

"525th birth anniversary of Sant Mirabai is not merely a birth anniversary but a celebration of the entire culture and tradition of love in India"

Chennai, Nov 23 2023: The Prime Minister, Shri Narendra Modi participated in Sant Mirabai Janmotsav, a program to celebrate the 525th birth anniversary of Sant Mirabai in Mathura, Uttar Pradesh today. Prime Minister Modi released a commemorative stamp and coin in honour of Sant Mira Bai. He also took a walkthrough of an exhibition and witnessed a cultural programme. The occasion marks the initiation of year-long programs in the memory of Sant Mirabai.

Addressing the gathering, the Prime Minister expressed happiness and gratitude to be in Braj Bhoomi and amongst the people of Braj. He paid rich tributes to the divine importance of the land. He bowed to Lord Krishna, Radha Rani, Mira Bai and all saints of Braj. The Prime Minister praised the efforts of Smt Hema Malini as the Member of Parliament from Mathura and said that she has completely immersed herself in the devotion of Lord Krishna.

Highlighting the connections of Lord Krishna and Mirabai

with Gujarat, the Prime Minister said that it makes his visit to Mathura even more special. "Kanhya of Dwarkadhish after visiting Gujarat", he emphasized, adding that Sant Mirabai ji who hailed from Rajasthan and filled the corridors of Mathura with love and affection spent her final days in Dwarka, Gujarat. He underlined that the people from Gujarat consider it the blessing of Dwarkadhish when they get the opportunity to visit Braj spread across Uttar Pradesh and Rajasthan. Shri Modi also added that he has now been a part of Uttar Pradesh since 2014 when he became the MP from Varanasi.

The Prime Minister said that the 525th birth anniversary of Sant Mirabai is not merely a birth anniversary but "a celebration of the entire culture and tradition of love in India." A celebration of the thought that considers Nar and Narayan, Jeev and Shiv, devotee and the god as one".

The Prime Minister recalled that Mirabai came from the land of sacrifice and valour, Rajasthan. He pointed out that 84 'kos'

Braj Mandal is part of both Uttar Pradesh and Rajasthan. "Mirabai nurtured the consciousness of India with devotion and spiritualism. This event in her memory reminds us about the valour and sacrifice of India along with India's Bhakti tradition as people of Rajasthan remained steadfast like a wall while protecting India's culture and consciousness", he added.

"Bharat has been devoted to Nari Shakti for aeons", the Prime Minister remarked noting that it is the Brajwasis who have acknowledged it more than anybody else. In the land of Kanhya, the Prime Minister said, every welcome, address and felicitation begins with 'Radhe Radhe'. "Krishna's name becomes complete only when prefixed with Radha", Shri Modi underlined. He credited these ideals to the contributions made by women towards nation-building and paving the way forward for society. Underlining that Mirabai is a perfect example, the Prime Minister recited a couplet by her and explained the underlying message that

whatever falls between the sky and the earth will eventually come to an end.

The Prime Minister said that Mirabai demonstrated in those difficult times that the inner force of a woman is capable of guiding the entire world. Sant Ravidas was her Guru. Sant Mirabai was a great social reformer too. He said here verses show us the path even today. She teaches us to stay connected with our values without being bound to stereotypes.

Prime Minister Modi took the opportunity to highlight the undying spirit of India and said that an awakened energy source from some part of the country has always arisen to lead the way when the consciousness of India has come under attack or weakened. He said that some luminaries became warriors while some became saints. Giving examples of the saints of Bhakti Kaal namely Alavar and Nayanar Sants and Acharya Ramanujacharya from South India, Tulsidas, Kabirdas, Ravidas and Surdas from North India, Guru Nanak Dev from Punjab, Chaitanya Mahaprabhu from Bengal in the East,

Narsinh Mehta from Gujarat and Tukaram and Namdev from Maharashtra in the West, the Prime Minister said that they forged the path of renunciation and also moulded India. Even though their languages and cultures were different from one another, the Prime Minister said that their message was the same and they anchored the entire nation with their devotion and knowledge.

