

## Governor of Nagaland La. Ganesan inaugurates IIRSI 2023, India's Leading Convention on Eye Surgery

Chennai, July 09 2023: Thiru La. Ganesan, Hon'ble Governor of Nagaland today inaugurated IIRSI 2023, the 38th Intraocular Implant and Refractive Surgery Convention, and India's leading platform focused on treating preventive blindness, intraocular lens (IOL) implantation, and refractive eye surgery. The two-day event was on July 8 and 9 at ITC Grand Chola Hotel in Chennai.



refractive surgery.

their eyes."

IIRSI 2023 aims to bring together Ophthalmologists across India and abroad to discuss the advancement in technology and their experience in IOL implantation and Refractive Surgery and contribute towards the treatment of preventive blindness.

Over 4,000 ophthalmologists from across the world participated in the two-day event. The annual conference is held by the Intraocular Implant and Refractive Society of India (IIRSI) to showcase their skills and present the latest advancements in the field of ophthalmology, especially cataract and

Addressing the distinguished gathering Thiru La. Ganesan, Hon'ble Governor of Nagaland said, "It gives me great pleasure to be part of the inaugural function of the 38th Intraocular Implant and Refractive Surgery Convention. This convention is being attended by Doctors from India and other countries. Conferences like the IIRSI play a very important role in enhancing the skills of Indian eye surgeons. There are 12 million people who are suffering from blindness in our country and this number can be reduced by everyone pledging and donating

The conference covered foreign faculty lectures, session for young ophthalmologists, hands on Wetlab courses, Ophthalmic Premier League competition, Court Martial in Ophthalmology, company sponsored symposiums, IIRSI Film Festival Award Show (IFFA), and IIRSI photography competition.

Speaking at the inauguration, Prof. Amar Agarwal, Secretary General, IIRSI, and Chairman, Dr Agarwals Eye Hospital said, "The annual conference of IIRSI has become a

pivotal event in the ophthalmology calendar of India centred on global innovations. This year, eye surgeons are participating to showcase the surgeons the latest advancements in the field. This conference will provide a platform for the aspiring surgeons to know different ways of tackling the difficult situations of cataract and its surgery. Overall, IIRSI has been instrumental in significantly increasing the capabilities and offerings of the eyecare sector in India in terms of diagnostics and treatment."

## Union Minister of Railways, Electronics and Communications & IT visits Chennai The Minister presides over 19th Convocation ceremony at SRM University

Chennai, July 09 2023: Ashwini Vaishnaw, Hon'ble Union Minister of Railways, Electronics and Communications & Information Technology visited Chennai and participated in a series of events today, 8th July 2023.

Convocation at the SRM Institute

In the morning, Shri Ashwini Vaishnaw graced the 19th Convocation of SRM Institute of Science and Technology (SRMIST), Kattangulathur as Chief Guest and delivered the convocation address in the presence of Shri T.R. Paarivendhar, Hon'ble Member of Parliament and Founder Chancellor, SRM Institute of Science and Technology. The Chief Guest and the dignitaries conferred degrees/diplomas upon graduating students from various disciplines such as Engineering & Technology, Medicine & Health Sciences, Management, Science and Humanities and Agricultural Sciences were conferred with degrees/diplomas by the Chief Guest and other dignitaries.



tourist-friendly features incorporated in the Heritage special coaches. The Minister stated that the Tourist Train has been rolled out on an experimental basis and will be inducted into service in the next few months. On successful operations, many such tourist special trains will be rolled out, the Minister commented.

A joint effort by EMU Car Shed, AVADI and Carriage works, Perambur, the work of modification and retrofitment of steam heritage special MEMU train was successfully carried out. The 'T' Train comprises two locos of MEMU Driving Motor Car modified to resemble steam loco and attached to both ends of the train replicating the look and feel arrangement of first indigenously built steam loco No. F734. The four self-generating AC Vistadome type coaches are attached in the middle of the rake formation with three chair cars and a fourth designated as restaurant car. These four coaches were converted duly incorporating modern features along with aesthetically designed interiors and fittings to have a pleasant and comfortable travel experience. Some of the modern and aesthetic features of the

Tourist Special are ergonomic seating, window arrangement similar to Vistadome coaches, modular toilets, interior paneling, Public Address and Passenger Information system, among others. The 'T' special train is set to redefine travel experience captivating both heritage enthusiasts and avid travelers with its unique features.

(Details of the Tourist Special train are appended as Annexure-A.)

Later, the Minister interacted with media persons at Dr MGR Chennai Central. Indicating the budgetary outlay for Railways in Tamil Nadu, the Minister mentioned that the average budget outlay for the state during 2014-2023 is Rs.870 Crores and the outlay has increased to Rs.6080 Crores during 2023-24. The Minister remarked that many infrastructural projects are progressing at a steady pace in Tamil Nadu.

At Dr MGR Chennai Central, the Minister also met the representatives of recognized Trade Unions and Associations of Southern Railway besides interacting with the passengers.

