowledge. He always stands by the quote -

"Don't run behind success, run behind excellence and success will follow"



G. Jose Kavithan
Project Director,
Oasis Grace Engineering Projects Pvt Ltd
Being the backbone of all the field operations of Oasis Grace previously in Muscat and now in Oman. He mentors the entire organization with his strong technical expertise and vast experience.



V. Jini Maxlin
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Parliament Passes Cinematograph (Amendment) Bill, 2023 Historic Bill Passed By The Parliament Amending The Cinematograph Act After 40 Years

Chennai, Aug 01 2023: The Cinematograph (Amendment) Bill, 2023 was passed by the Parliament today after getting the nod from the Lok Sabha. The Bill was introduced in the Rajya Sabha on 20th July, 2023 and passed after discussion on 27th July, 2023. The historic bill was passed by the Parliament amending the Cinematograph Act after 40 years as the last significant amendments in the Cinematograph Act, 1952 were made in the year 1984. The landmark bill aims to comprehensively curb the menace of 'Piracy' causing losses of Rs 20,000 Crores to the film industry, based on certain estimates. The provisions include strict punishment of minimum 3 months imprisonment and fine of Rs. 3 lakhs which can be extended up to 3 years imprisonment and fine upto 5% of the audited gross production cost.

Prime Minister, Shri Narendra Modi has envisioned that India truly possesses immense potential to become the content hub of the world with rich heritage and cultural diversity being India's strengths. The Union Minister for Information and Broadcasting, carrying forward the vision of the Prime Minister, also recognised the Indian Cinema being a significant contributor to India's soft power, promoting Indian culture, society, and values globally. He said "the empowerment of Indian Film Industry with Ease of Doing Business and its protection from the menace of Privacy, would go a long way in growth of content creation ecosystem in India, and would help



safeguard the interests of all artists and artisans working in the sector".

Talking about the Cinematograph (Amendment) Bill, 2023 when it was taken up for consideration and passing in Lok Sabha today, the Union Minister for Information & Broadcasting, Shri Anurag Singh Thakur said, "India is known as a country of story tellers which shows our rich culture, heritage, legacy and diversity. In the next 3 years our film industry will grow to 100 billion dollars, providing employment to lakhs of people. Keeping the needs of the changing time, we have brought this bill to fight piracy and to further promote the film industry. These amendments will comprehensively curb the menace of 'piracy' which is causing losses of Rs. 20,000 crores to the film industry"

Shri Thakur further said, "The government has done away with the requirement to renew film's license every 10 years and has made it valid for lifetime. Now, there is no need to run around the government offices seeking renewal. Keeping up with the judgement of K.M Shankarappa Vs Union of India case judgement, the government has kept it away from the revision power and now the autonomous body of CBFC will have the full authority to look after it".

Cinematograph Act Amendment:

First, the Bill attempts to address the issue of unauthorised recording and exhibition of films and curb the menace of film piracy by transmission of unauthorised copies on the internet.

Second, the Bill attempts to improve the procedure for certification of films for public exhibition by the Central Board of Film Certification, as well as improve categorisations of the certifications of the films.

Third, the Bill attempts to harmonise the law with extant executive orders, Supreme Court judgements, and other relevant legislations.

a) Provisions to Check Unauthorised Recording and Exhibition of Films Amounting to Piracy: To check film piracy by way of cam-cording in the theatres; and most importantly also prohibit any unauthorised copying and online transmission & exhibition of a pirated copy of any film, strict penal provisions have been incorporated.

b) Age-Based Certification: Introduction of age-based categories of certification by further sub-dividing the existing UA category into three age-based categories, viz. seven years (UA 7+), thirteen years (UA 13+), and sixteen years (UA 16+), instead of twelve years. These age-based markers would be only

recommendatory, meant for the parents or guardians to consider whether their children should view such a film.

c) Aligning with the Supreme Court Judgements: Omission of Revisional Powers of Central Government as per judgment of Supreme Court in the case of K.M. Shankarappa vs Union of India (2000).

d) Perpetual Validity of Certificates: Removal of the restriction in the Act on validity of certificate for only 10 years for perpetual validity of certificates of Central Board of Film Certification (CBFC).

e) Change of Category of Film for Television: Recertification of the edited film for Television broadcast, as only Unrestricted Public Exhibition category films can be shown on television.

f) Reference to Jammu and Kashmir: Omission of references to the erstwhile State of Jammu and Kashmir in line with the Jammu and Kashmir Reorganisation Act, 2019.