"Mathura has been the place of confluence of the different streams of 'Bhakti Andolan'", the Prime Minister remarked as he gave examples of Maluk Das, Chaitanya Mahaprabhu, Mahaprabhu Vallabhacharya, Swami Hari Das, and Swami Hith Harivansh Mahaprabhu who breathed in new consciousness into the nation. "This Bhakti Yajna is being carried forward today with the blessings of Lord Shri Krishna", he added.

The Prime Minister lamented that Mathura did not get the attention that it deserved as people devoid of the sense of the glorious past of India could not rid themselves of the mentality of slavery and



kept the Braj Bhoomi deprived of development. The Prime Minister said that in this time of Amrit Kaal, the nation has come out of the slave mentality of the first time. He said that a pledge of Panch Prans had been taken from the ramparts of the Red Fort. Referring to the revamped grand Kashi Vishwanath Dham, Kedar Nath Dham, upcoming date of Shri Ram Temple, the Prime Minister said "Mathura and Braj will not be left behind in this race of development." He expressed happiness that 'Uttar Pradesh Braj Teerth Vikas Parishad' has been established for the development of Braj. "This council is doing a lot of work for the convenience of the devotees and the

development of the pilgrimage", he said. Shri Modi reiterated that the entire region is associated with the 'leelas' of Kanha and gave examples of areas like Mathura, Vrindavan, Bharatpur, Karauli, Agra, Firozabad, Kasganj, Palwal, Ballabgarh which fall in different states. He informed that the Government of India is making efforts to develop this entire area in collaboration with different state governments. Concluding the address, the Prime Minister emphasized that the changes and developments taking place in the Braj region and the country are not just a change in the system but a symbol of

the changing nature of the nation's reawakening consciousness. "Mahabharata is proof that wherever India is reborn, there is definitely the blessings of Shri Krishna behind it", he concluded underlining that the country will accomplish its resolutions and build a Viksit Bharat.

Governor of Uttar Pradesh, Smt Anandiben Patel, Chief Minister of Uttar Pradesh, Shri Yogi Adityanath, Deputy Chief Ministers of Uttar Pradesh, Shri Keshav Prasad Maurya and Shri Brajesh Pathak, and Member of Parliament from Mathura, Smt Hema Malini were present on the occasion among others.

Interaction of Minister for Railways, Communications & Electronics and IT Ashwini Vaishnav with stakeholders on the issues arising out of deepfake

Chennai, Nov 23 2023: Deepfake has emerged as a serious social institutions across the world. Propagation



of deepfake content via social media platforms has aggravated this challenge.

Ministry of Electronics and Information Technology ('MeitY') has, from time to time, advised social media intermediaries to exercise due diligence and take expeditious action against deepfake.

Earlier today, Hon'ble Minister Shri Ashwini Vaishnav interacted with representatives from academia, industry bodies and social media companies (Facebook, X (formerly twitter), WhatsApp, Telegram,

companies and NASSCOM will jointly work towards responding to deepfake. It was further agreed that within next 10 days, actionable items on the following 4 pillars would be identified:

- 1. Detection:** Deepfake content should be detected before and after such content is posted
- 2. Prevention:** There should be an effective mechanism for preventing propagation

of deepfake content

- 3. Reporting:** Effective and expeditious reporting and grievance redressal mechanism should be available
- 4. Awareness:** Mass awareness on the issue of deepfake should be created

Further, with immediate effect, MeitY will commence an exercise for assessing and drafting necessary regulations to curb the

menace of deepfake. For this purpose, MeitY will invite comments from public on MyGov portal.

A follow-up meeting with relevant stakeholders will be held again in the first week of December, 2023 to finalise the 4-pillared structure. Government of India remains committed to combat the growing threat of deepfake by leveraging technology and fostering public awareness.

