

Prime Minister highlights the importance of Ayurveda and Yoga in his inaugural address at 'World Food India'

Chennai, Nov 03 2023: At the inauguration ceremony of World Food India, Prime Minister Shri Narendra Modi said, "India's sustainable food culture is the result of a journey of thousands of years. Our ancestors had linked Ayurveda with the food style of the common people. Just as the international food culture was developed on the initiative of India, Yoga Day took Yoga to every corner of the world, similarly now Millets will also reach every corner of the world."

Prime Minister Shri Narendra Modi



helpful for those in need of health services across the world.

Managing Director of Omni Active Health Technologies, Sanjay Mariwala, said that at present the Indian market for Ayush products is about 3.5

billion US dollars which has the potential to go up to 100 billion. According to Dr. Shiv Kumar Harti, Associate Professor, All India Institute of Ayurveda, food, sleep, and lifestyle are three major parts of human health

and Ayush products are becoming a part of the international food style. Dr. S a k e t Chattopadhyay, who came from FITT-IIT Delhi, explained how the help of Artificial Intelligence can be obtained in the

development of new Ayush products.

Vijendra Prakash, Regulatory Head, of Himalaya Wellness Company, said that real development can be imagined with cooperation and participation in the

development of Ayush industry. Media Advisor of the Ministry of Ayush, Shri Sanjay Dev played the role of the coordinator of the Ayush Knowledge Session and reiterating the statement of Prime Minister Modi, he said that Ayurveda has been a part of the culture for thousands of years and Ayush is working to take this system forward.

The Ministry of Ayush is playing the role of a partner in this event of World Food India. Ayush Pavilion has been prepared by the Ministry of Ayush at World Food India in

which detailed information is being given about the Ayurveda diet along with the utility of the Ayush diet in the present life, the importance of Ayush diet, methods of obtaining it, etc.. Along with this, proper food and food plates as per traditional medical practices, etc. have been explained. Ayush Secretary Vaidya Rajesh Kotecha also visited the Ayush Pavilion today. Many senior officials of the Ministry of Ayush, officials of institutions under the Ministry of Ayush, and others were present.

Sarbananda Sonowal flags off domestic sailing of the first International Cruise Liner in India

A giant step towards achieving the goal of 5 million cruise passengers in India by 2047

Chennai, Nov 03 2023: Union Minister of Ports, Shipping & Waterways and AYUSH Shri Sarbananda Sonowal flagged off the maiden voyage of the vessel Costa Serena, the first International Cruise Liner in India from Mumbai today.

Speaking at the occasion Shri Sarbananda Sonowal said, "The launch of Costa Cruises' domestic sailings in India this is a momentous occasion that signifies the dawn of a new era in cruising and tourism. This initiative has been driven by the "Dekho Apna Desh"

initiative of our Hon'ble Prime Minister Shri Narendra Modi ji."

India has enhanced its focus on the cruise sector with Ministry of Ports, Shipping and Waterways (MoPSW) actively promoting cruise tourism for its vast economic positive impact, the potential for job creation, for earning foreign exchange, amongst many other benefits. One of the key thrust areas is to develop cruise destinations at tourism places of coastal state and islands.

The launch of Costa Cruises' domestic sailings has been made

possible by a series of initiatives taken by the government to promote and revitalize the cruise tourism industry in India. Costa cruises, Italy is part of Carnival Corporation, one of the largest cruising conglomerates in the world with reputed cruise brands. These measures include guaranteed berths to cruise ships, removal of Ousting charges, Concessional uniform single rate for all Major ports, Volume discounts in cruise tariff up to 30% for domestic cruise ships, waiver of cabotage for foreign cruise vessels, Uniform

SOPs for Customs, Immigrations, CISF, Ports, upgradation and modernization of cruise terminals with enhance passenger facilities, etc.

One of the most significant steps in this journey taken recently was the conditional IGST exemption to foreign flag foreign going vessel when it converts to coastal run, which substantially reduced the financial burden on foreign cruise operators.

As a result of these initiatives, from 102 Cruise ship Calls and 84,000 Passengers handled in 2013-14, the tally went up to 227 calls and 4.72 lakh passengers during 2022-23 representing an increase of 223% in cruise calls and 461% in cruise passengers in the last 9 years. River cruise tourism has also seen a 180% rise in operations during the last 9 years.

An increasing number of international cruise liners are demonstrating a growing interest in the Indian cruising industry, and numerous new services are in the pipeline and expected to start soon, promising a vibrant future for this burgeoning sector.

Development of cruise tourism and lighthouse tourism are being actively considered under MoPSW's flagship scheme Sagarmala Programme. For promoting tourism in

maritime states under Sagarmala, projects have been identified in convergence with Ministry of Tourism and tourism development departments of maritime state governments.

