

VIRTUAL PORTAL OF 'MERA GAON MERI DHAROHAR' GOES LIVE AFTER A GRAND LAUNCH AT QUTUB MINAR

Chennai, July 28 2023: The Union Minister of State for Culture, Law & Justice, and Parliamentary Affairs Arjun Ram Meghwal, launched the virtual portal of Mera Gaon Meri Dharohar at Qutub Minar premises in New Delhi last evening. The Minister of Culture and External Affairs, Meenakshi Lekhi, Minister of State for Rural Development Sadhvi Niranjan Jyoti and Union Minister of State for Agriculture & Farmers' Welfare Shobha Karandlaje were also present on the occasion. Mera Gaon Meri Dharohar, a virtual museum that culturally maps over 6.5 lakh villages of India went live for the public amid a grand launch celebration at the Qutub Minar on 27th July 2023. Since its launch, the website has received around 32,000 visits. On this occasion Shri Meghwal said that the launch of this virtual platform to integrate the information regarding villages is very positive way for expressing India's cultural



heritage and village life. Union Minister for Culture and External Affairs, Smt. Meenakshi Lekhi said the platform is an excellent how we can use technology to bring our rich culture and heritage of the villages to the people across the country and to the youth.

Ministers Shri Arjun Ram Meghwal, Smt Meenakshi Lekhi, Sadhvi Niranjan Jyoti and visited the exhibition and interact with the artists, villagers and artisans who displayed their artifacts. Shri Meghwal and Meenakshi Lekhi enjoyed Bioscope and puppet shows during the visit. Smt. Lekhi also took the opportunity to sharpen her skills in puppetry at the venue.

The momentous

event witnessed the enthusiastic participation of over 900 children from ten schools, alongside over 1000 villagers representing 70 diverse villages from across the country. The vibrant atmosphere reflected the collective spirit of India's rich cultural heritage and traditional dance and musical programme.

There was a range of engaging activities to enhance visitors' experience. With the integration of sensor-based technology, visitors embarked on an immersive 'Cycle Marathon' that took them on a virtual journey through multiple villages, offering a unique perspective on rural life. Along with it, the event included a digital village trivia and interactive puzzle

game.

The Projection Mapping Show premiered on the occasion, showcasing the rich Indian heritage and culture through captivating narratives of villages from all across the country. The show will now be a daily spectacle at 8:15 PM, open and free for the public to enjoy. The content of the Projection Mapping will continuously evolve, featuring new and exciting stories. Additionally, viewers can access synchronized audio for the show through the mgmd.gov.in/show portal, making it convenient for people to watch from nearby places such as rooftops and balconies.

Secretary Culture Shri Govind Mohan and Member Secretary of IGNCA Dr. Sachchidanand Joshi were also present on the occasion. The event proved to be a visual and sensory experience for the visitors, allowing them to fully immerse themselves in the tapestry of Indian culture.

Bhupender Yadav says Environment and Climate Ministers' Meet concluded in Chennai with G20 ministers standing united in their commitment to create a sustainable and resilient future

Chennai, July 28 2023: The 4th and last Environment and Climate Sustainability Working Group and Environment and Climate Ministers meeting concluded with significant discussions today in Chennai, with consensual adoption of an Outcome document the Chennai High Level Principles for a Sustainable and Resilient Blue/Ocean-based Economy. This document will be submitted to the Leaders for their consideration to be annexed to the G20 New Delhi Leader's Declaration 2023. The Ministers also adopted the Outcome Document and the Chair's Summary.

The Ministerial meeting, represented by Shri Bhupender Yadav, Hon'ble Minister of Environment, Forest and Climate Change, was attended by 41 Ministers or their deputies from other countries, and highlighted significant achievements and key takeaways centered around the priority areas under the Environment and Climate track: Land and Biodiversity, Blue Economy, Water Resource Management and Circular Economy. The meeting witnessed proactive engagement from over 225 delegates representing G20 member countries, invitee countries and heads and representatives of 23 International organisations including UNEP, UNFCCC, COP28 and UNCCD. The discussions revolved around critical



challenges related to matters of climate and environment which are of utmost global importance.

In his video message to the delegates and the Ministers attending the 4th ECSWG and Environment and Climate Ministers meeting, the Hon'ble Prime Minister Shri Narendra Modi, expressed his confidence on the G20 countries joining hands to tackle the climate and environmental challenges in a holistic way in the true spirit of Vasudhaiva Kutumbakam - One Earth, One Family, One Future.

In recognition of the achievements of the priority areas under the ECSWG, the Prime Minister praised the efforts in restoring priority landscapes impacted by forest fires and mining through the Gandhinagar Implementation Roadmap and Gandhinagar Information Platform. Furthermore, he commended the dedication to wildlife conservation displayed during the recent launch of the International Big Cat Alliance. He highlighted the significance of Mission LIFE - Lifestyle for Environment, a movement encouraging individual and

collective action for environmental preservation.

The Prime Minister further emphasised on India's initiatives being powered by people's participation. Citing an example of community participation, he mentioned about "Mission Amrit Sarovar", a unique water conservation initiative more than sixty three thousand water bodies have been built.

The opening address by Shri Bhupender Yadav resonated with the message by the Hon'ble Prime Minister. He applauded ECSWG on the adoption of the High Level Principles. He extended his gratitude towards the efforts made, and encouraged the collaboration among nations in tackling the complex and interconnected challenges of climate change, biodiversity loss, and pollution, fostering a unified approach towards a sustainable and resilient future. He thanked each country for showing an unyielding commitment towards climate action and environmental sustainability, despite its unique challenges and capacities.

