

Hitachi Energy inaugurates its largest Global Technology and Innovation Center in Chennai

The facility aims to foster collaboration toward sustainable, flexible, and secure energy systems in India and around the world.

Chennai, Oct 05 2023: Chief Minister of Tamil Nadu, Thiru. M. K. Stalin, with Dr. T.R.B Rajaa, Minister of Industries, Tamil Nadu, Claudio Facchin, CEO of Hitachi Energy, and N Venu, Managing Director and CEO, India and South Asia, Hitachi Energy, inaugurated the new Hitachi Energy Global Technology and Innovation Center in Chennai. This center is owned by Hitachi Energy Technology Services Pvt Ltd, a wholly owned subsidiary of Hitachi Energy Ltd., Switzerland.

Tamil Nadu is one of the country's most industrialized states with enormous business potential. "Such world-class innovation and technology centers coming up in Tamil Nadu reflects the quality of our local talent and will further boost the state's vision of becoming a trillion-dollar economy by 2030. I congratulate Hitachi Energy for the state-of-the-art innovation and technology center and look forward to their inclusive growth journey," said Thiru. M.K. Stalin, Chief Minister, Tamil Nadu.

Hitachi Energy's Global Technology and Innovation Center is spread over 3,00,000 sq feet, with nearly 50,000 sq feet of dedicated lab space. This facility will house over 2,500 energy transition technologists with post-doctorate and doctorate and postgraduate degrees specializing in grid automation, transformers, high voltage, and grid integration. Designed as a self-sufficient infrastructure, the center can give end-to-end support to business models catering to various segments.

"With our pioneering spirit and commitment to people and innovation, Hitachi Energy remains focused on advancing a sustainable energy future for all. This commitment in India as a critical hub ready to take on the challenges of the transformation of the global future energy system through electrification," said Claudio Facchin, CEO of Hitachi Energy.

"The new Global Technology and Innovation Center supports our vision of made in India for India and the world. Through diversity and collaboration, it is geared toward delivering real-impact in research & development (R&D) and end-to-end engineering of global projects," said N Venu, MD & CEO India and South Asia, Hitachi Energy.

Minister Thiru. M. K. Stalin's goal of the energy urgency is reflected in our rapidly expanding talent base in the country; the center is set to add another 20 percent by the end of 2024," he added.

With Tamil Nadu accounting for 15 percent of doctorates and 11 percent of postgraduates, it's gaining prominence as an innovation and R&D hub in the country.

"Tamil Nadu is emerging as a vibrant knowledge hub and is one of the most sought-after places globally for research and innovation. The Hitachi Energy Global Technology and Innovation Center reflects our rich talent pool and R&D ecosystem. I congratulate them and wish them the best, and hope that their research establishment will enable our Chief Minister Thiru. M. K. Stalin's goal of spotlighting Tamil Nadu's deserved place as the knowledge capital of South Asia," said Dr. T.R.B. Rajaa, Honorable Minister for Industries, Investment Promotion and Commerce, Tamil Nadu.

The center brings under one roof diverse engineering and R&D capabilities Hitachi Energy has built over the years. It is equipped to execute over 1,000 projects a year across 40 countries around the world. Competencies include engineering, project management, tendering, supply chain management (SCM), customer service, marketing, cyber security, commissioning, system studies, remote services and many more. The brain trust of this center underpins projects of Hitachi Energy entities worldwide.



The inauguration ceremony was held at the new Hitachi Energy Global Technology and Innovation Center in Chennai. The center is a state-of-the-art facility designed to foster collaboration and innovation in the energy sector. It will house over 2,500 energy transition technologists and is equipped to execute over 1,000 projects a year across 40 countries around the world.

COP Gave Cheque to Egmore Children Hospital

Chennai, Oct 05 2023: The inaugural edition-2 of AVADI NIGHT MARATHON, 2023, a unique sporting event gaining popularity is conceptualized by GCP, Avadi Police Commissionerate and SDAT. The event's theme is "RUN FOR DRUG FREE TAMIL NADU".

The event was held on 2nd OCT, 2023 at Vel Tech Rangarajan Dr.Sagunthala R&D Institute of Science and Technology, campus in Avadi commencing at 07.00 pm onwards. A memorable Night Marathons excitement-filled run of 5 km, 10 km and 21 Km Half marathons on the Minjur-Vandalur Outer Ring Road. The Run was flagged off by Tr.Sandeep Rai Rathore, IPS., commissioner of Police, GCP.