Over a period of the last 9 years Sagarmala Programme has completed 11 Projects worth Rs.267 crores promoting coastal & cruise tourism and Island Development. Some of these projects include Cruise Passenger Facilitation Centre at Chennai, Construction of International Cruise Terminal at Cochin and development of Cruise Berthing and Cruise Passenger facilities at Mormugao Port.

Under the Maritime India Vision 2030, Government envisions to establish India as the premier cruise hub in the Asia Pacific region. To achieve this goal, significant steps are being taken, including



the development of state-of-the-art cruise terminals, the implementation of standardized procedures, and the introduction of e-visa facilities, among other measures. Going forward, the objective is to increase the annual number of cruise passengers in India to 18 lakhs by 2030, up from the current figure of 4.72 lakhs.

In accordance with

the Maritime Amritkaal Vision 2047 launched by the Hon'ble Prime Minister during the recently concluded Global Maritime India Summit 2023 in Mumbai, it is projected that India will have 25 operational cruise terminals by 2047, with an estimated annual passenger count of approximately 5 million cruise passengers per year.

Government is also planning to launch a well-defined and consistent cruise tourism policy in line with international standards and practices. This policy will encompass various critical aspects such as GST, taxation, excise, and custom duties, both at the central and state levels, with the aim of fostering the growth of this emerging industry within India.

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Projects in Chennai: Madhavgar; Sattampet; Thiruvananthapuram; Madhavgar; Sattampet.

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ALL ONLINE SERVICES

Croma's Festival of Dreams Lights Up Diwali with Fantastic Deals on TVs, Washing Machines, Laptops, and Smartphones

Chennai, Nov 03 2023: Fulfil your dreams this Diwali as Croma, a Tata Enterprise, is back with its annual marquee 'Festival of Dreams' campaign with a host of dream deals and much-awaited offers across stores and Croma website Croma.com and is on till 15th November 2023 across categories such as Smart TVs to Laptops, Washing Machines, A/Cs, Refrigerators, Smartphones, and much more. Further to its commitment to being customer-focused, Croma is all set to turn your dreams into reality with an array of exciting discounts and offers in Croma stores and the Website Croma.com and Tata Neu. *All offers are subject to T&C.

Elevate your home entertainment with a captivating range of 55", 65", and 75" 4K LED TVs, now accessible with convenient EMI options commencing at a mere Rs 2990 per month. For those who fancy Samsung TVs, there's a special treat the elegant 55" Samsung Lifestyle Frame TV can be yours for the same monthly amount, complete with a Free Bezel worth Rs 8990.

Step into the world of Intel Core i3 Laptops featuring MS Office, available starting at just Rs 30,900. That's not all; for those looking to upgrade their tech game,



Croma is providing fantastic EMI deals. When you buy a Laptop, you can enjoy up to 24 months of EMI, making it easier than ever to stay connected and stay ahead in the world of technology.

If you're planning to give your kitchen an upgrade this Diwali, Croma has some exciting offers for you. You can start with the 256L frost-free Inverter Refrigerator, which is priced at a budget-friendly Rs. 22,990. For those seeking more options, there's the Convertible 256L Refrigerator, available at an incredibly price of just Rs. 28,990. And if you have larger refrigeration needs, Croma has you covered with the 400L+ Bottom Mount Convertible Refrigerator, starting at a convenient EMI of only Rs. 1,994. In the realm of household convenience, Croma presents the 8 kg 5 Star Inverter Fully Automatic

Top Load Washing Machine, attainable with EMI starting at a pocket-friendly Rs 1799 per month.

But that's not all! For those who value a stylish Diwali look and staying connected in vogue, Smartwatches start at an exciting price of only Rs 999.

Croma is also offering unbeatable offers on 5G Phones, starting at an unbelievable price of just Rs 13499. And here's the icing on the cake when you purchase select phones, you can snag a Bluetooth Calling watch for a mere Rs 49, adding a touch of modern convenience to your tech collection.

Additionally, MacBook Air Starting at 49500 and MacBook at 2299 per month.

And for those looking to up their Diwali gatherings, Soundbars offer EMI options starting at a mere Rs 999. Moreover, when you

purchase a TV, select Sound Bars, which can be yours for a starting price of just 10K with an exclusive 10% discount. To beat the air pollution, buy air purifiers at attractive price points. Whether you require a compact model suitable for smaller spaces or a high-capacity purifier to cover your entire home, Croma has a solution tailored to your needs.

