



PM replies to Motion of No Confidence in Lok Sabha
"I have come to express immense gratitude towards each and every citizen of India for repeatedly showing their trust in the government"

Chennai, Aug 11 2023: The Prime Minister, Shri Narendra Modi replied to the Motion of No Confidence in Lok Sabha today.

Addressing the House, the Prime Minister said that he has come to express immense gratitude towards each and every citizen of India for repeatedly showing their trust in the government. He recalled commenting that it is not a floor test for the government but for those who introduced it in the house in 2018 when the opposition brought a no-confidence motion. "When we went to polls in 2019, the people had declared no confidence in them with utmost strength", the Prime Minister said as he underlined that both NDA and the BJP won more seats. In a way, the Prime Minister said, the no-confidence motion introduced by the opposition is lucky for the government. He also expressed confidence that the NDA and the BJP will break all records and come out victorious in 2024 with the blessings of the people.

The Prime Minister said it would have been better if the opposition had participated with due seriousness since the beginning of the session. He mentioned that important legislations were passed in the past few days and they should have been



discussed by the opposition who gave preference to politics over these key legislations. "There were many bills that were linked with the fishermen, data, poor, deprived and tribals but the opposition has no interest in them. This was a betrayal of the expectations of the people. They have proven that for them, the party is above the country", he said. The Prime Minister said that the country is watching the opposition and they have always disappointed the people.

The Prime Minister pointed out that a time comes in the life of a nation when it breaks free from the old shackles and moves forward with new energy and determination. "This time period of the 21st century is a time of fulfilling all our aspirations. Whatever is shaped during this time period will impact the country for the next thousand years. Therefore,

we have a huge responsibility and we should have a single focus-development of the country and full dedication to realize the dreams of the countrymen", he emphasized. He said that the strengths of our people and youth can take us to our destination.

He continued, that in 2014 and later, due to the track record the country chose a full majority government as they knew where lies the capability of realizing their dreams. "We have given the youth of India a government free of scams. We have given them courage and the opportunity to fly in the open sky. We have repaired India's standing in the world and have taken them to new heights", he stressed. "Opposition have made an unsuccessful attempt to break the confidence of the people in the garb of No Confidence Motion", he said. Shri

Modi mentioned the growth in the startup ecosystem, record foreign investment, and new peaks of exports and said, "Today a trust has arisen in the heart of the poor to fulfill their dreams." He also talked about the NITI report about 13.5 crore people coming out of poverty.

The Prime Minister said that all the target institutions of the opposition's criticism invariably shine and called it the 'opposition's secret boon'. "Whoever they wish bad for, ends up doing well", he said.

Continuing the distrusting approach of the opposition, the Prime Minister talked about their lack of faith in the campaigns like Swachh Bharat, Jan Dhan Account, Yoga, Ayurveda, Startup India, Digital India and Make in India.

The Prime Minister highlighted the infiltration

of militants in Kashmir during the Congress rule and that the then government would agree with Pakistan and continue peace talks simultaneously. He also touched upon their association with Hurriyat instead of the Kashmiri populace. Speaking about the Surgical Strike, the Prime Minister mentioned how the opposition chose to believe the narrative spun by the enemy instead of trusting the government on the issue.

"The opposition is quick to trust those who speak ill of the country", the Prime Minister said and mentioned a misinformed report by a foreign agency that touted a nation dealing with food insecurity ahead of India in certain parameters. He said that the opposition latches on to Chinese invasion. He also cited Ram Manohar Lohia's allegation about the neglect of the region. The Prime Minister informed that in the current government, the Ministers have done 400 night stays in various district headquarters of the Northeast and the Prime Minister himself has visited 50 times. "I have an emotional attachment with the Northeast. Even before becoming PM, I have traveled across the region", Shri Modi said.

The Prime Minister also said that cosmetic changes of alliance building cannot fool the people of the country and a simple change of name will not change the fortune of the opposition alliance. "They have taken the help of NDA to survive but added two 'I's of arrogance, first for the ego of 26 parties and second 'I' for the ego of one family. They even splintered India into I.N.D.I.A.", he said. "Opposition believes in changing names but they can't change their work culture", he emphasized. Referring to the divisive comment of a Minister from the Tamil Nadu Government, the Prime Minister reiterated his faith in the state and said that Tamil Nadu is a state where

a stream of patriotism flows continuously. The Prime Minister dwelled on the fascination of the opposition with names and mentioned how every scheme and key marker was named after the members of the one family. The Prime Minister called I.N.D.I.A, a 'Ghamndia' coalition (arrogant coalition) and underlined the contradictions among the partners.

