

DFS Secretary Dr. Vivek Joshi chairs review meeting on progress of Financial Inclusion Schemes with heads of PSBs and senior executives of NABARD, SIDBI, Mudra Ltd. and NPCI

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Dr. Joshi emphasized the importance of continuous monitoring to ensure the successful accomplishment of the ongoing campaign of Jan Suraksha schemes for saturation of PSBs to diligently work toward fulfilling the targets set for them under these financial inclusion programmes for the current financial year. The issues related to digital transactions were also discussed in the meeting with special focus on promotion of digital payments.

PM Vishwakarma Scheme during the review of the banking preparedness of the newly-launched PM Vishwakarma scheme for supporting traditional artisans and craftspeople.

During the meeting, discussions were also held on the issues related to Central Know Your Customer (CKCY), Insolvency and Bankruptcy Code (IBC), Account Aggregators, National Cyber Security Awareness month, Public Grievances & Appointment of CISO, Government e-Marketplace (GeM) portal and Special Campaign 3.0.

"It is a matter of pride and a recognition to our commitment to quality, pursuit of excellence in research": Dr. P. Sathyanarayanan SRM Centre for Clinical Trials and Research gets ICMR nod for Phase 1 trial

Chennai, Oct 19 2023: SRM Centre for Clinical Trials and Research (SRM CCTR) has been approved by the Indian Council for Medical Research (ICMR) to carry out Phase 1 drug trials.

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Phase 1 trials most crucial: Dr. Satyajit Mohapatra, Director CCTR, (Centre for Clinical Trials and Research), explained that after late phase trial (phases 2 and 3) network had already been established in the country and now their latest initiative will help in establishing Phase 1 clinical trial network. Phase 1 is important as it is the stage where drugs are tested for their safety and a safe dose is selected for the next phase of development.

Assistance Council) hospital and being that strengthens, empowers the emerging Biotech enterprise to undertake strategic research and innovation, addressing nationally relevant product development needs.

The SRM CCTR, Dr. Mohapatra said, was a Centre of Excellence with state-of-the-art facilities with dedicated consent, data storage, blood collection and separate rooms, a pharmacy and all other facilities meeting laid-down norms of clinical trials. In addition to their existing floor space of about 5,000 square, feet they would be adding another 8,000 square feet to meet the demands to carry out Phase I trials.

Dr. Mohapatra said their experience especially in COVAXIN clinical trials, infrastructure, location within a

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JMR

Our Projects

Projects in India: SR Hill - Anna Nagar, Power Plant Jan Nagar - Redhills, Madhav - Chennai, Shree City - Jayalampathi, Agave Heights India Pvt Ltd, Indira Spring - Adambakkam

Projects in Bangalore: Auriga - Bangalore

Projects in Chennai: Madhavaram, Jayalampathi, Adambakkam

Dr. Mohapatra said that ICMR had rolled out its plan to establish Phase 1 centres as part of its CARE (Centre for Advanced Research) scheme to encourage in-depth research. "These CARE facilities will be national assets that will immensely help Indian researchers working in drug

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DATA PATTERNS INKS STRATEGIC ToT AGREEMENT WITH IN-SPACE

Chennai, Oct 19 2023: Data Patterns (India) Limited (NSE: DATAPATNS | BSE: 543428), a vertically integrated Defence and Aerospace electronics solutions provider, has announced a Licensing and Transfer of Technology (ToT) agreement with IN-SPACE, a single-window, independent, nodal agency that functions as an autonomous agency in the Department of Space (DoS). This agreement will provide Data Patterns with miniature SAR Radar capability.

The ToT agreement was signed by Mr. G. Kuppuswamy, Vice President, Data Patterns



(India) Limited and Mr. Rajeev Jyoti, Technical Director, IN-SPACE and Mr. A. Arunachalam, Director, NSIL.

The technology has been developed at Space Applications Centre (SAC), ISRO and is the forerunner of ISRO's upcoming high resolution SAR satellite, the NISAR and made

the company. Data Patterns expects to enhance this technology with its capability with Artificial Intelligence (AI) tools for object detection and classification. This alliance is also a step towards utilising India's space resources better and increasing space-based activities."

With the Indian space ecosystem and economy opening up on account of major policy changes initiated by the Government of India, both Data Patterns and IN-SPACE will leverage their knowledge, expertise and skills to capitalise on the opportunities coming up.

Commenting on the partnership, Mr. G. Kuppuswamy said, "We are delighted to be associated with IN-SPACE. This technology will enable SAR radar development by Data Patterns, complementing the large portfolio of Radars already available from

Nissan unveils the Nissan Hyper Punk concept, designed for content creators and artists

Chennai, Oct 19 2023: Nissan Motor Co. Ltd. today unveiled the fourth member of its series of concept vehicles, the Nissan Hyper Punk, set to make its physical debut at the Japan Mobility Show on October 25.

Starting today, the digital-3D billboard Cross Shinjuku Vision in the Shinjuku district of Tokyo will show off the four EV concept cars, Nissan Hyper Urban, Nissan Hyper Adventure, Nissan Hyper Tourer, and Nissan Hyper Punk, until October 25 to build anticipation for the opening of the show.