The marathon was a joint initiative of various contributors such as Vel Tech University, The Hindu, Chennai Runners, Velammal Nexus, CPCL, Panimalar Engineering College, and Meriden Hospital - a Chennai-based group of passionate runners. Avadi Night Marathon 2023, Edition-2 aims to primarily create awareness about drug abuse, promote the cause of "Say No to Drugs" and make "Tamil Nadu Drug Free". Also promotes a healthy lifestyle and fitness among youth.

More than 4,700 runners participated in the event. Passionate runners from various states across the country from Andhra, Karnataka, Kerala, Maharashtra, Odisha, Rajasthan, Bihar, Uttar Pradesh, Jharkhand, Uttarakhand, Chhattisgarh, Chandigarh, and Kenya Country had participated in the event. The participants/runners were provided with T-Shirts, Bib, Finishers Medal, and refreshments. The 10km & 21 Km half marathon were timing events and the winners were given cash prizes, Medals and Certificates.

A minimum registration fee was collected from the participants to be donated to charity for a noble cause.

On 05.10.2023, Tr.Sandeep Rai Rathore, IPS., Commissioner of Police, GCP presented a cheque worth Rs.4,74,000/- to The Health care. Tr.R.Venkatesan, RMO and Tr.S.Gangadharan, PRO of the Institute of Child Health and Hospital for Children, Egmore for the cause of child received the cheque.

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are very rare and this happens to be 2nd event in Chennai since 2016 and all arrangements were made to international standards to cater to the needs of international runners. Night marathons in Chennai will put Chennai on National and International circuit.

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ICICI Bank launches 'Festive Bonanza', with offers, discounts, and cashback on leading brands

Chennai, Oct 05 2023: ICICI Bank today announced the launch of 'Festive Bonanza', with exciting offers, discounts and cashbacks of upto Rs. 26,000 for its customers at the onset of the festive season. The customers can avail of these benefits by purchasing various items from their favourite brands by using ICICI Bank's credit/debit cards, internet banking, UPI via Rupay credit cards and Cardless EMI. These offers are also available to the customers in the form of no-cost EMIs using the Bank's credit/ debit cards.

The Bank has curated the offers to cater to the various needs of the customers during the festive season, in various categories such as electronics, mobiles, fashion, jewellery, furniture, travel, dining and more and with a host of leading brands including iPhone, MakeMyTrip, Tata Neu, OnePlus, HP, Microsoft, Croma, Reliance Digital, LG, Sony, Samsung, Tanishq, Taj, Zomato and Swiggy. The Bank has partnered with Flipkart for The Big Billion Days sale (from



October 8 to October 15), Myntra for Big Fashion Festival (from October 6 to October 19) and Amazon for its Great Indian Festival sale (around last week of October). The Bank will also introduce special and attractive offers for its customers on retail loan products like home loan, auto loan and two wheeler loan shortly.

Speaking on the launch, Mr. Rakesh Jha, Executive Director, ICICI Bank said, "We are delighted to launch 'Festive Bonanza' that includes a wide range of offers, discounts and cashbacks for our customers. The Bank has partnered with leading brands and e-commerce platforms to come up with exciting offers which are relevant for our customers. The customers can avail of these offers using ICICI

Bank's credit/ debit cards, internet banking, UPI transactions with ICICI Bank Rupay credit cards and Cardless EMI. Besides this, the Bank will also be introducing special festive offers on its products – home loan, auto loan and two-wheeler loan. We hope these offers will add immense joy and fervour to our customers during this festive season."

Offers on leading brands and e-commerce platforms: Up to 15% discount on online shopping with major e-commerce players like Flipkart, Myntra, Amazon and Tata Cliq

Electronics: Up to Rs. 26,000 cashback across leading electronics brands like LG, Samsung, Sony, Eureka Forbes, Whirlpool and many more. 10% discount up to Rs. 6,000 on

speakers from Bose and 25% instant cashback up to Rs. 12,000 on select products from JBL. Customers can also avail attractive discounts at Reliance Digital, Croma, and Vijay Sales

Mobile phones: Attractive discount and EMI offers on mobiles from Apple, OnePlus, Motorola, Oppo, Xiaomi and Realme. No cost EMI on iPhone 15 with EMIs starting at Rs. 2,497