The Prime Minister mentioned three incidents regarding the Northeast. First, on 5th March 1966, when the Airforce was used to attack people in Mizoram. Second, a radio transmission by then Prime Minister Nehru in 1962 when the people of Northeast were left to fend for themselves during the Chinese invasion. He also mentioned the bombing of the Iskon temple in Imphal that led to loss of lives, and protection money paid to the extremists by government officers.

The Prime Minister reiterated that the situation in Manipur is being presented in a way that the conflict arose only recently but the root cause of all issues in Manipur is Congress and its politics. "Manipur is filled with rich Indian culture and heritage. Manipur is the land of innumerable sacrifices", he said. He recalled the time of Congress government in the state when every institution operated at the beck and call of extremist organizations and putting up a photograph of Mahatma Gandhi in government offices was forbidden. He also mentioned the bombing of the statue of Netaji Subhas Chandra Bose at the Museum of Azad Hind Fauj in Moirang. He further recalled when

singing the National Anthem was forbidden in the schools of Manipur and a campaign was initiated to burn the books from libraries. The Prime Minister gave several examples of extremist activities in the region during the Congress rule and mentioned temples shutting their doors at 4 in the evening, the bombing of the Iskon temple in Imphal that led to loss of lives, and protection money paid to the extremists by government officers.

The Prime Minister said that in the coming days, the Northeast is going to be a center of development. He said he is aware of the fact that movements in the global system will bring change in South-East Asia and ASEAN countries and what impact will that have on the Northeast. That is why, the Prime Minister said, "Our government has given first priority to the development of the Northeast." Shri Modi talked about the investment in the infrastructure in the Northeast and mentioned how modern highways, railways and airports are becoming the identity of the Northeast. "Agartala got connected with rail connectivity for the first time, Goods train reached Manipur for the first time, for the first time modern train like Vande Bharat ran in the region, first greenfield airport was constructed in Arunachal Pradesh, Sikkim got connected with air travel, for the first time AIIMS opened in the Northeast, National Sports University is being opened in Manipur and Indian Institute of Mass Communication in Mizoram for the first time Northeast's participation increased in the Council of Ministers, and for the first time, a woman represented Nagaland in the Rajya Sabha. For the first time so many people from the Northeast were honoured with Padma Awards and a hero like Lachit Burfukan was celebrated on Republic Day and a Museum with the name of Rani Gaidinliu

was established", he said. "For us, Sabka Saath Sabka Vishwas is not a slogan but is an article of faith, a commitment", said the Prime Minister adding "I assure the people of the country that I will devote every particle of the body and every moment to the service of the countrymen."

The Prime Minister emphasized, "Parliament is not a platform for a Party. Parliament is the revered highest body for the country. Therefore, it is imperative that Parliamentarians have certain seriousness for this. So much of resources are being devoted here. Every second here should be utilized for the country." He added that with a lack of seriousness, one can do politics but the country can not be run.

In the last 9 years, the Prime Minister said that the trust of the common citizens is soaring to new heights and every Indian is filled with confidence. "The India of today does not crumble under pressure. The India of today does not bend, does not tire and does not stop", Shri Modi said. He urged the citizens to move forward with trust and resolution and said that it is the trust of the common people that inspires the world to believe in India. He credited the growing trust of the world in India to the growth of confidence in the common citizens.

In the past few years, the Prime Minister said that the government has succeeded in laying strong foundations for Viksit Bharat. He expressed confidence that it is this foundation which will lead India to become a developed nation by the year 2047. He underlined that the nation has come out of worse situations together and urged the political parties to not misuse the land of Manipur for petty politics. "We must empathize with the pain and suffering and do our best for recovery. This is the way forward", the Prime Minister appealed.

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COP28 President-Designate stands with Brazil's President Lula da Silva in call for protecting and investing in nature to deliver ambitious, just and equitable climate progress

Belém, Aug 11 2023: Following talks at the Amazon Cooperation Treaty Organization (ACTO) Summit in the city of Belém, COP28 President-Designate Dr. Sultan Al Jaber and Brazil's President Lula da Silva have expressed their joint commitment to deliver a more equitable climate future, by putting nature at the core of the climate agenda at COP28.

Both parties have expressed an intention to build a bridge to enable inclusive, resilient and lasting climate progress. This comes on the back of Dr Sultan's recently announced COP28 plan to Fast-track an orderly and equitable energy transition, Fix climate finance, Focus on people, lives and livelihoods and underpin everything with Full inclusivity.

During the talks, Dr. Sultan Al Jaber and President da Silva reaffirmed the vital importance of protecting the Amazon rainforest to keep 1.5°C within reach.

They agreed on a range of issues, including fighting deforestation and degradation, enhancing the bioeconomy and strengthening adaptation actions.

Promoting low carbon agriculture practices and intensifying bilateral and multilateral cooperation in areas such as food, health, science, technology, and innovation also featured. However, reforming international climate finance and bolstering clean energy deployment were identified as particular areas of joint focus to be pursued from COP28 through to COP30.

