

**Chennai Egmore Station Redevelopment Works progressing at a steady pace**  
**Four out of Thirteen Sub-works have commenced, remaining works to begin shortly**  
**Unwavering support from State/Civic authorities in according approvals and extending technical support**

Chennai, Oct 12 2023: Southern Railway has taken up the work of Redevelopment of Chennai Egmore Station to offer a world-class ambience, futuristic infra and airport-like facilities for passengers. Tender was awarded for the redevelopment work in October, 2022 and the work is progressing at a steady pace.

Scope of Chennai Egmore Redevelopment

- New Parcel Office
- 72m wide Departure concourse
- 36m wide Arrival concourse cum through passage
- 12m wide Arrival Foot Over Bridge
- Through roof over the Platforms
- 6m wide Foot Over Bridge for handling Parcels
- New electrical substation
- Construction of new railway quarters
- External engineering redevelopment works
- Works executed Recently
- Major utilities which were coming under the proposed boundary of the new station premises have been shifted to appropriate places without affecting the train operation. The most critical was the telecom system, which is to ensure uninterrupted working of train operations has been completed

The Thirteen sub-projects are:

- Station Buildings
- Multi-level Car Parking
- Commercial space on Gandhi-Irwin side
- Commercial space on Poonamallee side



smoothly. Other works like shifting of Permanent Way depot, S&T Depot, Running room, etc.

which are coming over the tunnels and stations. The people of Chennai are about to witness this engineering excellence as the city prepares to embrace a seamlessly integrated multi-modal transportation system.

awarded as EPC contract to M/s DEC Infrastructure and Projects India Private Limited, Hyderabad at a cost of Rs.734.91 Crores. M/s Tata Consulting Engineers Limited, Mumbai have been tasked with the work of Project Management services (PMS) at a cost of Rs.14.56 Crore.

Support and collaborative works from Chennai Metro Water Supply and Sewerage Board, TANGEDCO, GCC, C M D A , M T C , Highway department, Green Committee, Heritage committee, TNPCB, etc. have been commendable to give vertical start to the station redevelopment work. All these departments have extended their unwavering support at all the stages for giving necessary approvals, technical support in a time bound manner to ensure that the city shall have the first world class station of Tamil Nadu in Chennai Egmore.

Other works to commence soon

The process of taking up the construction of foot over bridges for Parcels and Arrival passengers will commence within a month with designs nearing completion. These Foot Over Bridges will be equipped with lifts and escalators.

A world-class experience on the anvil at Chennai Egmore

The work of Redevelopment of Chennai Egmore Railway station was

Almost, the complete area has been made free from all encumbrances for the construction

Works in Progress

Multi-level car parking & commercial space on Poonamallee side are in full swing.

Unstinted support from State authorities/civic bodies

Better collaboration has been established with Chennai Metrorail Corporation for jointly deciding designs of buildings at Poonamallee side

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## "I am glad to have played a role that speaks about the well-being of animals" - Shot Boot Three Actress Komal Sharma

Chennai, Oct 12 2023: Director Arun Vaidyanathan's recent release 'Shot Boot Three' has garnered a good response from audiences of all age groups. This film which revolves around the beautiful bonding between kids and pet animals, features actress Komal Sharma in a pivotal character. Female actor Komal Sharma debuted in Tamil cinema through S.A. Chandrashekar's 'Sattapadi Kuttram' and later played an important character in Shaji Kailash's 'Vaigai Express' starring RK as the lead character. She is now gaining the heartiest praises from audiences for her spellbinding performance in the recent release 'Shot Boot Three'. Specifically, she has been appreciated by various animal welfare associations for her heart-warming performance. Actress Komal Sharma shares her experience of working on this project. "This film speaks about the beautiful emphasis on kids and pets. I am so glad to be a part of this film. Basically, I am a lover of pet animals and am glad to be a part of



this film that speaks about their well-being. It's an honor to be a part of the movie, which has the Magical musical touch of Rajesh Vaidya. He has translated every scene into the poem with his musical essence. I am a huge fan of Venkat Prabhu. I got an opportunity to work with him in Maanaadu, but unfortunately couldn't make it due to date issues. And now, I am glad to get an opportunity to share the screen space with him. I felt blessed to witness the wonderful actor in

acting in Mohanlal sir's Barroz, where many kids started stating the same words as Live Barbie Doll." She continues to add, "Many animal welfare board members personally called me and appreciated my role and performance in this movie. Furthermore, I have assured of supporting them on the same grounds in the near future. So far, I have done all these activities silently, and now I am glad about such supportive words. Henceforth, I take this as an encouragement, and will continue to strive to do better things for the welfare of animals." Actress Komal Sharma tots up saying, "My next film will be Public which is gearing up of release soon. My Malayalam movie 'Barroz' starring Mohanlal sir is getting ready for worldwide theatrical release on December 21, 2023. Apart from these movies, I am acting in a couple of Hindi and a Telugu project, which will have the official announcements made by the respective production houses shortly."

