

Rainfall expected in several parts of Chennai for next two days

Chennai, Sep 19 2023: With light to moderate Northwesterlies and Westerlies prevailing, the widespread scattered rains over several parts of Chennai and neighbouring districts are expected for the next two days. Meanwhile, heavy rain is expected over the Nilgiris, Coimbatore, Theni, Dindigul and Madurai. Meanwhile, light to moderate rain at a few places with thunderstorm and



297.1 mm of rainfall has been reported in the State, against the normal average rainfall of 281.5 mm of rainfall.

Chennai has received a total of 73 percent excess rainfall since June during the Southwest Monsoon Rainfall, with 668.9 mm of rainfall against the normal average rainfall of 386.8 mm of rainfall. On Tuesday, Chennai, Chengalpattu, Dharmapuri, Kancheepuram, and Tirupattur received

more than 5 mm of rainfall. For the next 48 hours, while several parts of the State are likely to receive scattered rainfall, the sky condition is likely to be partly cloudy in the city. Light or moderate rainfall with thunderstorm - lightning is likely to occur in some areas. Maximum temperature is likely to be 35-36 degree Celsius and minimum temperature is likely to be 25-26 degree Celsius in Chennai.

Madras HC to hear libel petition filed by EPS

Chennai, Sep 19 2023: The Madras High Court on Tuesday allowed the libel petition filed by the leader of the Opposition party and AIADMK General Secretary Edappadi K Palaniswami (EPS) seeking a gag order against Kanagaraj (deceased) brother Dhanabal to restrain him from making any remarks about the former in connection with the Kodanad heist-



cum-murder case. The petition was listed before Justice R N Manjula after the perusal of the petition, the judge observed that

the petition would be taken up for hearing. EPS also sought a libel of Rs. 1.10 crore against Dhanabal, the petition stated that as the Parliamentary election is nearing his political

rivals are pushing Dhanabal to make defamatory comments against him, connecting the Kodanad case, to defame the AIADMK party's name among the voters. EPS also

claimed that it was an agenda-driven plan to defame him after his ascendance as General Secretary of AIADMK. C Dhanabal, the brother of C Kanagaraj, who was the alleged prime

accused in the Kodanad heist case killed in a car accident, recently made several interviews in the media and commented about the infamous Kodanad heist-cum-murder-case.

'PMK supports women reservation bill but wants internal quota for women in future'

Chennai, Sep 19 2023: PMK founder Dr S Ramadoss on Tuesday said that his party would extend support for the women's reservation bill which seeks to reserve 33 per cent of seats in the state legislature and Lok Sabha for women even though his party wanted the internal reservation for Dalits and Backward classes. In a statement, he welcomed the union cabinet's decision to introduce the women's reservation bill in the Parliament during the current special session and pass it in the coming days. "In 2010, when the draft law was passed in the Rajya Sabha, after which no constructive steps were



taken to implement it in the last 13 years, it is significant that the bill has been suddenly revived. If the bill is passed in the Lok Sabha and comes into force, it will surely be a historic event," he said, noting that 33 per cent reservation for women in Parliament and Legislative Assemblies is an unfulfilled dream of more than half a century. Recalling the previous attempts to pass the women's

reservation bill, he said that the provision of 33 per cent reservation for women in the state assemblies and Parliament is inevitable and it is appreciable that the union government has revived it.

"The bill passed in the Rajya Sabha has reservations for Scheduled Caste, Scheduled Tribes and Anglo Indians. PMK and other social justice pirates wanted the reservation to be

extended to include Backward Classes women. If this demand was not accepted, the Backward class women who constitute majorities in various states across the countries would be denied adequate representation. Hence the union government should consider the demand based on social justice. If it is not possible right away, it should be considered in the future and the union government should give an assurance in this regard," he said. He said that let the 33 per cent reservation be the starting point and it should be increased to 50 per cent in proportionate to their population like in the local bodies in several states.