Grab the feature pack Croma Own Label products at lucrative prices in Croma stores and Croma.com. On Croma.com get Instant 10% off up to Rs 2000 on HDFC and ICICI CC/DC, in Stores and on the Website enjoy No Cost EMI up to 12 Months on Major Banks, Bags range starting @599/- and in Stores Shop Worth ? 3,000 and get 500 off on all Croma audio above 1000/-. Buy Croma Side-By-Side Refrigerator & Get Croma 45L Direct Cool Refrigerator Free and Buy Croma Washing Machine & Get Croma 2000W Steam Iron Free.

With guaranteed low prices and the widest selection of electronics, Croma's 'Festival of Dream' is the ultimate festival destination to upgrade your home this Diwali! Visit your nearest Croma store or shop online at Croma.com to discover the most exciting Diwali deals.

Celebrate Festivals Grandeur this season with IndusInd Bank's Loan Mela

Chennai, Nov 03 2023: With the festive season on the horizon, IndusInd Bank, is thrilled to open up "Loan Mela" for all with comprehensive financial, credit & home loan offerings. These features and offerings have been meticulously crafted to cater to the diverse financial needs of our esteemed customers during this joyous time of the year.

With its presence across India via an extensive network of branches and best in class digital distribution, Bank aims to address the financial, banking and credit needs of its existing and new to Bank customer alike, spread across the length and breadth of the country. The touchpoints of IndusInd Bank give the opportunity to connect with a diverse and vast customer base, comprising individuals from various lifestyles, including salaried employees, entrepreneurs, self-employed professionals, and NRIs.

The key features of IndusInd Bank's financial and credit offerings for the Festive Season are highlighted

as follows:

Gold Loans: IndusInd Bank offers Gold loan with quick disbursement, simple documentation, attractive interest rates, flexible tenure of 3 to 12 months, assurance of absolute security of gold jewellery and the flexibility of making part payments any number of times during the loan period.

Personal Loans: IndusInd Bank offers Personal Loans at attractive rates amounting up to Rs. 50 Lakhs with a flexible tenure of up to 72 months and swift disbursements, with PL Online offering disbursement in minutes.

Business Loans: Customers can avail collateral free Business Loans of up to Rs. 50 Lakhs with a faster turnaround and disbursement. These Loans comes with a tenure of up to 48 months.

Loan Against Securities (LAS): Unlock the value of your investments with LAS with one of the highest Loan to Value ratio, and interest payment only on the utilized Over Draft limits with no charges or penalties on unused OD limits thus making

it a cost-effective choice. Enjoy a lower processing fee and interest rate.

Loan Against Card Receivables (LACR): Get an unsecured overdraft limit of up to 50 Lakhs, with interest charged only on the amount used. Quick disbursement ensures you have the funds available when you need them.

Home Loans: Our Home Loans offer longer tenures of up to 30 years, resulting in lower EMIs. With a wide range of product variants, we cater to the home loan needs of all customers, including salaried individuals, self-employed professionals. Additionally, attractive top-up loans are available. NRIs can also benefit from our Home Loans and top-up offerings. Transfer your existing Home Loan at attractive rate of interest.

Loan Against Property (LAP): Secure a loan of up to 10 Crores with best in class loan value for your collateral and flexible tenor with easy documentation and swift processing. Lease Rental Discounting & Overdraft Facility

available. The loan facility is also available for NRI customers.

Offers on Credit Cards: Range of various offers, discounts and cashback across categories of travel, lifestyle, health & wellness, F&B and electronics.

Customers can visit IndusInd Bank's website for more details on the various product features and details - <https://www.indusind.com/in/en/personal.html>

Mr. Soumitra Sen, Head – Consumer Banking & Marketing, IndusInd Bank, said, "As the joyous festive season approaches, we at IndusInd Bank are delighted to offer our wide range of banking and financial products, meticulously designed to cater to the diverse needs of our esteemed customers. We aim to provide convenient and flexible credit solutions that empower individuals from various walks of life, allowing them to make the most of this joyous time. With our customer-centric approach, we are committed to ensuring that you have the financial support you need to embrace the celebrations."

Telecommunication Engineering Centre and Indraprastha Institute of Information Technology sign MoU for collaboration in the area of trustworthy and responsible artificial intelligence systems

Chennai, Nov 03 2023 : Telecommunication Engineering Centre (TEC), technical arm of Department of Telecommunications (DOT), Ministry of Communications, Government of India, and the Indraprastha Institute of Information Technology, Delhi (IIITD), have united to drive innovation in the realm of Trustworthy and Responsible Artificial Intelligence Systems.

Underlining their commitment to pioneering advancements in Responsible AI, a Memorandum of Understanding (MoU) was signed on November 3, 2023. This collaboration specifically concentrates on addressing biases in AI systems and promoting fairness assessments while nurturing public trust in these technologies, aligning

with the Government of India's objectives.