## Rainbow Children's Hospital signs MOU with the Government of the United Republic of Tanzania on health cooperation

Chennai, Oct 12 2023: Rainbow Children's Medicare Limited (RCML), India's leading pediatric multi-specialty and perinatal care hospital chain signs a MOU (memorandum of understanding) with the Government of the United Republic of Tanzania to establish a comprehensive inter-institutional cooperation. The collaboration recognizes the potential for exchanges in experience, knowledge, skills, competencies, and technology in the health sector between the two countries especially in the areas of pediatric heart surgery, pediatric neurological surgery, and pediatric kidney transplant.

The MoU facilitated through the Ministry of Health (MoH) will

strengthen the friendly relationship and enable both the countries to collaborate primarily on two fronts –

Specialised services – Setting up fully functional pediatric Centre with Intensive Care Units (ICUs) and pediatric cardiac catheterization facilities in Tanzania

Establishment of the Pediatric bone marrow transplant program at Muhimbili National Hospital in Tanzania

Human resources development –

Training of pediatric cardiothoracic surgeons, cardiac anesthesiologists, interventionists, pediatric intervention cardiologists, cardiac nurses and perfusionists

Facilitation of joint specialized clinic/OPD in Tanzania each year for examining and screening Tanzanian children. The MoH will assist in getting an OPD site and patient registrations relevant to travelling specialists

Dr. Ramesh Kancharla, Chairman and Managing Director, Rainbow Children's Hospital said, "We are delighted to enter into this cooperation with the Government of the United Republic of Tanzania. The partnership will benefit both nations greatly because it will not only

allow us to treat Tanzanian children at Rainbow Children's Hospital in India, but also to support vital training and development initiatives for the medical community"

"We are grateful to the Ministry of Health for facilitating this partnership and extending requisite permissions in terms of constructing the OPD site, providing financial support, and allowing patient registrations" he further added.

This MOU will be valid for a period of three years and the financial arrangement to cover expenses will be mutually undertaken as an agreed cost-sharing responsibility between Rainbow Children's Hospital and the Ministry of Health, subject to the availability of funds and resources.

## First single launch and press meet of Karthik Subbaraj's pan-Indian film 'Jigarthanda Double X' produced by Stonebench Films



Chennai, Oct 12 2023: 'Jigarthanda Double X', a pan-Indian film directed by Karthik Subbaraj and produced by Stonebench Films, is set to hit the theaters worldwide on for Diwali. With exactly a month away for the big day, its first single launch and press meet was held today at Satyam Cinemas, Chennai. Maamadura, the first song from 'Jigarthanda Double X' was released online by music composer-turned-actor G V Prakash Kumar today at 12.12 pm. SJ Suryah, Raghava Lawrence, producer Karthikeyan Santhanam, and music director Santhosh Narayanan among others participated in the physical event. Producer Karthikeyan Santhanam (Stonebench Films) said...We are waiting for Diwali 2023 for the release of this movie. Thank you Kathiresan sir for giving me this stage. We wanted to meet you (press and media) exactly a month before the release and share information about 'Jigarthanda Double X'. We have made this film at a huge cost. Thanks to Raghava Lawrence, SJ Suryah sir, Director Karthik Subbaraj and all members of the crew. We hope this movie will be a huge hit. Watch this in theaters for Diwali and support us. 'Jigarthanda' won the National Award. We hope that 'Jigarthanda Double X' will also win the National Award. Editing and music will be pillars of this movie. I wouldn't be here without my Stone Bench Films. Thanks to everyone who helped us. Music composer Santhosh Narayanan said...Everyone here said the single that was