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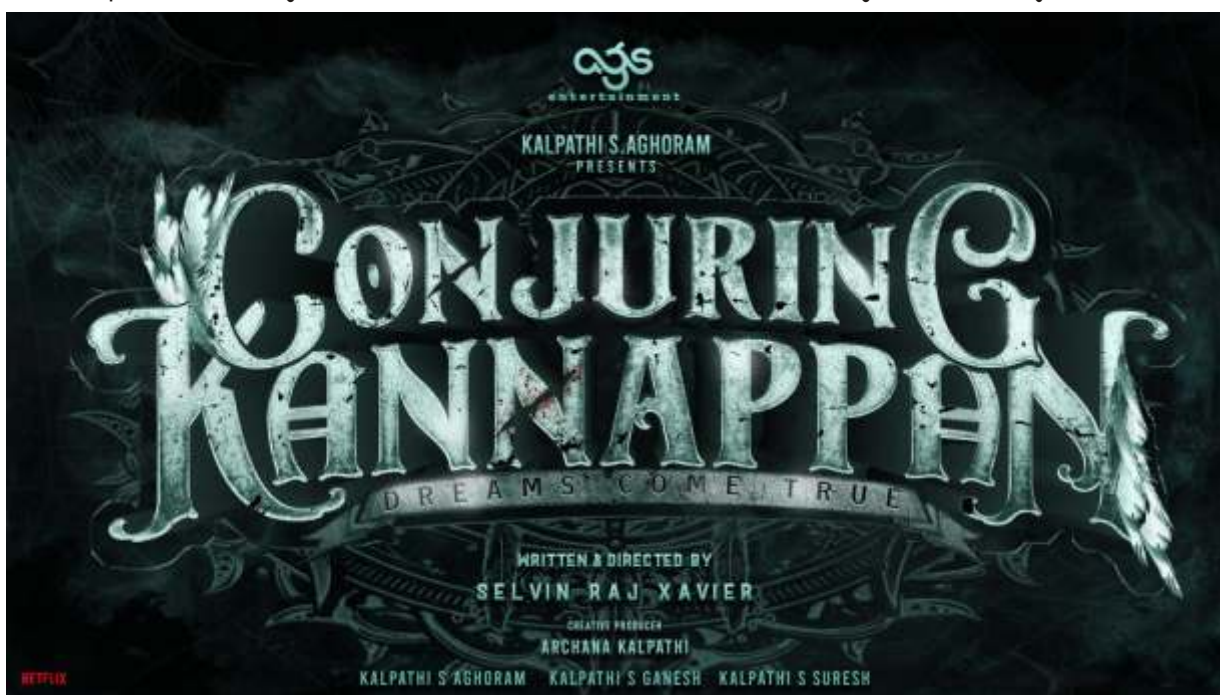
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'Conjuring Kannappan' is the title of comedy-horror-fantasy multi-starrer film produced by AGS Entertainment and directed by Selvin Raj Xavier



Chennai, Sep 19 2023: **Title of a multi-starrer comedy-horror-fantasy film bankrolled by Kalpathi S. Aghoram, Kalpathi S. Ganesh and Kalpathi S. Suresh of AGS Entertainment, and directed by debutant Selvin Raj Xavier has been announced as 'Conjuring Kannappan' on the auspicious day of Vinayaka Chaturthi. The film is being made with high production values with state-of-the-art technology.**

After the super hit 'Love Today', AGS Entertainment's next venture 'Conjuring Kannappan' will be the company's 24th production. It is noteworthy that the 23rd film of AGS is 'Love Today' Hindi

remake, 25th production is 'Thalapathy 68' directed by Venkat Prabhu starring Thalapaty Vijay and 26th venture is 'Thani Oruvan 2' directed by Mohan Raja starring Jayam Ravi.

Selvin Raj Xavier, who is wielding the megaphone for 'Conjuring Kannappan' besides penning its story, screenplay and dialogues, worked as an assistant director to directors Chimbu Deven and Sumanth Radhakrishnan. 'Conjuring Kannappan' was shot in Chennai on huge sets resembling ancient buildings.