Commenting on the talks, Dr. Sultan Al Jaber said: "President Lula da Silva is bringing the energy, focus and drive we need to meet the urgency of the moment. In the first half of 2023 alone, he has cut deforestation in Brazil's Amazon by 34% and it is this strong and robust leadership that can deliver substantive outcomes in the real world.

"Alongside President da Silva, I call on other leaders to bring the same energy and ambition to COP28, and in particular, to unite around decisive action and achieve game-changing results on climate finance and the global energy transition."

ACTO unites Bolivia, Brazil, Colombia, Ecuador, Guyana, Peru, Suriname, and Venezuela in a shared ambition to promote the preservation of the Amazon basin and regulate Amazonian development.

Dr. Al Jaber attended to the summit to not meet only with President da Silva, but to also speak to ACTO directly on his recognition of its work to protect the Amazon and his commitment to support South-South cooperation and the alliance between Brazil and other tropical forest regions including Indonesia and the Democratic Republic of Congo.

However, the main focus of his remarks was the united effort that must now take place at COP28 to raise ambition for progress across all climate pillars and build a bridge to a sustainable future, particularly in the area of international finance.

He said: "We need to

expand available, accessible and affordable finance to meet the needs of the most vulnerable and ensure that adequate finance meets the needs of nature. This Presidency will keep the pressure on donor countries to fulfill the overdue 100 billion pledge and seek to ensure that a designated portion of these funds is directed to nature and forest protection".

In his speech, Dr. Sultan also praised Brazil's inclusion of Indigenous Peoples in developing solutions to climate change and expressed COP28's commitment to put their rights front and center of COP28's approach to nature.

He said "While representing five per cent of the global population, indigenous communities protect over 80 per cent of our biodiversity. The role of indigenous communities in preserving natural ecosystems and promoting sustainable land use practices cannot be over-stated. COP28 will give space for their perspectives so that their voices and wisdom can be heard and amplified."

As part of the COP28 Presidency delegation to Brazil, Razan Al Mubarak, UN Climate Change High Level Champion for COP28, emphasized the inextricable link between addressing climate change and nature loss.

"We have just over six years to simultaneously reverse biodiversity loss, halve emissions, enhance adaptation, and advance equity. This transformation needs to be inclusive, nature positive and with justice at its

heart," said Ms. Al Mubarak. "It is my strong conviction that investing in nature is the most cost-effective mitigation and adaptation solution for climate change."

She also stressed the critical inclusion and support for Indigenous Peoples and Local Communities (IPLCs) in the development of collective climate and nature solutions, adding: "We must all recognize the fundamental role of IPLCs in protecting the world's most biodiverse and ecologically important areas. Over 75% of forests are protected by indigenous peoples and local communities, yet only 17% of funds allocated in the last ten years included an Indigenous Peoples and Local Communities organization. Indigenous Peoples need access to resources to maintain their self-determined climate actions."

During his visit to Brazil, Dr. Al Jaber held meetings with world leaders to discuss the COP28 energy transition agenda, including with Luis Arce, President of Bolivia; Gustavo Petro, President of Colombia; Felix Tshisekedi, President of the Democratic Republic of the Congo; and Mark Phillips, Prime Minister of Guyana.

Dr. Al Jaber also held bilateral meetings with Marina Silva, Minister of Environment of Brazil; Mauro Vieira, Minister of Foreign Affairs of Brazil; Jean Paul Prates, CEO of Petrobras; and Antonio Queiroz, Vice President of Innovation, Technology and Sustainable Development at Braskem, among others.

ORGAN DONATION - REAL RE INCARNATION Prof. Dr. Kapali Neelamegam HOD - GI Surgery & MAS, Fortis Malar, Adyar

Chennai, Aug 11 2023: "...off all the things that it is possible to donate, to donate your own body is infinitely more worthwhile...."Manusmriti

A year ago, Mr. Murugan, 38 years was trying to stay alive as he was battling with a kidney disease and his regular dialysis was not helping enough. He was desperate for a kidney transplant, and he knew he was worsening day by day. The kidney disease not just affects him but his entire family - emotionally, mentally, and financially. He was a healthy man three years ago, when he reached a point where dialysis was inevitable as he had no suitable donor in his family.

His friend in the same dialysis unit, who was also waiting for kidney died a week ago - his 3 years wait for the kidney was getting more agonizing. One day he got a call for the transplant - the donor was a boy who unfortunately had suffered fatal injuries in a bike accident. The family consented for donation. Life changed completely a few days later - his new kidney began to function normally, and he is now leading a healthy life until now.