During the course of the Ministerial meeting,

the leaders thanked India's Presidency for its efforts in developing the compendiums of best practices in water management, mining affected areas, and forest fire impacted areas, conducting technical study on 'Accelerating the transition to a sustainable and resilient blue economy', and technical documents on important topics like and Knowledge Exchange on Circular Economy in Steel Sector, Extended Producer Responsibility, Circular Bioeconomy. To strengthen the G20 Global Land Initiative, the Presidency also came up with 'Gandhinagar Implementation Roadmap' and 'Gandhinagar Implementation Framework' for voluntary adoption by G20 members.

Addressing the Press Conference Shri Bhupender Yadav on the conclusion of the Ministerial meeting said G20 ministers stand united in their commitment to create a sustainable and resilient future. He said India's G20 Presidency had outlined 3 key themes for the ECSWG:

arresting land degradation, accelerating ecosystem restoration, enriching biodiversity and water resource management,

promoting a sustainable and climate-resilient blue economy,

encouraging resource efficiency and circular economy

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2.5 million cars: Renault Nissan Automotive India crosses momentous manufacturing milestone

Chennai, July 28 2023: Renault Nissan Automotive Pvt Ltd (RNAIPL) has announced that it has manufactured 2.5 million cars at its state-of-the-art Chennai manufacturing facility. Over the past 13 years, the Alliance plant has exemplified excellence in manufacturing on an average over 1.92 lakh (192,000) Renault and Nissan cars every year, equivalent to one car produced every three minutes. In total, 20 models of cars across Renault and Nissan have been manufactured by the plant since commencing operations.

Spread over 600 acres at Oragadam, Chennai, the Alliance plant has manufactured cars not only for the Indian market but has also played a vital role in establishing Chennai as a renowned international hub for automotive exports. RNAIPL has exported more than 1.15 million vehicles from Chennai's Kamarajar Port Ltd (formerly Ennore Port

Ltd.) to more than 108 destinations including markets in the Middle Eastern countries, Europe, Latin America, New Zealand, Australia, South-East Asia, SAARC countries, and Sub-Saharan Africa.

Keerthi Prakash, Managing Director of RNAIPL, said: "The 2.5 million cars manufactured milestone is a testament to RNAIPL's manufacturing excellence and the exceptional products we create for customers in India and overseas markets. We would also like to express our appreciation to our employees whose hard work and support has helped us reach this remarkable milestone. Moving to the future, RNAIPL is gearing up to manufacture six new models, three each for Renault and Nissan, as announced under the Alliance investment plan. We are confident that these cars, engineered and manufactured in India, will meet and exceed our customers' expectations."

Commenting on the milestone, Frank Torres, President, Nissan India, said: "Our 2.5 million-production-milestone reflects our unwavering commitment to growth and the powerful potential of manufacturing in India. RNAIPL's focus on best-in-class products, innovative technologies, robust performance, and safety has been effectively validated by consumers in India and across the globe. Going ahead, we will leverage our new investment in India and our global expertise to bring out a truly exceptional lineup of products that set new benchmarks for growth."

Venkatram Mamillapalle, CEO and MD, Renault India said: "It is a moment of immense pleasure to be an indispensable part of this momentous manufacturing milestone of 2.5 million cars achieved by Renault Nissan Automotive India Private Limited. Guided by the synergy and shared vision of our alliance, this accomplishment

exemplifies our unwavering dedication to delivering exceptional vehicles and cutting-edge mobility solutions for discerning Indian market. We extend heartfelt appreciation to our beloved team, esteemed partners and loyal customers, whose support has been instrumental in accomplishing this significant milestone. This remarkable achievement propels our determination to push our boundaries, embrace state-of-the-art technologies, and shape India's future mobility, all while remaining committed to our overarching vision of driving innovation and delivering superior automotive experiences. Harnessing our collective strengths, resources, expertise, we are poised to introduce a lineup of new and enhanced vehicles, including advanced electric models, solidifying our position as pioneers in modern technology with a focus on reducing environmental footprint."

Financial Results for the Quarter ended 30th June 2023 Bank's Global Business crossed Rs11 lakh Cr Net profit up by 41% YoY

Chennai, July 28 2023: **Key Highlights (Quarter ended Jun'23 over Jun'22)**

Net Profit up by 41% YoY at ₹ 1709 Cr in Jun'23 from ₹ 1213 Cr in Jun'22? Profit Before Tax up by 78% YoY at ₹ 2394 Cr in Jun'23 from ₹ 1345 Cr in Jun'22? Operating Profit grew by 16% YoY at ₹ 4135 Cr in Jun'23 from ₹ 3564 Cr in Jun'22? Net Interest Income increased by 26% YoY to ₹ 5703 Cr in Jun'23 from ₹ 4534 Cr in Jun'22? Fee based income grew by 7% YoY to ₹ 671 Cr in Jun'23