A pivotal aspect of Responsible AI is ensuring unbiased and fair AI/ML systems. The TEC has recently released a Standard for Fairness Assessment and Rating of Artificial Intelligence Systems to build public trust in AI, developed after exhaustive stakeholder consultations. This collaboration aims to assess bias risks systematically and to establish a robust framework for evaluating and certifying the fairness and reliability of AI technologies.

Smt Tripti Saxena, Senior Deputy Director General at TEC, expressed the significance of this partnership, highlighting its potential to drive groundbreaking solutions for fairness assessment and rating of AI systems. This MoU

serves to bridge the gap between academia and government bodies, fostering rigorous research and contributing to India's leadership in AI.

Prof Ranjan Bose, Director of IIIT Delhi, emphasised the transformative nature of this partnership, marking a substantial leap forward in research, innovation, and technological advancements in the AI domain. He outlined that the Centre for Artificial Intelligence (CAI) will lead the execution of this collaborative effort at IIITD. The head of CAI, Dr. Debarka Sengupta reiterated the importance of academia serving as an impartial partner of TEC in developing and assessing robust and fair AI systems. Further, Dr Ranjitha Prasad led the discussions outlining the significance of the MoU for facilitating a pivotal role of CAI as

the research and development partner of TEC for ascertaining fairness in AI systems.

The MoU was signed by Sh. Avinash Agarwal, DDG (C&B) from TEC, and Smt Deepika Bhaskar, Registrar from IIIT Delhi, formalising the joint commitment and roadmap for this initiative.

The TEC stands as the recognised Standards Setting Organization (SSO) in the telecommunications and related ICT sector within the country. It formulates standards for telecom and related ICT equipment, networks, systems, and services deployed in the Indian Telecom Network. The IIITD, established under The IIIT Delhi Act, 2007, focuses on granting engineering degrees with a specialisation in Information Technology.

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Contact details as mention below :

S. K. Dheer
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9444180345

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Secretary
9444309945

Convocation ceremony conducted for 581 Mahatma Gandhi Fellows across 9 IIMs; To receive credits equivalent to two years of their experience

Chennai, Nov 03 2023: Addressing the Mahatma Gandhi National Fellows across nine IIMs on their convocation day celebrations, the Hon'ble Union Minister for Education and Skill Development & Entrepreneurship, Shri Dharmendra Pradhan, today announced that credits will be granted to the 581 fellows based on their two years of their learnings at IIMs including district immersion. Their certificates in Public Policy and Management will be officially recorded in their Academic Bank of Credit. This marks a pioneering step in the implementation of National Credit Framework as envisioned under the National Education Policy (NEP) 2020.

The Hon'ble Minister virtually addressed the convocation ceremony of our Mahatma Gandhi National Fellows Program, a collaborative initiative of the Ministry of Skill Development and Entrepreneurship and our nine prestigious Indian Institutes of Management (IIMs). This day marked a significant milestone in the lives these fellows who have completed this rigorous and transformative program.

The Hon'ble Minister extended his heartfelt appreciation to Ministry of Skill Development and Entrepreneurship and all nine IIMs for organizing the convocation on 'National Unity Day.' He congratulated all fellows in Public Policy and Management from the IIMs, after completing this two-year fellowship program. He said that the Mahatma Gandhi National Fellows are the modern-day



Vishwakarma, holding the potential to shape the 21st century. "I have high expectations and unwavering belief that my young friends will embrace skills as their mission to contribute to the realization of a developed India" Shri Pradhan said.

"To achieve the ambitious goal of a developed India by 2047, it is imperative that we expand, skill, re-skill and up-skill our workforce. Our aim is to position India as a global hub for skilled manpower. I firmly believe that the young talents emerging from the MGNF program will become ambassadors of the Skill India Digital Portal", Shri Pradhan added.

This is the first ever instance where 9 IIMs (including Ahmedabad, Bangalore, Lucknow, Jammu, Kozhikode, Nagpur, Ranchi, Udaipur, and Visakhapatnam) have supported in co-delivering a program for the Government of India that ensures common learning and participation across State/UTs governments with inputs from the Central government.

The unique design of the program has provided fellows with the right academic insights across thematic areas like Economics, Management, Public Policy, Research, Finance and learnings from these were applied for strategizing and

implementing some of the unique programs at district levels during their district immersion. The Fellows are also given a monthly stipend both in the first and the second year by Govt of India. The Program is a testament to the power of education and skill development coming together in a synergistic manner. This is also an integration between the vocational /streams of education as envisaged under National Education Policy 2020.