In addition, from October 25, the concept vehicles will become available on the online game Fortnite* under the name "Electrify the World" for further exploration and enjoyment of these special vehicles.

The Nissan Hyper Punk, wrapped in a functional and stylish body style, is an all-electric compact crossover tailored for content creators, influencers, artists, and those who embrace style and innovation.

Offering seamless connections between the virtual/physical and the inside/outside worlds, the Nissan Hyper Punk next-generation crossover inspires self-expression in



all worlds. The vehicle's V2X system ensures that users can run and charge their devices anytime and anywhere, while also sharing the vehicle's energy with collaborators and local community events.

The interior of a car automatically generated

Inside, origami-styled elements mirror Japanese taste and create an interior space where digital and art are fused together. For example, the onboard cameras can capture the scenery around the car and use AI to convert to manga-style scenery or graphic patterns according to the owner's preferences. The imagery can then be projected on a three-screen display arranged around the driver in the cockpit, creating a space where reality and the world of the metaverse are fused together.

Designed as a mobile creative studio, the cabin provides seamless internet connectivity and can link to occupants' devices and creative equipment, enabling users to access information or create on the go. With AI and headrest biosensors, the Nissan Hyper Punk concept can detect the driver's mood and automatically select the right music and lighting, thus boosting the driver's energy and creativity.

With an exterior aesthetic defined by multifaceted and polygonal surfaces, the Nissan Hyper Punk stands out from the crowd especially thanks to the tones in the silver paint that shift depending on viewing angle and light source. The design's superior aerodynamic performance and its bold powerful style, which goes against the

minimalist design, represent the user's desire for self-expression and breaking conventional wisdom and Nissan's progressive approach to introducing new technologies and designs.

A silver car with lights on it

Description automatically generated

The highly stable design with compact overhangs and large 23-inch wheels expresses this versatile concept ideal for both city and off-road driving. The headlights, tail lamps, and rear signature emphasize the polygonal shapes and are integrated into the body surface, further accentuating this unique vehicle.

The Nissan Hyper Punk is a vehicle for creativity, whether it be brainstorming or publishing.

Cabinet approves Productivity Linked Bonus (PLB) of Rs 1968.87 Crores for Railway Employees

Chennai, Oct 19 2023: The Union Cabinet chaired by Prime Minister Narendra Modi has approved Productivity Linked Bonus (PLB) equivalent to 78 days' wages for the financial year 2022-23 to all eligible non-gazetted Railway employees namely Track maintainer, Loco Pilots, Train Managers (Guards),

Station Masters, Supervisors, Technicians, Technician Helpers, Pointsman, Ministerial Staff and other Group 'C' staff (excluding RPF/RPSF personnel).

In recognition of this excellent performance by the Railway staff, the Union Government has approved payment of PLB of Rs 1968.87 crore

to 11,07,346 railway employees. The performance of Railways in the year 2022-2023 was very good. Railways loaded a record cargo of 1509 Million Tonnes and carried nearly 6.5 Billion Passengers.

Many factors contributed to this record performance. These include improvement in

infrastructure due to infusion of record Capex by the Government in Railways, efficiency in operations and better technology etc.

Payment of PLB will act as an incentive to motivate the Railway employees for working towards further improvement in performance.

Dharmendra Pradhan felicitates winners of WorldSkills Competition 2022, launches IndiaSkills 2023-24

Chennai, Oct 19 2023: Dharmendra Pradhan, Hon'ble Minister for Education and Skill Development & Entrepreneurship felicitated 18 candidates from India, applauding their outstanding talents and skills displayed at the WorldSkills Competition 2022 Special Edition. India participated in 50 skills and secured 11th position with 2 Silver Medals, 3 Bronze Medals and 13 Medallion for Excellence. The winners and their expert trainers were honoured with certificates and cash prizes during a grand event.

The Hon'ble Minister, Shri Pradhan also took this momentous occasion to announce the commencement of IndiaSkills 2023-24, the nation's most significant and awaited National Skill Competition. With this, the candidates can enrol themselves on Skill India Digital platform. The event was graced by Shri Atul Kumar Tiwari, Secretary, Ministry of Skill Development and Entrepreneurship (MSDE), Prof. M. Jagadesh Kumar, Chairman UGC, Shri Krishna Kumar Dwivedi, Additional Secretary, Ministry of Skill Development & Entrepreneurship, Prof. T. G. Sitharam, Chairman AICTE, Ms Trishaljit Sethi, Director General (Training), and Shri Ved Mani Tiwari, CEO, NSDC and MD, NSDC International.

WorldSkills Competition 2022 Special Edition was the official replacement for WorldSkills Shanghai 2022, cancelled in May due to the pandemic. Deviating from its original format, the skill competitions were held over 12 weeks in 15 countries and regions

between 7 September and 26 November 2022.

