

Defence Minister Rajnath Singh Unveils KSSL's ECARS at North Tech Symposium

Chennai, Sep 15 2023: The North Tech Symposium today witnessed a groundbreaking moment as the Minister of Defence, Rajnath Singh, unveiled the Enhanced Collaborative Autonomous Rover System (ECARS), a cutting-edge 4x4 multi-terrain unmanned ground vehicle (UGV). This event marked a significant milestone in the realm of autonomous military technology and national security.



ECARS, developed by Kalyani Strategic Systems Ltd, a fully-owned subsidiary of Bharat Forge, stands at the forefront of innovation in the field of autonomous military technology. Designed to perform a wide range of missions including surveillance, security, safety, and rescue operations, ECARS brings a new level of versatility to military operations.

The ECARS UGV is armed with an enhanced collision avoidance system and advanced mission planning capabilities, rendering it a dependable resource for a wide range of military situations. The speed ranges between 16 and 20 kilometres per hour, with a payload capacity of 350 Kg and a towing payload capacity of 500 Kg.

One of the key features of ECARS is its compatibility with various systems, including Remote Controlled Weapon Stations (RCWS), Water Jet machines, and the transportation of heavy

materials across border and water channels. This adaptability makes ECARS an indispensable tool for border surveillance, strategic asset perimeter security, riot control operations, CBRN (Chemical, Biological, Radiological, and Nuclear) incidents, fire-fighting, chemical spraying, and meeting various payload requirements.

Commenting on the remarkable achievement Amit Kalyani, Joint Managing Director,

Bharat Forge Limited said, "ECARS represents a pivotal moment in military technology. It's a versatile, adaptable unmanned ground vehicle that is amphibious and has all terrain capabilities to significantly enhance our national security. ECARS' advanced capabilities make it a valuable asset in various military operations, from surveillance to security, and it demonstrates KSSL's commitment to pushing the boundaries of defence technology."

The unveiling of ECARS by the Minister of Defence at the North Tech Symposium marks a significant moment in India's journey towards enhancing its defence capabilities through innovation and cutting-edge technology. The development of ECARS showcases the commitment of Bharat Forge pushing boundaries of technological excellence in support of national security.

Anna Laura Sciucca - Italian Bharatanatyam dancer winning the hearts of rasikas - Prakash M Swamy

Chennai, Sep 15 2023: Anna Laura Sciucca of Italy is winning the hearts of rasikas with her Bharatanatyam performances across Chennai with perfect footwork, facial expressions and adavus.

She was born in a small town near Rome in Italy. She hails from the town of Arpino which is famous for being the birthplace of Marcus Tullius Cicero. She grew up in a musical atmosphere. Her father is a painter while from her mother side are musicians, her sister cousin is the famous soprano singer Orietta Mantente. She fell in love with India at a very young age. Her dad used to tell her bedtime stories about kings of India and about the beautiful princess in India when she was seven. She asked her father "how do I live like a princess" and her father retorted

"Marry a Maharajah or go to India and become famous." Since there was shortage of eligible Maharajas to marry she took the other route.

She completed her classical studies in Arpino and then moved to Rome to study Hindi Language and Literature at La Sapienza University. She got her degree in Hindi and joined for doctoral studies in Sanskrit and Indian Literature under the guidance of Prof Raffaele Torella, a worldly famous scholar and expert in Kashmiri Sivaism. She joined University of Pune in 2010 as exchanging student and worked on Bahina Bai's Abhangas.

Her passion has always been dance and has learnt ballet from Renato Greco's dance school in Rome. As researching student she



moved to Japan to study improve her skills in Sanskrit at Nagoya Bharatanatyam and in University. 2014 she came to



It was there she met her Bharatanatyam teacher Subha Kokubo Chakraborty who initiated into the wonderful world of Bharatanatyam and she did her Arangetram in 2011.

She was part of her guru's troupe -Indian Classical Dance Troupe Japan - for several years. But her heart was in India. She wanted to

She is now doing MA

Natya Course in Dr. MGR Janaki College and continues her studies of Veena with Anantha Narayanan and Carnatic music with Kiran Pai, student of TV Ramprasad

"My dream is to dance at the Madras Music Academy and also at Natyanjali in Chidambaram one day and prove that art has no boundaries," she says. "In Chennai, many think I am from North India and speak to me in Hindi and since I am fluent I am able to communicate with them in Hindi."