Not every patient lives long enough to tell a story like this. Hardly 200 such kidney transplants happen in our state every year. Each year nearly 2 lakh kidney patients are pushed to transplant stage but hardly 5000 of them undergo transplant. The rest of those unfortunate patients who don't have a suitable family donor remain in dialysis and die eventually after a long struggle. Only 700 liver transplants happen when 50000 need it, only less than 100 heart transplants happen when 50000 die of heart failures. About 1 lakh cornea needed for transplants but not even 1/4th of them get one.

It will be very disheartening for any transplant doctor to see their patients fight a losing battle every day. Most of them spend rest of their lives waiting for a painful death. Death is inevitable for all, but multiple years of healthy life can be added to the patients with Kidney, liver and heart ailments.

One might wonder, in a vast populous country like India, with so many deaths happening in hospitals



each day, either by illness or accidents, why such a small and insignificant number of organ donations are happening.

Every doctor knows how difficult it is to make the grieving family understand that the patient is "brain dead" and although the other organs are still functioning further treatment will be futile. It is nearly impossible, in most of the times, to convince the family and they end up rejecting the idea of organ donation. Superficially it might appear that the family failed to donate for a good cause, but the problem is far deep rooted.

Hurdles in India

India's national organ donation rate (from brain death) is abysmally low at 0.34 per million population (PMP). In Tamilnadu, which is the best performing state in the entire country, the rate is still very low at 1.8 donation PMP. Spain, which has a robust system, has unimaginable numbers as high as 36 donations PMP. Even in 1980s, Spain had donation rate at 14 PMP. Despite significant growth in our health care system in other arenas, we are still primitive and decades behind Spain and other developed nations in field of cadaver transplant.

The process of organ donation is a very complex one, involving ethical, medical, legal, cultural, social, and emotional factors. The chain of donation has multiple links, and the chain is as strong and agile as its weakest link. Failure of any one link results in failure of organ donation. Unique to developing countries like India, there are many other additional hurdles including poor literacy, lack of awareness even among literates, struggling public health care system, fueled by disbelief in modern medicine and negative

are need of the hour. National medical commission and universities should endeavor to include the social aspect of organ donation in the curriculum of doctors and paramedics.

Most Transplant programs are outcome driven and are hence reluctant to accept "marginal donors" i.e., donors with age more than 65 with some medical co-morbidities like hypertension & diabetes. Many of them despite having medical conditions and higher age, do have reasonably good kidney function. This subset of donors, if evaluated properly, can give lease of life for an ailing patient awaiting death in near future.

India performs only "heart beating but brain-dead donor" transplant. Non heart beating donor (after cardiac arrest) transplantation is literally non-existent, thanks to lack of infrastructure, medical staff and most importantly training in donor management in such circumstances. Kidneys from non-heart beating donors do well and outcomes are comparable to donation from brain dead donors. This will be a great adjunct to the cadaver transplant program. But India lacks legal guidelines for withdrawal of care for terminally ill patients. Laws are desperately required, if not to promote donations but at least to give an individual dignity in death and not prolong agony of the patient and family involved, with futile life support for extended time.

Saving Lives is the highest duty of the health care system. Battle with death can't be won all the time. Deaths are an inevitable part of life. Birth and deaths were never our choices, but we all have can choose to die an eternal death and leave our legacy behind by simple act of organ donation.

One would expect India, a land of great philosophy, spirituality and religious systems which strongly believes in "giving", to lead the world as an example but unfortunately it is not the state. Against the populous belief, Successful organ donation is the responsibility of health care, legal and political system rather than the responsibility of the public of India.

propaganda contribute to India's poor show.

How to improve Organ donation

Although "opt out" (legal system (presumed consent of sick patient) is cited as main reason for such high donation rates in Spain, it's very unlikely that such a complex thing as organ donation can be totally influenced by a law. The downside of having such a law in country like ours is that the public may perceive that the government becomes the owner of the organs and would ignore the wish of the family if they decide against donation.

The real reason for Spain's success is not the law but the system which they established. It considers organ donation routinely in every patient who dies, regardless of the cause and circumstances of the death. Professionals are trained to explore the wish of family about organ donation if death happens unfortunately after every possible medical care. Health care staff see it as their duty and it's considered part of patient care.

Spain has trained thousands of medical professionals including emergency unit staffs, neurologists in stroke units, ICU residents and even non-health care professionals to identify organ donation opportunities not only in ICUs but also in emergency departments and other hospital wards.

In contrast, Tamilnadu's transplant program is mainly driven by a team of transplant doctors and coordinators rather than the professionals involved in patient's primary care- most of them if not all, are not trained or even primed to think about donation.