Winners of Silver Medals were rewarded with the cash prize of Rs. 8 lakh, while their experts received Rs. 3 lakh. The Bronze category winners were presented with Rs. 6 lakh, and their experts with Rs. 2 lakh. The candidates and experts who received the Medallion for Excellence were rewarded with cash prizes of Rs. 2 lakh and Rs. 1 lakh, respectively.

Speaking on the occasion, Shri Dharmendra Pradhan, Hon'ble Minister for Education and Skill Development & Entrepreneurship said, "Under the leadership of Hon'ble Prime Minister, Shri Narendra Modi, we have been giving equal importance to competencies, applied knowledge, and hands-on training to lead in the 21st century. The skill competitions represent a key component of our skilling system, enhancing the employability and market acceptance of India's youth, who play a pivotal role in nation-building. With the National Education Policy (NEP) 2020 formalising the integration of skill development with education, I am confident that MSDE will broaden the canvas of India's participation in WorldSkills 2023-24 and finish within the top 10 positions. I urge industry, academia, and policymakers to work together and make skill development a jan-andolan (people's movement) for realizing the vision of making India a developed nation by 2047."

At the event, the winners also shared their inspiring stories of how they fought against all odds, including the

deadly pandemic, to travel to foreign countries and compete against the world's best candidates in their respective trades, displaying unwavering determination and an undying passion. Their exuberance and enthusiasm have not only been a source of inspiration but also a driving force to encourage others to compete at both the state and national levels.

The 46th WorldSkills was originally planned for 2021 and was postponed in 2020 due to the pandemic. The special edition welcomed more than 400,000 visitors, over 84 days at 29 separate events. Almost 1,000 Competitors from 56 Member countries and regions competed in 62 skill competitions.

India participated in 50 skills with 56 competitors and 50 experts and witnessed 19% of female participation in skills which were traditionally performed by men like welding, plumbing and heating, CNC Milling, CNC Turning, Electronics, and Bricklaying. This is in alignment with Hon'ble Prime Minister Narendra Modi's vision of harnessing Nari Shakti for the development of the nation.

Team India also participated in six new future skills listed as under Industry 4.0, Robot System Integration, Additive Manufacturing, Renewable Energy, Mobile Applications Development, Digital Construction.

Furthermore, the transition from 39th position in World Skills Competition 2011 to 11th position in 2022 reflects the evolving need for multi-industry training among youth to broaden

the horizons of their careers and equip the workforce with diverse skill sets to increase their employability in the current job market. Skill competitions are also breaking the gender barrier and significant number of female participations in skills traditionally performed by men like welding, plumbing & heating, CNC Milling, CNC Turning, Electronics, Bricklaying, Renewable Energy, Industry 4.0, Mechatronics, and Robot System Integration.

Additionally, the launch of India Skills Competition 2023-24 meets the aspiration of young India by promoting global standards of skills, providing competitiveness, and encouraging innovation. The competition will be held in more than 15 sectors including automotive, electronics, green jobs and manufacturing with competitors competing in trades like Autobody Repair, CNC Milling, Additive Manufacturing, Robot System Integration, Water Technology, and Renewable Energy.

Skill championships like WorldSkills or IndiaSkills are instrumental in advancing the careers of emerging professionals by offering them a platform to display their skills with perfection. It also facilitates cooperation among governments, industry, and academia to close the skill gap and prepare the youth for the ever-evolving job market. Going forward, such endeavours will be able to help the Indian youth attain world-class standards of competence, excellence, and productivity.

Two persons were arrested for expropriating property worth Rs.5 crore in Peravallur by creating fake legal heir certificate

Chennai, Oct 19 2023: Bharathi, F/Age-44, of Peravallur in Chennai, is presently living in Dindal Village in Erode District. Her husband Vijayakumar S/o.Sengodan was the the absolute owner of the property measuring extend of 3126 sqft at Peravallur in Chennai. Vijayakumar died in a road accident in 2007. In this case, Vijayakumar's father Sengodan has prepared a fake legal heir certificate claiming that his son is not married and colluded with other accused to register fake documents and commit land fraud. Bharathi lodged a complaint before the commissioner of Police,



GCP to take appropriate action against them. A case has been registered in the Greater Chennai Police, Central Crime Branch Land Fraud Investigation Wing-2 and took up for investigation.

As per orders of Commissioner of Police Sandeep Rai Rathore, and under the supervision of

Additional Commissioner of Police, Central Crime Branch Senthilkumari, and the instruction given by the Deputy Commissioner of Police Arockiam, the enquiry officer Rajapal, Assistant Commissioner of Police, Central Crime Branch-III, Land Fraud Investigation Wing-II and Femila Shirley,

Inspector of Police Team thorough investigation and arrested the following accused I.Sengodan, M / A g e - 7 1 , S / o . R a m a s a m y , Madavaram, Chennai 2.Loganathan, M/Age-51, S/o.Eswaran, Kanathur, Chennai for creating fake legal heir certificate and fraudulent documents. Police Team are actively searching for other absconding accused involved in the above case.

The arrested 2 accused were produced before the court on 17.10.2023 and sent to remand in judicial custody as per the court order.