The physical convocation ceremony of the fellows was conducted at the respective locations. Chairperson, NCVET, Dr. Nirmaljeet Singh Kalsi, Secretary, Department of Higher Education, Shri K Sanjay Murthy, Secretary, Ministry of Skill Development and Entrepreneurship, Shri Atul Kumar Tiwari, Senior Economic Advisor, Shri Nilambuj Sharan, Chairman, AICTE, Prof. T G Sitharam, Directors and Program Directors of respective IIMs along with the fellows from the joined in for the virtual address.

Launched in October 2021, phase 2 of the Mahatma Gandhi National Fellowship Programme deployed 657 fellows in districts across 33 states and UTs of India in collaboration with nine IIMs as academic partner. Conceptualized under the World Bank Funded Skills Acquisition and

Knowledge Awareness for Livelihood Promotion (SANKALP) Programme, the objective of Mahatma Gandhi National Fellowship is to identify and train a group of young, committed, and dynamic individuals who would work with the district administration in strengthening the process of skilling and help create a vibrant local district economy. Its unique design allowed the Fellows to assimilate academic learning at IIM and use it in the field under faculty mentorship to understand the challenges and identify barriers that the district ecosystem faces in raising employment, economic output to foster growth and development.

During their fellowship, the fellows made great progress in implementing innovative projects in the districts they were deployed in and also contributed towards events of national/international relevance such as Rozgar Melas and G20 Working Group meetings. To showcase their achievements, a report, on the achievements of the Fellows named 'Stories of Change' was also released during the virtual ceremony.

Further, the fellows actively implemented initiatives and programs aimed at offering training and upskilling opportunities for those who may have limited access to formal education. This outreach extended to marginalized communities, rural regions, and underprivileged individuals who encounter obstacles in embracing technology.

Brazil, and Indonesia. These international insights provided a valuable foundation for discussions on how to adapt and implement effective policies and practices within the Indian context.

The conclave served as a vital platform for promoting greater financial inclusion and security for Persons with Disabilities in India.

Government and the stakeholders participants remain committed to advancing this cause and ensuring that individuals with disabilities have access to comprehensive insurance coverage that supports their unique needs.



Affairs, Department of Expenditure, Ministry of Health and Family Welfare, Ministry of Corporate Affairs, Department of Finance Services, and various others. This collaborative effort aimed to explore innovative strategies and solutions to

enhance insurance coverage for Persons with Disabilities in India.

During the conclave, attendees had the opportunity to share and discuss best practices from around the world, drawing inspiration from countries like Switzerland, Australia,

Tanishq adorns the spirit of Diwali with its Festive Collection, rekindling India's timeless traditions

Chennai, Nov 03 2023: As the enchanting festival of lights, Diwali, draws near, Tanishq, India's premier jewelry brand, embarks on a magical journey that delves deep into the heart of the glorious past. Introducing the festive collection for the modern Pudhumai Penn, Tanishq pays a heartfelt tribute to the timeless charm of heirloom artifacts from an era long gone by, beautifully weaving a connection between the old and new legacies, bridging generations with a sense of heritage and nostalgia. This festive collection is a celebration of the heart-warming narratives that have shaped the magnificent past. It is a testament to the traditions handed down through generations, from treasured family recipes to cherished memories that define who we are. With this exquisite festive collection, Tanishq introduces a new chapter in the stories of old.

The festive collection seamlessly combines tradition with a touch of modernity. It highlights unique designs and captivating



craftsmanship, preserving the essence of our glorious past while crafting its own legacy. This collection features a wide range of Plain Gold, Vintage and Kundan jewellery designs, each piece paying homage to the Tanishq woman, the true custodian of legacies. She is the custodian of legacies and a torchbearer of family traditions.

The festive collection highlights the exceptional craftsmanship of skilled artisans, or karigars, who breathe life into each exquisite jewellery piece. From intricate chandak work to rare badroom techniques, stunning ras rawa, and delicate filigree craftsmanship,

this festive collection echoes the opulence of tradition in every piece. Among the standout pieces in this hero collection are a magnificent choker necklace set adorned with thappa work, a regal necklace set featuring intricate filigree work, an opulently classic set with kundani inlay work, and a marvelous turquoise badroom pattern set, along with several others necklace sets, bangles, bracelets and fingerings.

Speaking on the launch of the festive collection, Ms. Revathi Kant, Chief Design Officer, Titan Company Limited said, "This Diwali, we are thrilled to unveil Tanishq's festive collection, a

testament to the heart-warming celebration of our rich traditions and cultural legacies. Diwali, the festival of lights, not only illuminates our homes but also symbolizes the warmth of preserving our heritage. The festive collection, specially curated for the modern Pudhumai Penn of Tamil Nadu who treasures her roots, beautifully encapsulates this essence. Each piece in this collection is crafted with utmost care by our skilled artisans, echoing the opulence of our heritage through intricate designs. It's a heartfelt tribute to the enduring traditions that bind us and ensure our stories are cherished for generations. As we approach this festive season, embracing the magic of Diwali, let stunning collection be the beacon that lights up your celebrations and preserves the legacy of our culture in the most heart-warming way."