Review Meeting at Southern Railway Headquarters

Followed by the inspection at Dr MGR Chennai Central, Shri Ashwini Vaishnaw, Hon'ble Union Minister of Railways, Electronics and Communications & Information Technology held a review meeting at Southern Railway Headquarters. Shri R.N. Singh, General Manager, Southern Railway gave a presentation on the performance highlights of Southern Railway. The Minister commended the performance of the Zone on various facets of working and advised corrective action wherever required. The Minister reviewed and discussed matters concerning Safety, progress of infrastructural and station redevelopment projects, Speed enhancement works, timetabling of trains, maintenance of railway assets and enhancement of freight loading with General Manager and Principal Heads of Southern Railway.

After the review meeting, the Hon'ble Minister departed to the Integral Coach Factory for an inspection and review meeting.



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## TVS Emerald wins 'Best Architecture Plan of the Year' Award for their Themed Property 'Elements' at FICCI REISA Summit, Chennai



Chennai, July 09 2023: Emerald Haven Realty Ltd. (TVS Emerald), a leading real estate developer, has won the "Best Architecture Plan of the year" Award for its project TVS Emerald Elements at the Real Estate and Infrastructure Summit and Awards 2023 (REISA) held in Chennai recently. The summit was organized by FICCI and supported by CREDAI and Anarock.

TVS Emerald 'Elements' is a unique theme-based project designed around the five

elements of life- Air, Water, Fire, Space and Wind. This project, the fourth theme-based offering by the brand, comes with a revenue potential of approximately Rs 800 crores. It will be built on 6.56 acres in Kovilambakkam with 65% open space.

The project features five terraces, each one thoughtfully crafted to engage the five senses. At its heart, a sprawling central podium spans 35,000 square feet, comprising of amenities such as a tree house, a



butterfly garden, a swimming pool, an outdoor gym and a Zen garden.

The design of the project reflects the brand's enduring commitment to sustainability and enjoys a silver-rating by IGBC (Indian Green Building Council). The brand plans to launch more theme-based projects in South India this year.

Ecstatic about the development, Sriram Iyer, Director and CEO, TVS Emerald, said, "We are delighted to have won

this award. Our architects and designers have combined the key principles of design with cutting-edge craftsmanship to make this project unique and state-of-the-art. The five elements transcend every aspect of the project, from design and décor to amenities and landscaping. It also strengthens our commitment to sustainability, an enduring principle of our brand."

The project will be launched on 16 July 2023.

## Press Meet of Vasantha Balan's 'Aneethi' to be released by director Shankar

Chennai, July 09 2023: National award winning director G.Vasantha Balan's next film 'Aneethi' produced by Urban Boyz Studios and its Telugu version 'Blood and Chocolate' will release in both languages simultaneously on July 21 in theaters across the world in a grand fashion.

A press conference by 'Aneethi' cast and crew was held in Chennai.

Lyricist Karthik Netha who spoke on the occasion said...

"It's a great pleasure to work with director Vasantha Balan. Na. Muthukumar had a lot to say about Vasantha Balan. I have written two songs in this film as an extension of Muthukumar. One is a love song and the other is a song describing justice and injustice. G.V. Prakash has composed the music very wonderfully."

The film's dialogue writer, 'Director' SK Jeeva said...

"Having directed films including 'Pudumaippithan' and 'Lovely', I worked as writer for 'Azhagiya Tamil Magan'. I was involved in various



attempts as well. After a long gap, director Vasantha Balan offered me a role in his film 'Jail'. One day he contacted me over the phone, and asked me to write the dialogues for 'Aneethi'. It was a pleasant surprise for me because Vasantha Balan himself is a very good writer. Not only that, he is in close touch with all leading writers of Tamil literary world. He trusted me and handed over the responsibility. I am thankful to him. The producers of the film were always ready to provide all necessary facilities to the crew. Everyone from actors to technicians contributed very well. After 'Nadiga Vael' MR Radha and Kalaingar, Arjun Das has a unique voice. This 'Aneethi' is for justice. Please support this, thank you."

Actor Arjun Chidambaram said...

"When Vasantha Balan invited me to act in 'Aneethi', I was acting in 'Ponniyin Selvan'. I had grown my hair very long for the film. Thank you Vasantha Balan sir for generously allowing me to act in the same look in 'Aneethi'. I wish 'Aneethi' a huge success."

Cinematographer Edwin Sakay said...

"I am indebted to director Shankar for giving me the opportunity to be the Making Cameraman in 'Enthiran'. I was a little nervous when Vasantha Balan invited me to work as the cinematographer in 'Aneethi'. But at the very first meeting itself he talked very friendly and explained about the film. Working with him was an unforgettable

Actor Bharani said...

"My long-time wish to work with director Vasantha Balan has been fulfilled through this

experience."

Editor Ravikumar said...

"I have not yet thanked director Vasantha Balan for giving me the opportunity to work in this film. I would like to express my sincere gratitude to him on this occasion. They say that a good film always gets a good team, and that is what has happened with 'Aneethi'."

Actress Vanitha Vijayakumar said...