released today is a great song. We have made one such entire album. Do watch this movie in theatres. I get my own space when I do a film with Karthik Subbaraj. Karthik sir is my biggest supporter. I hope I have given good music. This movie has a special place in the list of my favorite films I have worked on. This flick will be different. Both SJ Suryah and Lawrence have acted well. There are huge expectations for this film. This is definitely a connect for you, thank you all. Actor and director SJ Suryah said...Hello everyone, We are handing over 'Jigarthanda Double X' to you press and media friends. The film has content to reach audience across borders. I have seen the amount of anticipation a Karthik Subbaraj film can generate. Santhosh Narayanan, who does not speak much, has spoken a lot on this stage. This film has made him to speak so. Lawrence sir is a noble human being. It was a pleasure to work with him in this film. Karthik Subbaraj sir's work and visuals are always extraordinary. God is sending good projects to me. 'Iraivi' is the biggest reason why I am a good actor here. I thank Karthik Subbaraj sir for that. There is much to talk about. We will definitely talk. This movie has taken shape very well. Actor Raghava Lawrence said...Greetings to all the journalists and friends who have come here, thanks to all my fans who love me without any expectations. I was supposed to act in 'Jigarthanda'. Kathiresan and Karthik Subbaraj narrated its story. I was working on a Telugu film so I couldn't do it. I was

worried that I had missed it. 'Jigarthanda Double X' is the God-given opportunity to compensate it. I call those who teach me in life as Guru. I had worked in a film with Balachander sir. I call Superstar Rajini sir as Guru. Karthik Subbaraj is also a guru now. This movie is all about what he said. Karthik Subbaraj has made this movie very well. The team has constructed a road for people in the shooting location. This film will be a super hit just because of its team's helping nature. I am a big fan of Santhosh Narayanan. There is a lot to talk about this movie. It was a pleasure to act with SJ Suryah sir. Director Karthik Subbaraj said...Hello everyone, I am very happy to be on this stage. I hope this film will give me a big hit after 'Petta'. I came to Satyam Theatre for the audio launch of 'Pizza'. 'Jigarthanda Double X' gives me that kind of feeling now. Thanks to everyone who worked on this film. I won't talk much about this movie. I hope you will talk about this story. Thanks to Stonbench Films and Kathiresan sir. As Santhosh Narayanan said, this film has come out very well. Thanks to our journalist friends. Please shower your support on us." A PURUSHOTH, KARTHIK KARTHIK VP, SUBBARAJPADAM VIGNESWARAN, A SANTHOSH JAGADISH, ARVIND NARAYANAN RAJU R, MAHES MUSICALDOP S BALU, SOORAJDAS, THIRUNAVUKKAR S A I, ASUEDITOR MURUGANANTHA SHAFIQUE M, RAGHUL M, MOHAMED ALI AVINASHR, MOHAN KUMAR PRONIKIL DESIGNER T MURUKAN, VAMSI S ANTANAM KAKA, EBRAHIM STUNTS DHILIP CONTRACTOR SUBBBARAYAN PRODUCED BY ART DIRECTOR KAARTHEKEYAN BALASUBRAMANI SANTHANAM, S AN, KUMAR KATHIRESAN.

CHOREOGRAPHY SHERIF M, BABA BASKAR SOUND DESIGNER KUNAL RAJAN COSTUME DESIGNER PRAVEEN RAJA MAKEUP VINOTH S COSTUMER SUBIER LYRICS VIVEK, MUTHAMIL R M SSTILLS M DINESH VFX SUPERVISOR H MONESH COLORIST RANGAPUBLICITY DESIGNS TUNEY JOH N (24AM) TEASER CUT ASHISHSOUND MIX SUREN G PRODUCTION CONTROLLER GANESH PS PRODUCTION EXECUTIVES G DURAIMURUGAN COORDINATOR RAJKUMAR PRODUCTION MANAGERS SHANMUGA SUNDHARAM, RANGARAJ PERUMALEXECUTIVE PRODUCER ASHOK NARAYANAN M ASSOCIATE PRODUCER PAVAN NARENDRA CO PRODUCED BY KAL RAMAN, SOMASEGAR, KALYAN SUBRAMANIAM CO PRODUCED BY ALANKAR PANDIANDIRECTIO N TEAM SRINIVASAN, ANAND PURUSHOTH, KARTHIK KARTHIK VP, VIGNESWARAN, ARVIND NARAYANAN RAJU R, MAHES MUSICALDOP S BALU, SOORAJDAS, THIRUNAVUKKAR S A I, ASUEDITOR MURUGANANTHA SHAFIQUE M, RAGHUL M, MOHAMED ALI AVINASHR, MOHAN KUMAR PRONIKIL DESIGNER T MURUKAN, VAMSI S ANTANAM KAKA, EBRAHIM STUNTS DHILIP CONTRACTOR SUBBBARAYAN PRODUCED BY ART DIRECTOR KAARTHEKEYAN BALASUBRAMANI SANTHANAM, S AN, KUMAR KATHIRESAN.