There are a lot of similarities between Italy and Tamil Nadu like preserving family values and bondage, cultural connections and bonding. "The people of Chennai are very friendly and I feel safe to travel back home sometimes even at 10PM."

She is ever thankful to her guru Prof Dr Sharada Narayanan of head of the department of Sanskrit and Dr Sujatha Mohan, head of department of Bharatanatyam and Swathi Athmanathan dance teacher in Dr MGR Janaki College of Arts & Science for Women. Anna is a vegan and never touched milk or milk products and not even eggs. She is a pure vegetarian and she has no food issues being in Chennai. She travels back to Italy every Christmas.

Recently she had performed at Sri Kapaleeswarar temple during Pradosham and also during the centenary celebrations of late Ghantasala Venkateswara Rao organized by Parvati Ravi Ghantasala in the Madras Music Academy under the guidance of Srimathi Sanhita Basu Ghose, a famous Odissi Dancer settled in Chennai.

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OKX switch McLaren MCL60 race car to Stealth Mode for the Singapore Grand Prix

Chennai, Sep 15 2023: McLaren Racing and OKX, a leading Web3 technology company and Official Primary Partner of the McLaren Formula 1 Team, today revealed a limited-edition Stealth Mode livery design to be carried on the McLaren MCL60 F1 cars at the 2023 Singapore Grand Prix (15-17 September) and the 2023 Japanese Grand Prix (22-24 September).



The Stealth Mode livery was co-designed by OKX and McLaren, and will switch McLaren's livery colourway, augmenting black against the team's classic papaya trim. The sleek and understated design represents the two brands' belief in putting in hard work behind the scenes to strive for excellence, while embracing change and innovation.

The MCL60 was revealed in Stealth Mode on Wednesday 13 September at an exclusive media event in Singapore at Lantern, Fullerton Bay Hotel. The event was attended by OKX Chief Marketing Officer Haider Rafique, McLaren F1 Team drivers Lando Norris

and Oscar Piastri, and McLaren Racing Executive Director, Partnerships & Accelerator, Matt Dennington.

A limited-edition t-shirt will be made available through the McLaren Store, and at a limited giveaway for attendees of Token2049, the Web3 conference taking place in Singapore prior to the race.

To bring fans closer to Stealth Mode, OKX will host a McLaren-themed fan zone, OKX Race Club, at Chijmes, Singapore. The OKX Race Club will run from Thursday 14 September to Sunday 17 September, featuring a Stealth Mode show car, racing simulators, giveaways and surprise

guests over the race weekend. This will be officially opened at 14:00 SGT on Thursday 14 September, and free tickets are available here.

Zak Brown, CEO, McLaren Racing, said:

"Our partnership with OKX goes from strength to strength, and it's fantastic to celebrate it with this incredible livery. Stealth Mode flips our race car's colours, bringing something exciting and different to these two great races in Singapore and Japan. We hope fans will love it as much as we do and get a chance to enjoy the fan zone to connect with our team. OKX are a dedicated supporter of McLaren's journey, and in turn we're proud to

bring our partnership to life on track through the global platform of Formula 1."

Haider Rafique, Chief Marketing Officer, OKX, said:

"Success on the track, and in the Web3 world, is only possible through teamwork, creativity and innovation. Stealth Mode is inspired by these common principles. It's also a way for us to celebrate the return of F1 to the Asia Pacific region, which is the epicentre of Web3 in many ways. As Stealth Mode hits the track this weekend we wish the best of luck to Lando and Oscar in what we hope will be a strong performing MCL60."

Kezhapaya Movie compelling performances and distinctive storytelling



Chennai, Sep 15 2023: Kathiresa Kumar is working as a security guard in a private firm. His life, seemingly ordinary, takes an unexpected turn on his way home from work one day.

One day, Kathiresa Kumar rides his two-wheeler along a rural road, a car approaches, and the narrow passage accommodates only a single vehicle.

Inside the car are five individuals, including a pregnant woman, all impatiently urging Kathiresa Kumar to yield the right of way by incessantly honking their horn.