Cost-to-Income Ratio stood at 44.22% in Jun'23? Domestic NIM improved to 3.61% in Jun'23 from 3.10% in Jun'22? Return on Assets (RoA) improved to 0.95% in Jun'23 from 0.73% in Jun'22? Return on Equity (RoE) increased to 17.88% in Jun'23 from 14.18% in Jun'22? Total Business recorded a YoY growth of 9% reaching the level of ₹ 1100943 Cr in Jun'23 from ₹ 1009454 Cr in Jun'22? Advances increased by 13% YoY to ₹ 479404 Cr in Jun'23 from ₹ 425203 Cr in Jun'22? R A M (Retail, Agriculture & MSME) advances grew by 13% YoY to ₹ 276435 Cr in Jun'23 from ₹ 244247 Cr in Jun'22

R A M contribution to gross domestic advances is 61%. Retail & Agri advances grew by 16%



YoY each while MSME advances grew by 7% YoY. Home Loan (Including mortgage) grew by 14% YoY, Auto Loan by 29% YoY and Personal Loan by 52% YoY? Deposits grew by 6% YoY and reached to ₹ 621539 Cr in Jun'23

CASA deposits recorded a YoY growth of 5% and stood at ₹ 250242 Cr in Jun'23. The share of CASA to total deposits stood at 40%.? GNPA decreased by 266 bps YoY to 5.47% in Jun'23 from 8.13% in Jun'22, NNPA reduced by 142 bps YoY to 0.70% from 2.12% in Jun'22? Provision Coverage Ratio (PCR, including T W O) improved by 702 bps YoY to 95.10% from 88.08% in Jun'22 Capital Adequacy Ratio stood at 15.78%. CET-I & Tier I Capital at 12.31% & 12.88% respectively.

Key Highlights (Quarter ended Jun'23 over Mar'23)

Net Profit up by 18% QoQ to ₹ 1709 Cr in Jun'23 from ₹ 1447 Cr in Mar'23? Profit Before Tax up by 65% QoQ at ₹ 2394 Cr in Jun'23 from ₹ 1452 Cr in Mar'23? Operating Profit stood at

₹ 4135 Cr in Jun'23 as against ₹ 4016 Cr in Mar'23? Net Interest Income stood at ₹ 5703 Cr in Jun'23 as against ₹ 5508 Cr in Mar'23? Return on Assets (RoA) improved by 13 bps QoQ to 0.95% in Jun'23

Return on Equity (RoE) improved by 240 bps QoQ to 17.88% in Jun'23? Cost-to-Income Ratio improved by 225 bps QoQ to 44.22% in Jun'23? Priority Sector portfolio stood at ₹ 160863 Cr in Jun'23. Priority sector advances as a percentage of ANBC stood at 44% as against the regulatory requirement of 40%.

Network:

The Bank has 5798 domestic branches including 3 Digital Banking Units (DBUs), out of which 1970 are Rural, 1517 are Semi-Urban, 1168 are Urban & 1143 are in Metro category. The Bank has 3 overseas branches & 1 IFSC Banking Unit (IBU).? The Bank has 4804 ATMs & BNAs and 10805 number of Business Correspondents (BCs).

Digital Banking:

Transactions through ATM, BNA & Digital channels improved by 7% YoY in Q1FY24.? Mobile Banking users increased by 36% YoY.? U P I users and transactions increased by 33% YoY and 85% YoY respectively.? During Q1FY24, the Bank has launched various Digital Journeys under its Digital Transformation Programme.

Awards & Accolades:

Bank received the following awards for excellent performance in enrollment of Atal Pension Yojana (APY) scheme.? A P Y Leadership Pinnacle Exemplary Award of Par Excellence (Campaign for MD & CEO of banks): Indian Bank topped among all the PSBs with 181.95% achievement of the target.? A P Y National Championship Cup for Sponsor Banks and RRBs: Bank stood 2nd Best among all the teams- received APY Championship Trophy of Par-Excellence along with APY Championship Exemplary Award.

Our Focus:

We strive to enhance customer satisfaction by leveraging digital technologies, delivering customised experiences and proactively resolving customers' issues. Through continuous staff trainings and a customer-centric approach, we focus to build trust, promote financial literacy and empower individuals and businesses to achieve their financial goals.

Simpl to host Chennai's first ever community-led start-up founders meet - D2C Unlocked in Chennai on July 27th

Chennai, July 28 2023: Simpl, India's foremost Checkout Network, today announced the 13th edition of its first-ever community-based start-up founders meet - D2C Unlocked in Chennai, to be held on July 27. The event will provide a platform for the founders of D2C companies to engage in insightful discussions, share strategies, and exchange best practices to empower D2C brands across Tamil Nadu.

Attendees of the first-ever D2C Unlocked meet in Chennai will have the opportunity to interact with industry peers and experts through a dynamic panel discussion on Building and Scaling Your D2C Brands. Industry leaders like Anand Krishnamoorthy, Director at Wedtree Group, Vasanth Tamilselvan, Founder of Ariro Toys and a Shark Tank India winner, and Vikram Kankaria, CEO, Fashor will share their experiences and their journey towards becoming successful D2C Brands. In addition, the event will



also witness the confluence of founder of Indus Valley Madhumita, Sooraj Gunaseelan founder of Gabicci also coming for this meetup along with the 40+ other brands in Chennai.

The event will offer the founders of D2C enterprises a forum to engage in deliberations about brand growth and expansion while exploring strategies, insights, and best practices to propel the growth of their D2C brands in the Chennai region.

Nitya Sharma, Founder and CEO, Simpl said, "Chennai is a thriving hub for startups, and plays a crucial role in Tamil Nadu's vision of achieving a \$1 trillion economy by 2030. As an ecosystem focused organisation, we are

committed to empowering small businesses including D2C merchants across the state through various initiatives including our community-based founders meet- D2C Unlocked. The congregation aims to foster collaboration, exchange innovative ideas, and empower D2C entrepreneurs through knowledge sharing. We are excited to host our first ever founders meet in Chennai as the state has emerged as one of the fastest growing hubs for small business in the country".