Mohan to make a strong impression as hero in 'Haraa' and antagonist in 'Thalapathy 68' at the same time

Chennai, Oct 19 2023: The main idea of Mohan-starrer upcoming film 'Haraa' directed by Vijay Sri G is to make children aware of IPC rules, just as they teach children first aid, including Good Touch and Bad Touch, from the time they are in school.

Mohan is playing the protagonist in 'Haraa' after he was impressed with the story of director Vijay Sri G.

Mohan, who won the hearts of people with his soft roles, is playing an action-packed character in 'Haraa'. The first glimpse and teaser of the



film have already created huge expectations, following which Mohan will play the antagonist in Vijay-starrer 'Thalapathy 68', produced by AGS Entertainment and directed by Venkat Prabhu.

Meanwhile, the final schedule shoot of 'Haraa' directed by Vijay Sri G of 'Dha Dha 87' and

'Powder' fame, and produced by Coimbatore SP Mohan Raj and G Media Jaya Sri Vijay, is going on briskly in Kothagiri.

After 'Haraa', Vijay Sri G is directing a pan-Indian movie titled 'Joseph Stalin', which will be made simultaneously in Tamil and Malayalam and dubbed in Telugu,

Kannada and Hindi. The film will have top actors from Tamil and Malayalam cinema. The shooting of this film, which will be based on a very different plot, will begin in January.

'Haraa' which is made with a big budget has an ensemble of star cast including Mohan, Charuhaasan, Suresh Menon, Vanitha Vijayakumar, Yogi Babu, Anumol, 'Mottai' Rajendran, Singam Puli, Deepa, Mime Gopi, Chaams, Koushik, Anithra Nair and Santhosh Prabhakar among others.

Colgate-Palmolive India elevates Oral Beauty with Visible White Toothpaste ~Discover the REAL WHITE with Colgate Visible White~

Chennai, Oct 19 2023: Colgate-Palmolive (India) Limited, a leader in oral care, is set to redefine oral beauty and teeth whitening with its innovative Colgate Visible White toothpaste. As part of Colgate-Palmolive's ongoing agenda to enhance India's oral health and beauty, the new campaign for Visible White aims to showcase the transformative impact of a whiter smile.

Colgate-Palmolive India recognizes the growing interest in oral beauty and is committed to offering products with cutting-edge technology that have relevance for the young Indian consumers.

Commenting on the new campaign, Gunjit Jain, Executive Vice President, Marketing, Colgate-Palmolive India said, "The beauty & grooming segments are exploding across categories. Millions of Indians are resorting to personal care products



that help present their best versions to themselves and the world. However, when it comes to oral care, most of us continue to use the same toothpaste as the rest of our family. We're content with the color of teeth that we have, failing to realize the transformative role whiter teeth and a beautiful smile can play. With Colgate Visible White, people can get whiter teeth and unlock a huge beauty advantage. It is already one of the fastest growing products in the toothpaste category and millions more can adopt and benefit from it."

Colgate Visible White toothpaste starts whitening your teeth starting one week and

enhances the beauty of your smile. The new campaign highlights the functional benefit of Colgate Visible White toothpaste through a series of humorous scenarios.

The ad film features a charismatic protagonist in various social settings, unassumingly captivating people with her radiant smile. Her exceptionally white teeth make others aware of their own, prompting comical attempts to conceal their own smiles using unconventional props. These reactions follow the protagonist as she enters a lift, an art gallery, a swimming pool, and even a wedding reception, emphasizing the power of

Colgate Visible White to enhance one's oral beauty.

Harshad Rajadhyaksha & Kainaz Karmakar, WPP@CP, talked about the campaign, "India has not seen specific teeth whitening products, so many are unaware of what Colgate Visible does. This story shows the power of this product through the effect it has on those who don't use it. Written by Juneston Mathana and crafted into film by Abhinav Pratiman, this film will leave you with a smile on your face. So you better make sure it's a great smile.

Running nationally, the Colgate Visible White campaign will be featured across various media channels, including television, digital, influencers etc. Additionally, in-store and e-commerce media will reinforce the message with the target audience at point-of-purchase.

DORITOS LAUNCHES AN 'EXPLOSIVE' NEW TVC FOR DORITOS DINAMITA

Chennai, Oct 19 2023: Igniting its bold persona, Doritos, the world's number one Nacho Chip brand*, has unveiled a 'detonating' new TVC campaign to introduce its explosive new launch – Doritos Dinamita. The bold new introductions are seasoned with extraordinary flavours and deliver a big crunch in every bite.



campers who are stranded in the middle of nowhere but saved by the bold move of the youngest in the group. As the campers desperately wait to be rescued for over two days, they fail to get the attention of the chopper hovering over them. Just then, the youngest of the lot stumbles on the last packet of Doritos Dinamita in his backpack. Looking at the dynamite shape and explosive flavour of the chip, he has a 'eureka' moment. He crunches on the chip to create an explosion that diverts the chopper back to the

campsite, successfully rescuing all of them.