Intensifying the awareness among medical professionals themselves is the key and expanding the transplant faculty and infrastructure facilities

A. M. Jain College hosted a One-Day National Workshop focusing on 'India's G20 Presidency and its importance', graced by Dr. Venkatachalam

M, IFS, Ministry of External Affairs and Prof. Ranganathan J, Honorary Consul of Myanmar. They highlighted key G20 objectives, including national security, global agendas, 'Neighborhood First Policy' and emphasized bilateral relations between Myanmar and India.



Prof. Ranganathan J, Honorary Consul of Myanmar, Dr. Venkatachalam M, IFS, Ministry of External Affairs and Dr M M Ramya, Dean of A.M. Jain College



Rubaru Mr. India Caballero Universal 2023 Title winner Anish Jain from Chennai represent India at the upcoming Caballero Universal pageant to take place in Venezuela, South America

Chennai, Aug 11 2023: Anish Jain has won the Rubaru Mr. India Caballero Universal 2023 at the National finals of the 2023 Rubaru Mr. India championship at Goa, Bogmallo beach resort, South Goa. He was also honoured by the present Chief Minister of Goa, Dr Pramod Sawant.



represent India at the upcoming Caballero Universal pageant to take place in Venezuela in the next quarter.

Along with winning the prestigious championship he also won Best personality amongst the 32 finalists.

Caballero Universal is the world's largest pageant for men. It is based in Venezuela, South America. The event is run by Raenrra Diseñador. As per the long held tradition, the

and is being led by multi-award winning pageant director and international pageant expert, Pankaj Kharbanda based in Mumbai. The competition contributes more than 70% to the Indian men's pageant industry and is one of the largest contributors to the international men's pageant sector. It is also regarded as the most successful national level men's pageant in the world for producing the maximum number of international award-winning male models of Indian Origin.

Celebrity Choreographer Karun Raman was the Fashion Director.

Rubaru Mr. India is India's biggest and oldest running men's pageant. The event was created in the year 2004

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BGMI-maker KRAFTON targets \$150 Million Investment to Propel India's Gaming and Tech Ecosystem

Chennai, Aug 11 2023: KRAFTON, Inc., leading South Korean gaming company and BGMI-maker, today announced its commitment to invest \$150 million in India over the next two to three years. With an India-first approach, KRAFTON remains committed to fostering holistic growth of the gaming and startup ecosystem in the country.

Since its first investment in March 2021, KRAFTON has played a pivotal role fostering in the Indian startup landscape by infusing approximately \$140 million into 11 innovative startups, marking it as one of the most active strategic investors in India during this period. KRAFTON's investment philosophy centers on delivering strategic value that transcends mere financial contributions, leveraging its expertise and experiences within the segments it invests in.

Beyond game development studios, the company's investments span diverse and complementary sectors, including, Esports, multimedia entertainment, content creation and audio platforms. In recent months, KRAFTON has expanded its focus to include the creator economy and deep tech, actively supporting startups in these emerging segments. With this investment, KRAFTON aims to nurture local talents, fostering innovation, and propelling India into the forefront of the global gaming industry.

Commenting on their vision for India, Sean Hyunil Sohn, CEO, KRAFTON India said, "We are excited to foster the growth of startup ecosystem in India and are dedicated to having a transformative impact not only in the gaming and tech industry but also in the wider content landscape. We firmly believe in India's

potential as a key player in the global gaming and technology industry, and our commitment to invest an additional \$150 million over the next two to three years reflects our dedication to fueling this growth. We believe in the power of Indian IPs and content in making a lasting global impact, and we are excited to achieve new milestones in our journey to unlock the country's full potential as a global gaming powerhouse."

Sharing his views on their business objectives, Nihansh Bhat - Corporate Development & Venture Investing Lead - India & MENA, KRAFTON, Inc. said "Our strategic investments are carefully chosen to align with our expertise and experience, empowering innovative ideas and startups to thrive. Since 2021, we have invested over \$140 million in various startups and are thrilled by progress our portfolio companies have made. Our

investment momentum will continue as we seek to establish a dynamic and evolving portfolio across various segments in India."

In addition to delivering immersive experiences through India's beloved battle royale game, BATTLEGROUNDS MOBILE INDIA, KRAFTON has bolstered the gaming landscape with the launch of three more captivating game titles in the past year. These include The Callisto Protocol, Road To Valor: Empires, and the latest addition, Defense Derby, aimed at delivering novel experiences to the Indian community while advancing the gaming industry as a whole. Through its upcoming investments, KRAFTON is set to redefine the gaming landscape in India, forging new horizons and elevating the gaming experience for players across the nation.

Tide India launches invoicing for SMEs in Tamil Nadu, in response to need for digitisation

Chennai, Aug 11 2023: Tide India, the leading digital business financial platform, has today launched its invoicing solution for SMEs in Tamil Nadu, to help them strengthen regulatory compliance, optimise invoicing processes, reduce costs and increase organisational efficiency.