However, Kathiresa Kumar remains steadfast, unyielding in his determination to traverse the middle of the

road. The car's occupants, unable to contain their frustration, confront Kathiresan and resort to violence. Despite initially retreating, he resolutely returns to his bicycle, obstructing the car's path and refusing to budge.

This perplexing standoff leaves us wondering: why is he so obstinate in detaining this particular car? What connects him to its occupants? This enigmatic incident serves as core plot of the story.

Directed by Yash Gunasekaran, the movie delivers a thought-provoking narrative showcasing the resilience of an elderly protagonist.

It invites viewers to reflect on the unexpected

connections that life may forge in the unlikely of places.

This film, with its compelling performances and distinctive storytelling, is a testament to the enduring spirit of its characters and creators.

While the first half of the film brims with intrigue, the second half loses some of its momentum. Nevertheless, the Tamil cinema industry should embrace such low-budget gems with open arms.

Kathiresa kumar, the film's producer, takes on the role of the silent hero, portraying the character's essence perfectly.

Even when faced with a pregnant woman

in the car, we find ourselves questioning his intransigence. His resilience in the face of relentless assault hints at a deeper conflict, evoking empathy.

Throughout the film, Kathiresa Kumar remains mute, delivering a powerful performance amidst the blazing sun in the heart of the forest. His silence speaks volumes.

The supporting cast, especially the actor portraying VAO, adds depth to the narrative.

Ajith Kumar's cinematography deserves special mention, and Kebi's background score adds a unique dimension, creating moments of silence that are perfectly timed.

Global Investor and Operating Executive Anita Rehman Joins Deep Tech Venture Firm Celesta Capital as Partner

Chennai, Sep 15 2023: Celesta Capital, a leading global multi-stage venture capital firm, today announced the hiring of Anita Rehman as Partner. Rehman - most recently a Partner at GSV (Global Silicon Valley), a global investment platform focused on the Education and Workforce sector - brings over twenty years of experience working with startups, technology leaders, and investors in the U.S. - India corridor.

As a Partner, Rehman will work closely with entrepreneurs and investors to develop Celesta's expanding India portfolio; she will be based in Bangalore, where the firm maintains its India office, and will also spend time in the firm's Bay Area headquarters. Earlier in her career, Rehman was an investor at Vantage Point Capital Partners,

a CleanTech Venture Capital Fund, where she invested in early to growth stage technology companies. She also previously founded and served as CEO for a vertically integrated ecommerce startup.

Rehman's hiring coincides with the expansion of Celesta's India focus, with the intent to double down on investments in India's emerging and high-growth technology sectors, including semiconductors, artificial intelligence (AI), energy, aerospace, telecom, agritech, and others. As the Government of India has recently publicized deep tech policy and partnership announcements, Celesta aims to strategically align with the country's burgeoning deep tech ecosystem.

At Celesta, Rehman joins a seasoned global team of investment

professionals, technologists, and operating executives with a strong track record of nurturing prominent technology startups. Celesta's global team has amassed a wealth of technology and business leadership experience at leading companies including Intel, Flex, Cisco, Micron Technology, Apple, Qualcomm, KPMG, and others. The firm is distinguished by its deep engagement with founding teams to support the development of technology differentiation, strategic partnerships, and profitable growth.

"We're delighted to welcome Anita Rehman to our team at Celesta," said Arun Kumar, Managing Partner at Celesta Capital. "Anita's extensive network and deep experience will be invaluable to the firm and our portfolio entrepreneurs during

this exciting period of growth for the deep tech ecosystem."

"I am excited to join the accomplished team at Celesta Capital and contribute to the advancement of this promising global portfolio," said Rehman. "I share Celesta's passion for building impactful technology companies. With so much rapid acceleration in the U.S. - India tech corridor, this is the perfect time to join a team focused on enabling the next generation of visionary deep tech founders."

Rehman earned her Master of Business Administration (MBA) from the Wharton School of Business at the University of Pennsylvania. Prior to Wharton, she earned a Master of Science in Electrical Engineering from Stanford after completing her undergraduate studies at Manipal Institute of Technology, India.