Fashion: Additional 10% discounts on leading fashion brands like Lifestyle, Fastrack, Myntra, Centro among others

Travel: Exciting discounts on leading travel sites like MakeMyTrip, Yatra, Cleartrip, EaseMyTrip among others

Dining: Attractive discounts on Zomato, Swiggy, EazyDiner and McDonald's

Entertainment: Exciting offers on SonyLiv annual subscription, and discounts on movie tickets in Cinepolis

Furniture and Home Decor: 10% discount on brands like Pepperfry, Urban Ladder and Duroflex

* Terms & conditions apply on offers.

FZ-S FI V4 launched in two new shades Dark Matte Blue & Matte Black

Chennai, Oct 05 2023: In continuation with its brand campaign, 'The Call of the Blue', India Yamaha Motor (IYM) Pvt. Ltd. today announced another exciting update on the popular sports bike, FZ-S FI V4. The model will now be available in two new shades - Dark Matte Blue & Matte Black. The price of FZ-S FI V4 in these two new colours is Rs. 1,28,900 (Ex-showroom, Delhi).

With the festive season around, the introduction of new color schemes in FZ-S FI V4 is certainly going to boost sales for Yamaha and make a stronger connect with the FZ customers



across India. Yamaha's commitment is to value the requirements of its young customers and offer them an enriching experience through such exciting upgrades. The new colour schemes in the FZ-S FI V4 aims to provide the customers with a personalized experience and bring more enthusiasts into the exciting world of

FZ. Now, the customers have a wide array of choices to select including the colours available in FZ-S FI V4 Deluxe - Metallic Grey, Majesty Red, and Metallic Black.

The FZ-S FI V4 will retain the existing features and specifications of the model which offers 149 cc engine producing 12.4 PS of peak power

@ 7,250 rpm and 13.3 Nm of peak torque @ 5500 rpm, Traction Control System (TCS), single channel ABS in the front with a rear disc brake, Multi-function LCD instrument cluster, an LED headlight, a tyre hugging rear mudguard, lower engine guard and Bluetooth Enabled Y-Connect App that provides a host of convenient features

Yamaha will continue to carry forward the rich legacy of the popular sports bike with such exciting upgradations, thereby enriching the overall experience of the biking enthusiasts in India.

TRAI extended time to submit comments/counter comments on Draft Registration of Consumer Organisations (Amendment) Regulations, 2023

Chennai, Oct 05 2023: Telecom Regulatory Authority of India (TRAI) had released a draft Registration of Consumer Organisations (Amendment) Regulations, 2023" on 14th September 2023.

The last date of receiving comments/counter comments from the stakeholders was initially fixed as 04th October 2023. Now, on requests received from the stakeholders for

extension of time for submission of comments on the above-mentioned draft amendment, it has been decided to extend the last date for submission of comments up to 20 October 2023.

Further, counter comments, if any, may be submitted on or before 27 October 2023. In case of any clarifications, Shri Anand Kumar Singh, Advisor (CA&IT), TRAI may be contacted at Telephone: 011-23210990 or email ID: advisorit@trai.gov.in.

Lyca Productions 'Thalaivar 170' commences shoot in Trivandrum with stellar cast.

Chennai, Oct 05 2023: Lyca Productions known for producing blockbusters that enthrall all section of the audience, came up with a series of exciting announcements this month, pertaining to #Thalaivar170. Directed by TJ Gnanavel, who is known for creating socially relevant content, will be directing Superstar Rajinikanth for the first time.

Touted to be a Pan-Indian film, Thalaivar 170 will mark the collaboration of Superstar Rajinikanth and Lyca Productions for the fourth time after 2.0, Darbar and Lal Salaam.

Following the recent success of Jailer, Thalaivar 170 will also see the coming together of Anirudh and Superstar Rajinikanth for the fourth time as well, their previous hits being Petta and Darbar.

Producer Subaskaran has left no stone unturned in making this film the talk of the town, especially with the back to back announcements



Manju Warriar, Fahadh Fasil, Rana Dagubatti, Ritika Singh and Dushara Vijayan will be joining hands with Superstar Rajinikanth for the first time. Thalaivar 170 has now commenced shoot in Trivandrum with its stellar cast.