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Indian Institute of Management (IIM), Mumbai wins the Cummins India REDEFINE 2023 B-school Case Study Competition

SP Jain Institute of Management and Research, Mumbai won the runner-up award

Chennai, Nov 23 2023: One of the leading power solutions technology providers in the country, Cummins India, today announced the winners of its flagship B-school case study competition REDEFINE 2023. The remarkable Team Vision from the Indian Institute of Management, Mumbai emerged as the competition champion and culminated with the clinching the coveted trophy and cash prize. Team Comeback from SP Jain Institute of

B-schools. Following rigorous evaluation rounds, six finalist teams were selected and flown to Pune to partake in the two-day grand finale. The event featured enriching leadership talks and networking opportunities, exclusive tours of the Cummins Technical Centre India and the Kothrud Engine Plant and culminated with the jury evaluation round hosted at Cummins India Office Campus (IOC).

Themed around 'Unlocking the Power of Digitalization in the Aftermarket', this year's edition of the annual competition drew participation from a staggering 3752 students across 938 teams representing 18 of the country's premier

At the grand finale ceremony, the finalists presented their solutions to a panel of jury members from Cummins India that included Anupama Kaul, Human Resources Leader; Subramanian Chidambaran, Strategy Leader; and Vivek Malapati, Vice President, Distribution Business Unit and New and Recon Parts Organization. The event was attended by senior leaders and employees of the



company.

Speaking on the occasion, Anupama Kaul, HR Leader, Cummins India, said, "My heartiest congratulations to all winners, finalists, and participants for their outstanding contributions, which have once again made REDEFINE a resounding success for the seventh consecutive year. REDEFINE is designed to encourage students to tackle real-world business challenges with creativity and forward-

thinking solutions. This annual event is a testament to Cummins India's rich history of nurturing young minds and fostering a growth mindset. As a jury member, I had the privilege of witnessing the exceptional talent and ingenuity that emerging young talent brought to the table. The modern solutions and creative insights presented by the competing teams were sublime. It reaffirms our strong faith in the incredible potential and capabilities of the

potential leaders."

Subramanian Chidambaran, Strategy Leader, Cummins India, added, "REDEFINE is aimed at presenting complex business scenarios to aspiring business leaders, stimulating their intellect to solve real-world challenges with a blend of creativity and acumen. Year after year, REDEFINE provides us with the invaluable opportunity to engage with the brightest minds and the future stars of the business

world. Their innovative thinking and visionary solutions consistently serve as a wellspring of inspiration for us. The winning teams of REDEFINE 2023 demonstrated not only analytical skills, but also strategic thinking, and an exceptional ability to present their solutions with clarity and persuasion. I extend my heartfelt wishes to the winners and hope this competition was an enriching experience for all participants."

Leading up to the

grand finale, the

company organized a series of activities designed to engage the students and pique their curiosity. Cummins India also hosted a REDEFINE video podcast featuring jury members, Vivek Malapati and Subramanian Chidambaran. The podcast delved into the intricacies of the Aftermarket Distribution Network, and the operational dynamics of the On-Highway Distribution and shed light on this year's case study theme. To familiarize the students with the company's mission, vision, business strategy, and technology, an interactive leadership session was arranged. Adding another layer of engagement was a quiz competition that evaluated participants' knowledge of industry trends, business dynamics, technological advancements, and their understanding of

Cummins.

The six shortlisted teams who participated in the grand finale included:

1. Hellios from the Indian Institute of Management (IIM), Lucknow

2. The Benchwarmers from Symbiosis Centre for Management and Human Resource Development, Pune

3. Vision from IIM, Mumbai

4. Synergy from Narsee Monjee Institute of Management Studies (NMIMS), Mumbai

5. Inquisitors from NMIMS, Mumbai

6. Comeback from SP Jain Institute of Management and Research, Mumbai

To learn more about REDEFINE 2023, visit Cummins REDEFINE | Cummins Inc and follow Cummins India on LinkedIn, Facebook, Instagram, and YouTube.