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'Margazhi Thingal' trailer and audio launch Actor Manoj Bharathiraja is making his debut as a director



Chennai, Sep 15 2023: Actor Manoj Bharathiraja is making his debut as a director through 'Margazhi Thingal' bankrolled by Director Suseenthiran's Vennila Productions. While 'Iyakkunar Imayam' Bharathiraja plays a very important role, the film has newcomers Shyam Selvan, Rakshana, and Naksha Saran in lead characters. Thenappan Bharathiraja and music maestro Isaigani Ilayaraaja have teamed up after 31 years for this film. The trailer and audio launch event of 'Margazhi Thingal' was held in Chennai on Wednesday. Here are the highlights: Suseenthiran, who delivered the welcome address, said...I am very happy to produce this film that has brought together Iyakkunar Imayam Bharathiraja and Manoj Bharathiraja. Actor Karthi said...Greetings to all. My salutations to Bharathiraja sir. I didn't think Manoj Bharathiraja would direct a movie so soon. Thanks to Suseenthiran for making this happen. I feel very happy whenever I think of Ilayaraaja sir. Till now I have been following him as a role model. I wish he continues to compose music for more films. I pray to God that this film should definitely do well. Producer G. Dhanaanjayan said...Good evening, all. The title 'Margazhi Thingal' is wonderful. I hope the film will have a lot of substance. We expect the movie to be like 'Alaigal Oivadhillai'. I have to thank Suseenthiran sir. He has given opportunity to new faces. Best wishes for the movie's success. Director Thiru said...Congratulations to Manoj and Suseenthiran. I wish this movie all

success. Producer Suresh Kamatchi said...I hoped that Manoj should become a director and it has now come true. This is because of Suseenthiran. A great filmmaker, Bharathiraja is now focusing on acting. I have a lot of faith in Manoj's talent. I wish this film success. Producer P.L. Suseenthiran said...Thanks to all the good souls who have come here. We all are here for Bharathiraja. Suseenthiran sir has produced his first film. I wish Manoj to direct many movies and be successful. Director Perarasu said...Greetings to Bharathiraja, Sivakumar, Seeman and all others. Music means Ilayaraaja and direction means Bharathiraja. They have carved a place for themselves in the hearts of the people. I am very happy to see the reunion of the two greats. Bharathiraja, the hero and the heroine have acted very well in the trailer. 'Margazhi Thingal' directed by Manoj Bharathiraja will become a huge hit. Directors Association Secretary R.V. Udayakumar said...I wanted Manoj to become a director. I kept telling him this for years. Thanks to Suseenthiran for giving Manoj Bharathiraja an opportunity to become a wonderful director. When I saw the trailer of this movie, I thought of 'Alaigal Oivadhillai'. Its songs very beautifully reminded me of the songs of 'Kadhala Oviyam'. Ilayaraaja and Bharathiraja cannot be separated and their relationship will never fade. Manoj Bharathiraja will start a new chapter with this film. Congratulations to the hero and heroine. I wish this movie will be a hit. Heroine

Naksha Saran wife and children who have been with me in my troubles. Journalists like a family. I hope this movie will be a success. FEFSI Chairman and Director R.K. Selvamani said...A deserving talent like Manoj Bharathiraja has been given a deserving opportunity by Suseenthiran. Thanks to Bharathiraja sir too. The beautiful Tamil title 'Margazhi Thingal' makes me happy. I hope the film will be earthy and grand. All the actors in the movie have acted well. Journalists should take Manoj Bharathiraja to the people as a great director. Naam Tamilar Party chief coordinator Seeman said...My love and respect to all. It is a happy moment to have my younger brother as the director. Thank you, Suseenthiran. Ilayaraaja is a greatest achiever. Nothing beats his talent. Bharathiraja sir is another great legend. Actor Sivakumar said...It's great to see everyone from the film industry here. Iyakkunar Imayam Bharathiraja and Isaigani Ilayaraaja have teamed up after many years in word in Thiruppavai. 'Maragazi Thingal'. I hope this movie will be very good. I wish everyone a long and happy life. Iyakkunar Imayam Bharathiraja said... "En iniya Tamizh Makkale, ungal Bharathiraja pasathiruriya pesugiren." Thanks to all the greats who are sitting on the stage. It's not easy for an actor to become a director, I have faith in my son. The trailer has been done brilliantly. The main person I have to thank is Suseenthiran. Everyone should watch this love-based movie. All the directors here fondly called me father. I cherish this love. Thanks to all who came here. I am sure this film will be successful, I will talk about my son at that time. watch it. Thanks to my