"I am re-entering the Tamil film industry after a gap with this movie. It is a very good film. I am very thankful to Vasantha Balan for giving me a very important role. Despite being one of the important directors of the film industry, Vasantha Balan does not have an iota of arrogance. He gets along with everyone so easily. Arjun Das can be called the Shah Rukh Khan of Tamil film world. I am not saying this to exaggerate. You will feel this when 'Aneethi' hits the screens. Dushara Vijayan is a very talented actress. Everyone who has worked in the film has contributed very well. 'Aneethi' is going to be a big hit."

working from home exacerbated the problem. Due to the restrictions, almost everyone is forced to spend a significant amount of time at home crouched over a laptop, tablet, or mobile phone with their shoulders rolled forward and their head forward.

## Text Neck Syndrome in Children and Adolescents: A New Epidemic

Dr. Nandkumar Sundaram, HOD Orthopedics Fortis Malar Hospital, Adyar

Chennai, July 09 2023: Nowadays, children and teenagers are more likely to report experiencing text neck pain than ever before. Text neck syndrome is caused by poor posture and prolonged, inappropriate use of technology, such as personal computers and mobile phones, without consideration for the natural kinematics of the spine and major joints.

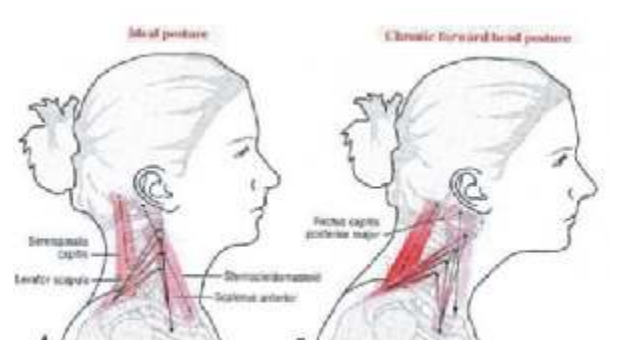
COVID restrictions, online learning, and

smartphones and tablets the most, must be made aware of this fact. This increases the worry that young people would live in pain and impairment or, worse yet, have years taken off of their life expectancy.

In this article, Dr. Nandkumar Sundaram, HOD Orthopaedics, Fortis Malar Hospital, Adyar, in-depth explains text neck syndrome.

"Text Neck Syndrome" what is it?

Text neck syndrome is



In India, kids and teenagers play, read, and text for four to five hours straight on their mobile phones or tablets. In India, 83% of kids between the ages of 10 and 14 have access to smartphones, which is 7% more than the global average of 76%. According to the outcome (source: McAfee study), Indian youngsters are the youngest to acquire mobile maturity.

Because the short-term impacts are not as obvious, children and teenagers either do not consider or are unaware of long-term bodily harm. The effects of forward neck flexion do not significantly impact quality of life until adulthood. Younger people, who use

a term used to describe a neck injury brought on by prolonged forward head posture. The curvature of the cervical spine, the muscles in the neck and shoulder, and the supporting ligaments are all impacted by the forward bending position.

The following are a few text neck syndrome symptoms and signs:

Shoulder and neck discomfort that is severe or persistent

Neck and shoulder stiffness/tightness, which limits range of motion.

Recurrent or intermittent headaches

Pain in the eyes

Nerve pain accompanied with tingling and numbness in the upper limbs

Exercises for Text Neck Syndrome:

Exercises that could prevent text neck syndrome are listed below. The pain from these exercises shouldn't get worse. Stop and call your healthcare

professional or physical therapist if your pain becomes worse.

1. Chin tuck: Begin by sitting up straight and softly tucking your chin to create the appearance of a double chin. Make sure your chin and nose are pointing upward rather than downward. For five seconds, maintain this posture. 30 repetitions should be done.

2. Scapular Retraction: Begin sitting up straight. Your shoulder blades should be lightly squeezed together while you contract the muscles in between them. Hold this position for 5 seconds and then repeat 30 times.

3. Pectoralis Stretch: To stretch your pectoralis muscles, place one hand on a door frame and raise it to shoulder height. Lean forward gradually until your chest begins to extend. Repeat three repetitions on each side while holding the stretch for 30 seconds.

4. Foam rolling series: to improve shoulder and

upper back mobility.

Tips for preventing text neck syndrome:

? Place your smartphone at eye level.

? Gently tuck your chin in while rolling your shoulder blades back.

? Every 15 minutes, step away from your mobile device.

? Remind yourself to change positions.

? For children, place the device on a table rather than on the ground or in their hands.

Many youngsters and teenagers are affected by the modern epidemic known as text neck syndrome. Text neck syndrome is on the rise because of new technology and the possibly dangerous addiction to cell phones and computers while reading, playing, or texting. One should be able to prevent text neck syndrome from developing through the right positioning, knowledge, and awareness.

## CSB Bank in association with CRISIL Research conducts its third edition of Knowledge Series on Light Engineering & Auto Component Industry for SMEs in Chennai

Chennai, July 09 2023: Leading Private Sector lender CSB Bank with a lineage of 100 years, in association with CRISIL Research conducted third edition of its knowledge Series 'InFocus' on Light Engineering & Auto Component Industry in Chennai for the SME entrepreneurs.