Simpl, preferred by over 26,000 merchants and millions of customers nationwide, is dedicated to fostering a strong community and supporting entrepreneurs. As a

testament to its commitment towards promoting the growth of D2C brands, Simpl has introduced a game-changing Booster Package exclusively tailored for Direct-to-Consumer (D2C) brands. The package encompasses a wide range of essential services, including digital marketing, e-commerce consulting, credit access, and legal support at subsidised rates, reinforcing Simpl's dedication to supporting businesses and propelling their growth.

As per industry reports, the Indian D2C market reached approximately \$12 billion in 2022 and is projected to surpass \$60 billion by 2027. With evolving consumer preferences, rising investments, and technological advancements, the D2C sector offers immense growth prospects. Simpl is committed to leading this transformation by providing extensive support to D2C merchants, encompassing credit access, discoverability, and seamless payments.

Indira IVF Pledges Training 300 Embryologists & 350 Fertility Specialists on World IVF Day

Chennai, July 28 2023: Indira IVF, India's largest chain of infertility treatments hospitals, pledges to train 300 and 350 embryologists and fertility specialists, respectively, needed by 2028. This initiative has been taken up to match the demand and supply gap for such professionals in the future, owing to the increase in the requirement of assisted reproductive technology (ART) treatments in the next five years.

At present, India has roughly 1,350 trained embryologists whereas the demand was for 2,800 in FY23 as per estimates considering 1 embryologist per 100 cycles. In terms of fertility specialists, India has 1,950 gynaecologists that perform IVF treatment whereas the industry will need an approximate 3000 in the coming years. Estimates suggest that there are 40,000 gynaecologists in India in 2023.

Speaking on the initiative, Dr Nitiz Murdia Managing Director and Co-Founder of Indira IVF



said, "The infertility treatment sector in India is currently on a growth path. In India alone, an estimated 280,000 IVF cycles have been performed in FY23; this number is expected to notch as high as 5,20,000 IVF cycles in FY28. This calls for a clear demand for trained professionals both embryologists and fertility specialists who can ensure patient satisfaction with the best possible outcomes. We would need approximately 6,250 embryologists and 3000 gynaecologists performing IVF by 2028 to meet the increasing demand, which is 4-5x and 1.5-2x respectively of the current demand."

Dr Kshitiz Murdia

CEO & Co-Founder of Indira IVF added, "The Indian infertility treatment industry can strategically match the demand of embryologists and fertility specialists through effective targeting and training. For instance, India currently has over 35,000 gynaecologists who can be trained to become specialists while leveraging post-graduate students in life sciences and clinical embryology to become expert embryologists."

"Thus far, we have already trained 150+ andrology technicians, 200+ embryologists and 350+ fertility specialists at our state-of-the-art training centre in Udaipur, Indira Fertility Academy.

The Academy has access to world-renowned scholars and educators from the fertility treatment world and beyond, bringing together inspiring faculties from across the globe to train learners in IVF. The laboratory is equipped with cloud-based simulator that takes the learner through 1,500 modules and varied scenarios, equipping them to navigate real-life scenarios just like an expert with 10 years of experience would." Dr Kshitiz Murdia added.

Indira Fertility Academy (IFA) is the academic wing of Indira IVF, set up with a vision to develop and groom talent for infertility treatment. The Academy is based in Udaipur, Rajasthan and is recognised by Merck Foundation and British Fertility Society. In addition to training talent from India, students from countries in Africa, from Philippines, Sri Lanka, Nepal, Bangladesh, and other South-East Asian countries, gain knowledge and experience with the Academy's hands-on training approach.

A Customer-Centric Road Ahead: CEAT and Marangoni Spearhead Excellence in Truck and Bus Tyres

Chennai, July 28 2023: Sri Lakshmi Narasimha Swami Devasthanam (SLNSD) announces a modernisation of the IT infrastructure and technology of the temple complex. Based in the Nandyal district in Andhra Pradesh, the Ahobilam Devasthanam is one of the most important Sri Vaishnava religious institutions in India and the avatarasthalam of Lord Narasimha.

Over 600 years ago, the famous Sri Ahobila Mutt was established here at Ahobilam by Sri Athivan Satakopan, the founding Jeer of the Mutt, at the instructions of Lord Lakshmi Narasimha. The Devasthanam manages a temple complex consisting of nine shrines devoted to Lord Narasimha. With over 12,00,000 devotees visiting the shrine every year from Andhra Pradesh, nearby States and from other parts of India, the Devasthanam have taken it upon themselves to drive a modernisation initiative to completely transform their operations, devotee experiences and becoming more efficient and transparent in the process.



technology players, the authorities have prioritised the bespoke solutions to be implemented in a phased manner. A comprehensive ERP (Enterprise Resource Planning) solution being implemented in the first phase. This will entail a detailed management system to manage the day-to-day running of the temple, availing of various sevas provided by the temple as also booking of the guest house, kalyana mandapam and halls and setting up of the online and offline server systems.