Chennai, Sep 15 2023: Actors Vemal and Suri are teaming up after a long time for 'Badava' produced by music director John Peter under J Studios International banner. More than 40 actors have acted in the film. It stars Shrita as heroine, Ram of 'KGF' fame as the villain, while Devadarshini, Namo Narayanan, Vinodhini, TSR Saravana Sakthi and Sam will be seen in key roles. K.V. Nandha has directed the film. The Saravana Abhiraman is the art director and Vinod Kanna is the cinematographer. The stunts are designed by Siruthai Ganesh and choreography is by Dinesh, Sridhar and Dina. Nikil Murukan is taking care of public relations. The songs are penned by John Peter, Viveka, Kabilan Vairamuthu, Ilayakamban and Swarnalatha. With 'Badava' gearing up for release, its music and trailer launch event was held in Chennai. Highlights of the function are below. Music composer and producer John Peter said...I welcome everyone. Soori sir has played an important role

Music and trailer launch of 'Badava', a film that has brought together actors Vemal and Soori after long time



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in this film. I express my gratitude to everyone here on behalf of him. Thank you to everyone on stage. Greetings to all. Lyricist Ilayakamban said...Greetings to all those who have come to 'Badava' audio and trailer launch event. Composer John Peter is a wonderful man. There is no doubt that the movie 'Badava', which is being made with his great efforts, will provide a great experience and become a huge success. The movie has six songs. You would have listened to all the songs. I have written the theme song of this movie. All the songs have taken shape well. Art Director Saravana Abhiraman said...Hello everyone, Navarasas (nine emotions) are integrated in 'Badava'. John Peter is the music composer and producer of this film. Vemal is a great actor and this movie will be a big hit for him and it will be a big success for Soori too. Cinematographer Ramalingam said...Thanks to everyone who are here. This film is very well made. Thanks to everyone who was with me. Director Saravanan

Sakthi said...It is a film with great social responsibility. It talks about agriculture. Everyone has contributed their best to this movie. I have also done a role in this film. I pray to the Almighty that the film will be a huge success. Actor Soundararaja said...Hi everyone. Even though I am not acting in the film, I have come for Vemal. This movie has agriculture as its concept. I pray to God that this film will definitely do well. 'Vaanam Singer Velmurugan said...I have sung the title song in this movie. 'Badava' is going to be a huge hit, thanks to everyone sitting on the stage. It's a pleasure to travel in the cinema industry with everyone. Director Perarasu said...Greetings to everyone. John Peter is not only the producer but also the music composer of the film. Each and every song is so beautiful. Actor Vemal should continue to achieve success. 'Badava' should also be a huge hit. This movie is about agriculture. 'Kadaisi Vivasayi' won the

National Award and looking at the trailer, it goes to be one such film. Tamil Film Producers Association Secretary Kathiresan said: 'Badava' will be a huge hit for producer John Peter and the film will be a big hit for Vemal as well. Thanks to all the technicians who worked on the film. Mrs. Rathi Shankar said: This project will be a mega hit. Thanks to everyone who supported. In this film, I have sung the song 'Vaanam Kottattum'. Heroine Shrita said...Thanks to everyone on stage. I don't know Tamil well. It is because of director Nandha that I managed to speak and act in Tamil. Protagonist Vemal said...Thanks to everyone who are with us. Thanks also to Nandha, the director of this movie. Gratitude to my dear friend Soori and publicist Nikil Murukan. Vijay Antony said...Best wishes to John Peter and protagonist Vemal. Surely you will touch great heights. Vemal and Soori sir combo will be good. I am sure 'Badava' will definitely be a nice movie.