Archana Kalpathi is the Creative Producer of 'Conjuring Kannapan', while S. M. Venkat Manickam is

the Executive Producer. Along with stars like Sathish, Nasser, Saranya Ponvannan, Anandraj, Regina Cassandra, VTV Ganesh, Redin Kingsley and Namu Narayanan, foreign actors like Elli AvrRam who acted in 'Naane Varuven', Jason Shaw and Benedict Garrett are also part of 'Conjuring Kannappan'.

Talking about 'Conjuring Kannappan', Director Selvin Raj Xavier said, "The film will give the audience a different new experience and will provide them good entertainment. We have made it a compelling mixture of comedy, horror and fantasy. Especially, children will enjoy this film a lot. 'Conjuring

Kannappan' will definitely appeal to people of all ages."

While AGS Entertainment has been producing mega ventures with leading stars and directors on one hand, it has been bankrolling films with emerging new talents on the other, like 'Love Today'. According to 'Conjuring Kannappan' team, the film will be one such venture that would strike a chord with movie lovers.

Bankrolled by Kalpathi S. Aghoram, Kalpathi S. Ganesh and Kalpathi S. Suresh of AGS Entertainment with high production values, and directed by newcomer Selvin Raj Xavier, multi-starrer 'Conjuring Kannappan' will hit the screens this year.

First look of Jayam Ravi-starrer 'Brother' produced by Screen Scene Media Entertainment Private Ltd and directed by M. Rajesh unveiled

Chennai, Sep 19 2023: **Harris Jayaraj composes music, while Priyanka Mohan will be seen opposite Jayam Ravi in this fun-filled family entertainer**

The first look of Jayam Ravi-starrer 'Brother' produced by Screen Scene Media Entertainment Private Ltd and directed by M. Rajesh was released today on the account of Vinayaka Chaturthi.

This eighth film production venture of Screen Scene Media Entertainment Private Ltd is shaping up as a lively feel-good family entertainer that can be enjoyed by all sections of audiences.

'Brother' stars Priyanka Mohan as the female lead, while Natty, Bhumika, Saranya Ponvannan, VTV Ganesh, Seetha, Achyuth, famous Telugu actor Rao Ramesh of 'KGF', 'Pushpa' fame and others will be seen in



important roles.

Songs from the film are highly anticipated as director Rajesh and music composer Harris Jayaraj have teamed up again after 'Oru Kal Oru Kannadi'. Cinematography is handled by Vivekanand Santhosh. He has worked with renowned cinematographer P C Sreeram in various

films, besides taking care of cinematography for Dhanush-starrer 'Maaran', GV Prakash-starrer 'Sema' and Jayam Ravi-starrer 'Agilan' produced by Screen Scene Media Entertainment Private Ltd.

Talking about 'Brother', director M. Rajesh says, "Though Jayam Ravi is currently

making his mark in action-packed films, family dramas like 'Jayam', 'M Kumaran Son of Mahalakshmi', 'Something Something Unakkum Enakkum', and 'Santhosh Subramaniam' are very important in his career. There is no doubt that 'Brother' will join this list."

Giving more details, he said, "The film has been shot in locations including Chennai, Hyderabad, Ooty and Kodaikanal. We hope that Jayam Ravi's return to the feel-good family genre after a long break will be a celebration for fans from all walks of life from 6 to 60."

The first look of Jayam Ravi-starrer 'Brother' produced by Screen Scene Media Entertainment Private Ltd and directed by Rajesh has been released today and more official information about the film will be revealed soon.

Flight load of 'kuruvis' trigger mass transfer of customs officers at Chennai Airport



Chennai, Sep 19 2023: Four days after a flight load of 'kuruvis' landed at Chennai Airport with Rs.14 crore worth of smuggled goods from Muscat, the Commissioner of Customs transferred 20 officers from the Chennai Airport on Tuesday. On Thursday customs officials - based on inputs and assistance of sleuths from the directorate of

revenue intelligence - detained as many 186 passengers who arrived from Muscat to Chennai on suspicion of carrying smuggled goods.