THALAIVAR 170

CAST:

Superstar Rajinikanth, Amitabh Bachchan, Manju Warriar, Fahadh Fasil, Rana Dagubatti, Ritika Singh, Dushara Vijayan

CREW:

Production Company: Lyca Productions, Producer: Subaskaran

Director: TJ Gnanavel, Music Director: Anirudh Ravichander, DOP: SR Kathir, Editor: Philomin Raj, Production Design: K Kathir, Stunt Director: Anbariv, Make-up: Banu, Pattinam Rasheed, Costume Designer: Anu Vardhan, Head of Lyca Productions: GKM Tamil Kumaran, PRO: Riaz K Ahmed.

Tata AIG launches Elder Care - A Comprehensive Health Insurance Policy for One's Golden Years

Chennai, Oct 05 2023: Tata AIG General Insurance Co. Ltd., one of the leading insurance provider, has announced the launch of a comprehensive health insurance policy for senior citizens - Tata AIG Elder Care - comprising of a blend of medical coverages and a number of home care, preventive health and wellness features. Tata AIG Elder Care Product is customised to meet the diverse healthcare needs of individuals aged 61 years and above, so that they can lead their golden years in a stress-free, comfortable and secure manner.

Health insurance for senior citizens plays a key role in helping them manage medical exigencies, while maintaining control on their expenses. As people age, their

healthcare needs tend to increase, and the risk of medical expenses becomes more pronounced. As a result, having a robust health insurance policy tailored to the specific requirements of senior citizens is a crucial component of one's well-rounded financial planning. To address the rising cost of medical expenses, and to offer respite for senior citizens after a medical episode, Tata AIG has introduced Elder Care - a much-needed health insurance product for senior citizens.

Tata AIG Elder Care policy has been meticulously crafted to encompass a wide spectrum of medical requirements that senior citizens may not anticipate, but may require as they age. Tata

AIG Elder Care not only focuses on covering curative health care, but also on preventive and assisted health care ecosystem. Additionally, this policy offers annual preventive health consultations for specified specialities every year irrespective of claims. In cases of dire circumstances, the compassionate care feature plays a very vital role if one requires care and attention at home. This policy also focuses on providing health care at home apart from providing assistance to senior citizens with the help of personalized health manager.

As a legacy of trust, Tata AIG assures policyholders that their health insurance remains uncompromised,

especially during their golden years when health and well-being take precedence.

Neelesh Garg, MD & CEO, Tata AIG General Insurance Co. Ltd., said "As we embark on a journey of redefining care and protection, we are thrilled to introduce Tata AIG Elder Care, a testament to our commitment to our senior citizens. With a blend of compassion, innovation and comprehensive coverage, this policy encapsulates our dedication to ensuring the well-being and comfort of our seniors during their golden years. Tata AIG Elder Care reflects our unwavering promise to be a steadfast and trusted partner in safeguarding their health and happiness."

DP World, ICC and Sachin Tendulkar join forces by launching a global initiative to make cricket possible

Chennai, Oct 05 2023: DP World, a global leader in smart end-to-end supply chain logistics, has today unveiled the new 'Beyond Boundaries' initiative, in partnership with cricketing legend Sachin Tendulkar and the ICC, aimed at driving the growth of cricket around the world.

This global mission will see DP World use its end-to-end network and smart logistics capabilities to distribute fifty repurposed shipping containers to grassroots cricket clubs around the world, each one kitted out with essential equipment.

Ahead of the 2023 ICC Men's 50 Over Cricket World Cup, taking place in India from 5 October to 19 November, the first container was unveiled by new DP World Global Ambassador Sachin Tendulkar at NSCI, Mumbai. The first DP World container along with 40 cricket kits will be placed at the Chikhalikar Sports Club in Palghar, Maharashtra while another 210 kits will be presented to young cricketers from academies like

Achrekar Cricket Academy, and Shivaji Park Gymkhana Academy, to name a few.

Included within each of the containers is 250 bespoke kits: each made up of a cricket bat, helmet, gloves and pads. Each container is multipurpose, also serving as a pavilion which includes an in-built scoreboard, sun protection and seating.

Speaking during the first container launch, DP World Global Ambassador Sachin Tendulkar said: "I am extremely happy to partner with DP World to go beyond boundaries and help make cricket possible globally. Like most young cricketers, I grew up playing for my local club I understand the importance of quality cricketing equipment and kits. Grassroots clubs are the bedrock of every nation's cricket. It's heartening to see DP World's commitment to nurturing young cricketing talent not just in India, but across the world.