Natural Star Nani, Shouryuv, Vyra Entertainments, Hi Nanna Musical Gala Begins With Samayama On September 16th

Chennai, Sep 15 2023: The musical gala of Natural Star Nani's Pan India film Hi Nanna is all set to begin. Today, the makers announced the date to unveil the first song of the movie called Samayama. The song Samayama will be out on September 16th and Nani looks ecstatic in it, as he spreads his arms with glee on his face. As the poster suggests, Samayama is a beautiful and magical melody. The film directed by debutant Shouryuv and produced by Mohan Cherukuri (CVM) and Dr Vijender Reddy Teegala on Vyra Entertainments has music by Hesham Abdul Wahab. Mrunal Thakur is the lead actress, whereas Baby Kiara Khanna will be seen in a pivotal role in this wholesome family entertainer. The glimpse has created a positive



buzz for the movie. Like Nani's recent movies, Hi Nanna will have a

chartbuster album. Sanu John Varughese ISC is the cinematographer,

while Praveen Anthony is the editor and Avinash Kolla is the production designer. Satish EVV is the executive producer. The movie will hit the screens in Tamil, Telugu, Kannada, Malayalam, and Hindi languages on December 21, this year. Cast: Nani, Mrunal Thakur, Baby Kiara Khanna. Technical Crew: Director: Shouryuv. Producers: Mohan Cherukuri (CVM) and Dr Vijender Reddy Teegala. Banner: Vyra Entertainments. DOP: Sanu John Varughese. ISC Music Director: Hesham Abdul Wahab. Production Designer: Avinash Kolla. Editor: Praveen Anthony. Executive Producer - Satish EVV. Costume Designer: Sheetal Sharma. PRO: Nikil Murukan.

Are you aware that improving your sleep habits helps keep your heart healthy?

Dr. Thejeswi N Marla,
Cardiologist, Fortis Malar, Adyar

Chennai, Sep 15 2023: Today's youth and working-class people have developed a trend of drinking plenty of coffee, frequently breaking to smoke with friends, yawning at meetings, and quickly napping on the reception couch. They believe that late-night partying, night working, binge-watching their favorite web series, or staying up all night to watch their favorite sport are routine activities. But are they aware that this action could cause a heart attack or a stroke, which would cause them to suffer for the rest of their lives?

Health experts from each discipline caution the public that poor sleep habits or lack of sleep could result in major health problems. But it seems that the warning is unhelpful. Patients who are sleep deprived are becoming more prevalent, according to health professionals. Cardiologists issue this warning because it increases the risk of cardiovascular problems in people of all ages and genders. But those between the ages of 30 and 50 are more susceptible since they do not value a restful night's sleep.

In this article, Dr. Thejeswi N. Marla, CTVS, Fortis Malar, discusses how lack of sleep can affect heart health and increase the risk of heart attack or stroke.

The advantages of getting a good night's

sleep have been amply demonstrated by several studies. Additionally, studies have connected inadequate sleep to cardiovascular health. It is well established that a lack of sleep increases the risk of heart attack or stroke. Sleep helps the cells by allowing them to relax and regenerate themselves, similar to how eating affects every cell in the body. Adults need a solid eight hours of sleep per night to maintain healthy cardiovascular health. Obesity, high blood pressure, high cholesterol, and diabetes are among health issues that can be managed with good sleep hygiene.

A person's hormone levels, such as cortisol and leptin, are messed up when they do not receive enough restorative sleep. The development of lipids, cholesterol, irregular heart rhythms, and other chemicals in the arteries that cause heart attacks is brought on by the elevated levels of the stress hormone cortisol. We eat more and exercise less when leptin levels are low. These factors create a vicious cycle and raise the risk of cardiovascular disease.

While getting enough sleep is important for healthy organs, getting too much sleep can also be harmful. People need to be informed about this as well since they tend to believe that since lack of sleep is bad for the heart, then too much or too long of a sleep period

must be beneficial. According to research, individuals who get five to seven hours of quality sleep each night have healthier hearts than those who sleep for more than nine hours.

All people, regardless of age or gender, suffer from sleep deprivation, making India the second most sleep-deprived nation behind Japan. Once upon a time, women were thought to be immune to heart attacks. However, this is not true for sleep-deprived women. Studies have shown that women who suffer from sleeplessness are more likely than men to get a heart attack. The young women who nowadays tend to sleep less need to be aware of this. The average loss of cardiovascular disease-free life due to sleep deprivation or sleep-related disorders is nearly seven years for men and more than seven years for women.