Speaking on the new film, Pranshu Sahni, Category Lead, Doritos, PepsiCo India, "At Doritos, we have always our consumer at the centre of our communication, connecting with them through our innovative products and bold storytelling. While the all-new Doritos Dinamita perfectly embodies the boldness of the consumer it's designed for, we wanted to amplify its crunch with a compelling narrative. Through our film, we've not only highlighted the

'explosive' nature of the product, but also our strong believe in bold self-expression."

Vikram Pandey (Spiky), National Creative Director, Leo Burnett said, "New Doritos Dinamita is shaped like a dynamite and has a fiery taste, this gave rise to the idea of 'Har Bite Mein Blast'. Our film dramatizes this idea in the brand's signature style of humour. The film will be followed up with an extensive integrated campaign that will play up the blast aspect of the product."

Not limited to a TVC, the Doritos Dinamita 'Har Bite Mein Blast' campaign will be brought to life through a robust 360-degree surround campaign. Doritos Dinamita is available at INR 20 and INR 30 across all leading retail and e-commerce platforms in India.

Drawing inspiration from its globally successful format, Doritos Dinamita has launched in two 'explosive' flavours – Fiery Lime and Chilli and Sizzlin' Hot – which have been adapted and customised for the Indian palette. With this differentiated offering, Doritos aims to retain its leadership in one of the fastest growing tortilla chips market in the world.

Bringing to life the snack's 'explosive' format, the film features a bunch of

HERO MOTOCORP LIGHTS UP THE FESTIVE SEASON WITH 2ND EDITION OF 'GRAND INDIAN FESTIVAL OF TRUST'

Chennai, Oct 19 2023: Adding cheer to the festive season, Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters today announced the second edition of Hero GIFT - the Grand Indian Festival of Trust.

The GIFT program encompasses new model refreshes, eye-catching color schemes, exciting benefits*, finance schemes* and much more.

First launched in the year 2022, the Hero GIFT program embodies unbridled celebrations with refined modern traditions. The theme for the mega campaign this year is 'Iss Tyohar, Nayi Raftaar' which reflects the positive sentiments of the Indian families who are gearing up to celebrate the festival with excitement and optimism.

Commenting on the occasion, Mr. Ranjivjit Singh, Chief Business Officer, India Business Unit, Hero MotoCorp



said, "The Hero GIFT program is a gesture of gratitude to commemorate the unwavering trust that customers have reposed on us. As a much-loved household brand in the country, Hero MotoCorp takes pride in bringing the best for our customers. Through the GIFT program, we aim to offer an exciting range of motorcycles and scooters with attractive finance schemes and low interest rates that will empower the customers to bring home iconic Hero products."

This program will feature a host of exciting colour schemes from

Hero MotoCorp's portfolio, including Hero Xoom LX in Pearl White Silver, Pleasure LX in Matte Vernier Grey, and Pleasure CX in Teal Blue and Matte Black trims. The Pleasure VX will be available in all new Matte Black and Pearl Silver White trims while the customers will be able to take home the Nexus Blue, Pearl Silver White, and Noble Red editions of the Destini Prime and the Destini XTEC in Pearl Silver White color trim.

The festive season will also see the introduction of all new Canvas stripe trims for the HF Deluxe, new Matt Nexus Blue trim for the

Super Splendor XTEC, and all new trims for the Splendor+ and Splendor+ XTEC. Passion+ and Passion XTEC will be available in Black Grey and Matte Axis Grey trims respectively.

Hero MotoCorp will also offer several new benefits like cash bonus upto 5500 INR* and exchange bonus upto 3000 INR* and exciting finance scheme of Buy Now, Pay in 2024. Customers will also have an opportunity to secure loans at a low-interest rate of 6.99%, free from hypothecation fees, and benefiting from Aadhar-based loans and convenient cash EMIs.

Hero MotoCorp has also planned a pan-India 360-degree campaign on TV, Print, Digital and OOH to promote the GIFT 2023 program. Adding to the celebratory mood of the cricket season, the campaign will also feature on TV broadcast of the ongoing ICC Men's Cricket World Cup 2023.

Quantum AMC launches Quantum Small Cap Fund NFO opens for subscription on October 16

Chennai, Oct 19 2023: Quantum AMC announced the launch of a new fund offer (NFO) with Quantum Small Cap Fund. It opens for subscription on Monday, October 16 and closes on Friday, October 27, 2023. It is an open-ended equity scheme predominantly investing in Small Cap Stocks. It will be co-managed by Chirag Mehta – Chief Investment Officer and Abhilasha Satale.



He further added, "The biggest challenge in the small cap mutual fund space today is a large asset under management (AUM) size. Funds with large AUM tend to face liquidity issues if they end up owning a big part of a small-cap stock's market capitalization. They may be compelled to have a long tail of stocks with unsubstantial weights. They may be forced to either sit on cash or to invest incremental inflows into mid or large-cap names, which is not what a small-cap fund's objective is. The Quantum Small Cap Fund will limit its AUM size to an optimal level, which will enable it to hold a high-conviction, liquid portfolio of promising small cap businesses."