These cricket containers will provide budding cricketers a place to rest and pad up. More importantly, this can be a great step

towards ensuring a safe space for girls, as the containers can be used as changing rooms. I am happy to be a part of this initiative and look forward to witnessing its impact in supporting the next generation of cricketers across India and beyond."

The first container design was brought to life by local artist Sadhna Prasad and pays homage to the Master Blaster himself, with the first 10 containers being inspired by Tendulkar's legacy.

Over the next five years, DP World will continue to leverage its interconnected global network across 75 countries and six continents to distribute the remaining 49 containers at strategic locations around the world; including another two during this year's tournament, with more details to follow.

Kevin D'Souza, Senior Vice President - Business Development - Middle East, North Africa and India Subcontinent, DP World added, "We are truly proud to welcome Bharat Ratna Sachin Tendulkar to the DP World family. Sachin represents a billion dreams and has played

an inspiring role in taking cricket beyond boundaries. A role model to youngsters, he epitomises hard work, determination, and dedication to perfection. These are attributes that resonate with every member of DP World as we strive to make trade flow beyond boundaries for our customers and stakeholders. We are confident that our partnership with Sachin will serve to make cricket possible for even more people across the world."

As the global leading provider of smart logistics solutions, we seek to change what's possible for everyone, and we are confident that this new initiative, will serve to make cricket possible for the youth at multiple grounds in the country and across the world."

The Beyond Boundaries initiative will be amplified throughout the course of the tournament via the ICC broadcast, with a bespoke graphic depicting how ten kits will be donated for every 100 runs scored in each match. All kit donations will be made via the containers unveiled in 2023.

customers looking for advanced technology, the new Karizma XMR is packed with the segment-first adjustable windshield, Intelligent Illumination Headlamp and Turn-By-Turn navigation guaranteeing an unparalleled motorcycling experience.

Thanks to the enriched ergonomics, sporty agility, comfort and dynamic performance, the new Karizma XMR embodies a fresh new take in the 210cc category. It offers a versatile mix of sporty character and touring abilities, thus providing a unique riding experience.

HERO MOTOCORP RECEIVES 13,688 BOOKINGS FOR KARIZMA XMR DELIVERIES TO COMMENCE FROM THIS MONTH

Chennai, Oct 05 2023: Riding the wave of an overwhelming response for its premium product launches, Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, has received 13,688 bookings for its newly launched flagship motorcycle, Karizma XMR.

Dispatches of Karizma XMR to Hero MotoCorp dealerships have already started and customer deliveries will begin in the festive period this month.

Hero Karizma XMR was launched at an introductory price of INR 1,72,900/- and the bookings for the initial set of customers

commenced on August 29th, 2023 and were closed on September 30th, 2023.

The new Karizma XMR will now be available at Rs. 1,79,900/- (ex-showroom Delhi) and the company will announce the new booking window soon.

Mr. Ranjivjit Singh, Chief Business Officer (India Business Unit), Hero MotoCorp said, "We are thrilled and humbled by the incredible response to the Hero Karizma XMR. The overwhelming number of bookings speaks volume about the trust and enthusiasm that our customers have shown for the flagship

motorcycle. The Legend is truly back in its modern, contemporary avatar and the customers are loving it. We are committed to delivering an exceptional premium riding experience to every Karizma owner, and are confident of adding cheer to the upcoming festive season."

The new Karizma XMR is the most powerful motorcycle in its class, producing the highest torque. The motorcycle is powered by 210cc Liquid Cooled DOHC Engine, 6-speed transmission that comes with Slip and Assist Clutch and Dual Channel ABS.

With today's

With today's

Lupin Launches Humrahi Unique Patient Support Program for Diabetes Management

Chennai, Oct 05 2023: Global pharma major Lupin Limited (Lupin) announced the launch of Humrahi, a patient support program, ushering in a new era of diabetes management through adherence, behavior and transformation.

India has the highest prevalence of diabetes globally, with an estimated 77 million people living with the condition and an expected 134 million cases by 2045, making the need for an innovative healthcare solution critical. Individuals living with the illness are at increased risk of developing multiple

complications, including heart disease, stroke, kidney ailments, nerve damage and vision impairment. However, effective management can significantly mitigate these risks.