Scapia raises \$23M led by Elevation Capital and 3STATE Ventures in Series A round

Chennai, Nov 23 2023: Scapia, the fintech company on a mission to make travel accessible through its suite of financial products, has raised \$23 million in its Series-A funding round, led by Elevation Capital and 3STATE Ventures. The round also saw participation from its existing investors, Matrix Partners India and Tanglin Venture Partners. With the new capital, Scapia will continue to grow its customer base, add more banking partners and further strengthen its product suite, ensuring more travellers enjoy seamless, rewarding experiences.



Scapia's co-branded card, built in partnership with Federal Bank, comes with zero joining and annual fees, offering a zero-forex markup and unlimited domestic lounge access to its users on minimum monthly expenditure. It provides a generous 10% reward on every transaction, minting these into Scapia coins. The company has also built a travel platform within the app to enable customers to instantly redeem their coins for flight and hotel bookings. Scapia offers a wide selection across all global airlines and 5 lakh+ stays and hotels worldwide with the best prices, easy cancellations, flexible rescheduling and affordable payment options like Travel Now, Pay Later, and 24/7 customer service.

Scapia's \$23 million Series A fund-raise is a testament to the customers' love for its co-branded credit card and delightful app experience. Within five months of launch, Scapia has garnered widespread popularity and has distributed its card in over 7500 pin codes. Remarkably, 40% of Scapia's users are from beyond the top 30 cities, underscoring Scapia's rapid ascent in the country's diverse financial landscape. Scapia's user community, fondly referred to as 'Scapia Tribe', has used the app and card to travel across 50 countries in 5 continents.

Anil Goteti, Founder of Scapia, and a travel enthusiast, said, "We're thrilled by the customer affection and rapid growth Scapia has experienced since launch. This funding

will fuel our efforts to grow our customer base, add more banking partners and strengthen our product suite. We are grateful to our new and existing investors who believe in our vision and are helping us deliver a compelling proposition to our customers."

Mridul Arora, Partner, Elevation Capital, said, "Global travel has undeniably evolved into a ubiquitous phenomenon, witnessing a substantial increase among Indians in recent times. The customer interest we see in Scapia's co-branded credit cards is a testament to the transformative power of fintech in making travel more accessible and delightful for Indians. We are excited to partner with Anil and his team as they develop strong fintech solutions that address the growing demands of today's travellers by integrating user-centricity, experience, and financial empowerment."

Binny Bansal, 3STATE Ventures, said, "The rise of fintech in India has been nothing short of revolutionary, democratising access to financial services and empowering millions. Among such innovations, Scapia stands out with its differentiated solutions tailored for travel, addressing a vital need for aspiring Indians. We are excited by Scapia's progress in a short time and happy to continue our commitment to the company."

Vikram Vaidyanathan, Managing Director, Matrix Partners India, said, "We continue to be big believers in transaction credit + commerce plays across large verticals such as travel, commerce and more. Scapia has been able to stitch together unique user journeys across fintech and travel. The company is off to a fast start and has seen strong customer love since the launch of its co-branded credit card. We are delighted to double down on our investment here and welcome Elevation Capital to the partnership. Wishing Anil and the Scapia team Godspeed ahead!"

Customers can get the card at www.scapia.cards after checking their eligibility.

Toyota Kirloskar Motor inks MOU with Government of Karnataka for next round of investments towards setting-up of a new plant

Chennai, Nov 23 2023: Staying true to its commitment of "Make in India" and producing "Mass Happiness for All", Toyota Kirloskar Motor (TKM) today signed a Memorandum of Understanding (MOU) with the Government of Karnataka to enhance its existing operations in the country through fresh investments.

The investments of around INR 3,300 crores, coinciding with the landmark occasion of TKM's 25-years of operations in India, involves setting-up of a new plant thus adding to capacity thereby resulting in a substantial boost to the local manufacturing eco-system, along with ushering new technologies to create "mobility for all". This will be the company's third plant in India, all situated at Bidadi near Bangalore, in Karnataka. This development also brings with it, potential for further investments and job creation given the expected growth in the supplier ecosystem.