Digitising traditional invoicing is complex for small enterprises, who lack resources and technological expertise. Figures from Tide revealed that 77 percent SMEs in Tamil Nadu find bookkeeping and invoicing, technology adoption, and upgrading accounting systems a challenge.

Say goodbye to paper bills! Create free professional invoices in minutes.



SMEs in Tamil Nadu said they needed more training, and that they do not have dedicated IT teams to do this type of work. Tide also found that overall, SMEs spend an average of 3-4 hours per week creating invoices and managing expenses on spreadsheets.

Tide's invoicing solution will help small and medium businesses in the region to send

personalised and GST compliant invoices to customers directly from its mobile app. SMEs will be able to view paid and pending invoices in the app.

Gurjodhpal Singh, CEO, Tide India said "With the evolving regulatory landscape and the government rapidly making transaction compliances, such as GST and TDS digital, it

becomes imperative for SMEs to be on top of such developments. We at Tide, believe in helping businesses - whether it is a contractor, freelancer, sole trader, or small business owner save time and money. Our invoicing solution takes us one step further in this direction and allows us to streamline processes for SMEs, eliminating the need to use multiple products to manage disparate services."

During the year, Tide will further diversify its offerings for its members (SMEs) in India and provide solutions such as QR code-based payments and credit through partnerships with other fintechs.

Bring home the Funskool products to add sparkle to Raksha Bandhan

Chennai, Aug 11 2023: Funskool India Ltd, India's largest toy manufacturer has unveiled special gifting options, ahead of Raksha Bandhan. Brothers will have a whole range of carefully-thought out toys to choose from, for their loving sister(s), this festive season. These gifting options cover all the possible interests of a girl child.

Sharing more details, R Jeswant, CEO, Funskool India Ltd said, "We are just as excited as the children for Raksha Bandhan. At Funskool, it has become an annual affair to come up with new and eye-catching products for this festival which celebrates brother-sister love. Our products are aimed to not only keep the child happy and entertained, but also nurture her creative and



cognitive skills."

Special range of products for Raksha Bandhan 2023 include -

- Tie & Twine - To learn about the art of stringing patterns
- Glass Painting Deluxe - To create a colourful wall hanging with the glass painting kit which comes with 7 vibrant colours.
- Foam vehicles - To make 6 different vehicles out of foam.
- Nail design - To create 16 different

studio - To let the child experiment and set new fashion trends on their nails.

Kiddy Pedicure Salon - To give the child the ultimate pedicure experience and also help her feet and toe nails get an enhanced look.

Nail Art - To help the child experiment with three different shades of nail colours and a tray of all manicure essentials.

Little Florist - To create 16 different

types of flower sets.

Noodle party - To host a Fundough Noddle Party with pretend veggies spicing it up with the spice shaker.

Bakery set - To let the child whip up favourite pastries, pies or any other baked goods, decorate them with dough fondant and icing.

Cupcake - Comes with 25 shapes, 3 exciting cookie cutter shapes, decoration tray with 16 designs and 3 nozzles for frosting.

Complete kitchen set - Consisting of 29 pieces of utensils and cooking aids to nurture the cook in the child.

The price of these products range between Rs 249 and Rs 1249, and are available in all leading toy stores and E-commerce sites.

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- Projects in Bangalore
- Auriga - Bangalore

Projects in Chennai

- Vettuvangudi
- Iyappanthangal
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- Adambakkam

Piramal Enterprises retail business grew 57% in Q1 FY23 to INR 34,891 crore; bets big on Bharat market

Chennai, Aug 11 2023: Piramal Enterprises Limited (PEL) reported Profit After Tax (PAT) of INR 509 crore for Q1 FY24 and Net Interest Income was INR 891 crore. The total Assets Under Management (AUM) reached INR 63,938 crore, out of which retail lending business surged by 57% YoY to INR 34,891 crore, accounting for 55% of total AUM. Further, PEL improved the Retail : Wholesale mix to 55:45 from 34:66 in Q1 FY23.

As on 30th June 2023, the company has a network of 423 branches, establishing a strong presence across the Bharat market. The company is looking at a 500-600 strong branch network across 1,000 locations, as it expands to small

towns in India to cater to its target customers from tier-II, tier-III towns or the outskirts of the tier-I towns. The company's customer base now stands at over 3.3 million, offering an array of more than 13 loan products, including home loans, business loans, personal loans, used car loans and more.

With a strong emphasis on further expansion, the company aims to establish retail lending as a key driver, making up 66% of its assets in the mid to long term. The first quarter of FY24 was driven by robust growth across key product segments like housing loans where disbursements were at INR 1,908 crore, while secured M S M E l o a n s disbursements were at INR 851 crore. The

company aims to achieve a retail-wholesale mix of 2/3rd retail and 1/3rd wholesale, focusing on 'Bharat' markets majorly from tier 2 & 3 market and utilizing technology to power its retail lending operations.