This festive season, Tanishq presents a treasure trove of exquisite modern heirlooms inspired by our rich heritage specially crafted for the custodian of legacies.

No more morning goof ups with the all new Colgate MaxFresh

Chennai, Nov 03 2023: Colgate-Palmolive (India) Limited, the market leader in Oral Care, introduces a refreshing and whimsical campaign that embraces the world of morning goof-ups. In a playful take on morning drowsiness, Colgate MaxFresh highlights the notion that when we're feeling sleepy, we tend to deviate from our usual selves and commit amusing bloopers.

Anaswar Rajagopal, Director, Toothpaste (Family & Equity) Marketing at Colgate-Palmolive India, expressed the inspiration behind the campaign, stating, "It is a universal truth that you don't feel like yourself if you are not fully awake. Consequently, during such moments, you find yourselves making silly mistakes like- boarding an elevator without pressing the desired floor button, locking the house door only to realise that the car keys are left behind, or sending a long email



and missing out on the attachment!

Colgate MaxFresh understands you and gets you ready for a goof up free morning. The toothpaste 'instantly' wakes you up, with a burst of intense freshness, setting the tone for a vibrant start. With this ad film, we wanted to create exaggerations of possible slip ups to drive home the message that brushing with Maxfresh gives you a jolt of morning freshness that makes you alert and wakeful."

About the film:

The light-hearted ad unfolds with a groggy doctor walking in with a bed attached to his back to represent how he has still not fully woken up. Due to his grogginess, he makes a lot of funny goof-ups which surprises everyone around. The senior nurse comes to

his aid by offering him the new Colgate Maxfresh with unique cooling crystals which refreshes him; post which he feels fully awake and ready. This quirky message emphasizes the importance of morning wakefulness to ensure you start the day goof-up free.

Watch the ad film here: https://www.youtube.com/watch?v=HFSVkoEr_6U

This new campaign is accompanied with a product relaunch as well. The new Colgate MaxFresh toothpaste now has a superior technology that offers 10X longer lasting cooling* to consumers. A freshness experience so unique and intense that it will help you to truly wake up in the morning!

Juneston Mathana, WPP@CP, talked about

the campaign, "The last thing that needs to be a part of our morning routine is sleep. Sleepy mornings often end up becoming a recipe for goof-ups. We've all experienced it and probably also find it funny later. So when the idea of a person carrying his bed like a backpack was floated around by Priyanka Patyal from my team, we all woke up from our creative slumber. Even Harshad & Kainaz knew we had cracked it for Colgate MaxFresh. The toothpaste with cooling crystals that kicks the sleep out of you. Directed by Ayappa, this one is pure functional and pure fun."

Colgate MaxFresh is known for its commitment to delivering superior and innovative oral care products. This unique campaign not only highlights the brand's dedication to freshness but also serves as a reminder of the positive influence it can have on individuals, even in the most demanding circumstances.

Amazon announces 50th renewable energy project in India, which together surpass 1.1 GW of clean energy capacity and make Amazon the largest corporate purchaser of renewables in India

Chennai, Nov 03 2023: Amazon today announced a new 198 megawatt (MW) wind farm in Osmanabad, Maharashtra, bringing the company to 50 wind and solar projects across India and surpassing 1.1 gigawatts (GW) of renewable energy capacity. In addition to being the largest corporate buyer of renewable energy globally a position that Amazon has held since 2020 Amazon has also become the largest corporate buyer of renewable energy in India, according to data from Bloomberg New Energy Finance.

Between 2014 to 2022, the company's wind and solar farms have helped generate an estimated US\$349 million (INR 2,885 crore) in investment for India's communities. They have also



contributed approximately US\$87 million (INR 719 crore) to the country's total GDP, and supported more than 20,600 local full-time equivalent jobs in 2022 alone, according to a new economic model developed by Amazon.

"Rapidly scaling renewable energy is one of the most effective strategies to address climate change, and these efforts can be especially impactful in India, where the country's leaders are focused on transitioning the country away from fossil fuels," said Abhinav Singh, Vice President, Operations,

Amazon India. "Amazon's wind and solar projects will help power all our operations with 100% renewable energy by 2025, while also bringing jobs and economic benefits to India's communities. We're eager to continue contributing to India's economic and environmental goals as part of Amazon's commitment to become a more sustainable business."