The Indian film industry is one of the biggest and most globalised industries in the world producing more than 3,000 films annually in more than 40 languages. The medium of cinema, the tools and the technology associated with it have undergone vital changes over this period of time. The menace of piracy has also grown manifold, with the advent of internet and social media. The Cinematograph (Amendment) Bill, 2023 was passed by the Parliament today will go a long way in curbing the menace of piracy and also empowerment of Indian Film Industry with Ease of Doing Business.

Selvaraghavan, Yogi Babu act in new film; Produced by GA Harikrishnan and directed by Ranganathan, the yet-untitled movie revolves around south Tamil Nadu politics



Chennai, Aug 01 2023: Director Selvaraghavan, who has been making his mark in acting of late, is playing the lead role in a film directed by debutant Ranganathan and produced by GA Harikrishnan and Durga Devi Harikrishnan under Moment Entertainments banner.

Yogi Babu, popular Telugu actor Sunil, Malayalam actor Shine Tom Chacko, Radharavi and Vinodhini will be seen in key roles in this

yet-to-be-titled film that features director Rajiv Menon's daughter Saraswati Menon as the leading lady. The name of another heroine will be announced later.

Speaking about the film, Director Ranganathan said, "This is a story about the politics of south Tamil Nadu. We have added many interesting elements to attract the audience. Selvaraghavan, who listened to the story, liked it very much and

agreed to play the lead role. My thanks to him and producer Harikrishnan."

Speaking further, he said, "The shooting has started and is going on in places like Dindigul, Ramanathapuram and Kodaikanal. We are planning to complete the shoot in fifty days. A famous music composer is scoring the music for the film. His name will be announced soon."

Arvind Krishna handles the

cinematography and Ramapandian takes care of the editing for the film. T Balasubramanian is handling the art direction. Executive Producer: Sathish Sundharrajan, Public Relations: Nikil Murukan.

Selvaraghavan is playing the lead role in this film directed by a debutant Ranganathan and produced by G A Harikrishnan and Durga Devi Harikrishnan under Moment Entertainments banner.

C-DOT signs consortium agreement with industry partners for 'Collaborative Development of Disaggregated 5G Radio Access Network Solution'

Chennai, Aug 01 2023: Centre for Development of Telematics (C-DOT), the premier Telecom R&D Centre of the Department of Telecommunications (DoT), signed a consortium agreement with industry partners: Lekha Wireless Solutions Private Limited, Signaltron Systems Private Limited, Sooktha Consulting Private Limited and Resonous Technologies Private Limited for 'Collaborative Development of Disaggregated 5G Radio Access Network Solution'. The consortium partners are companies engaged in development of Radio communication products, specialising in providing radio access network solutions for 5G, LTE, etc.

This agreement is the second such initiative under of the 'C-DOT Collaborative Research Program 2022 (CCRP-2022)', which was launched to realise the objective of promoting innovation and



development of cost-effective indigenous telecom products and solution. The first such agreement was signed with VVDN Technologies Private Limited and WiSig Networks Private Limited to develop 5G Open RAN.

This engagement amongst the Parties is to collaborate for the development of an O-RAN compliant disaggregated 5G RAN solution capable of operation in the FR1 and FR2 bands for public & private 5G networks. C-DOT will act as a business incubator and facilitator by providing funding and necessary infrastructure for testing, interoperability, field trial, Proof of Concept (POC); hence ensuring availability of

deployable 5G RAN End to End solution will infuse healthy competition in the market, augment Indian intellectual property and also enable our country to become a leading global supplier of affordable 5G solutions.

The event was attended by Shri Ramu T Srinivasaiah, Founder & Director- Lekha Wireless Solutions; Shri Himamshu Khasnis, Founder & Director- Signaltron Systems; Shri Balaji Rangaswamy, CEO - Sooktha Consulting; Shri Subbaiah K V, CEO- Resonous Technologies. Dr Pankaj Kumar Dalela, Ms Shikha Srivastava-Directors of C-DOT were also present during the agreement signing ceremony.

The C-DOT and consortium partners expressed their enthusiasm and reiterated their firm commitments towards taking this engagement further with a resounding success and building indigenous capabilities for the digital transformation of the country, looking forward to global reach.