Humrahi, translating to "Companion" is a guide in the journey of diabetes management. It offers comprehensive support by emphasizing the critical aspects of therapy adherence through personalized diet counseling, medication assistance, and tailored lifestyle modifications, all under the guidance of healthcare professionals. Further,

Humrahi empowers patients with the knowledge and skills necessary for precise insulin injection techniques, thereby enabling them to effectively manage blood sugar levels and experience an enhanced quality of life.

Patients can access this program via the Play Store or the App Store, as well as through the dedicated website <https://humrahi.co.in>. Additionally, individuals seeking personalized assistance can connect with a dedicated care executive at the toll-free number 7808777777.

"Diabetes has reached epidemic proportions in our nation, earning us the unfortunate title of the global diabetes capital. With Humrahi, our commitment is to provide patients with comprehensive support, from raising awareness about the disease to ensuring treatment adherence. We are committed to extending the benefits of Humrahi to every diabetic patient in India, serving as their dedicated partners on their journey towards better health and well-being," said Rajeev Sibal, President India Region Formulations, Lupin.

KRAFTON launches 'KRAFTON India Gaming Incubator' to fuel India's game development ecosystem

Chennai, Oct 05 2023: KRAFTON India, BGMI-maker and one of the country's largest gaming companies, has launched KRAFTON India Gaming Incubator (KIGI). With the call-for-entries beginning today, the program has been launched with the aim of stimulating and actively expanding the fast-growing gaming ecosystem, currently operating in Asia's third-largest economy.

KIGI aims to incubate 6-10 teams annually and the program duration will range between six months to one year, providing selected startups with guidance, mentorship and access to KRAFTON's resources. The financial support offered through the incubator program will typically range between \$50,000-\$150,000, depending on the needs of the incubated ventures.

KIGI is actively looking at early-stage startups, even those that are at the conception stage. Student teams and independent developers will also be actively considered for the incubation program.

Commenting on the launch, Sean Hyunil Sohn, CEO, KRAFTON India, said "At KRAFTON, we recognize the immense potential that India holds in the global gaming landscape. KRAFTON India



Gaming Incubator is a testament to our commitment to fostering creativity and innovation within the Indian gaming industry. Through the program, we hope to further develop the country's capabilities in game development. We are excited to nurture the next generation of gaming talent in the country as well as mentor them in line with the government's ambition of skilling the Indian workforce and increasing employability."

Sharing his views on the program, Anuj Sahani, Head of KRAFTON Incubator Program, added, "Leveraging the Indian gaming industry's vast potential, we're excited to embark on this journey to discover and empower next generation of gaming pioneers. Our program is designed to provide aspiring developers, designers, and creators with the resources and mentorship they need to bring their ideas to life. Aligned with the Indian

government's vision of boosting the startup ecosystem, we are enthusiastic about witnessing the emergence of groundbreaking ideas and games from the program."

The selected participants in KIGI will be mentored by renowned gaming industry executives, game builders and industry experts from South Korea, one of the world's leading gaming ecosystems, as well as from India. They will also receive access to KRAFTON's vast internal resources, including data analytics and market research, among others, to further build their respective products.

Dave Curd, currently Creative Director of PUBG Studios, and former Art Director of Raven Software, and Harns Kim, currently Game Producer at KRAFTON, Inc., and former Live Service Producer of TERA at Bluehole Studios, are

amongst the notable names that will form part of the mentoring and guidance teams at KIGI.

Once the program concludes, participants may also be offered options to have their products published, garner venture capital funding from external investors, as well as receive equity investment from KRAFTON.

KIGI will focus on ventures that are passionate about game development, eager to scale, open for mentorship and partnership with KRAFTON, and interested in future funding opportunities and investments. Gambling and real money gaming-focused entities, however, will not be considered for KIGI.

For more information on KRAFTON India Gaming Incubator, and to apply, please visit: <https://www.krafton.com/en/csr/krafton-india-gaming-incubator/>

Training Academy for Mckingstown & Mcqueenstown inaugurated by Founder Darren Rodriques at Anna Salai



Chennai, Oct 05 2023: Mckingstown Men's Grooming and McQueenstown Women's Boutique Salon launched Training Academy with Brand Team

Trinamite Inaugurated by Mckingstown & McQueenstown Founder Darren Rodrigues this month. This Training Academy is the First in Men's Grooming in

Chennai. They are specialists in Transforming your Thoughts into Creation. You can establish your dream Business in the field of Beauty & Fashion.