## Setting a New Standard in Patient Safety: Dozee Unveils 'Dozee Pro Ex' for Seamless Continuum of Monitoring from Hospital to Home

Chennai, Oct 12 2023: Dozee, a market leader in AI-powered continuous and contactless Remote Patient Monitoring (RPM) and Early Warning Systems (EWS) introduced its 'Made in India, for the World' next-generation ambulatory connected patient monitoring system - 'Dozee Pro Ex'.



Equipped with wireless wearable sensors, Dozee's new connected ambulatory solution 'Dozee Pro Ex' offers continuous monitoring of patient vitals including ECG rhythm, blood pressure, heart rate/pulse rate, Oxygen saturation, Respiration Rate, and temperature. Dozee comes with an AI-powered early warning system that tracks the trends of vital parameters and provides timely alerts for possible clinical deterioration. With Dozee Pro Ex, healthcare providers can now seamlessly and continuously monitor patients on bed, ambulatory patients within the hospital premises, or patients at home through a central command center and mobile apps for doctors and nurses.

Dozee has partnered with Wellysis, a spin-off company from Samsung SDS Digital Health division, for their FDA-cleared ECG monitoring device, S-Patch Ex, to provide ambulatory ECG monitoring. The solution consists of a wireless ECG patch for continuous cardiac rhythm monitoring and an analysis platform. The analysis platform provides automated AI-analysis of Cardiac rhythm, physician dashboard, ECG interpretation and diagnostic reporting. The

S-Patch Ex from Wellysis is lightweight and can capture ECG waveforms with high accuracy, owing to its integrated next-generation bio-processor technology from Samsung Electronics.

Dozee Pro Ex aims to revolutionize patient monitoring in non-ICU hospital wards by automating and digitizing the process, along with early warning systems, to set a new standard for patient safety. The continuous monitoring of patients in non-ICU wards effectively eliminates the existing void in the availability of vital signs data between periodic spot checks. This allows for more accurate identification of clinical deterioration, enabling timely medical intervention and potentially reducing adverse events in non-ICU wards.

Moreover, as the need and demand for home care services surges in India, Dozee Pro Ex offers a solution for continuous remote patient monitoring to enhance the delivery of home healthcare services. With its cutting-edge contactless and wireless sensors, Dozee Pro Ex not only significantly improves the patient experience but also enhances overall compliance with patient monitoring protocols.

Dozee's comprehensive and continuous patient

shopping, food delivery, and even grocery shopping, all at our fingertips. Why should healthcare be any different? With Dozee Pro Ex, we transcend the boundaries of traditional healthcare and ensure that a patient is monitored 24/7, whether they are on the bed, off the bed, at the hospital, or at home.

India has a rich history of introducing groundbreaking innovations to the world, and Dozee Pro Ex has the potential not only to revolutionize healthcare in India but to transform healthcare worldwide and set a new standard of patient safety.

Mr. Rick Hongryul Kim, CTO, Co-Founder of Wellysis Corp. added "As partners with Dozee in India for this revolutionary journey, we at Wellysis are proud to contribute our FDA-cleared ECG monitoring solution, S-Patch Ex, to the Dozee Pro Ex's connected patient monitoring platform. We believe that combining cutting-edge technology with seamless patient monitoring continuity is the future of healthcare. This partnership underscores our commitment to advancing healthcare and improving patient outcomes."

Dozee Pro EX is set to revolutionize patient safety and care, providing healthcare providers with a state-of-the-art solution that enhances patient monitoring, improves outcomes, and elevates the overall healthcare experience. As Dozee continues to pioneer advancements in RPM and EWS, the company remains dedicated to empowering healthcare professionals and transforming patient safety across the globe.

monitoring solution represents a significant leap forward in remote patient monitoring, combining advanced technology, user-friendly design, and accurate data acquisition. With its contactless approach and modular flexibility, it empowers healthcare providers to deliver optimal care while ensuring patient comfort in ambulatory settings for enhanced patient safety. It seamlessly monitors patients with higher mobility requirements and those in need of 24/7 monitoring, enabling a proactive approach to personalized care.

Dr. Vijay Agarwal, President of the Consortium of Accredited Healthcare Organizations (CAHO), expressed his views on this launch: "In the pursuit of excellence in healthcare, it's imperative to embrace innovative solutions that enhance patient care and streamline healthcare processes. 'Dozee Pro Ex' represents a significant step forward in achieving this goal. The contactless and AI-driven capabilities of this technology is advancing healthcare quality and standards across the country."