ENC bids adieu to Vice Admiral Biswajit Dasgupta on Superannuation

Chennai, Aug 01 2023: Eastern Naval Command (ENC) bid adieu to Vice Admiral Biswajit Dasgupta PVSM AVSM YSM VSM Flag Officer Commanding-in-Chief (FOC-in-C) ENC on his superannuation on 31 Jul 23 at an impressive Ceremonial Parade held at the Naval Base Visakhapatnam. The Admiral inspected the Ceremonial Guard and reviewed platoons of naval and DSC personnel of the Command. The ceremony was attended by all Flag Officers and Commanding Officers of ships, submarines and establishments. This was followed by the traditional 'Pulling Out'



ceremony.

Vice Admiral Biswajit Dasgupta superannuated from the Naval Service on completion of over thirty eight years of illustrious service to the Nation and the Navy. During his 20 months tenure at the helm of the ENC, the Command witnessed a high operational tempo

with ships, submarines and aircraft deployed from Eastern Pacific to the East Coast of Africa. Additionally, ENC carried out crucial HADR operations like evacuating stranded Indian nationals from Sudan during Op Kaveri and providing Humanitarian Assistance

and Disaster Relief (HADR) to Myanmar after Cyclone Mocha as part of Op Karuna. The Command also successfully conducted important flagship events such as the multilateral Maritime International Exercise - MILAN 2022, the President's Fleet Review 22 and the Navy Day Op Demo 2022 which was witnessed by the Hon'ble President of India. He proactively spearheaded a number of infrastructure projects to enhance the overall quality of life in the Eastern Naval Command. His tenure also saw establishment of the Sea Harrier Museum at Visakhapatnam and the TU Museum at Kolkata.

HP introduces LaserJet Pro Multi-function-printers for affordable high-volume printing Suitable for businesses needing high-quality and low-cost printing

Chennai, Aug 01 2023: HP India today introduced a new range of LaserJet Pro MFP 4104 printers, offering high-quality yet cost-effective printing. With this, Indian businesses can experience improved printing, scanning, and copying capabilities, making it the ideal multi-function printer choice. Furthermore, the affordable, versatile, and easy-to-maintain LaserJet Pro MFP 4104 printers are aimed at improving the operational efficiency of the paid printout and the photocopy businesses.

Built with productivity and efficiency in mind, the series delivers fast printing up to 40 pages per minute, with the first printout time of under 6.3 seconds. They offer a robust paper capacity of up to 900 sheets, allowing businesses to focus on their core tasks without frequent interruptions for paper reloads. Equipped with automatic duplex printing and single-pass dual-side scanning functionality, minimizes paper usage, saves time, and lowers printing expenses. The new range of LaserJet Pro MFP 4104 comes in three variants including HP LaserJet Pro MFP 4104 dw (Duplex and Wireless), fdn (Fax,



Duplex and Network), and fdw (Fax, Duplex and Wireless).

"We recognize that businesses need smart and affordable technology to grow efficiently, and we are committed to providing them with the tools they need to thrive. With this understanding, we proudly unveil the HP LaserJet Pro MFP 4104, a printer range specifically tailored to cater to the diverse needs of Indian businesses. Our primary objective is to deliver high-quality, reliable printing, scanning, and copying solutions that go beyond mere functionality", said Sunish Raghavan, Senior Director, Printing Systems, HP India Market.

Powerful Performance and Seamless Operations

Engineered for high-volume printing needs,

the LaserJet Pro range delivers cost-effective mono printing with sharp text, bold blacks, and crisp graphics

Boosts productivity and efficiency for work teams, ideal for up to 10 users

Print speed of upto 40 pages per minute, while the enhanced workflow capabilities of HP Pro-class maximum deliver print speeds of up to 42 ppm for high-demand environments.