After inquiry, the officers found 113 of them were Kuruvis and seized 13 kgs of gold, 120 iPhones, around 100 other electronic gadgets, cigarettes, and safron powders, and smuggled goods were

valued at around Rs. 14 crores. The customs high officials found that a few officers who are on duty in the Chennai Airport might be linked to the kuruvis in the case. Following that on Tuesday the Commissioner of Customs in Chennai ordered the transfer of the 20 officers, who were on duty on Thursday when the particular flight landed

in Chennai from Muscat.

All the 20 officers were transferred to the Customs House in Chennai and they were asked to be relieved from duty in Chennai airport with immediate effect from Tuesday afternoon. Among the 20 officers, four Customs superintendents were also transferred from Chennai airport.

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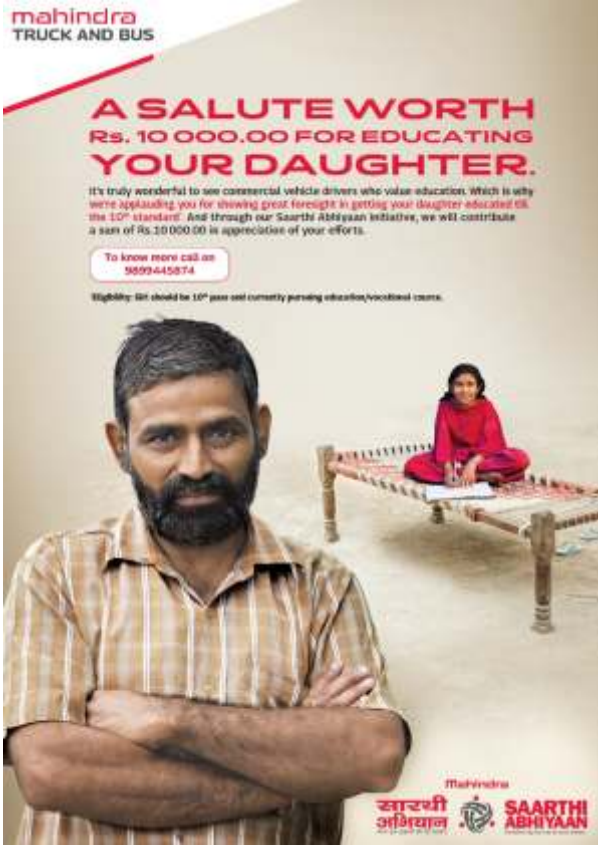
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Daughters of truck drivers to get Mahindra SAARTHI ABHIYAAN Scholarship for education

Chennai, Sep 19 2023: This Drivers' Day, Mahindra Truck and Bus Division (MTBD), a part of the Mahindra Group, will award scholarships for the daughters of truck drivers, through the Mahindra Saarthi Abhiyaan. Project Mahindra Saarthi Abhiyaan is committed to make a small contribution towards transforming the lives of these girls by supporting their right to a higher education.

Mahindra is one of the first commercial vehicle manufacturers to pioneer this initiative and felicitate the selected candidates with a scholarship of Rs.10,000/- along with a certificate in recognition of their achievement. This endeavour marks another significant milestone in Mahindra Truck and Bus Division's ongoing commitment to the Truck driver community, which was



initiated with the Mahindra Saarthi Abhiyaan in 2014. The initial outreach was conducted through reach out program at 75+ transport hubs pan India and well defined, transparent, and independent process. Until now, 8928 young girls have already benefited from scholarships under the

initiative, allowing them to pursue their aspirations.

Speaking on the occasion, Mr. Jalaj Gupta, Business Head - Commercial Vehicles, Mahindra & Mahindra Ltd., said, "Mahindra Saarthi Abhiyaan is committed to empowering women in the Commercial Vehicle ecosystem and

aims to improve the lives of the driver community. With this program we are elated to offer the daughters of Truck Drivers the opportunity to dream big and provide them with the support they need to soar towards their career goals. Mahindra Saarthi Abhiyaan has been warmly embraced by our drivers and partners, showcasing its effectiveness in enabling young girls to achieve their dreams."