Presiding over the changes, His Holiness,

Sri Ranganatha Yateendra Mahadesikan, said, "Over 600 years, the holy land of Ahobilam has gone through many transformations and restorations due to the blessing of the Lord Malola Narasimha, efforts of predecessors before me and because of the faith and devotion of devotees. This will also be one such milestone in the history of the temple that will enhance the devotee experience and make the functioning and management of the temple safe and efficient. Once fully implemented in the next few months, all bakthas will be able to plan their pilgrimage

better and access many of the temple services online."

SLNSD authorities said that smart street lighting that are sustainable and can be controlled remotely, cleaner surroundings with environment-friendly disposal system and safety systems that ensure protection of all the devotees and pilgrims visiting the temple, would be in place. Devasthanam is keen to fulfil the responsibility placed on them and take forward centuries of improvement processes carried out and to ensure the future of Sri Ahobila Mutt and the holy land of Ahobilam is left in a better shape than how it is today for future generations."

The changes that will be implemented over the next eight months are.

Phase I will entail the implementation of the website, online booking systems for sevas, digital payment systems including donations and creation of a mobile app. An ERP system will be implemented to streamline the entire operation. A physical and electronic security system will be established for access control and safety equipment.

HDFC Bank launches co-branded credit card with Swiggy

Chennai, July 28 2023: HDFC Bank, India's largest private bank, and Swiggy, India's leading on-demand convenience platform today announced the launch of the Swiggy HDFC Bank co-branded credit card. The co-branded credit card, the first ever from Swiggy, will be hosted on Mastercard's payment network. The credit card will provide cardholders rewards and benefits across various online platforms, including Swiggy. This card combines Swiggy's unparalleled customer-centric approach along with HDFC Bank's trusted banking services, with the aim to make it the most rewarding card for online shopping.



The partnership reiterates Swiggy's commitment to providing users with exceptional convenience and value. The credit card users will be able to unlock a wide range of benefits including a 10% cashback on Swiggy spends across food delivery, quick commerce grocery delivery, dining out, and more.

The cardholders will also receive a rewarding 5% cashback on

shopping across multitude of platforms including leading e-commerce platforms such as Amazon, Flipkart, Myntra, Nykaa, Ola, Uber, PharmEasy, NetMeds, BookmyShow, and many more. This benefit of additional 5% cashback will also apply on branded websites like Nike, H&M, Adidas, Zara to name a few. Furthermore, customers will also get 1% back on other spends. The cardholders will get cashback in the form of Swiggy Money which can be used across Swiggy for various transactions.

As a welcome benefit, the cardholders will enjoy a complimentary 3-month Swiggy One membership, the country's only membership program offering benefits across food, grocery, dining out,

and pick-up and drop services. In addition to earning cashback on everyday purchases, Swiggy HDFC cardholders will also enjoy World Tier Mastercard benefits such as free stay and dine, complimentary loyalty memberships, and more, enhancing the overall experience.

The credit card will be rolled-out in a phased manner on the Swiggy app over the next 7-10 days, post which all the eligible customers will be able to apply for it.

Mr. Rahul Bothra, Chief Financial Officer, Swiggy said, "Enabling unparalleled convenience to consumers is at the heart of what we do at Swiggy. We recognize that modern-day consumers actively seek rewards, offers, and cashback programs that add value to their spending. Keeping this in mind, we

have launched this all-encompassing card in partnership with HDFC Bank and Mastercard that makes everyday shopping moments across a range of categories more rewarding and convenient."

"As the leading card issuer in the country, we continuously strive to offer innovative and tailored solutions to meet the evolving needs of our customers. Dining and Grocery are at the core of customer's daily needs, and with this strategic collaboration we are offering convenience of both categories bundled with great value. The cardholders will be able to enjoy exclusive deals and unparalleled convenience on an array of products and services. We look forward to welcoming our customers to enjoy the unique privileges of the card and continue to lead the way in providing best-in-class financial solutions," said Mr. Parag Rao, Country Head - Payment Business, Consumer Finance, Technology and Digital Banking, HDFC Bank.

Interested individuals can apply for the credit card from the Swiggy app or the HDFC Bank website.

'How do you pulp it?' Minute Maid Pulpy Orange's latest TVC showcases different ways to indulge in a unique mouthful experience Unveils a new brand campaign starring NANI

Madurai, July 28 2023: Minute Maid Pulpy Orange, the Coca-Cola Company's fruit juice brand, is excited to announce the launch of its latest television commercial "How do you pulp it?". The brand is an ultimate orange indulgence with its unmatched fusion of real orange juice and zesty orange pulp. The film showcases multiple ways of consuming pulpy orange such as Gulp it, Slurp it and Chew it while savouring the delightful abundance of pulp. The TVC highlights its intrinsic credentials of containing real orange pulp that adds texture and enhances the overall drinking experience. With every sip, consumers can enjoy the delightful sensation of the pulpy goodness, creating a unique and satisfying mouthful experience.

Conceptualised by Ogilvy, the TVC showcases multiple ways in which Minute Maid Pulpy Orange can be enjoyed, emphasizing on the sheer pleasure that comes with every gulp of the refreshingly pulpy



orange juice through the catchy 'Chew it? Gulp it? Slurp it? How do you pulp it?' For the first time ever, the brand has roped in influencers like NANI and Shraddha Kapoor, to capture the essence of the unique product while portraying the joy and satisfaction experienced by consumers.