Mr. Ajay Piramal, Chairman, Piramal Enterprises Ltd., said, "Our Q1 performance aligns with our mission to build a large diversified NBFC. Our strategic focus is to have retail lending constitute two-thirds of our assets in the mid to long term. We have achieved sustained growth in the retail sector, serving the credit needs of the "Bharat" market through our technology-led multi-product franchise. As we continue to expand

our retail lending business, we are also investing in human resources, branch infrastructure, technology, and analytics to ensure its future growth."

In line with its focus on long-term value creation for stakeholders and to reward shareholders, the Board of Directors approved a buyback of equity shares of the company. PEL has a strong balance sheet and the buyback will include up to 1.4 Cr (1,40,00,000) equity shares at a price of INR 1,250 per share, aggregating to INR 1,750 Cr, through the tender offer route. The promoter and promoter group will not participate in the buyback.

ICICI Bank's Monsoon Bonanza rains unbeatable offers

Chennai, Aug 11 2023: ICICI Bank launched 'Monsoon Bonanza' to provide customers with a wide range of exciting deals and discounts on various categories ranging from electronics, travel, online shopping, dining and food ordering, health and beauty, gifting, and more.

The customers can enjoy the benefits of the bonanza in the form of discounts and cashbacks of up to 50%, which can be availed using the Bank's credit or debit cards and internet banking. Attractive EMI offers are also available on credit and debit cards.

In the third edition of Monsoon Bonanza, the customers can avail exclusive offers from top brands like Flipkart, Apple, Dell, Samsung, LG, MakeMyTrip, OnePlus, Qatar Airways, Tata CliQ Luxury, Yatra, and more. With special offers during Independence Day sale, this latest edition of Monsoon Bonanza, the Bank aims to provide its customers with an unparalleled shopping experience, packed with exciting deals and discounts across a wide range of products and services.

Highlights of

Monsoon Bonanza:
Independence Day special:

Flat 10% discount on Flipkart Big Saving Days

Get 10% discount on Croma

Up to ? 6,017 discount on Yatra

Get 7.5% discount on Urban Ladder

Laptops:
Purchase a MacBook Air for an EMI of ? 2,934 per month at select Apple reseller stores

Up to ? 10,000 cashback on select HP laptops and desktops

Up to ? 10,000 discount on Dell laptops

Mobiles:
iPhone 14 at ? 2,341 per month at no extra-cost EMI at select Apple reseller stores

Up to ? 5,000 on OnePlus Mobiles, TV, and Internet of Things (IoT) devices

Get up to ? 8,500 cashback on Vivo, Xiaomi, and Motorola mobiles

Electronics:
Up to ? 26,000 cashback on brands like LG, Samsung, Haier, Panasonic and more

Up to ? 10,000 discount on TVs from TCL and Xiaomi

Up to ? 10,000

discount on Whirlpool, Hitachi, Carrier Midea, Electrolux, and Eureka Forbes

Flat ? 5,000 instant discount at Croma on minimum purchase of ? 1 lakh

Fashion:
10% instant discount up to ? 1,500 at Westside retail outlets

10% instant discount up to ? 1,000 at Centro retail outlets

Flights:
Up to ? 2000 instant discount on domestic flights on MakeMyTrip every Monday

Up to 10% discount on business class and up to 7% discount on economy class on Qatar Airways

Up to ? 2023 discount on domestic and up to ? 5,000 on international flights on EaseMyTrip and Paytm Flights

Hotels:
Up to ? 5,000 discount on domestic and ? 20,000 on international 3, 4 & 5 star hotels on MakeMyTrip

Up to ? 2023 discount on domestic hotels with EaseMyTrip, cleartrip

Up to 25% discount on The Postcard Hotel, WelcomHeritage, Sahara Star and more

Online shopping &

Grocery:
Up to ? 1,500 discount on Tata CliQ Luxury

Get up to ? 250 discount on Blinkit and Swiggy Instamart

Food ordering & Dining:

Get 15% discount on dining with Zomato

Get 15% discount on eazydiner

Grooming and gifting:

Up to 50% discount on Tata CliQ Palette, Sugar, Brown Skin Beauty and Tattva Wellness Spa

Get up to 20% discount on Ferns & Petals, IGP and Florista on online purchases

Health and Fitness:
Get up to ? 5,000 discount on Medika Bazaar

Up to 20% discount on Redcliffe Labs and Aanya Wellness

Up to ? 2,000 discount on The Sleep Company

Entertainment:
Instant 40% discount on Sony LIV Premium Mobile on its annual pack.