Even while the recommended bedtime before 10 p.m., the majority of Indians only go to sleep after midnight, according to an online resource. Regardless of gender, it is worse among young people. Blue light exposure, binge-watching on digital devices, late-night gadget use, stressful job environments, and financial stress are all acknowledged as sleep disruptors on a global basis. Since most people are already familiar with these, there is nothing new to learn. But they



never choose getting a decent night's sleep over the lure of their favorite game or the newest episodes of their favorite online series.

We may believe that it is only a night and that we can acquire our hours of sleep by taking a couple of power naps or staying up with coffee. Contrary to common opinion, we are disrupting our circadian rhythm here. Your body goes through several changes as you sleep, allowing you to get the rest you need for overall health. Better physical and mental performance the next day and over the long term are promoted by sleep.

While many of us are aware of the aforementioned and none of it is new to us, we are still reluctant to give our body and mind the necessary rest at night. You may offer a number of justifications, but it is undeniably true that everyone needs an adequate amount of sleep in order to maintain a healthy body. To have a healthy life, doctors advise, insist that people improve their sleep patterns by changing their lifestyles as needed or in any other essential manner, such as going to bed between 10 and 11 p.m.

Flipkart surprises over 20,000 new mothers with Baby Care hampers celebrating motherhood

Chennai, Sep 15 2023: In a heartwarming initiative to celebrate the joy of motherhood and show support to new mothers by making the right product choices for their new born babies, Flipkart, India's leading e-commerce marketplace is spreading joy by distributing over 20,000 Baby Care hampers to new mothers across the country. The campaign 'Empowering Mothers, Nurturing Futures', launched in partnership with over 50 hospitals across eight cities, is an endeavour to guide mothers in their journey of motherhood with a variety of products.

A growing health consciousness and inclination towards hygiene and nutrition among your parents in the



country has triggered a rise in demand for baby care products in India. As per the recent EMR report, the market for baby care products in India is anticipated to expand at a CAGR of 14.02% from 2022 to 2027.

Flipkart recognizes the evolving needs of modern Indian parents and understands the importance of offering high-quality baby care products that provide the best health, hygiene, and nutrition. The Baby Care

category on Flipkart features an extensive range of products from trusted brands, making it the go-to destination for parents seeking the best for their children. Offering over 10 lakh+ products through an expansive portfolio of 1,000+ brands and over 5,000+ sellers of baby care products on its platform, Flipkart is a one-stop solution for all baby needs.

As Flipkart launches its BabyCare campaign, the platform is also on a

mission to bring cheer to new parents by gifting them a hamper curated with love to fulfil their immediate needs. The hamper features popular partner brands including MamyPoko, Himalaya, Cetaphil, Dabur and Bumtium. Flipkart has partnered with more than 50 hospitals across major cities like Patna, Ranchi, Kanpur, Gurgaon, Chandigarh, Bangalore, Dehradun, Kolkata, Hyderabad and Pune to distribute these packets of joy in maternity wards.

Flipkart's endeavour is to enhance access to high quality products that are affordable and safe to use, consequently building a responsible community of parents who pledge to choose nothing but the best for their children.

Indian Media Works MD Mr. John Amalan announces the Grand Finale of Mr Miss and Mrs Tamizhagam 2023, to be held in Goa on cruise

Chennai, Sep 15 2023: Indian Media Works, which has already successfully completed season 1 and 2 of Mr Miss & Mrs Tamizhagam, is now planning to hold the grand season 3 in Goa this year.

In regards to upcoming plans of the show, the Managing Director of Indian Media Works - Mr. John Amalan, Author of Newbridge Trust - Mr. Unnikrishnan, Managing Director of Big Bull - Mr. Aravind, President of Tamil Nadu Models Association Mr. Vinoth along with coordinators of Indian Media Works Mr. Haja and Mr. Ansar addressed the press and media.



According to Mr. John, the pageant will be held on a cruise in Goa on November 24 and 25. He also mentioned that a part of the funds raised will be contributed to autistic children and special children with mental retardation.

He said that as part of the competition each

participant this year will dedicate an entire day to staying with our farmers and immersing themselves in their farming routines.

He informed that 100 participants will be selected for the Grand Finale of Mr Miss and Mrs Tamizhagam 2023 in Goa and applications

for this have been published on Indian Media Works website and social media pages.

Many political leaders, film stars, businessmen have expressed their wishes for the event and will also take part in this spectacular event in Goa.