The event saw participation from more than 100 SMEs and members of industry associations in and around Chennai.

CRISIL showcased an insightful



presentation that captured the latest trends in the Light Engineering & Auto Component Industry along with the challenges and opportunities, and the way forward for the sector. The event also witnessed CSB Bank and CRISIL, unveil a

newsletter titled 'InFocus' with insights on the sectors.

Mr. Shyam 21Mani, Group Head, CSB Bank said, "Our aim is to empower and handhold SMEs in their journey of growth & stand committed as a preferred Bank. This is the third edition of our Knowledge Series for SMEs powered by Crisil Research exclusively for the Light Engineering & Auto Component sector and it focusses on the demand, challenges and opportunities for MSMEs in this sector.

After successful SME Knowledge Series events in Coimbatore and Chennai, we would be taking this platform to other Centres in the Country"

Mr. R Srinivasan, Zonal Head South, SME & LAP Business, CSB Bank said "Participation of a large number of SMEs and involvement of industry associations were a great sign of vibrancy of the industry in this region and we look forward to continuing our support to the auto component and light engineering industry,"



## Toyota Kirloskar Motor Announces 'Monsoon Campaign 2023' in South Region

Madurai, July 09 2023: In its relentless pursuit to excel in customer centricity and prioritizing safety, Toyota Kirloskar Motor (TKM) has announced its 'Monsoon Campaign for 2023' to offer a wide range of exclusive benefits to ensure a hassle-free journey this monsoon. Services ranging from a 20-point comprehensive vehicle health check-up to doorstep services are available across the Southern states for the entire month of July 2023.

As a company that has set a benchmark for safety standards, exceptional quality products and top-notch service experiences, this 'Monsoon Magic with Toyota' is one of the many customer centric initiatives aimed at helping customers maintain the condition of their vehicles so that they have a safe and seamless drive this monsoon.

The campaign, that is applicable at Toyota



service centres across Karnataka, Andhra Pradesh, Telangana, Tamil Nadu & Kerala provides an assortment of exciting packages and offers\* such as:

- Free 20-point comprehensive monsoon vehicle health check-up
- Special prices on AC Top-Up Service (Labor Only)
- Offers on Tire and Battery Services
- Attractive Offers on Labor Services by Booking through the iConnect App
- Exclusive 10% Off on Selected Parts: Wiper Blades, Brake

Pads, Glass Weather Strips, and Cabin Car Treatment

Commenting on initiative Mr. Takashi Takamiya, Vice President/Head of South Region at Toyota Kirloskar Motor, said, "Our efforts to offer heart touching guest experience across all touchpoints has inspired and energized all our decisions and actions. As we adapt to the evolving needs of the market, our service campaigns reflect our commitment to providing tailored solutions. With the onset of monsoon season in the country, we recognize the challenges faced by daily

commuters navigating tough road conditions and unpredictable weather. As safety leaders, TKM has always prioritized the well-being of passengers and the safety of vehicles. The 'Monsoon Campaign 2023' is our endeavour to assist them in being prepared for these changes while ensuring affordability. Offering a unique customer experience and ensuring hassle-free journeys during this season, we aim to address the specific needs of our customers and create lasting memories during the monsoon. Let us navigate the monsoon together with confidence and peace of mind."

## ABB India's energy efficient solutions significantly contribute to Tamil Nadu's industrial growth and sustainability

Chennai, July 09 2023: ABB India, a leading technology company, has been actively contributing to the sustainable growth in Tamil Nadu. ABB's energy efficient motor and drives solutions play a significant role in driving the transition towards a greener and more sustainable future. Thus, leading industries towards enabling energy efficiency, reducing carbon emissions, and promoting renewable energy integration.

"ABB's energy-efficient solutions are contributing to Tamil Nadu's journey towards sustainable development. Our innovative drives and motor offerings are not only transforming the Textile industries, Garment Printing Agriculture, Mining, and Construction in the state, but also paving the way for a greener and more prosperous future. By leveraging our expertise and cutting-edge technologies, we are empowering these sectors to operate more efficiently, reduce their carbon footprint, and optimize resource utilization. We firmly believe that sustainable growth is the key to unlocking Tamil Nadu's potential, and

ABB remains committed to being a reliable partner in this transformative journey," said Sanjeev Arora, President, Motion Business, ABB India.

**Textile Application:** ABB has supplied over 3000 energy-efficient motors and drives to textile spinning mills in Tamil Nadu, enabling significant energy savings of 20-35% compared to conventional systems. These motors & drives with various power ratings have been deployed in applications such as Humidification plant, Pneumafil & compact suction fan and ring frame machines. Partnering with original equipment manufacturers (OEMs), ABB has contributed to energy conservation and cost reduction in the textile industry.

**Garment Printing:** ABB drives technology has resulted in increased productivity and improved quality in garment printing. In Tiruppur, 65% of the knitwear garments printing in automatic printing machines are using this. ABB continues to lead textile automation initiatives across various applications, including

material handling, spinning, and wet and dry process control.