The company has planned to felicitate each girl selected for this scholarship by direct bank transfer of INR 10,000 and a certificate in recognition of this achievement. The felicitation will be hosted in Feb-Mar'24 at select locations by Mahindra Truck and Bus leadership India wherein 1100 scholarships will be awarded to Truck Drivers' Daughters.

Ma Su seeks explanation on shawarma death in Namakkal from FSD

Chennai, Sep 19 2023: The State health department has sought a departmental explanation of the incident of the death of a 14-year-old girl from Namakkal after eating shawarma, from the District Designated Officer and Food Safety Officer. She was treated at a private hospital and was reported dead before she could be treated. It has also been reported on September 17th, that 42 persons suffered from diarrhoea and vomiting after eating at Iwins Restaurant on the night of 16th September 2023 in Namakkal district. Health Minister Ma Subramanian has ordered the District Nominated Officers of the Food Safety Department to monitor and inspect whether the restaurants across Tamil Nadu are following appropriate guidelines in food preparation. The Namakkal District Food Safety Department's Designated Officer has submitted the details of the inspection and



action has been taken against the restaurant. The department has seized 42 kg of unhealthy meat and destroyed it. On immediate inspection by the Food Safety Committee on 17th September 2023, it was found that 200 persons had consumed food from the restaurant on September 16, 2023, of which 42 infected persons are being treated in government and private hospitals and all of them are currently under medical observation. As many as three food samples were taken from the stored food and have been sent for analysis. The report is expected by the end of this week. The food safety license of the

restaurant was revoked and the restaurant was immediately sealed. The ban on the sale of Shawarma and grilled chicken has been ordered in the district and the inspection of restaurants across Namakkal and Salem have been instructed. A team of 13 health inspectors has been formed to monitor the incidents. The department will also undertake imposition of fines for non-standard food quality and storage conditions based on inspection. The cancellation of the licence and shut down the restaurant has been ordered if the safety standards are not met. The Health Minister said that already a total of 38,191 inspections

have been conducted across Tamil Nadu from April 2023 to August 2023 through the Food Safety Department, of which 1,478 inspections have been conducted in Namakkal district only. Also, 7,825 food samples have been taken across Tamil Nadu, of which 214 have been taken in Namakkal district. "In this regard, 1,894 cases have been registered across Tamil Nadu and a fine of Rs 155 crore has been imposed. Of this, 66 cases have been registered in Namakkal district and a fine of Rs 5.79 lakh has been imposed. Designated Officers and Food Safety Officers across Tamil Nadu have been ordered to inspect food items like Shawarma in all districts across Tamil Nadu since 28 August 2023, and around 280 kg of spoiled food items were seized and a penalty of Rs 1.77 lakh has been imposed. It is regretted that the death happened despite all the precautionary measures," said the minister.

JIO ANNOUNCES LAUNCH OF JIO AIRFIBER

Chennai, Sep 19 2023: Jio, the world's largest private mobile data network, today announced the launch of JioAirFiber services, its integrated end-to-end solution for home entertainment, smart home services and high-speed broadband, across 8 metro cities.

Today, Jio's optical fiber infrastructure spans over 1.5 million kilometres across India. Jio's extensive optical-fiber presence puts Jio in close proximity to over 200 million premises. Yet, providing physical last-mile connectivity often ends up taking a lot of time in most parts of our country. This leaves millions of potential customers without home broadband, due to the complexities and delays involved in extending optical-fiber to their premises.

This is where JioAirFiber comes in, to accelerate connectivity in premises.