Adding to it Mr. I. V. Subramaniam, MD & Group Head- Equities, Quantum Advisors – Sponsor to Quantum Mutual Fund, said, "Many of the new startups that have sprung up to solve many problems faced by the population could eventually list as small-cap companies and then eventually grow into sizable companies in the mid-cap or large-cap space.

The growth of the economy will be led not only by the large companies but by the rapid growth of the many startups that have sprung up in the last few years. With a proven track record since 2006 which demonstrates judicious portfolio management and adaptability to market

conditions, Quantum Mutual Fund is well-positioned to enhance its investors portfolio with Quantum Small Cap Fund. This scheme aims to provide exposure to companies through a meticulously curated and diversified portfolio."

For this NFO, the Fund Managers will be disciplined about fund capacity and be mindful of large size becoming a hindrance to the fund performance. Liquidity will be prioritized and a high conviction portfolio where 25-60 stocks will be chosen for optimal diversification. Quantum will have limited ownership in individual stocks where generally holdings are capped at 5% of market capitalization. Furthermore, Quantum AMC also maintains a sizable stock exposure by ensuring a minimum weight of 2% at cost in each stock. This approach minimizes concentration risk and fosters a balanced portfolio by offering a well-managed and diversified small-cap that aligns with the long-term financial goals.

Commenting on the fund launch, Mr. Chirag Mehta, Chief Investment Officer & Fund Manager, Quantum AMC, said, "Our Small Cap Fund is meant for investors who are looking for long-term capital appreciation. We have seen that in the long term, Small Cap stocks have demonstrated the capability of giving good returns potential.

To ensure good returns for our customers, we will make investments in lesser-known, smaller businesses with growth prospects. Over a period of time, these companies increase their revenue and earnings, which can ensure good returns for our investors."

DORITOS BRINGS AN EXPLOSION OF FLAVOURS WITH DORITOS DINAMITA

Chennai, Oct 19 2023: Get ready to detonate your senses with the newest launches from Doritos, the world's number one Nacho Chip brand* – Doritos Dinamita. The bold new introductions are seasoned with extraordinary flavours and deliver a big crunch in every bite.

With Doritos Dinamita, the brand aims to retain its leadership in one of the fastest growing tortilla chips market through a differentiated offering.

Based on the globally successful format, Doritos Dinamita has launched in two 'explosive' flavours – Fiery Lime and Chilli and Sizzlin' Hot – which have been adapted and customised for the Indian palette.

Expressing his excitement on the launch, Pranshu Sahni, Category Lead, Doritos, PepsiCo India, said "We're back with another bold snacking experience that is simply going to blow your mind. We believe

the all-new Doritos Dinamita offers something truly differentiated that will shake up the tortilla segment in India. Our explosive flavours, which are a global hit, have now also been carefully adapted to suit the Indian palette. We hope that our consumers experience a snacking sensation like never before; an experience that ignites their taste buds!"

Doritos Dinamita is available at INR 20 and INR 30 across all leading retail and e-



commerce platforms in India. For this launch, Doritos will stay true to its bold and 'explosive' narrative in the upcoming TVC, followed by a path-breaking 360-degree surround campaign across multiple platforms.

ITC Engage introduces Engage Moments - Gift an Emotion!

Engage Moments bring back the reel romantic duo Ronit Roy and Shweta Tiwary to inspire a new gifting trend of thoughtful gifting



Chennai, Oct 19 2023: Gifting is a culture across traditions and seasons in India. A gift truly celebrates meaningful moments when it is thoughtful and evokes a personal emotion and bond. ITC Engage, this festive season, has introduced Engage Moments gift set through a unique campaign to inspire the trend of more thoughtful gifting in India. Fragrance is deeply personal and with Engage Moments premium fragrance gift sets, the brand encourages everybody to explore and discover the art of giving a thoughtful gift that resonates with the recipient. Scents are linked to memories and selecting a fragrance as a gift makes it more meaningful and a thoughtful personal gesture.

Conceptualized by Ogilvy India, ITC Engage presents Engage Moments through a heartwarming film where the art of thoughtful gifting takes centerstage and evokes warmth and genuine connections. With moments of playful romance as the backdrop and the cultural nuance of gifting in the festive season, the film brings to light the essence of Diwali and the charismatic chemistry between the reel romantic duo Ronit Roy and Shweta Tiwary. Through heartfelt exchanges and radiant smiles, the film beautifully portrays how an Engage Moments gift set is not just a present, but a memory in the making, a reminder of the thoughtfulness that binds hearts during this season of light and love.

Sameer Satpathy,

Divisional Chief Executive, Personal Care Products Business, ITC Limited, adds, "Fragrance is a timeless expression of affection Moments, features a range of scents from fresh feminine as well as masculine fragrances with Bergamot, Patchouli, and



which evokes memories of cherished moments. Engage perfumes offer a spectrum of scents, each being a unique experience, designed to suit a diverse palette of style and preference. With the onset of the festive season, Engage Moments is set to redefine gifting, encouraging individuals to explore beyond greetings and conventional gifting choices!"