**Mining and Construction Industry:** Resilient and reliable ABB's drives & motors solutions have played a crucial role in the mining and construction industry by reducing downtime and improving productivity. Approximately 50% of stone crushers in Tamil Nadu benefit from ABB's offerings, which provide smooth start, high starting torque, reduced maintenance costs, and prolonged crusher lifetime. These solutions, supplied through OEMs and panel builders, include over 5000 motors and 2500 drives.

**Agricultural Sector:** ABB's Solar Pump Drives help reduce dependency on the grid and promote sustainable farming practices. ABB has supplied 33,000 drives throughout India of which 15,000 solar pumps are supplied from Coimbatore, through various OEMs and EPCs. ABB has facilitated numerous installations across states like Jharkhand, Maharashtra, Rajasthan, Madhya Pradesh, Chhattisgarh, and Tamil Nadu. This initiative aligns with

the Government of India's KUSUM Scheme, encouraging the utilization of solar power for grid export during pump motor idle periods or when excess solar power is available.

**Agricultural Micro-Lift Irrigation Scheme:** ABB's energy-efficient solutions have played a vital role in supporting sustainable agriculture and ensuring optimal water utilization. 2 Integrated Drives and soft starter solutions have been instrumental in pumping water from Micro Lift Irrigation Stations in Salem, Erode, and Coimbatore, benefiting over 1500 farmers cultivating over 2500 hectares of fertile land throughout the year.

ABB India remains committed to contributing to the region's overall development with innovative products and solutions that address the unique challenges faced by industries in Tamil Nadu. Through its cutting-edge technology and strategic partnerships, ABB continues to make a lasting impact in various sectors, fostering economic growth and environmental sustainability.

## Over 1,000 patients successfully treated at Apollo Proton Cancer Centre, IBA partners exclusively for Proton Beam Therapy Training

Chennai, July 09 2023: Since its inception in 2019, Apollo Proton Cancer Centre (APCC), the first Proton Therapy Centre in South Asia & the Middle East, has marked a definitive step ahead by making the world's most advanced radiation therapy more accessible to cancer patients from across the globe. APCC has shown remarkable expertise in Proton Beam Therapy (PBT) and has showcased excellent clinical outcomes. Over 1,000 patients have been treated with proton beam therapy at APCC.

In line with our vision to drive positive change across the world, we announce an exclusive partnership with Ion Beam Applications SA (IBA), a leading manufacturer of innovative advanced Proton Therapy System. This collaboration, which will be effective from July 15, 2023, marks a significant milestone in the field of oncology as it brings together two prominent names to provide specialized Proton Beam Therapy training to oncologists from across the globe.

Proton Beam Therapy has emerged as a highly effective and precise radiation treatment for various types of cancers. By utilizing protons, this innovative therapy allows for targeted tumor



treatment while minimizing damage to surrounding healthy tissues. The Apollo Proton Cancer Centre with its highly trained and experienced professionals has been at the forefront of harnessing this cutting-edge technology to deliver better outcomes and improved quality of life for cancer patients.

This unique collaboration between APCC and IBA aims to extend expertise in proton therapy through an advanced training and education program for the benefit of cancer patients and facilitate the development of cancer care.

The center will host training programs designed to enhance the expertise of oncologists from diverse backgrounds. By sharing their in-depth knowledge and experiences, the aim is to foster collaboration and knowledge exchange to drive further innovation in cancer treatment across

the globe.

Commenting on the collaboration, Mr. Claude Dupont, Sales Director at IBA, said, "Since the opening of the Apollo Proton Cancer Centre more than four years ago, Apollo Hospitals has shown its expertise in successfully treating a large variety of cancer cases. IBA is delighted to sign the final Collaboration Agreement in which Apollo Hospitals commits to sharing its expertise in providing high-quality training and education to Proton Therapy users in Asia and other regions of the globe."

Dr. Preetha Reddy, Executive Vice Chairperson, Apollo Hospitals Enterprises Limited said, "We are pleased to announce our exclusive partnership with IBA for Proton Beam Therapy training at Apollo Proton Cancer Centre. This collaboration represents a significant milestone in our mission

to provide world-class cancer care and foster global advancements in the field of oncology. By joining forces with IBA, a leader in proton therapy solutions, we aim to not only train oncologists from across the world but also contribute to the wider adoption of Proton Beam Therapy as a highly effective treatment option. We believe that this partnership will help shape the future of cancer care and enable us to make a positive impact on the lives of patients worldwide."

Mr. Dinesh Madhavan, President, Group Oncology & International, Apollo Hospital Enterprises Limited, stated, "Proton Beam Therapy one of the most advanced cancer treatments was introduced to India and South Asia by Apollo. With over 1000 patients that have benefitted from the treatment, we are now set to train clinicians, physicists and technologists from across the world, this will ensure that access to proton beam therapy improves and we continue to spearhead the heal in India and heal by India."