Speaking at the launch of JioAirFiber, Akash Ambani, Chairman, Reliance Jio Infocomm Limited, said, "Our extensive fiber-to-the-home



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2	JioAirFiber	100	1199	100+ Digital Channels	16 Apps + Netflix, Amazon Prime, JioCinema Premium
3	JioAirFiber	300	1499	100+ Digital Channels	16 Apps + Netflix, Amazon Prime, JioCinema Premium
4	JioAirFiber Max	500	2099	100+ Digital Channels	16 Apps + Netflix, Amazon Prime, JioCinema Premium
5	JioAirFiber	1000	3999	100+ Digital Channels	16 Apps + Netflix, Amazon Prime, JioCinema Premium

service JioFiber, already serves over 10 million customers, with hundreds of thousands more getting connected each month. But there are still millions of homes and small businesses to be connected at a rapid pace.

With JioAirFiber, we are expanding our addressable market to rapidly cover every home in our country with similar quality of service. JioAirFiber will enable millions of homes with world-class digital entertainment, smart home services and

broadband, through its solutions across education, health, surveillance and smart home."

JioAirFiber to provide the best-in-class value proposition & plans as JioFiber and will enable:

1. Digital Entertainment

a. All leading 550+ Digital TV Channels: All your favourite TV channels available in high-definition

b. Catch-up TV: Users can now go back as long as they want and pull out their

favourite shows
c. The most popular 16+ OTT Apps: JioAirFiber users get free access to the leading OTT apps. Users can also utilize this subscription and use the apps across any device of their choice such as TV, Laptop, Mobile or Tablet.

2. Broadband

a. Indoor WiFi Service: Jio's reliable WiFi connectivity and high-speed broadband experience in every corner of your house or business premise.

3. Smart Home service:

a. Cloud PC for Education and Work-from-home
b. Security and Surveillance solutions

c. Healthcare

d. Education

e. Smart Home IOT

f. Gaming

g. Home Networking

4. Home Devices at no additional cost:

a. WiFi router for ubiquitous coverage in your home or business premise
b. 4k Smart Set Top Box

c. Voice-active remote.

IIT-M develops portable tool to detect heavy metals in water and soil

Chennai, Sep 19 2023: The Indian Institute of Technology Madras (IIT-M) on Tuesday announced that their researchers are developing a point-of-use, portable tool to detect heavy metals in soil and water. "The research objective is to package the technology into an engineered device, which will be programmed to provide a non-technical read-out value of the soil quality index on a mobile phone-like application. At present, there are no field-usable or point-of-use solutions that a layperson can operate for heavy metal detection in soil," said a release from IIT-Madras. According to data from the Union Ministry of Jal Shakti, Government of India, it is estimated that drinking water sources in over 36,000 rural habitations in India are affected by fluoride, arsenic, and heavy metal contamination. "The presence of heavy metals also affects soil quality by adding to soil salinity, which would



have a significant counterproductive effect on global food security through reduced agricultural yield and adverse effects on human health. Existing high-end techniques like 'Inductively Coupled Plasma-Optical Emission Spectroscopy' (ICP-OES) are not user-friendly to laymen and farmers as they require lengthy procedures, with heavy reliance on sophisticated laboratories. A point-of-use, portable device operable by laypersons has immense benefits, both from social and economic impact perspectives," it added.

Highlighting the potential key impact of this technology, Professor Sreeram K Kalpathy of IIT-Madras said, "The extensive reliance of the Indian population on agriculture necessitates an immediate technological solution such as detecting and measuring heavy metal concentrations. This would give farmers the information they need for deciding which crops to cultivate and when to make interventions." "Current ongoing research is focused on achieving higher resolution detection capabilities for Copper, Lead, and Cadmium (in

ppm levels), as well as achieving selective detection of specific metals. Testing of real soil/water samples to validate our concept is currently in progress. In this context, with the support of the Rural Technology Action Group at IIT Madras, (RUTAG-IITM) we have also analysed water quality and heavy metal presence in water samples collected from several temple tanks in Rameswaram, Tamil Nadu. We are aiming to have the technology validated and demonstrated in a field environment over the next 3-5 years," he detailed.