Commenting on the campaign, Ajay Konale, Director - Marketing, Nutrition category, Coca-Cola India and Southwest Asia, said, "We are incredibly excited to launch the new campaign to celebrate the abundance of real orange pulp in Minute Maid Pulpy Orange, offering consumers a delightful and immersive way of savouring the refreshing beverage. NANI's vibrant & dynamic personality and Shraddha Kapoor's energetic presence

perfectly complements the brand."

"Minute Maid Pulpy Orange campaign, 'How do you pulp it?' is an opportunity for us to share the immense joy and delightful taste that accompanies each sip of Minute Maid Pulpy Orange. The addition of the pulp brings a distinct and revitalizing element, creating a truly immersive and satisfying experience. Now it's time for everyone to revel in its pulpy goodness in their own unique ways," said NANI.

This campaign has been conceptualized by Ogilvy India as a part of OpenX from WPP. Commenting on the creative insight behind the campaign, Sukesh Nayak, Chief Creative Officer, Ogilvy India says "Minute Maid Pulpy Orange gives an immersive experience

that no other orange juice offers, and therefore we all experience the product in our unique way. To establish this thought we've crafted a simple, direct and catchy campaign targeted towards a younger audience. And, with NANI's presence the campaign's tonality is vibrant, fun and refreshing - just like our brand."

The TVC will be aired on leading television channels and will be amplified through various digital platforms and social media channels.

Furthering the celebrity endorsement Minute Maid Pulpy Orange will also invite consumers to share their own experiences and creative ways of consuming the juice by scanning QR code on the pack, and creating interesting AI based engaged with NANI, showing the world how do they pulp it. The brand aims to foster a sense of community and encourage individuals to celebrate the pulp-filled goodness of their favourite orange juice.

Indian exporters on Amazon Global Selling see nearly 70% business growth (YoY) during Prime Day 2023

Chennai, July 28 2023: During the Prime Day event held globally on July 11 and 12 this year, Indian exporters on Amazon Global Selling saw nearly 70% business growth (YoY), going past the average growth rates in the previous editions of the two-day sale event. Indian exporters sold hundreds of thousands of 'Made in India' products to customers across the world with categories like Beauty <125% YoY growth>, Apparel <122% YoY growth>, Home <81% YoY growth>, Furniture <75% YoY growth>, Kitchen <52% YoY growth> witnessing highest growth. The success of Indian exporters on Amazon globally underlines the growing adoption of ecommerce exports amongst micro, small and medium enterprises (MSMEs) and start-ups across the country. Several globally popular Indian brands such as Hometown Global, California Design Den, Glamburg, Indo Count, Skillmatics, Himalaya amongst others participated in Prime Day 2023.

Top 5 products sold by Indian exporters during Prime Day globally

1. Bedsheets
2. Scrub Apparel Sets
3. Windshield Sunshades

4. STEM Toys
5. Kitchen Products (Slicers)
"With more than 200 million Amazon Prime members globally, Prime Day has always been a key growth period for Indian exporters on Amazon Global Selling. This year, we saw thousands of exporters from across the country take lakhs of 'made in India' products to customers worldwide. With more and more people relying on ecommerce globally, we believe Amazon Global Selling will help accelerate the exports business for sellers of all sizes," says, Bhupen Wakankar, Director Global Trade, Amazon India.

"Prime Day 2023 proved to be our best-ever event, we saw over 100% YoY growth and achieved a 6X increase compared to our normal business operations. Our success is a result of advanced planning for strategic product launches, active participation in deals, scaling up our marketing efforts, and ensuring meticulous inventory management," says Madhur Singhal, Founder of Linerwalas.

Bharat Gulia, Founder Einstein Box says, "We saw a 5X growth compared to Prime Day last year. Since 2021, we have been successfully

selling Early Learning and Science Kits on Amazon.com, receiving lots of customer love and trust. The demand from global markets is indeed huge, and thanks to Amazon Global Selling, we have been able to significantly scale our business. The success we've achieved in global markets not only fills us with pride as an Indian manufacturer but also enables us to create employment opportunities and make a positive impact."

Great demand for Indian products

Amazon customers across markets like North America, Europe, Middle East, Japan and others shopped for a range of products from Indian exporters across categories. The highest growth was seen in categories like Beauty, Apparels, Home, Kitchen, Furniture, Toys amongst others. US, UK and Middle East drove business growth for Indian exporters this Prime Day; Japan emerged as new high growth destinations with sellers seeing over 55% business growth YOY respectively.

We launched Minimalist on Amazon UAE in 2021 and in a short span, we have achieved a lot. Our UAE business on Amazon is growing an impressive

107% YOY with Prime Day 2023 being a great enabler generating unprecedented spikes of 2X on Day 1 and 4X on Day 2. Our innovative products like Niacinamide 10% face serum and Vitamin B5 moisturizer, continue to dominate as best sellers reinforcing their position as a trusted and preferred brand among consumers worldwide" says, Mohit Yadav, Founder - Minimalist.

Building global appeal for Indian products

Ahead of Prime Day 2023, Amazon worked with Indian exporters on Global Selling to identify key shopping trends and bring in relevant product assortment, apart from supporting them in areas like cross-border logistics, payments etc. to get their inventory ready and recommending a range of deals and advertising options to choose from.

Reiterating Amazon's commitment to support Indian sellers to succeed in global markets, Bhupen Wakankar adds, "As we work towards our pledge of enabling \$20 billion in cumulative exports from India by 2025; the entire team at Amazon Global Selling remains focused on making exports easy and accessible for small businesses and contribute to the Indian government's vision of boosting exports from the country."