The Memorandum of Understanding with the Karnataka government was signed and exchanged today by Hon'ble Chief Minister Shri. Siddaramaiah, Government of Karnataka and Mr. Masakazu Yoshimura, Managing Director and Chief Executive Officer, Toyota Kirloskar Motor in the august presence of Shri M. B. Patil, Minister



for Large and Medium Industries and Infrastructure Development, Government of Karnataka, Mr. Swapnesh R. Maru, Executive Vice President & Chief Compliance Officer, Mr. Vikram Gulati, Executive Vice President, Mr. Sudeep Santram Dalvi, Senior Vice President & Chief Communication Officer, and other top executives of Toyota Kirloskar Motor.

"Karnataka, as the pioneer in releasing a dedicated EV policy in 2017, updated in 2021, stands as the leader in attracting investments of Rs 25,000 crore, spanning the entire EV value chain. With approximately 2 Lakh EVs registered in the State, Karnataka is steadfast in reshaping the mobility landscape, Shri M. B. Patil, Minister for Large and Medium Industries and Infrastructure Development, Government of Karnataka.

Furthermore, the Government is coming up with a new clean mobility

policy that aims to position Karnataka as the premier destination for Electric Vehicle (EV) manufacturing, spanning the entire value chain from battery and cell manufacturing, component production, original equipment manufacturers, charging and testing infrastructure, to research and development. With this, the government aims to attract investments of Rs 50,000 crore across the entire EV value chain, generating approximately 100,000 new jobs, and establishing a comprehensive and supportive EV ecosystem in the State", Shri Patil added.

Commenting on India's strategic importance, Mr. Masahiko Maeda, Chief Executive Officer of Asia Region, said "The Indian market has always been of great importance to us. We are confident that with the new investments in India, we will further elevate TKM's role in our global vision for a more promising future by creating sustainable

mobility solutions that enrich people's lives worldwide.

We believe carbon is the real enemy and globally, we will continue to challenge the approach of transforming mobility with focus on 'Diversity, Intelligence & Electrification' with the ultimate goal of Carbon Neutrality. We will continue to focus on each region's mobility goals with greater agility, by introducing and supporting clean technologies considering various factors such as the country's energy mix, infrastructure readiness, unique consumer profile and needs."

Speaking on the occasion, Mr. Masakazu Yoshimura, Managing Director and Chief Executive Officer, Toyota Kirloskar Motor said, "As a future ready mobility company, we are certain that today's significant MOU with the State Govt. of Karnataka for the new plant will positively contribute through consequent employment generation and expand adoption of advanced clean technologies. We will continue to work together with the government to develop a world-class local ecosystem that promotes the best solutions for India by focusing on improving energy security, promoting economic growth & achieving Carbon Neutrality.

Tata Motors and Inchcape plc usher in a new era of commercial vehicle excellence in Thailand Introduces innovative and segment-defining commercial vehicles in varied segments

Chennai, Nov 23 2023: Tata Motors, one of the world's leading automobile manufacturers, is reaffirming its dedication to delivering class-leading commercial vehicles to the Thai market. The company, along with its authorised distributor Inchcape a leading global automotive distributor, announced it has commenced the sales and service of its commercial vehicles across Thailand. This endeavour marks Tata Motors' commitment to revolutionising the landscape of commercial transportation in Thailand. The company also launched an impressive line-up of new-age trucks, including Tata Super Ace, Tata Ultra T.9, Tata Ultra T.14 and the flagship Tata Prima 5038.S, with a gamut of value-added services, such as Tata Protect and Tata OK.

In April 2023, Tata Motors announced a strategic partnership with Inchcape plc as its distributor for commercial vehicles in Thailand. To ensure that customers have easy access to support and services across Thailand, Inchcape plc will also establish an extensive network of 13 customer touchpoints including sales, service and spare parts, strategically located to provide seamless assistance to its customers.