Aditya Birla Group to launch its paints business under the brand name 'Birla Opus'

Chennai, Sep 15 2023: Grasim Industries Limited, a flagship company of the Aditya Birla Group, today unveiled the brand name of its paints business, 'Birla Opus'. The market launch of Birla Opus is scheduled for Q4FY24. Grasim will offer a full suite of high-quality products in the decorative paints segment.

Mr Kumar Mangalam Birla, Chairman, Aditya Birla Group said, "Our foray into decorative paints is a strategic portfolio choice that enables us to tap into a high-

growth market and expand our presence in the vibrant Indian consumer landscape. Our paints business will build on the power and trust associated with the Aditya Birla brand. The Company has over the last couple of years built a strong foundation to enable a successful business launch. We endeavour to become a profitable No. 2 player in the coming years and announcing our brand name is the first of many steps that will follow in this direction."

Ahead of the

launch, Grasim has successfully piloted the first-of-its-kind painting services in key metros and introduced a range of imported wood finishes. A cutting-edge R&D facility has already been set up in Maharashtra.

Grasim had previously committed an investment of Rs.10,000 crore towards setting up the paints business. The company's state-of-the-art manufacturing plants located in Haryana, Punjab, Tamil Nadu,

Karnataka, Maharashtra, and West Bengal, will have a total capacity of 1,332 million

litres per annum (MLPA), and will serve demand centres across the country.

The current estimated value of India's decorative paints industry is Rs 70,000 Crore. The paints industry is witnessing double digit growth year-on-year driven by rising consumer aspirations and the government's push towards 'Housing for All'.

Nissan is the Official partner of the ICC Men's Cricket World Cup 2023, continuing for the 8th year

Chennai, Sep 15 2023: Nissan announced its 8th consecutive year of partnership with the International Cricket Council (ICC) as the Official sponsor of the ICC Men's Cricket World Cup 2023. This highly anticipated event will take place in India from October 5 to November 19, 2023 and will feature the Big, Bold, Beautiful Nissan Magnite as the Official car of the World Cup.

To celebrate and commemorate its enduring partnership with the International Cricket Council (ICC) and embrace the festive cricket season with great enthusiasm, Nissan Motor India has introduced the all-new Nissan Magnite KURO Special Edition.

Commenting on the announcement Rakesh Srivastava, Managing Director, Nissan Motor

India said, "Nissan is pleased to be the Official partner of all ICC tournaments and is delighted to have the Big, Bold, Beautiful Nissan Magnite as the Official car of the ICC Cricket World Cup 2023. It is a proud moment for Nissan to introduce the Nissan Magnite KURO Special Edition in commemoration of its 8th year partnership, for this tournament Nissan will engage with multiple activities with millions of cricket fans on their deep passion strengthening its bonds, especially in India where cricket is a festival."

As the Official partner, Nissan will actively promote the ICC Men's Cricket World Cup 2023, showcasing the Nissan car at the stadium, in addition to exciting on-ground engagement initiatives across the

country.

As a significant contribution to the ICC Men's Cricket World Cup 2023, Nissan is also promoting the tournament Trophy Tour, currently on a journey across multiple cities in India, with the introduction of a 3D trophy in malls.. This innovative initiative is designed to engage cricket enthusiasts by offering them exclusive access to the world cup trophy, allowing them to capture 360-degree images with this iconic symbol of cricket excellence. Nissan will introduce and display the ICC World Cup Nissan Magnite during the trophy tour. Customers can click selfies with the Big, Bold, Beautiful Nissan Magnite and share to wintickets.

Nissan Magnite has updated many safety

features as standard across all variants such as Electronic Stability Program (ESP), Traction Control System (TCS), Hill Start Assist (HSA), Tire Pressure Monitoring System (TPMS). With the above safety features added and with a 4-Star Safety Rating for Adult Occupant Safety by Global NCAP rating, the Nissan Magnite offers superior safety in its segment.

The Big, Bold, and Beautiful Nissan Magnite is now exported to 15 global markets, including recent launches in Seychelles, Bangladesh, Uganda, and Brunei. In recent years, Nissan India has shifted its primary export market from Europe to Middle Eastern countries such as Saudi Arabia, the United Arab Emirates, Oman, Qatar, Bahrain, and Kuwait.