Selecting an Engage Moments gift set for this festive season embodies a gesture of refined thoughtfulness. Available in fragrance sets for couples and individuals, Engage

Sandalwood for men and oriental with notes of green apple, elemi, white floral, and patchouli for women. While sweets and dry fruits are delightful, this gives consumers the unique option of gifting an emotion with Engage Moments!

The individual sets are priced at INR 599/- and dual gift packs are priced at INR 1198/-. The Engage Moments Gifting Range is available at <https://www.engageshop.in/>. The sets will also be available on BlinkIt, Amazon, Nykaa, Purpille, and select retail stores across India.

ICICI Prudential Life Insurance announces steady performance for H1-FY2024

Chennai, Oct 19 2023: ICICI Prudential Life Insurance has registered a 27% growth in its Profit after Tax (PAT) to ₹4.51 billion for H1-FY2024. The Value of New Business (VNB) stood at ₹10.15 billion with a VNB margin of 28.8% for H1-FY2024.

The total Annualised Premium Equivalent (APE) for the Company stood at ₹35.23 billion, with minimal concentration risk from any single distribution channel. A well-diversified distribution network is enabling the Company to reach out to a wider section of customers to drive growth.

In H1-FY2024, the retail protection business segment APE grew by 73.7% year-on-year, resulting in a protection mix of 20.8% of overall APE. The Company's retail New Business Sum Assured (NBSA) grew by 52% year-on-year to ₹1.1 trillion in H1-FY2024. The total NBSA stood at ₹4.9 trillion in H1-FY2024.

The 13th month persistency ratio improved by 100 bps to 86.9% for H1-FY2024.

The 49th month persistency ratio, improved by 220 bps to 65.8% for H1-FY2024. Persistency represents the percentage of customers continuing to pay renewal premiums and showcases quality of business. To further improve persistency, the Company has deployed advanced machine learning models which act as an early warning system enabling the Company to introduce timely interventions and resolve customer challenges.

The Company's robust risk management framework has enabled it to have a record of zero Non-Performing Assets since inception. The Assets Under Management (AUM) grew by 11.3% year-on-year to ₹2.7 trillion at September 30, 2023. This is a testimony of customers placing their trust in the Company to enable them to achieve their long-term financial goals.

Mr. Anup Bagchi, MD & CEO, ICICI Prudential Life Insurance said, "We serve a crucial societal need of providing financial security to

millions of families by helping them achieve their protection, retirement, health and long-term savings goals. In H1-FY2024, our VNB stood at ₹10.15 billion, with a margin of 28.8%, while PAT grew 27% year-on-year to ₹4.51 billion. We are focused on growing the absolute VNB with the help of our

4D framework comprising Data analytics, Diversified propositions, Digitalisation and Depth in Partnerships, to develop quality business in a risk-calibrated manner.

Retail protection business, which faced supply side challenges in the past has come back on track. The retail protection APE registered a strong year-on-year growth of 73.7%, resulting in total protection APE of ₹7.34 billion in H1-FY2024. We believe protection, given the under-penetration in the country presents a significant growth opportunity for us.

Persistency is the most effective indicator of the quality of sales and customer

experience. Our 13th and 49th month persistency ratios at September improved by 100 bps to 86.9% and 220 bps to 65.8% respectively. The customer's continued trust in us is reflected in the improvement in persistency ratios across all cohorts.

We recently launched the first-of-its-kind 'ICICI Pru Stack', a set of platform capabilities encompassing digital tools and analytical abilities. We believe, the key to market expansion is in getting the customer-product-channel equation correct right product to the right customer at the right price through the right channel. The ICICI Pru Stack has facilitated customer segmentation, enabling us to extend 'Term By Invite' and 'Insurance By Invite' offers to customers, besides providing them with an end-to-end digital fulfilment journey from buying to claim settlement. The Stack has enabled the Company to issue ~20% of the policies on the same day for the savings line of business."

AIR INDIA EXPRESS UNVEILS NEW BRAND IDENTITY AND AIRCRAFT LIVERY ALONGSIDE NETWORK EXPANSION WITH NEW FLEET INDUCTION

Chennai, Oct 19 2023: Air India Express and AirAsia India, both subsidiaries of the Tata-owned Air India, unveiled a common, refreshed branding as a 'Air India Express', on a new Boeing 737-8 aircraft.

With a modern look and bold, bright colours and aircraft livery, the airline invited guests to "Fly As You Are," announcing its intention to differentiate itself with a by making meaningful connections across places, people and cultures, curating frictionless and digitally enabled travel experiences to provide best-in-class value, and offering service with a sense of unique Indian warmth.

The grand unveiling, where Campbell Wilson, Chairman of Air India Express, and Alok Singh, Managing Director of Air India Express, inaugurated the refreshed brand identity, logo, and the aircraft livery on the first brand-new Boeing 737-8, the latest addition to the airline's rapidly growing fleet of 58 aircraft.