"We welcome Amazon's renewable energy investments in India as it encourages more corporates to purchase renewable energy in the country,

accelerating our path to meet our 2030 goals," said Shri Dinesh Dayanand Jagdale, Joint Secretary, The Ministry of New and Renewable Energy, Government of India. "India has already delivered on its Nationally Determined Contributions (NDC) target of 40% capacity from renewable sources ahead of schedule. We are also leading towards becoming one of the largest solar module manufacturers in the world with one of the largest wind energy manufacturing ecosystems as well. India remains focused on achieving the NDC goal of 50% capacity from renewable energy, and we are pleased to see our renewable energy sector is enabling corporates like Amazon to meet their own 100% renewable energy goals in the country."

Kalyan Jewellers kickstarts Diwali festivities with launch of its star-studded Diwali ad campaign

Chennai, Nov 03 2023: Kalyan Jewellers, one of India's largest and most-trusted jewellery brand has kickstarted its Diwali festivities with the launch of its star-studded campaign ad featuring the brand's esteemed ambassadors. Brand ambassador Amitabh Bachchan headline this iconic campaign ad, alongside Jaya Bachchan, Katrina Kaif, Akkineni Nagarjuna, Prabhu Ganesan, Shiva Rajkumar, Rashmika Mandanna and Kalyani Priyadarshan.



Building on the rich legacy of the iconic #TraditionOfTogether campaign, the ad film beautifully underscores the essence of Indian values and the deep bonds within families. The enchanting retro-inspired music creates a heartfelt nostalgia, weaving a tale that cherishes the spirit of togetherness and pays a poignant homage to India's vibrant cultural tapestry. It beautifully captures the essence of celebrating familial ties during this auspicious season, enveloping viewers in the warm embrace of cherished traditions.

While, Katrina Kaif, Akkineni Nagarjuna and Shiva Rajkumar share screen space for the first time skilfully portraying the bond shared by siblings in the campaign ad. The 1-minute ad film also brings forth the timeless romance of the power couple, Amitabh

and Jaya Bachchan, exuding a seamless chemistry, complemented by Kalyani Priyadarshan in the role of their granddaughter. Simultaneously, it features Rashmika Mandanna with Prabhu Ganesan in an iconic portrayal, brilliantly depicting the father-daughter relationship in a heart-warming manner.

Celebrating this auspicious time of the year in unique fashion, Kalyan Jewellers has also announced the launch of specially curated gold coins, featuring iconic designs of Lord Ganesha and Goddess Lakshmi in both 22-carat and 24-carat. These limited edition coins are available in varied weights starting from 2 grams going up to 8 grams, providing patrons with the flexibility and customized shopping experience.

Speaking about the campaign, Mr. Ramesh Kalyanaraman, Executive Director

Kalyan Jewellers said, "We are delighted to present this meaningful campaign, celebrating the importance of familial bonds and the rich cultural traditions that unite us during Diwali. This festival holds great cultural significance and represents a time of immense joy for all. Through this initiative, our aim is to convey the essence that Diwali is a time to cherish the bonds that define our identity. It is an honour for us at Kalyan Jewellers to launch a campaign that encapsulates the true spirit of these celebrations, beautifully portrayed by our iconic brand ambassadors and legendary superstars."

Check out the campaign ad here: <https://www.youtube.com/watch?v=CTrWSidFv-A>

As part of the Diwali offer, Kalyan Jewellers is offering customers with a complimentary 1-gram gold coin on every Rs. 50,000*. This offer is applicable on a minimum purchase of Rs. 1 lakh.

The jewellery retailed at Kalyan Jewellers is all BIS hallmarked and goes through multiple purity tests. Patrons will also receive Kalyan Jewellers' 4-Level Assurance Certificate, which guarantees purity, free lifetime maintenance of ornaments, detailed product information, and transparent exchange and buy-back policies. The certification is part of the brand's commitment to offering the very best to its loyalists.

Kalyan Jewellers stock popular house brands, such as Lila diamonds & semi-precious stone jewellery, Tejasvi Polki jewellery, Mudhra - handcrafted antique jewellery, Nimah temple Jewellery, Glo dancing diamonds, Ziah Solitaire-like diamond jewellery, Anokhi uncut diamonds, Apoorva diamonds for special occasions, Muhurat wedding jewellery, and Rang precious stones jewellery.

MGM Healthcare Introduces Fastest Sunday Health Check in the Country

Chennai, Nov 03 2023: M G M Healthcare is thrilled to announce the launch of its all-new "Fastest Sunday Health Check-up" package, available for just Rs1234 and backed by a unique money-back guarantee. This initiative is designed to make healthcare accessible, convenient, and efficient by offering comprehensive health check-ups specifically on Sundays.