To meet the growing demand for Proton Beam Therapy training, the Apollo Proton Cancer Centre has outlined its future expansion plans for the benefit of oncologists from Asia and other parts of the world.

## Sony India introduces HT-S2000 5.1[iii] ch Dolby Atmos® soundbar that delivers a cinematic surround sound experience with powerful bass

Chennai, July 09 2023: Sony today announced its newest Dolby Atmos soundbar, the HT-S2000. This 5.1 channel Dolby Atmos® / DTS:X® soundbar delivers cinematic surround sound by Vertical Surround Engine and S-Force PRO Front Surround. Thanks to a newly developed up mixer, this soundbar delivers a three-dimensional surround experience even when playing stereo content. The centre speaker ensures clear dialogue, while the built-in dual subwoofer delivers deep bass. This soundbar will also be the first compatible device for the new Home Entertainment Connect app.[iii]

1. Enjoy an immersive cinematic experience with Dolby Atmos/ DTS:X, S-Force PRO Front Surround and Vertical Surround Engine.

With Vertical Surround Engine and S-Force PRO Front Surround, the HT-S2000 creates cinematic surround sound that lets consumers enjoy the thrill of Dolby Atmos and DTS:X. With the virtual surround technology, the soundbar can position sound in vertical space. S-Force PRO virtually reproduces the surround sound field, with audio coming from both sides. Entertainment lovers can enjoy rich, cinematic surround sound without cluttering their living space.

2. Experience Three-dimensional surround



sound with the newly developed upmixer

With the newly developed upmixer, users can experience three-dimensional surround sound not only with surround sound format content, but also with stereo content, like streaming video or music services. Analysing the track in real time the new algorithm extracts individual sound objects depending on their localisation and reallocates them resulting in three-dimensional surround sound.

3. A compact soundbar with X-Balanced Speaker delivers clear dialogue, powerful rich bass with built in subwoofer

The soundbar include a dedicated centre speaker for clear dialogue and built-in dual subwoofer for punchy bass. They work together to deliver clear and wide range of sound throughout the room. The X-Balanced Speaker unit is the key technology to achieve louder sound pressure with less distortion and greater vocal clarity.

4. Introducing the new Home Entertainment Connect (HEC) app for easy guide through the settings

Setting up and using the soundbar is easier than ever with the Home Entertainment Connect (HEC) app1. It can guide the user through initial settings, assist with troubleshooting, and give full control of volume, sound fields and more right from their smartphone. It also offers the user useful information such as recommendation of features, new software updates and more.

5. Upgrade home cinema experience with optional subwoofer (SW3/SW5) and rear speaker (SA-RS3S)

The optional wireless subwoofer (SA-SW5 / SA-SW3)[iii] will add rich bass sound. For even more thrills, add the optional wireless rear speakers (SA-RS3S)2 for cinematic surround sound. Paired with a compatible BRAVIA XR television soundbar settings automatically appear on the BRAVIA quick settings menu for easy control.

6. Easy setup and Operation with HDMI and optical connectivity

The soundbar setup can be done in seconds, it is almost ready to go straight out of the box. Simply connect the television with an HDMI cable and plug in. To connect the optional rear speaker and subwoofer simply download the home entertainment connect app and follow the pairing steps in the app itself.

7. New designed remote control

A simple remote control combines a pleasing, hand-fit design with easy, intuitive operation. Convenient features include dedicated buttons for adjusting the volume and sound settings.

8. Sustainability in mind

The home audio products from Sony are designed not only for an excellent sound experience but also with the environment in mind. Sony is committed to using less plastic in our products and packaging. The HT-S2000 uses specially developed recycled plastic[iv] in several parts of the product, which enables Sony to reproduce superb acoustic performance with recycled plastics. Approximately 95% of the packaging is made from recycled paper and paper-based materials to minimise the use of plastic.



## CEAT INDIAN SUPERCROSS RACING LEAGUE ANNOUNCES PANCHSHIL RACING AS THE INAUGURAL FRANCHISE TEAM

Chennai, July 09 2023: CEAT Indian Supercross League has bestowed Panchshil Racing with the prestigious honor of being the league's first team franchise for its inaugural season. Led by the Chairman of Panchshil Realty, Mr. Atul Chordia, the acquisition of this team solidifies his commitment to the sport. As the team's home base, Pune, renowned as the mecca of Supercross racing in India, will witness Panchshil Racing's triumphs and aspirations come to life on the grand stage.

A former racer himself, Mr. Chordia has achieved remarkable success in various national races, earning numerous accolades along the way. His deep-rooted enthusiasm and unwavering support have propelled him to be an invaluable asset to the sport. Panchshil Realty, has established a formidable reputation in the real estate industry with a remarkable portfolio of pioneering projects. From introducing yoo branded residences to the country to developing the iconic Trump Towers Pune, Panchshil has partnered with global giants to elevate the lifestyle of the city. Panchshil also brought world-class hospitality to Pune through venerated properties such as The Ritz Carlton Pune, J.W. Marriott, Marriott Suites, Doubletree by Hilton, Oakwood Residences and has now forayed overseas to build Amari Raaya in the Maldives. Panchshil has also built Eon Free Zone, India's first IT & IT-es SEZ, ICC Tech Park, MCCA Trade Towers and World Trade Centre, Pune amongst



others fostering an inclusive work environment that promotes work-life balance. Through its portfolio spanning residential to office parks, and retail to hospitality, Panchshil has been instrumental in reshaping Pune city's landscape and has now ventured across the country.