This Training Academy located at 118/83, Nizara Bonanza, Third Floor, Anna salai, Chennai 600 002. (Opposite to LIC Building).

Skills for jobs to change by at least 65% by 2030 as AI accelerates workplace change: LinkedIn

Chennai, Oct 05 2023: The skills needed for jobs are estimated to change by at least 65% by 2030 as rapid developments in AI accelerate workplace change, according to the latest report from LinkedIn, the world's largest professional network.

Shifts are already underway in India, job posts mentioning AI or Generative AI have more than doubled (2.5x) in the last two years. In addition, job posts mentioning AI or Gen AI have seen their applications grow by 2.1x in India over the last two years, compared with the growth of job posts that don't mention. LinkedIn research also indicates that 98% of professionals in India are excited to use AI at work with many looking forward to using AI to seek career advice (75%) or handle difficult situations at work (78%).

To ready their workforce for the changes ahead, business leaders are relying on HR and recruitment teams to lead the way. Around 92% of talent professionals in India say their role has become more strategic in the last year, specifically in the area of talent acquisition. AI will be a critical tool for taking on some of the heavy lifting, so that HR teams can focus on the most strategic work for their jobs. "The majority (80%) of HR

professionals globally believe AI will be a tool that helps them in the next five years, enabling them to focus on the more strategic, human aspects of their roles such as strengthening relationships with candidates and colleagues and creative and strategic work (39%)."

Ruchee Anand, Senior Director, Talent and Learning Solution at LinkedIn India, says: "AI is bringing in a new era of work, reshaping everything from our workplaces and teams to the very nature of job-seeking and hiring. HR professionals are at the helm of this transformation, with a clear mandate: skills will be the cornerstone of an AI-powered work environment. Business leaders should seize this moment to consider the skills their teams need both now and in the future. And with AI as a tool, HR professionals can focus on simplifying routine tasks, diving deeper into valuable, people-centric responsibilities, and ensuring their businesses are equipped with the right talent to prosper."

To help organisations navigate the changing world of work, LinkedIn is piloting new generative AI tools in Recruiter and Learning Hub to a small handful of customers today, with plans to roll them out to all customers throughout the year.

? Recruiter 2024 - LinkedIn's new AI-assisted recruiting experience makes hiring more efficient and easy so talent leaders can focus on strategic, people-centric work. Hirers can use natural language search prompts like - "I want to hire a senior growth marketing leader" - and LinkedIn's AI models, paired with unique insights from over 950 million professionals, 63 million companies and 40,000 skills on LinkedIn can infer the type of candidate the hirer is looking for and provide higher-quality candidate recommendations from a much wider pool of candidates.

? LinkedIn Learning's AI-powered coaching - LinkedIn is testing out real-time advice in two of most in-demand skills that apply across all types of jobs: leadership and management. Learners can pose a question like: How can I delegate tasks and responsibility effectively? Instead of giving you a one-size-fits-all answer, it will ask you clarifying questions to more deeply understand your specific situation and experience and then offer advice, examples, and feedback based on hundreds of hours of content from LinkedIn Learning's expert instructors. For people looking to learn more about AI, LinkedIn Learning has also unlocked the most

popular AI learning courses which are available for free until December 15, 2023.

Jude James, Vice President of Talent Acquisition at UST says, "In a world revolutionised by generative AI, talent acquisition is no longer merely about sourcing and recruiting the right talent. It's also about leveraging the power of advanced AI algorithms to analyse, predict, and optimise each aspect of the hiring life cycle. Additionally, the possibility of hyper-personalization of candidate reach-out, facilitated by generative AI, ensures each candidate interaction is unique, meaningful, and reflective of the organisation's commitment to recognizing and nurturing each applicant's unique potential. This synergy of human expertise and AI capabilities will help organisations confidently navigate the complexities of the talent acquisition landscape, helping them to identify, attract, and hire top-tier talent."

These tools follow LinkedIn's rollout of AI-assisted messages and AI-assisted job descriptions in May 2023 which use generative AI to personalise InMail messages at scale, increase candidate engagement, and help companies find qualified candidates faster.