The "Fastest Sunday Health-check" package is designed to cater to the diverse healthcare needs, emphasizing early detection and prevention of health issues. M G M Healthcare believes that everyone deserves easy access to essential healthcare services, and this package is a significant step toward fulfilling that vision.

The importance of regular health check-ups cannot be understated, as they play a pivotal role in early disease detection and prevention. By offering an affordable and swift Sunday health check-up option, MGM

Healthcare aims to eliminate barriers that might deter people from seeking preventive healthcare.

"In today's fast-paced world, we encourage individuals to take charge of their health by incorporating regular health check-ups into their routines. We understand that busy schedules and the demands of daily life can often hinder this, which is why we have introduced our 'Fastest Sunday Health Check-up' package, designed to offer a convenient and efficient solution for everyone to prioritize their health", Said Mr. Harish Manian, Group CEO, MGM Healthcare.

Key Features of the "Fastest Sunday Health Check-up" Package:

Comprehensive Health Assessment: The Sunday Health Check-up includes a comprehensive range of tests and screenings to assess an individual's overall health. It covers vital parameters such as Haemogram, Lipid Profile, Fasting/Random Blood Sugar, Liver Function

Test, Renal Function Test, Urine Routine, Hb A1C, and ECG, ensuring a holistic evaluation of one's well-being all at Rs. 1234.

30-Minute Health Check: The Sunday Health Checkup Package offers a unique USP—a comprehensive health assessment completed within just 30 minutes, saving your valuable time without compromising on the quality of care.

Money - Back Guarantee: If your Sunday Health Check takes more time than our promised schedule, the payment will be refunded. Your time is valuable, and we are committed to delivering a swift and efficient service.

Convenient Sunday Appointments: We understand that people have busy schedules during the week, so Sunday availability ensures that you can prioritize your health without disrupting your work or daily routines.

Expert Medical Advice: Our experienced medical professionals will

review your test results and provide expert guidance on maintaining or improving your health.

Efficiency Guaranteed: The "Fastest Sunday Health Check" package promises not only affordability but also the quickest service without compromising on the quality of care.

Affordable Pricing: The package has been priced at Rs1234, making it accessible to a wide range of individuals and families.

MGM Healthcare is committed to providing high-quality healthcare services that are accessible to all. The launch of the Sunday Health Check-up reinforces this commitment and encourages individuals to prioritize their health and well-being.

To book the Sunday Health Check-up, interested individuals can visit the MGM Healthcare website <https://mgmhealthcare.in/> or contact the hospital at 044-45242407.

Sukrithi Vijay to perform at Sunday Kutcheri in the park by Sundaram Finance

Chennai, Nov 03 2023: The November Sunday Kutcheri will have a Carnatic Flute performance by Sukrithi Vijay at Nageswara Rao Park on November 5, 2023 from 7 am to 8 am

11 year-old Sukrithi Vijay is an aspiring Carnatic flautist based in Bangalore. Sukrithi embarked on her musical journey at the age of 6 and has been learning Carnatic flute since last 5 years. She learnt basics from Sri. Venkatanarayana Jois and also briefly trained with Sri R.Athul



Kumar. She is currently under the tutelage of Vid. Vani Manjunath. Sukrithi was the winner of The Hindu Margazhi 2021 contest for child talent and also featured in Times Of India SaPa school contest in 2023 in the meritorious

without any mikes.

She will perform the following songs on Sunday morning.

- 1) Vinayaka Ninnu
- 2) Himagiri Tanaye
- 3) Sri Chamuneswari
- 4) Bantureethi Kolu
- 5) Saroja Dala Netri
- 6) Evvari bodhana
- 7) Bhagyada Lakshmi Baramma
- 8) Bho Shambho
- 9) Swagatam Krishna
- 10) Seethamma Mayamma.

Special Camp for Southern Railway Pensioners for Unique Medical Identity Card (UMID) Registration

Chennai, Nov 03 2023: Southern Railway is conducting a Special enrolment drive for pensioners of Southern Railway to enable them register for UMID Cards. The camp will be held at New Railway Hospital, Ayanavaram, nearby Chief Electrical Workshop Engineer Office.

The camps will be held on all working days except Saturdays & Sundays from 3rd November upto 1st December 2023.

Checklist: To ensure comprehensive preparedness for initiating a UMID card application, here is a checklist of mandatory documents that need to

be scanned in PEG/JPG/PNG format:

- Pensioner:
1. Individual Passport size photo
 2. Original PPO-7th Pay commission
 3. Pension Slip from Bank
 4. RELHS Book
 5. Signature of the Pensioner

6. Aadhaar card
 7. PAN Card Family
 1. Individual Passport size photo (Dependents)
 2. Aadhaar card
 3. PAN Card
- Southern Railway pensioners are requested to utilize this opportunity for UMID Card generation.