York University, Canada with O.P. Jindal Global University aim to Strengthen Higher Education in India



Chennai, Sep 19 2023: York University, Canada's third largest University and ranked in the world's top 40 for its impact on the United Nations Sustainable Development Goals, is working in collaboration with partners around the world. It offers high-quality programs and leadership in world-class interdisciplinary research such as a CA\$ 318-million Connected Minds Initiative that will enable industries to bring equitable technologies to market sooner and train the next generation of students. York University is proud to invest in several critical initiatives that will strengthen our ties with India and create mutually beneficial opportunities for our talented students and researchers, including an India Immersion Programme with O.P. Jindal Global University as it's important for Canadian students to understand India, it's growth story and the impact of India on the world.

There will further be a Pan-India entrepreneurship boot camp that will expose talented students to the world's largest business and consumer market; and the launch of a new global research seed fund that will invest in global research collaborations with leading universities, industries, government agencies and NGOs in priority countries such as India. Like many

prestigious Indian institutions, York is prioritizing teaching, research and knowledge mobilization in areas that will address equity and inclusion. York is the first Canadian University to have a United Nations CIFAL Training Centre dedicated to promoting intersectoral cooperation on policy development in areas such as disaster risk, emergency management and environment and climate change and equity, diversity, and inclusion. It is also the lead academic partner in a transformative new Global Water Academy that aims to tackle the water sustainability crisis in partnership with UNITAR.

O.P. Jindal Global University and Canada's York University have signed a Memorandum of Understanding (MoU) for academic collaboration and supporting student mobility between the two countries.

As part of the partnership, the two universities intend to focus on student and faculty exchange programs, short-term study abroad programs, dual-degree programs, and collaborative research projects.

Prof. (Dr.) Rhonda L. Lenton, the eighth President and Vice-Chancellor of York University, and Prof. (Dr.) C Raj Kumar,

Founding Vice Chancellor of O.P. Jindal Global University, announced a slew of joint initiatives as part of the MoU. These include the launch of an India Immersion Program for Canadian students to enable them to better understand India as a country and its growth story.

Highlighting the importance of progressive universities in today's world, Prof. (Dr.) Rhonda L. Lenton, said: "As the world recovers from a global pandemic, progressive universities like York University and O.P. Jindal Global University have an opportunity to play a greater role in facilitating global engagement to address incredibly complex challenges from rising geopolitical tensions, economies destabilized by inflation, and surging temperatures that threaten the demise of our planet all the while navigating the rapid deployment of advanced technologies such as AI and automation. India and Canada are natural partners to lead in this new global context."

Said Professor (Dr.) C. Raj Kumar: "In India's quest to create a global arena of knowledge exchange and opportunities, Canada is an important partner. The collaboration with York University, Canada's leading university, is a significant milestone in our institutional journey. Recent data from the Canadian Bureau for International Education shows that nearly 34% of Canada's international students come from India. There is a need to encourage growth in the number of Canadian students visiting India in near future. As India's leading private university, this relationship will not only boost the association between our universities but also strengthen the long-term educational relationship between India and Canada."

He added: "In the field of education, India and Canada have a close and long-standing relationship. Higher education and research partnerships are a critical part of the Canada-India bilateral relationship. As is natural for two countries that share so many diplomatic and cultural associations, areas such as student mobility, research partnerships and educational exchanges are of ever-increasing productive cooperation. Since our founding in 2009, our vision has been focused on building India's first 'Global University.' We have proven our commitment to this vision by instilling internationalism in every aspect of higher education, ensuring a global learning experience in an international setting."

Grand GRT, Chennai won the Chef Soundararajan Memorial Cup for securing the first position of the 3-day Cooking Challenge held in Chennai



Chennai, Sep 19 2023: For the first time in India, the 6th Edition of the Culinary Challenge Competition by South Indian Chef Association was held in the presence of international judges at the Trade Centre in Nandambakkam, Chennai.

The winners of the International Chef Association (WACS)-sanctioned competition held from 15th to 17th were awarded prizes on 18th September at Radisson Blu Hotel.

Padma Singh Isaac, Founder, Achi Masala, Chef Damu, President, South Indian Chefs Association, and Chef Sheetaram Prasaad, General Secretary presented the trophy.