Sharing his thoughts on the product launch, Mr. Gaurav Parchani, Co-Founder and CTO, Dozee, said, "In today's digital era, we've transformed banking, trading, entertainment,

## Nissan launches all new Nissan Magnite EZ-Shift at an aggressive introductory price of INR 6,49,900



Chennai, Oct 12 2023: Nissan Motor India (NMIPL) today announced the start of pre-bookings for the Big, Bold, Beautiful Nissan Magnite EZ-Shift (Automated Manual Transmission) that has been introduced at an aggressive introductory price of INR 6,49,900 (valid till 10 November).

The introductory price breaks all boundaries on value propositions making the Nissan Magnite EZ-Shift the most accessible affordable AMT in the product segments of SUV, sedan, and hatchback. This latest addition to the bestselling Nissan Magnite family promises to deliver highest value to the customers in India, offering a range of benefits that cater to the diverse needs of Indian customers.

The Nissan Magnite EZ-Shift is equipped with a 5-speed Automated Manual Transmission, that provides an accessible automatic with the comfort of clutch-less easy driving. Nissan has branded its accessible 2-pedal transmission for the Magnite as 'EZ-Shift' - which stands for Easy, Economical and Exciting. The Nissan Magnite EZ-Shift assesses driving conditions to automatically optimize gear shifts, which ensures ease of driving for customers by avoiding manual clutch operation especially in city traffic.

Along with ease of driving and performance, the Nissan Magnite 1.0-litre

naturally aspirated engine has been tuned to deliver enhanced fuel efficiency for both the Manual & the EZ-Shift transmission. The ARAI certified fuel efficiency stands at 19.35 kmpl, for the EZ-Shift it is 19.70 kmpl.

With Dual Driving mode, the Nissan Magnite EZ-Shift gearbox gives you the convenience to choose between automatic and manual driving mode. For negotiating stop and go traffic, the Intelligent Creep function lets you drive the car at low speeds simply by releasing the brake pedal without having to use accelerator. Magnite EZ-Shift offers features such as anti-stall & kick-down for an enthralling driving experience.

The Magnite EZ-Shift will be introduced as a transmission option mated with a 1.0-litre naturally aspirated engine and will be made available across all grades (XE Base, XL Mid, XV Upper, XV Pre-Premium) including the recently launched Magnite KURO Special Edition.

With the introduction of the Nissan Magnite EZ-Shift, the Nissan Magnite family will expand to four powertrain options including Manual & EZ-

Shift in 1.0-litre naturally aspirated engine and Manual & CVT in 1.0-litre Turbo engine.

Mr. Rakesh Srivastava, Managing Director, Nissan Motor India, commented, "Nissan Magnite has been a game-changer, setting new benchmarks with its strong value proposition, top-tier safety ratings, and low cost of ownership. The Nissan Magnite EZ-Shift, launched today at a very aggressive introductory price breaks boundaries as the most accessible affordable AMT in SUV, sedan and hatchback categories and is a game changer for accessible convenience for a wider range of customer preferences for a seamless exciting driving experience."

The Nissan Magnite EZ-Shift will be available in variants of: XE, XL, XV and XV Premium, making it the only option in its segment to offer such a wide range of choices. Moreover, the vehicle comes standard with Vehicle Dynamic Control (VDC), incorporating the Hill Start Assist (HSA) function to alleviate concerns when driving on hilly terrain.

Adding a touch of style to the Magnite,

Nissan is introducing all-new dual-tone option Blue and Black for the EZ-Shift variants across Upper & Top trim level, along with an exciting new Vivid Blue colour with Black dual tone roof. The EZ-Shift will also be made available for the customers who wish to opt for the recently launched Magnite KURO Special Edition.

Nissan recently introduced the Nissan Magnite KURO Special Edition, starting at a price of INR 8.27 Lakhs. Derived from the Japanese word for 'BLACK,' the name KURO captures the essence of this Special Edition, personifying a unique product theme blended with imposing style and Japanese elegance. The KURO Special Edition SUV is also reflective of premium quality and established reliability.

The Magnite has firmly established itself as the preferred choice in India's B-SUV segment. Launched in December 2020, it exemplifies Nissan Motor India's manufacturing philosophy of 'Make-In-India, Make for the World,' with design from Japan and production in India. The Big, Bold, and Beautiful Nissan Magnite is exported to 15 global markets, with its most 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.