Campbell Wilson, Chairman, Air India Express, emphasized, "With the merger of Air India Express and Air Asia India now in the final stages, we are also seeing the transformation of the aviation landscape. We



are proud to present the new brand of Air India Express, a vitally important part of the new Air India Group, charged with providing the best value, accessibility and regional connectivity to every Indian, and to become the airline of a new generation. The broader ambition of these efforts is to better connect India and Indians, to each other and to the world."

The airline's new visual identity features an energetic and premium colour palette of Express Orange and Express Turquoise with Express Tangerine and Express Ice Blue as secondary colours. The dominant Express Orange symbolises Air India Express's brand values of enthusiasm and agility while reflecting the positioning of quintessential Indian warmth. The Express Turquoise embodies the brand personality traits of style with a contemporary premium sensibility and a digital-first approach.

Speaking of the new brand identity, Alok Singh, Managing Director, Air India Express, said, "The integrated Air India Express-AirAsia India entity will operate as Air India Express, with a modern, refreshed branding, positioned as 'New India's Smart Connector'. The re-branding marks a new phase in our ambitious growth and transformation journey, starting with induction of the modern fuel-efficient Boeing 737-8 aircraft. With 50 aircraft set to be inducted into the fleet over the next 15 months, we double in size in a short span of time. Over the course of the next 5 years, we aim to grow to a fleet of about 170 narrow-body aircraft, with a network spanning the domestic India and short-haul international markets. Continuing with our unique tradition, the aircraft livery will feature a variable tailfin design inspired by the rich art and crafts

heritage of the country, themed as 'The patterns of India'"

While launching the new brand identity, Air India Express also unveiled its new signature sonic identity, a vibrant melody, embodying the essence of a progressive New India filled with aspirations, optimism, and confidence. Air India Express's distinctive musical logo evokes the Rasas of Karuna, Adbhuta, and Veera, a harmonious welcome to the sounds of New India.

The livery of the first new Boeing 737-8 aircraft showcased at the launch, draws inspiration from the Bandhani textile design. The upcoming aircraft being inducted will feature designs inspired by other traditional patterns including Ajrakh, Patola, Kanjeevaram, Kalamkari, etc., showcasing India's artistic diversity. The airline's 'Patterns of India' theme encapsulates the spirit of the nation and shares its stories through a visual journey. This reaffirms the brand's position and its commitment to delivering aspirational travel experiences leveraging technology, accessibility, clever design, and an unmistakable sense of Indian hospitality.

Amazon Launches All-Time Highest Reward Winning Opportunity for Sellers

Chennai, Oct 19 2023: As part of its commitment to make this festive season successful for sellers across the country, Amazon launched an all-time highest reward winning opportunity under the 'Amazon Seller Rewards 2023' program. Sellers now stand a chance to win a luxury car [Mercedes-Benz] in addition to rewards worth up to INR 10 lakh. For this, sellers need to participate in 'Amazon Seller Rewards 2023' promotion which is valid till 10th November 2023. Moreover, 20 sellers also stand a chance to win International Holidays to Europe/Thailand. Seller can win these rewards by participating in the promotion and achieving criteria as per the terms and conditions of the promotion.

Amazon also introduced the 'The Great Indian Referral Offer' for all its sellers from September 28 to

October 27, 2023. Under this program, sellers can now refer their friends to register and sell on Amazon.in and receive rewards worth up to INR 11500*. To participate, sellers need to register by clicking on the 'Participate Now' button on the Amazon Seller Central website. Once registered, sellers can share their invite link with their friends, colleagues, or business acquaintances who are interested in joining Amazon.in as a seller.

Amit Nanda, Director of Selling Partner Services at Amazon India, said, "We are excited to announce the launch of an all-time highest reward winning opportunity for our sellers. We believe that sellers are the backbone of our business, and we are committed to providing them with the tools and resources they need to succeed. These initiatives are our way of giving back to our sellers and supporting them as

they prepare for the busiest time of the year. We encourage all sellers to participate in the program and take advantage of the many rewards that are available."

Amazon also announced a 50% referral fee waiver for all new sellers who join between August 27 and November 4, 2023. This waiver, valid for 60 days, is designed to reduce upfront costs and support new sellers. The upcoming festive season is a great opportunity for local businesses and MSMEs to start or expand their businesses online. A recent collaborative study with Nielsen Media highlighted that 81% of consumers in India anticipate shopping during the festive season, indicating a significant opportunity for businesses and MSMEs. Amazon.in was identified as the

preferred online shopping destination by 68% of consumers, solidifying its position as the most trusted brand for festive shopping.

Amazon has also rolled out several innovations to help sellers streamline online selling in preparation for the upcoming festive season. The Simplified Registration Process for Indian sellers makes it easy to begin online sales, and the Sale Event Planner aids sellers in offering attractive deals, optimizing inventory, and potentially increasing sales. Additionally, the New Seller Success Centre supports first-time sellers by conducting LIVE training for new sellers; these free webinars allow new sellers to clear all their doubts and learn about selling on the marketplace along with understanding listings, shipping, prime, deals coupons and much more.