On the first day, competitions held were three-tier wedding cake, butter and margarine sculpture, plated appetizers, best creation out of waste, table cover layout, creative skilled paratha, the culinary team challenge – buffet competition were conducted.

On the second day fruit and vegetable carving, petit fours, dessert, authentic regional cuisine, cocktail/mocktail, creative arts for the room, innovative briyani cooking, the culinary team challenge – buffet competition were conducted.

The third day featured competitions were artistic pastry showpiece, artistic bakery showpiece, three course set dinner menu, dress the cake – live, the culinary team challenge – buffet competition was conducted. More than 1500 contestants including top chefs, chefs from star hotels, hotel management college participated in these competitions in junior and senior categories.

In particular, the 1121.6 kg bean salad created by Chef Rajmohan on behalf of the South Indian Chefs Association set a Guinness World Record. This feat was done for food awareness.

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On the second day fruit and vegetable carving, petit fours, dessert, authentic regional cuisine, cocktail/mocktail, creative arts for the room, innovative briyani cooking, the culinary team challenge – buffet competition were conducted.

The third day featured competitions were artistic pastry showpiece, artistic bakery showpiece, three course set dinner menu, dress the cake – live, the culinary team challenge – buffet competition was conducted. More than 1500 contestants including top chefs, chefs from star hotels, hotel management college participated in these competitions in junior and senior categories.

In particular, the 1121.6 kg bean salad created by Chef Rajmohan on behalf of the South Indian Chefs Association set a Guinness World Record. This feat was done for food awareness.

Bharti AXA Life Insurance unveils New Fund Offering Emerging Equity Fund for long-term capital appreciation

Mumbai, Sep 19 2023: With an aim to provide unique products, Bharti AXA Life has announced the launch of its New Fund Offering (NFO) - Emerging Equity Fund (SFIN: ULIF02507/04/23EM ERGINGEQ130). This is the first mid-cap fund launched by the organization with an aim to provide long-term capital appreciation through investing in a portfolio of mid-cap companies.

The newly launched fund will be managed by a team of seasoned professionals at Bharti AXA Life Insurance who have a proven track record of delivering exceptional returns. This mid-cap fund will offer higher returns, productivity, and profitability and will also have more growth potential. Since New Fund Offerings

allocate their investments to new securities and strategies, they offer improved performance in certain market conditions. Early investors can also get the opportunity to enjoy higher returns as the fund's performance improves.

Investing through Bharti AXA Life's Emerging Equity Fund will allow investors to diversify their investments. Adding different asset classes can help spread risk and increase the overall portfolio performance. Customers can invest into Bharti AXA Life's Emerging Equity Fund through three of Bharti AXA Life's ULIP Plans: Bharti AXA Life Wealth Pro, Bharti AXA Life Grow Wealth and the newly launched Bharti AXA Life Wealth Maximizer.

Speaking on the New Fund Offering launch, Mr. Parag Raja, MD & CEO of Bharti AXA Life Insurance said, "We are delighted to introduce our brand-new Emerging Equity Fund. This New Fund Offering marks our first offering in more than 13 years since our last fund launch in 2010. By participating in our New Fund Offering, investors can access the investment market with a modest initial capital during the subscription period, taking advantage of the New Fund Offering's base value, and potentially reap substantial long-term capital growth."

Mr. Rahul Bhuskute, the Chief Investment Officer at Bharti AXA Life Insurance said, "Bharti AXA Life Emerging Equity Fund is our first ever Mid-Cap fund

offering. We firmly believe that mid-caps represent the future's emerging blue-chip companies. This category of stocks possesses the potential to yield robust long-term wealth, outperforming returns from large-cap counterparts. Mid-cap stocks can complement both high-risk and low-risk investment strategies, offering investors a balance of stability and growth."

Bharti AXA Life Insurance takes pride in its demonstrated history of delivering value to investors. The company has consistently delivered superior risk-adjusted returns across its fund offerings. Since inception, the company's previous five fund offerings have earned a Morningstar rating of 4 and above.