ManipalCigna Health Insurance registers robust 37% increase in gross written premium at Rs.500+ Crore in South India in FY 22-23, expects market to double in the next 2 Years

Chennai, July 28 2023: ManipalCigna Health Insurance, one of India's fastest-growing standalone health insurance company, strengthens its presence across South India and southern markets to cater to the healthcare financing needs and reach new customers segments with its innovative health insurance solutions. Leveraging its strong multi-channel distribution network and multi-product offerings, the insurer remains steadfast in its mission to enhance health insurance penetration in the southern market and provide its customers with easy and lifetime access to quality healthcare.

As health insurance expert, ManipalCigna Health Insurance saw a robust growth from the southern region - Andhra Pradesh, Karnataka, Kerala, Telangana and Tamil Nadu. The Company has garnered over ₹ 500 Crore gross written premium (GWP) with 37% growth in the financial year 22-23 in the southern region. ManipalCigna has close to 20,000 advisors, major partners present in around 5,000 point of sales locations across the region through distribution network, and 25 branch offices in South India. Further, the standalone health insurance company has 3,300+ network hospitals in South India, out of the 8,700+ pan-India hospitals across the country. As part of its expansion in the southern region, ManipalCigna Health Insurance aims at launching new branch offices and plans to hire more employees and nearly 10,000 agents for South push in FY24 and



expects its business to double to ₹ 1000+ crore GWP in the next 2 years.

ManipalCigna Health Insurance had a claim settlement ratio of 88.32% for the financial year 2022-23, demonstrating its strong commitment to offering better claims experience and honouring the financial security of policyholders and their families in times of needs.

Sapna Desai, Chief Marketing Officer, ManipalCigna Health Insurance, commented, "South India is one of the fastest growing markets for us, and we at ManipalCigna are committed to making a positive impact on people's health and financial well-being in the region. The partnership of Manipal Group's local expertise - being the second largest hospital chain in India and Cigna Healthcare's global experience has made us a truly differentiated healthcare financing provider. We believe that there is a substantial increase in the demand for health insurance due to the growing medical inflation, lifestyle diseases, communicable and non-communicable diseases, and we plan to continue on our growth journey in South India by providing affordable, predictable, and simple health insurance solutions to serve the

evolving and diversified healthcare financing needs of our customers."

According to various industry reports, Tamil Nadu has been seeing high incidents of road traffic accidents, lifestyle diseases such as diabetes, hypertension, obesity, breast cancer and prevalence of chronic kidney diseases. Its death rate for heart diseases and Alzheimer's is also higher than the national average. Thus keeping in mind the increasing healthcare incidences and cost, ManipalCigna Health Insurance has consistently introduced innovative products to address these needs.

Some of the customer-centric solutions that address the unique health insurance needs of customers are ManipalCigna Lifetime Health plan, a comprehensive healthcare financing solution that offers a high level of protection with Sum Insured ranging from Rs.50 lacs to Rs.3 crores for domestic and global coverage, Loyalty premium discounts on the applicable renewal premium from 4th policy year onwards till lifetime, and other enticing benefits to secure an individual's and a family's healthcare requirements at every stage of life. ManipalCigna also has a specialized solution for senior citizens,

ManipalCigna Prime Senior plan that gives flexibility with immediate coverage from 91st day onwards, so they have access to quality healthcare in the golden years of life. Another remarkable solution is ManipalCigna ProHealth Prime, which also has a specific plan, for lives suffering from the medical conditions such as Diabetes, Obesity, Asthma, high Blood Pressure and high Cholesterol.

Ashish Yadav, Head of Products, added, "At ManipalCigna Health Insurance, we continually strive to offer a range of health insurance products to cater to the evolving healthcare financing needs of various customer segments such as Lifetime Health, Prime Senior, amongst others that comes with many industry first features. Today 100% of our customer onboarding across all segments is digital without any paperwork. Our newly launched mobile app and chat bot enables our existing customers to avail our services 24/7 and anytime, anywhere. We at ManipalCigna are dedicated to helping people live their best lives with complete peace of mind, knowing that they have access to quality healthcare when they need it most."

With innovative and customer-focused product solutions, ManipalCigna Health Insurance stands out as one of the trusted health insurance company in India, addressing the unique health needs of individuals and offering comprehensive coverage to take care of customer's healthcare financing requirements.

4. Stay resilient during market down cycles and ride on the volatility without succumbing to emotions (it could have been anyone's game in the 5th set but Alcaraz was resilient & was quite cool. Djokovic on the other hand got angry & broke his racquet in anger).

5. It is not about the quantum of money you have, it is all

about how you behave with your money (It was not about

the quantum of experience each one had but more about how they used the experience to win over the opponent).

A.M. Jain College Signs MoU with SACCA Institute of Freight and Tourism

Chennai, July 28 2023: A.M. Jain College, renowned for its commitment to academic excellence, has taken a significant step towards fostering industry-academia collaboration by signing a Memorandum of Understanding (MoU) with SACCA Institute of Freight and Tourism (OPC) Pvt Ltd. The MoU was signed at the college campus, and it marks a remarkable initiative in the field of Tourism and Travel Management.

Speaking at the event, Dr. M. M. Ramya, Dean, A.M. Jain College, said, "With this collaboration, we aim to equip our students with the necessary skills and practical experience, enabling them to become competent professionals in the thriving Tourism sector". Internships and industry projects are invaluable opportunities for our students to bridge the gap between theory and practice, preparing them for successful careers in the dynamic world of travel management, she added.