## Tiger roars at the Cricket World Cup to create historic reach for the YRF Spy Universe film!

Chennai, Oct 12 2023: In what can be called the biggest ever film association in cricket World Cup history, Yash Raj Films has collaborated with the broadcast network, Star Sports, for a never-been-done marketing association to promote their tentpole Diwali release Tiger 3! "Tiger's roar will be heard all throughout the cricket World Cup because the makers have cracked a never-been-attempted marketing association that will see YRF promote Tiger 3 across all India games and also all key matches of this prestigious global ODI cricket tournament!" informs a trade source. "Tiger 3 will take over the



India vs Pakistan match! Salman has also shot for cricket World Cup thematic co-branded

biggest film marketing association that has ever happened for the World Cup!" the source adds. "The 2019 World Cup matches reached out to more than 500+ million viewers! The India vs Pakistan game in 2019 reached around 200+ million viewers! So, one can only imagine the astronomical reach that the tournament will have in 2023 and Tiger 3 will cash in on this massively!" the source further says. Directed by Maneesh Sharma and produced by Aditya Chopra, Tiger 3 is set to release this Diwali! It is the newest film from the YRF Spy Universe and also stars Katrina Kaif opposite Salman Khan.

promos to run throughout the tournament across India and other important matches. This is the

## 'Have pushed my body to breaking point for Tiger 3!' : Katrina Kaif

Chennai, Oct 12 2023: Bollywood superstar Katrina Kaif is the first female spy of the YRF Spy Universe. Katrina plays Zoya in the Tiger franchise and she matches Tiger aka Salman Khan toe to toe in combat or strategy. Katrina has received unanimous love whenever she has played Zoya be it Ek Tha Tiger or Tiger Zinda Hai and she has shown that she can pull off incredible action sequences all by herself. Yash Raj Films unveiled the solo poster of Katrina as Zoya today and hailed how no one but Katrina Kaif

could play Zoya in the Tiger-verse. Catch the poster here : (LINK) Katrina revealed that in order to pull off the physically challenging action sequences of Tiger 3, she pushed her body to 'breaking point'! Katrina says, "Zoya is the first female spy of the YRF Spy Universe and I'm very proud to have a character like her. She is fierce, she is all heart, she is loyal, she is protective, she is nurturing and above all she stands up for humanity, every single time." She adds, "It has been an incredible

journey playing Zoya in the YRF Spy Universe and I have put myself to the test in every film. Tiger 3 is no exception. We wanted to take the action sequences to the next level this time and I have pushed my body to breaking point for the film and people will see that. Physically this has been my most challenging film yet." Katrina further says, "It is always exciting to do action and I have been a fan of the action genre like since forever. So, playing Zoya is a dream come true for me. Strong, gutsy, badass and no holds barred!



I'm looking forward to the reaction of people when they see Zoya on screen. She is the yin to the yang of Tiger." Tiger 3 has been produced by Aditya Chopra and has been directed by Maneesh Sharma. It releases during the big Diwali Holiday period this year.

## Ministry of Skill Development & Entrepreneurship institutionalizes Special Campaign 3.0 to Enhance Workspace Efficiency and Resolve Pending Matters

Chennai, Oct 12 2023: To bolster workspace management, foster a more productive environment, and address pending matters, the Ministry of Skill Development & Entrepreneurship (MSDE) announces its active participation in Special Campaign 3.0. This groundbreaking initiative is aimed at decluttering and enhancing efficiency within national institutes, organizations, research councils, subordinate entities, and its own premises.

The journey towards Special Campaign 3.0 commenced on October 2, 2023, with the identification of crucial targets to be addressed during this campaign period. Special campaign 3.0 lays a special focus on achieving space management and elevating the workplace experience in offices. This campaign represents a significant step forward in maintaining the highest standards of cleanliness



and operational excellence.

During the preparatory phase of Special Campaign 3.0, MSDE set ambitious targets to reduce pendency and resolve all pending matters within the campaign's duration. As per the Ministry's records, the current pendency stands as follows:

? References from MPs: 24

? Parliamentary Assurance: 4

? IMC Reference (Cabinet Proposals): 3

? State Govt.

References: 3

? Public Grievances: 201

? PMO References: 2

MSDE is fully committed to disposing of all these pending matters during the Special Campaign 3.0, emphasizing its dedication to efficiency and accountability. In preparation for the campaign, Shri Atul Kumar Tiwari, Secretary, MSDE reviewed the progress of the initiative with all the nodal officers and division heads on October 6, 2023. Senior

officers have been directed to put forth their best efforts to achieve the established targets during the campaign period. A dedicated team is monitoring daily progress closely to ensure the successful execution of the campaign's objectives.