Flat ? 100 discount on movie ticket booking through Paytm

* Terms & conditions apply on offers.

realme Records Impressive QoQ Growth of 51% in Q2 2023, Emerges Back to Top 3 in the Indian Smartphone Market

Chennai, Aug 11 2023: realme, the Most Reliable Smartphone Service Provider, has achieved a staggering QoQ growth of 51% in the second quarter of 2023, as reported by Counterpoint, a renowned market research firm. This remarkable growth strengthens realme's position in the Indian smartphone market, securing the No. 3 position among the top 10 smartphone brands as per IDC's rankings for Q2 2023. Despite the overall smartphone market in India witnessing a 3% YoY decline in Q2, realme's strategic positioning and leap-forward innovations, coupled with the industry's focus on 5G devices in the INR 10,000-INR 15,000 (~\$122-\$244) segment, propelled the brand back to its coveted 3rd position in the Indian smartphone market.

realme's exceptional growth can be attributed to a combination of factors, including the brand's strategic approach in improving inventory and demand, aggressive sales promotions, and the launch of 5G devices at accessible price points. This year, realme has achieved numerous milestones across a range of devices, with several emerging as



bestsellers in their respective categories. Notably, the realme C55 sold over 100,000 units in just 5 hours on its first sale day, while the 11 Pro Series set a new record by selling over 200,000 devices during its initial launch, and achieved 390% of the previous generation during the first sale period offline. Also, the narzo N53, a best-selling smartphone under the Rs 10,000 segment on Amazon, broke records by selling 100,000 units in

an impressive 90 minutes. For the IOT category, realme pad 2 achieved 122% more than the previous generation during first sale. These achievements showcase realme's continued commitment to delivering innovative and high-performing products that resonate with consumers.

Furthermore, realme's strong offline presence and expansion into the offline channel have

played a significant role in enhancing customer engagement and ecosystem development. The brand's strategic focus on both online and offline channels has allowed it to cater to diverse consumer preferences and ensure seamless access to its products. By continuously pushing boundaries and delivering exceptional devices, realme has solidified its position as a prominent player in the Indian smartphone market. With a compelling product lineup and customer-centric approach, realme is well-poised to continue its upward trajectory and achieve even greater success in the future.

As the company continues to innovate and expand its product portfolio, realme aims to maintain its growth momentum and further strengthen its position as one of the top smartphone brands in India. With the rapid growth of the Indian smartphone market and the increasing demand for 5G devices, realme is well-positioned to capitalize on these opportunities and deliver unparalleled value to its customers. As the festive season approaches, Realme is geared up to unveil interesting launches and offers to further entice consumers.

Shopsy launches its latest TVC campaign starring Bollywood star, Ayushmann Khurrana

Chennai, Aug 11 2023: Shopsy by Flipkart, India's fastest-growing hyper-value e-commerce platform, has rolled out its latest campaign, 'Aaj Shopsy Kiya Kya?' featuring artiste Ayushmann Khurrana as the protagonist. Shopsy's value proposition of offering an expansive fashion and lifestyle catalogue at affordable prices has been brought to life in its latest campaign through a humorous take on the cast conversing candidly at a bus stop. Created and conceptualised by Talented, the campaign reinforces Shopsy's commitment to fulfilling the value-seeking consumers' dream of buying fashionable products within their budget.

The film starts by featuring a young woman and her aunt



conversing at a bus stop, when Ayushmann enters the scene. The woman is mesmerised by his style, while her aunt quickly brushes it off, adjudging that he must have spent an entire month's salary to look this chic. Ayushmann then shows the Shopsy app to the aunt and says that he bought his shoes for just Rs. 50. The aunt is taken aback at the price and exclaims in disbelief. Ayushmann then points to a larger-than-life phone beside him to say that Shopsy has value-based deals not just on shoes and shirts but sarees and

kurtis too. The film concludes with a scene of the aunt sitting at the bus stop, still in awe of the price along with the young woman and Ayushmann holding a glass of water to calm her down.

Speaking about the campaign, Madhuvanathi Ananth, Head of Marketing and Growth, Shopsy, said, "At Shopsy, we are proud to deliver a shopping experience that resonates with the evolving needs of our value-seeking consumers. Based on the deep understanding of our customers, Shopsy's new

campaign communicates that style and affordability can go hand in hand. By partnering with Ayushmann Khurrana, one of Bollywood's most celebrated stars, we aim to further strengthen our commitment to provide budget-friendly styles and variety."

Expressing his excitement about the campaign, Ayushmann Khurrana said, "I am delighted to partner with Shopsy, a brand whose campaigns strike a chord with desi households. This campaign resonates with the real India - customers who seek value-driven deals. I am sure the audiences will relate to this TVC and experience the essence of Shopsy, benefitting from its expansive range of products."