Speaking on the occasion, Mr. Atul Chordia, Chairman of Panchshil Realty, said, "At Panchshil Racing, we are thrilled to be the pioneering team joining the CEAT Indian Supercross Racing League. With my experience as an athlete and the deep-rooted passion for sports, we recognize the immense potential of Supercross in India. The CEAT ISRL provides us with an exceptional platform to display our commitment to the sport's development in the country. Based in Pune, our full-fledged Supercross Race team will be managed with utmost professionalism, adhering to the highest standards of the sport. We are determined to deliver thrilling and high-quality racing that will captivate Supercross enthusiasts nationwide. I extend my best wishes to ISRL as it sets a new benchmark in global Supercross events."

At the momentous occasion, Eeshan Lokhande, Co-founder and Director of Supercross India Pvt. Ltd, said, "We are thrilled to welcome Mr. Chordia and Panchshil Realty as the first franchisee owner to the CEAT Indian Supercross Racing League. A well-known and respected name in India, we are confident that they will be a great addition to the league. Furthermore, the association with Panchshil Racing and the league perfectly aligns with the shared vision and mission. Atul's rich experience and acumen in the sport will surely help the team and the league reach new heights. We take great pride in having Mr. Atul Chordia as the inaugural team owner, given his unwavering passion and patronage for Supercross over the years."

Mr. Sujith Kumar – Chairman of the Supercross Racing Commission of the FMSCI added, "I am confident that Panchshil Racing will be a force to be reckoned with in the years to come. Led by the remarkable Mr. Atul Chordia, their team is set to etch their names in the annals of Supercross history as true trailblazers in India. With Mr. Chordia's extensive involvement in the sport, he has not

only left an indelible mark but has also paved the way for other teams and riders to follow. It fills me with immense pride to witness their unwavering support for the sport, and I eagerly await the exhilarating feats they will accomplish in the days to come."

The CEAT Indian Supercross Racing League, in collaboration with the Federation of Motor Sports Clubs of India (FMSCI), is a groundbreaking, World's first-ever franchise-based Supercross Racing League, bringing together riders from all over the world to compete in various formats and categories. The league is all set to revolutionize the world of motorsports in the country, bringing together adrenaline-pumping action, entertainment, glamour, and fierce competition.

The inaugural season will commence at the iconic Jawaharlal Nehru Stadium in the national capital, New Delhi, in October 2023, followed by thrilling events in prominent metro cities. From October to December 2023, fans across these cities will witness the breathtaking displays of skills, daring maneuvers, and high-speed action that will redefine Supercross racing.

Kurumbapalayam and neighbouring areas. Moreover, the government health department has appointed a dedicated village health nurse stationed 24x7 at the centre, ensuring continuous availability of primary healthcare services.

ACC remains committed to the health and well-being of the community and will continue to support initiatives that strengthen primary healthcare infrastructure and services.

## ACC's newly launched Health Centre will benefit over 9,000 people in Tamil Nadu

Chennai, July 09 2023: ACC, the cement and building material company of the diversified Adani Group, through the Adani Foundation, recently launched a Health Centre in Kurumbapalayam, Tamil Nadu. This Health Centre is aimed at providing essential primary healthcare services to a population of over 9,000 people from the local community and surrounding hamlets.

Understanding the need of the local community, the health centre was launched in

consultation with the Block Medical Officer, Madukkarai. The Company demolished the old, non-functional building and constructed a new facility in the same area. This has resulted in overcoming significant challenges faced by the residents in accessing essential medical services. It has also led to the Village Health Nurse providing healthcare services in nearby schools and Anganwadi Centres.

The new health facility offers a comprehensive range of primary healthcare

and family welfare services, ensuring the well-being of the local population. These services include physiotherapy, prenatal care, palliative care, antenatal care, management of diabetes mellitus and hypertension, outpatient services, immunisation, and support for non-communicable diseases.

The centre has served over 6,800 patients since the inauguration and has significantly improved access to essential healthcare services in

## HINDUSTAN INSTITUTE OF TECHNOLOGY & SCIENCE- School of Pharmacy inaugurated by Dr. V. Ravichandran, Charles Jesudasan, Dr. Anand Jacob Verghese at Padur



Chennai, July 09 2023: HINDUSTAN INSTITUTE OF TECHNOLOGY & SCIENCE (HITS), Chennai has added another flagship program to their list, Bachelor of Pharmacy approved by the Pharmacy Council of India (PCI). The launching ceremony of the School of Pharmacy took place on the 7th of July 2023 at Hindustan Institute of Technology & Science, Padur campus. Chief guest of the event was Dr. V. Ravichandran, Director of National Institute of Pharmaceuticals Education and Research (NIPER), and Mr. Charles Jesudasan, General Manager of JOGO Health was the Guest of Honour. The event was presided by Dr. Anand Jacob Verghese - Chancellor HITS, Mr. Ashok Verghese - Pro Chancellor, Dr. S.N. Sridhara - Vice Chancellor and Dr. R.W. Alexander Jesudasan and the other management members of HITS has graced the occasion.