Shri Atul Kumar Tiwari, Secretary, MSDE applauded all divisions for their remarkable efforts in the #SwachhtaHiSeva campaign. Further, he said that all divisions should continue to contribute towards making their surroundings clean and green and meeting the parameters set under the Special Campaign 3.0.

In the second edition of the initiative, Special Campaign 2.0, Ministry of Skill Development and Entrepreneurship disposed of 32 public grievances, reviewed 12,830 e-files, weeded out 2115 physical files, conducted 6954 cleanliness campaigns, freed 5783 sq.ft. of space earned a revenue of INR 373175.

## HCL Brings Its Mega Cycling Event to Chennai

Chennai, Oct 12 2023:

One of the most anticipated cycling events that aims to increase awareness about cycling as a healthier and sustainable lifestyle choice.

The event will cater to both professional and amateur cyclists, providing them with a platform to participate,



learn and excel.

2023 (Sunday)

Date: October 15,

Starting Point/Venue:

Mayajal Multiplex, ECR, Chennai

Professional Road Race (55km) 5:55AM  
Amateur Road Race Flag-off (55km) 6:30 AM  
MTB Race Flag-off (24km) 7:15 AM  
Green Ride Flag-off (15km) 7:45 AM  
Prize Distribution Ceremony 8:00AM

## Bajaj Allianz Ace - Unique savings plan, enabling customization of cash flow as per life goals

Chennai, Oct 12 2023: Participating life insurance plans, commonly known as policies allow policyholders to share the company's profits based on the company's financial performance. These plans have been a valuable investment option, popular amongst customers because of the key attributes: safety, liquidity, and returns. They pay both guaranteed benefits and non-guaranteed bonuses based on the company's profits. However, conventional products are rigid, providing predetermined returns

and limited opportunities for customers to customize their plan. Bajaj Allianz Life has changed the game by bringing in the power of choice with their new product, Bajaj Allianz Life Ace.

Bajaj Allianz Life Ace is a first-of-its-kind dynamic, non-linked, participating, individual life insurance savings plan. Its key feature is that it offers customers the flexibility to choose the desired income, income start year, income period, adjust maturity benefits as per their goals and much more!

Bajaj Allianz Life has

established the credibility of its par products by consistently delivering substantial returns and bonuses declared by the Company. Through Bajaj Allianz Life Ace, the company has further strengthened this commitment.

Key Features of Bajaj Allianz Life Ace:

Dynamic adjustment of income and maturity benefit

Flexibility of choosing the term and amount of both premium payment and income

In addition to the life cover, offers life-long income up to the

age of 100 years

Option to receive income as early as from the first month of the policy

Choice to defer income for a certain period, ranging from 1 to 5 years

Option of Goal Protection Benefit ensuring financial security to the nominee in the unfortunate event of the policyholder's demise through death benefit, waiver on premium, along with continued income and maturity benefits

Additional 2% income benefit for women policyholders

## Toyota Kirloskar Motor Showcases Its Special-purpose Hilux at the East Tech (2023), organised under the aegis of the Eastern Command of the Indian Army

Chennai, Oct 12 2023: Toyota Kirloskar Motor (TKM) today showcased two special purpose iconic Hilux, modified with the support of an authorised external vendor, at the East Tech 2023 (ET2023), a technology-showcase annual event conducted by the Eastern Command of the Indian Army in association with Government of Assam. This event aims to promote state-of-the-art indigenous development and production of defence technological capabilities and attain "Atmanirbharta" (self-reliance) in defence sector. Further, this year reflects a bigger leap in reinforcing the Indian army's endeavours in the areas of Synergy & Research Development and Innovation for modernization of the Indian Army.

Having conducted comprehensive market survey to understand the different mobility requirements of the specific consumers which includes the Indian Army, TKM through its authorised external vendor has made certain modifications on the versatile Hilux (two units displayed), to suit the varied needs which can also aptly meet the



Indian army requirements. These curated vehicles signify TKM's commitment to identify unique solutions to meet special customers' requirements including army usage, and thus support the evolving mobility needs across markets and verticals, thereby providing 'Mobility for All'.