The device has a duty cycle of 80,000 pages and has a toner yield of upto 9800 pages[ii]

Effortless printing, scanning, copying, and faxing with the 50-page automatic document feeder (ADF) for hands-free productivity

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Smart Printing Experience

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Simplified setup, mobile print & scan coupled with Instant USB printing without PC drivers

Equipped with HP Wolf Essential security Best-in-class HP Smart App[iii] with Smart Advance scanning features

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HP Eco-smart black toner for superior printing and up to 22% energy savings

HP Auto On/Off Technology for convenient power management

HP Planet Partners free collection service for eco-friendly toner recycling

Pricing and availability

HP LaserJet Pro MFP4104dw is priced at INR 43028

HP LaserJet Pro MFP 4104 fdn is priced at INR 45717

HP LaserJet Pro MFP 4104fdw is priced at INR 48407

Devices are available for sale via HP eStore and also via HP authorized partners.

Kalaivalarmani Srimati and Venkata Subramanian Two daughter's Vibha Venkat Salangai Pujai and Smriti Venkat Bharatanatyam Arangetram held at Mylapore

Chennai, Aug 01 2023: Salangai Pujai was held for Vibha Venkat, the youngest daughter of Srimati and Venkata Subramanian at Sundareswarar Hall, Mylapore, Chennai. Madhuvanti was the chief guest and R. Shekhar was the special guest.

Later, a Bharatanatyam Arangetram by Smriti Venkat was held in which the director of Chidambaram



Academy, Padmasree Kalaimamani Kuttalam Chitra Visweswaran, Shri M. Selvam,

Kalasuri Smt.Thivya Sujen and others were the chief guests.

Vibha Venkat and Smriti Venkat, the stars of the spectacular event, are studying in Class 2 and Class 7 respectively in Dubai. However coming from family backgrounds traditionally involved in our culture and tradition, both of them performed on the learned art for the audience and special guests respectively.

Swiggy Aims to Pique Consumers' Intrigue with New 'Swiggy Weekends' Campaign

Chennai, Aug 01 2023: Swiggy, India's leading on-demand convenience platform, has announced a new nationwide campaign, 'Swiggy Weekends'. Conceptualised to pique consumers' intrigue through the ingenious use of misdirection, the short and snappy TVCs promise to take them on an unexpected and delicious journey that has become characteristic of Swiggy.

As part of the campaign, Swiggy has launched three new films in Hinglish and two films in Southern languages, employing misdirection as a key device. The films build intrigue with the audience, cleverly tricking viewers with intense scenarios, leading them to expect something entirely different. However, to their surprise, the intensity is directed

towards the irresistible food offers from Swiggy, igniting a craving that can only be satisfied with a delightful meal from their favorite restaurants at a great discounts on weekends. The campaign is live in 9 languages across the country.

One of the films opens with a young boy in a school uniform, nervously clutching his mark sheet as he enters his house. The tension builds as his father playfully taunts about a number, which we assume are the boy's marks. The mother joins in, and even grandfather seems to be on the verge of making a remark. As the elders corner the boy, the doorknob rings. To the boy's surprise, he finds a Swiggy's delivery person at their doorstep with their food order, giving away the suspense that the elders

were referring to the irresistible weekend discounts on Swiggy all along.

Aparna Giridhar, Vice President - Brand Marketing at Swiggy, shared, "Our consumers order in a lot more on weekends, 25% more to be specific. Hence we wanted to celebrate the joy of weekends through irresistible offers on Swiggy and the 'Swiggy Weekends' campaign came to life. We've used the popular misdirection route to drive home the fact that - no matter what the situation, good food at great prices is always in our minds. So if it's the weekend then it's time to Swiggy!"

With top restaurants such as Wow Momo, Faasos, Eatfit, Biryani by Kilo, Nirula's and Burger Singh across the country participating in this campaign, Swiggy

continues to bring attractive supersaver offers to its users. Users can take advantage of a flat ? 125 discount on any purchase of ? 199 or more. This exciting offer begins every Friday at 12 noon and remains valid until Sunday, running until mid-September. This means users can indulge in their favourite cuisines at unbeatable prices and create unforgettable moments with loved ones during the weekends.

The campaign will be integrated across platforms, including digital media, television, outdoor, and social media channels. Swiggy is confident that the combination of misdirection, humor, and the allure of their food offerings will leave an impact on viewers, encouraging them to experience the magic of "Swiggy Weekends" firsthand.

Scaling Tamil Nadu's D2C landscape: Simpl to on-board 5,000 merchants over the next 2-3 years

Chennai, Aug 01 2023: Simpl-India's foremost Checkout Network, today announced its plan to on-board over 5,000 merchants, including D2C brands from Tamil Nadu over the next 2-3 years. The strategic move aims to empower thousands of merchants in the state, by increasing conversions and reducing order returns, thereby creating a thriving ecosystem for businesses and consumers across the state.