Commenting on the launch, Mr. Anurag Mehrotra, Head, International Business,



Tata Motors Commercial Vehicles, Chennai, said "We are delighted to commence our operations in Thailand. Tata Motors has been one of the leading manufacturers of commercial vehicles that offers functionality, productivity, connectivity, safety and performance. With deep experience in catering to commercial vehicle customers across the globe, our products are engineered to offer the highest profitability and reliability to the fleet owners. These solutions are not mere commercial vehicles, but a testament to our dedication to safety and innovation. Our unwavering commitment to customer centricity is at the heart of everything we do. Jointly with Inchcape, we are confident of delivering a complete peace of mind to our customers with our strategically located sales and service touchpoints in Thailand. With Inchcape's global leadership in vehicle retail, we are poised to set new standards and drive progress in the Thai transportation industry."

Expressing their enthusiasm at the

segment performance, fuel efficiency, reliability and comfort. The vehicles have been developed with deep market research, focusing on the dynamic customer needs. Going forward, the company will widen its vehicle portfolio in line with the evolving requirement of the market.

Along with the class-leading vehicles, the company will also offer value-added services for hassle-free vehicle lifecycle management including; Tata Protect an all-encompassing maintenance and service package for customers, comprising a warranty, roadside assistance, genuine parts availability and on-site maintenance and Tata OK pre-owned vehicle program that encompasses buyback and sales services. The Ultra and Prima range will come equipped with Tata Motors Fleet Edge a connected vehicle platform powered by data analytics.

With more than seven decades of expertise, Tata Motors is present in 44 countries spread across Africa, Middle East South and South East Asia, South America and CIS, among others. The company's state-of-the-art research and development facilities have steadily worked to engineer innovative mobility solutions powered by alternate fuel technology, including battery-electric, hybrid, CNG, LNG and Hydrogen Fuel Cell technology.

HCL 79th National Squash Championship Concludes: New Squash Champions Emerge

Chennai, Nov 23 2023: HCL, a leading global conglomerate, today announced the successful completion of the HCL 79th National Squash Championship, a seven-star national circuit tournament. Anahat Singh from Delhi defeated Tanvi Khanna from Delhi (Scores: 9-11, 11-4, ret) in the women's category. Velavan Senthil Kumar from Tamil Nadu defeated Abhay Singh from Tamil Nadu in the men's category (Scores: 12-10, 11-3, 12-10). This is Velavan's first national title.

The men's category had 174 participants, while the women's category featured 63 competitors, all vying for a total prize purse of INR 8.8 Lakhs. The top players from the Championship will also receive ranking points and will be included in the National ranking list in the relevant age group. The Championship, which kick-started on November 17, was held at the Indian Squash & Triathlon Academy in Chennai. The HCL 79th National Squash Championship was held under the aegis of the Squash Rackets Federation of India (SRFI). It witnessed participation from 417 players from 26 states, competing across 11 categories (men, women, pro-coach, and masters in



the age group of 35 to 70 years).

The Championship was played in a knock-out format across all categories. The details of the winners and runner-up are as follows:

Category DETAILS Men over 70 Runner-up: Kishan Lal from Maharashtra; Winner: Rajiv Reddy from Tamil Nadu (6th national title) **Men over 65** Runner-up: V Laxman from Tamil Nadu Winner: Vijay Jaini from Haryana (it is his 4th national title) **Men over 60** Runner-up: Arun Rabindranath from Karnataka Winner: Deepak Moolani from Maharashtra **Men**

over 55 Runner-up: Inderjeet Singh from Maharashtra Winner: Saurabh Deokuliar from Karnataka (2nd national title) **Men over 50** Runner-up: Dalip Tripathi from West Bengal Winner: Sanjay Rajpal from Karnataka **Men over 45** Runner-up: Hemant Nadkarni from Maharashtra Winner: Stephane Galifi from Maharashtra **Men over 40** Runner-up: Sanjay Pawar from Maharashtra Winner: Paul Ipe from Karnataka **Men over 35** Runner-up: Arjun Agnihotri from Services Sports Control Board Winner: Siddharth Suchde from