Further to such market survey, TKM has applied two distinct modifications through an authorised external vendor, to the Toyota Hilux namely the Field Diagnosis Vehicle (FDV) and the Forest Patrolling Vehicle (FPV), to serve specific army needs and other special consumer requirements. Given the operational and logistic challenges of Indian army, owing to diverse terrain and climatic conditions, it

necessitates more customisation and dedicated solutions to significantly overcome the on-ground necessities of the troops. In this direction, the FDV is designed to provide essential vehicle servicing in remote locations, supporting the Army at defence sites. On the other hand, the FPV helps Indian army for patrolling movement, surveillance and is equipped with fog lamps for better vision at night, digital video for recording and winch for rescue operations during emergency situations.

In addition to these modified versions, the general-purpose Hilux (catering to the general customers' personal and business uses) was also on display at the Expo being held during Oct 10-11th at the Mani Ram Dewan Trade Centre, Guwahati. Earlier in July

2023, TKM handed over a fleet of Toyota Hilux, marking the company's first-ever delivery of its Hilux to the Indian Army. Further, in Sep 2023, Toyota displayed two modified (with the support of an authorised external vendor) Hilux vehicles - Field Diagnosis Vehicle (FDV) and Rapid Intervention Vehicle (RIV) at the North Tech Symposium organised by Northern Command of Indian Army.

Commenting on the occasion, Mr. Varinder Kumar Wadhwa, General Manager Strategic Business Unit (East) of Toyota Kirloskar Motor, said, "We, at TKM, take great pride and are deeply honoured to have the opportunity to present the customized variants of the iconic Hilux, at the East Tech 2023. This has enabled Toyota to demonstrate the distinctive features of special purpose Hilux (modified through our authorized external vendor) that can cater to the specific needs of the Indian army to enhance the operational efficiency at defence sites. Looking ahead, we remain steadfast to extend necessary support to defence sector in achieving self-reliance."

## Delivering Good Luck Charms - Porter's launches new ad campaign for the cricket season

Chennai, Oct 12 2023: With the cricket excitement pouring in, cricket lovers all across the country are rising up to support the Indian team. Porter, India's premier tech-based, on-demand and logistics company, is kick-starting the launch of its campaign to celebrate this love, passion, and unwavering support. To be streamed on digital platforms during India's games, the campaign comprises three fun ad films that highlight Porter's relentless commitment to ensuring seamless, efficient, and affordable deliveries.

An ode to the cricket fans of India, these films reflect the lucky beliefs of the cricket fanatics as beacons of hope and a mark of support to the Indian cricket champions to keep them going. From a lucky bucket to a lucky t-shirt to lucky mascots, the films also highlight how Porter delivery partners aid the timely delivery of anything, anytime and anywhere, helping fans support their team.

Links to the films:

Film 1 : <https://youtu.be/erSmeUbNtkI>

Film 2 : <https://youtu.be/rYxE00PkXYQ>

Film 3 : <https://youtu.be/8DKUqk1-D8k>

The first film,



'Bucketasana', highlights a cricket fan's desire to perform his lucky pose to help the Indian team strike a sixer and Porter's support in delivering the perfect bucket to help him do the upside-down lucky pose. The second film, 'Lucky T-shirt?', shows a Porter driver-partner delivering a lucky tattered t-shirt to a cricket fan from their home. Along with two other friends wearing similar lucky t-shirts, he puts on his t-shirt and watches the match while cheering through the winning moments. The last film, 'Lucky Charm', showcases Porter driver-partners as the lucky charm for the match for a shopkeeper. Everyone gathers at the shop to watch the match and is elated by a sixer hit, thanks to the good luck brought along by the driver-partners.

Featuring Biswapati

anything, anytime and anywhere - the assurance that Porter hai, ho jayega. We hope this resonates with the viewers and inspires them to stick to their own special rituals."

Talking about the campaign, Drishtii, Copy Supervisor, Punt Creative said, "The World Cup is an exciting opportunity for any brand to generate brand love. To do that for Porter, we had two motivations: the first being Porter's commitment to deliver anything, anywhere, anytime that gave us a chance to let our thoughts run wild, and the second, the real stories of cricket fans that would help us stand out amidst the many ads played during the break. Owing to the format, each film was written with the short duration in mind, based on a deep-rooted insight that came from knowing, observing or being fans of the sport ourselves."

The company's first advertising campaign, "Delivery Hai? Ho Jayega," launched in August 2022. In March 2023, Porter unveiled its most recent social media brand campaign, "House shifting hai? Ho Jayega," emphasising the breadth of services it offers for packers and movers. Porter additionally introduced its new logo as a part of a brand refresh initiative to update the brand identity.