Recognised as one of the top states having the highest Gross State Domestic Product (GSDP), Tamil Nadu is also one of the most prominent start-up ecosystems in the country. Simpl intends to support the D2C businesses in the state through its innovative Checkout Network, and empowering them to provide their customers the efficiency of 1-tap pay, eliminating transaction failures, and satisfying ever-evolving consumer

demands. Several D2C brands and enterprises use Simpl's Checkout Network to enhance their customers' experience, including Madrabbbit, Drogo, Gadget Wagon, Ishhaara, Grab Your Gadget, FabSports. Simpl plans to further grow its presence in Tamil Nadu, enabling more brands from across sectors such as F&B, personal care, and healthcare etc. to avail their cutting-edge features.

Commenting on the development, Nitya Sharma, Founder and CEO of Simpl, said, "With a keen understanding of the D2C space in the country, our mission revolves around bringing thousands of merchants out from the shadows of large marketplaces and empowering them with innovative solutions. Through our innovative Checkout Network and ground-breaking 1-tap pay, we intend to offer convenience and trust to millions of merchants and customers. Tamil

Nadu has emerged as one of the fastest-growing startup hubs in India over the years, and we are determined to empower 5,000 start-ups within the next 2-3 years and equip them with cutting edge technological solutions for their growth and expansion."

The company shared its plan of on-boarding more merchants on the sidelines of the 13th Chapter of its D2C Unlocked, a flagship community-led founders event held in Chennai today. The event registered the participation of dozens of D2C brands functioning across sectors. The event also witnessed the participation of eminent industry leaders and founders, including Anand Krishnamoorthy, Director at Wedtree Group, Vasanth Tamilselvan, Founder of Ariro Toys and a Shark Tank India winner, and Nalini Parthiban, Founder of Sweet Karam Coffee.

With over 26,000 merchants including enterprise and D2C and more than 10 million users across the country connected to Simpl's network, the platform is the preferred choice for merchants and customers alike looking to improve conversions and have a seamless checkout experience online.

The Direct-to-Consumer (D2C) industry in India has witnessed a remarkable surge, driven by the growing preference of consumers for online shopping platforms and the rising impact of social media. As per the CII Shiprocket India D2C market report, D2C brands in India are currently experiencing a strong Compound Annual Growth Rate (CAGR) of 40%. Projections indicate that the combined revenue generated by these brands is expected to reach \$60 billion by FY27, marking a substantial rise from the \$12 billion recorded in FY22.

Nissan announces free monsoon check-up camp for customers across India

Chennai, Aug 01 2023: Nissan Motor India Pvt. Ltd. (NM IPL) has announced a free monsoon check-up camp for customers starting from July 15 and to September 15, 2023 at authorised workshops serving Nissan and Datsun vehicles across India. Customers can book a service appointment for the camp through the Nissan Connect app or Nissan India website.

The monsoon check-up camp provides a comprehensive 30-point check-up, including a free battery

checkup; exterior and interior inspection; underbody check; road test; along with a complimentary top wash. Customers can also avail of discounts of up to 10% on wiper blades and up to 20% on labour including brake pad replacement.

Rakesh Srivastava, Managing Director, Nissan Motor India, stated, "At Nissan, we pride ourselves on providing a meaningful car ownership experience that sets us apart. The monsoon camp is one of the many ways Nissan is delivering on its proposition of hassle-free ownership and

exceptional aftersales that meets customers' evolving needs and exceeds their expectations."

Nissan has introduced the 'Convenience of Doorstep Service' and 'Pick-up and Drop-off' services of Nissan cars to and from dealerships. The carmaker also offers the 'Nissan Express Service' that is claimed to deliver a comprehensive service experience in 90 minutes. Nissan's strong track record of providing the best ownership experience has been widely appreciated by customers. The

previous nationwide free monsoon camp received an overwhelming response, with over 12,000 customers participating.

We continue to strengthen our distribution capability to meet and exceed consumer expectations. Consequently, we have expanded our network of customer touchpoints in FY 2022-23 adding 19 new touchpoints comprising 14 showrooms and five service workshops, strategically positioned in key cities across the Northern and Southern regions of India.