This International Coffee Day, Tata Coffee Grand pays a musical tribute to 'Tamil Nadu's love for coffee with its signature Shik Shik Shik campaign

Chennai, Oct 05 2023: Tata Coffee Grand, the packaged coffee brand from the house of Tata Consumer Products, celebrates International Coffee Day with a special coffee anthem dedicated to the people of Tamil Nadu. Commemorating the rich coffee heritage and the cultural significance of coffee in the region, the brand has collaborated with Arivu, a prominent rapper from the region, creating an anthem that showcases the region's deep-seated affection for its culture, places, coffee, and its legendary cinema. The anthem features the signature 'SHIK SHIK SHIK,' sound created by shaking the pack of Tata Coffee Grand.

Link : <https://www.youtube.com/watch?v=6AwN9oWRSII>

Music has the power to evoke emotions and memories, and when combined with the rich history and flavours of coffee, it can truly create a sensory



experience for listeners and viewers. The film traverses through the iconic landmarks of the region, like the bustling Central Station, the picturesque Pamban Bridge in Rameswaram, the majestic Thiruvalluvar Statue in Kanyakumari, and the serene Madurai Meenakshi Temple. The enchanting performances of puliyattam and kuthu dancers in an old theatre set-up underscores/ accentuates the state's deep connection with cinema.

The song finally transitions to a tabletop featuring different cups and kitchen tables, narrating the unique relationship of a family and its common love for coffee that runs deep in Tamil Nadu's veins. By seamlessly

integrating these landmarks and cultural references, the coffee anthem offers a visually stunning and emotionally resonant journey through Tamil Nadu's coffee culture, celebrating both its historical significance and contemporary appeal.

Talking about the coffee anthem, Puneet Das, President - Packaged Beverages, India & South Asia, Tata Consumer Products, stated, "We are thrilled to partner with Arivu to bring forth this captivating coffee anthem, a melodious celebration of Tamil Nadu's enduring love affair with coffee. Through music and visuals, we pay homage to a culture where every day feels like 'Coffee Day.' The

partnership aims to celebrate and honour Tamil Nadu's quintessential love for coffee, highlighting how it is an integral part of people's daily lives in the region. The anthem encapsulates the essence of Tata Consumer Products' branded coffee and its dedication to quality, tradition, and the love for a perfect cup of coffee. The inclusion of the signature tune "Shik Shik Shik" adds a unique and distinguishable element to the campaign, making it memorable/ resonant for the audience. This musical ode is a creative endeavour by the brand, highlighting the significant relationship between coffee, culture and cinema among consumers in the region. Music has the power to convey emotions and narrate stories, making this collaboration an innovatively impactful medium to pay tribute to the coffee heritage of Tamil Nadu."

HARLEY-DAVIDSON X440 DELIVERIES TO COMMENCE FROM 15TH OCT, 2023 BOOKING WINDOW REOPENS FROM 16TH OCT, 2023

Chennai, Oct 05 2023: Bringing a lot of excitement for customers in the upcoming festive season, Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, is set to commence deliveries of its first co-developed premium motorcycle Harley-Davidson X440 on the auspicious first day of the Navratri festival, i.e., 15th October 2023.

Harley-Davidson X440 is currently being manufactured at Hero MotoCorp's manufacturing facility called the Garden Factory - at Neemrana in the northern Indian state of Rajasthan. The Company has been organising test rides for pre-booked customers since 1st September 2023.

The new booking window will open from 16th October, and customers can book the



new Harley-Davidson Officer (CEO), Hero MotoCorp, said, "The Harley-Davidson X440 continues to create excitement across the country. While the production is in full swing at our Neemrana facility, huge number of our pre-booked customers have availed the opportunity to test ride the motorcycle.

Mr. Niranjana Gupta, Chief Executive

We are all geared up to add a lot of festive cheer by commencing deliveries of the Harley Davidson X440 to our customers from the first day of the Navratri. This is just the beginning in our winning the premium journey."

Since its unveiling in July 2023, the Harley-Davidson X440 has captivated the premium segment customers across India, thereby clocking over 25000 bookings within just a month of its showcase. Hero MotoCorp had to temporarily close the online booking window to cater to the first set of customers.

The motorcycle is available in three variants Denim, Vivid and S at a price of INR 2,39,500/- (Denim), INR 2,59,500/- (Vivid) and INR 2,79,500/- (S) respectively.