Bachelor of Pharmacy is a 4 years

undergraduate degree that teaches students about drug synthesis, dosage formulation, analyzing the chemical nature and preclinical testing of new drugs. Apart from the technical aspects of pharmacy, B Pharmacy also talks about marketing of pharmaceutical products and patenting of new drugs. For anyone who aspires to be a Pharmacist today, it is mandatory to undertake this course so that they have thorough and in-depth knowledge of this science and medicine.

The chief guest of the event Prof. Dr. V. Ravichandran while addressing the audience spoke about how excited he was to be part of the inauguration and how it was an apt course as India is the pharma hub of the world. He also talked about India's rich heritage and how the superficial understanding we have towards certain practices of India is hampering India's rise in the healthcare sector. He emphasised on the need for more research- a need to go beyond generic medicine,

improve value of the pharmacy sector and become a technology leader in healthcare.

Mr. Charles Jesudasan the guest of honour, talked about why the course would be beneficial to students due to exponential growth of the healthcare sector, pharma sector and digital health as well as the need for developing soft skills including leadership, innovation and collaborations. He also applauded the decision to launch the pharmacy programme as it is the right time for India to take the lead in developing in this area.

Dr. Anand Jacob Verghese, Chancellor HITS while speaking highlighted about the Hindustan Group of Institutions and gave a brief about the future of the school of Allied Health Sciences. Chancellor of HITS, in his presidential address welcomed the students who had joined the pharmacy programme to embark on a journey to shape the future of pharmacy. The new programme marks the beginning of a new

chapter in ensuring quality patient care. Students should utilise the transformative and holistic learning opportunities and the comprehensive curriculum designed for the programme. Privilege always comes with great responsibility so students should adapt, innovate and contribute to the society. He also talked about the sustainable future of healthcare with India leading the pack with a proposed revenue growth of 50 billion dollars and expected to reach 65 billion dollars by 2024 and 130 billion dollars by 2030. He motivated the students to redefine standards, learn beyond the classroom walls, support and inspire one another for the betterment of healthcare in our region.

Prof. V. Ravichandran, Mr. Charles Jesudasan, Dr. Anand Jacob Verghese-Chancellor, Mr. Ashok Verghese - Pro Chancellor and the management members of HITS released the B.Pharm brochure from the School of Pharmacy.

## Flipkart partners with Axis Bank to facilitate personal loans for customers

Chennai, July 09 2023: Flipkart, India's homegrown e-commerce marketplace, has entered into a strategic partnership with Axis Bank, one of the largest private sector banks, to facilitate to offer personal loans to its valued customers adding additional convenience and enhanced benefits to its 450 million customers. The newly introduced personal loan service offers highly competitive loan options, granting access to amounts as high as Rs 5 lakhs, allowing customers flexible repayment cycles ranging from 6 to 36 months. Flipkart's introduction to personal loans demonstrates its commitment to addressing customers' demands in today's financial environment and leveraging the potential of digital

lending.

As Indian consumers continue to evolve, an increasing aspiration exists to enhance their lifestyles. Flipkart and Axis Bank have constantly innovated digital-first solutions to simplify customer journeys. The personal loan facility will empower customers with increased purchasing power and improve accessibility and affordability. Flipkart has made substantial commitments to create an extensive lineup of credit offerings and comprehensive financial solutions, including Pay Later, Product Financing, Seller Financing, Credit Cards, and an expansion into Personal Loans.

Dheeraj Aneja, Senior Vice President - Fintech and Payments Group at Flipkart, said,

"Through strategic collaborations with leading banking institutions, we have successfully empowered our customers with a wide array of affordable payment options, including Buy Now Pay Later (BNPL), Equated Monthly Installments (EMI), and Co-branded Credit Cards. We are delighted to now introduce a Personal Loan service in partnership with Axis Bank. Our focus is to enable credit and enhance purchasing power by granting access to liquidity precisely when needed. These financial solutions cater to the evolving demands of consumers, offering greater flexibility and convenience throughout their purchasing journeys. Our commitment lies in reshaping the online

shopping landscape, ensuring accessibility and inclusivity for all." Speaking on this launch, Sameer Shetty, President & Head - Digital Business & Transformation, Axis Bank, said, "Axis Bank is a full suite financial solutions provider and we continue to build on innovation led partnership models with a commitment to drive access to formal credit in India with offerings that will benefit the customer the most. In this endeavour, we are pleased to partner with Flipkart, to provide unparalleled lending solutions to a wider spectrum of customers offering customised solutions that cater to the specific needs of users. Together, we are set to bring forth a new era of convenience and accessibility for customers."