Mr. M. Veerababu, Director of SACCA Institute, said, "We are excited to partner with A.M. Jain College in shaping the future of



aspiring professionals, aligning their education with industry demands to ensure a brighter tomorrow for the Tourism industry. As we work closely with academia and industry, we strive to establish a curriculum that empowers students with relevant skills, making them industry-ready and contributing to the growth of the tourism sector."

The collaboration aims to achieve several key objectives:

Industry-oriented Programmes: A.M. Jain College will design and conduct programs aligned with industry requirements, ensuring that students are well-prepared and

employable upon graduation.

Quality Skill Enhancement: SACCA Institute will serve as a valuable skill enhancement partner and projects/system integrator for both corporate and government agencies. This will facilitate the development of well-rounded professionals equipped with the necessary skills to excel in the field.

Faculty Development Programmes (FDP): The collaboration will extend to conducting Faculty Development Programmes (FDP) for institutions and skill training partners, ensuring that educators

stay updated with the latest industry trends and knowledge.

Curriculum Development: By closely working with the industry, SACCA Institute and A.M. Jain College will establish a curriculum that aligns with industry requirements

Internship and Vocational Training: The partnership will provide students with valuable internship opportunities and vocational training, further honing their skills and preparing them for a successful career in the Tourism sector.

Under the guidance and leadership of Dean Dr. M. M. Ramya, A.M. Jain College emphasizes the importance of practical exposure and hands-on experience for its students. The MoU with SACCA Institute is a testament to the college's dedication to providing comprehensive and quality skill enhancement opportunities for its students. Both institutions are enthusiastic about the prospects this partnership holds and look forward to achieving new milestones in the field of education and industry collaboration.

Max Life appointed as Lead Insurer for Uttar Pradesh under IRDAI's State Insurance Plan

Chennai, July 28 2023: Max Life Insurance Company Ltd. ("Max Life" / "Company") has been appointed as the "Lead Insurer" for the State of Uttar Pradesh by the Insurance Regulatory and Development Authority of India (IRDAI). Under the State Insurance Plan, IRDAI has initiated a collaborative platform with insurers by assigning two states to each insurer to enhance financial awareness and drive insurance inclusion.

Supporting this vision, Max Life aims to create awareness, enhance accessibility and drive affordable insurance coverage across Uttar Pradesh in a phased manner. The Company has initiated a digital insurance awareness activities in Chandauli and Varanasi in the first phase, reaching more than 1,45,000 individuals. The Company plans to roll out similar

initiatives panning other districts of Balrampur, Bahraich, Chitrakoot, Fatehpur, Kaushambi, Siddharthnagar, and Shravasti, in the next six months. These districts are also a part of the Government of India's 'Aspirational Districts Programme' that aims to increase financial inclusion and skill development.

Echoing the need to drive awareness and adoption of life insurance in rural India, Max Life also conducted a survey recently, India Protection Quotient (IPQ)* Rural edition, conducted in association with KANTAR, in 113 villages that shed light on the urban-rural financial protection divide in the country. The findings reveal that rural India has a significantly lower score of 12 points on the protection quotient scale, as compared to urban India's score of 43, indicating the opportunity and need of driving awareness

around financial protection in rural areas.

V. Viswanand, Deputy Managing Director, Max Life said, "A financially protected Bharat is India's next big milestone. Max Life is committed to empowering our heartlands by partnering with the State Government and local bodies to offer protection solutions to the rural populace. Keeping the philosophy of 'for rural-with rural' at the base, we aim to bridge the insurance gap between rural and urban India and create a financially secure future for all citizens."

Max Life also plans to strengthen its presence in state. Currently, Max Life has 25 offices in 18 districts and more than 11,000 insurance agents in Uttar Pradesh, where it aims to enhance its presence by onboarding more than 1000 Point of Sales Persons (POSPs). The Company is committed to building a digitally

managed distribution ecosystem and has initiated online onboarding of POSPs through video-based training and virtual call support. Not only does it support the objective of raising financial awareness but also backs micro-entrepreneurship and employment capabilities especially amongst women, by adopting the IRDAI's Bima Vahak model in near term. Max Life will open eight new agency offices this year in the State alongside its existing strong banca presence across 438 branches. The Company has also launched a comprehensive market research program to understand the local challenges and design customized products addressing the evolving needs.

Max Life has also been appointed as the lead insurer for Arunachal Pradesh and aims to expand its presence within the state in a phased manner.

INVESTMENT LESSONS FROM THE WIMBLEDON FINALS 2023

Chennai, July 28 2023: The 2023 Wimbledon final on Sunday was a memorable one. 7-time champion # Novak Djokovic was the favourite to win but 20-year old #CarlosAlcaraz changed all odds & won the



Championship for the first time in a match which lasted almost 5 hours. He became the 3rd youngest man to win Wimbledon after Boris Becker (17 years) & Bjorn Borg (20 years)

5 Important lessons for Investors from this final

1. Keep your patience till you reach your goal. Don't give up

(Alcaraz did not give up).

2. However big your goal, it can still be achieved by starting a small sip provided you make consistent investments for the long term. Believe in the power

of compounding. (Alcaraz was just 20

years old & was facing seven-time champion Djokovic, the obvious choice to win)

3. Time in the market is more important than timing the market (Alcaraz just ensured that he stayed relevant till the 5th (last) set & did not miss opportunities to score a point).