Maharashtra Pro-coach category Runner-up: Dinesh from Tamil Nadu Winner: Saurabh Kumar from Uttar Pradesh S u n d a r Mahalingam, President of Strategy at HCL Corporation and Shiv Nadar Foundation said, "I extend my heartfelt congratulations to all the players today. At HCL, Squash is making remarkable strides. Medals have been earned, and as we eagerly anticipate the 2028 Olympics, HCL is thrilled to be part of this journey, supporting the maximization of human potential. There's truly no better way to showcase one's talent than through such avenues. I'm excitedly looking forward to witnessing numerous upcoming squash matches, each a testament to the incredible talent within our sport."

Cyrus Poncha, Secretary General, SRFI said, "We extend our heartiest congratulations to our new champions. Their outstanding display of sportsmanship and skill exemplifies the pinnacle of squash talent. HCL has supported us over the past seven years for which we are very grateful. We are looking at HCL to continue their support, which will help further cultivate our country's talented squash players."

DISNEY STAR DELIVERS THE BIGGEST ICC MEN'S WORLD CUP EVER

Chennai, Nov 23 2023: In a historic triumph for sports broadcasting, Disney Star, the official broadcaster of the ICC Men's Cricket World Cup, has set new benchmarks for viewership, redefining the cricketing landscape. The highly anticipated final clash between cricket powerhouses India and Australia has not only etched itself into the chronicles of sporting history but has also become the most-watched event ever on both linear TV and digital streaming. With an astounding reach of 30 Crore for the live broadcast on TV, Star Sports Network ensured that cricket enthusiasts across India were glued to their television screens, making it the most watched Television event ever. The magnitude of the final was further highlighted by a peak concurrency of 13 Crore viewers on TV and 5.9 crore peak concurrency on Disney+ Hotstar (Digital).

As per BARC, the tournament crossed a viewership of half a billion viewers for the

first time as 518 million (51.8 Crore) TV viewers tuned in for the live broadcast of the marquee tournament being played in India after 12 years. The live TV broadcast for the tournament garnered 422 billion minutes of TV watch time making it the most watched ICC Men's World Cup in the history of the event. The final between India Vs Australia delivered a peak concurrency of 13 crore which surpassed the previous highest peak concurrency in the tournament with India Vs Pakistan at 7.5 crore and India Vs New Zealand at 8 crore. Disney Star left no stone unturned in bringing the grandeur of the World Cup to fans in India and across the globe, showcasing its unwavering dedication to delivering unparalleled sporting content.

Speaking about the recent success of the ICC Men's Cricket World Cup 2023, K Madhavan, Country Manager & President, Disney Star, "We extend our heartfelt gratitude to the International Cricket Council (ICC) and the Board of Control for

Cricket in India (BCCI), for their invaluable support, making this tournament an overwhelming success. We would also like to thank the fans, who showered their support throughout the tournament and with their unwavering passion making this historic achievement possible. Disney Star is dedicated to paving the road for sports broadcast in India and it has been extremely encouraging to see growth across both, the linear and digital mediums, thereby increasing the fan base of cricket. This is testament to the uniqueness of the India market where linear and digital continue to grow alongside each other. This successful tournament has set the stage for a promising future in our association with the ICC."

Disney Star, in its pioneering approach to sports broadcasting, redefined and reimagined how fans consume cricket. In a groundbreaking collaboration with the International Cricket Council (ICC), Disney+ Hotstar introduced



Max View — a technological innovation that allowed cricket enthusiasts to experience the game in vertical mode (9X14 portrait view) for the first time in the history of streaming cricket.

Disney Star also provided an extensive 11 feeds for ICC Men's CWC 2023, including coverage in 9 different languages (English, Hindi, Marathi, Gujarati, Bengali, Tamil, Telugu, Kannada, & Malayalam), ensuring that cricket enthusiasts across diverse linguistic landscapes could savor the thrilling moments of this historic World Cup.

As the curtain falls on this historic event, Disney Star takes pride in having orchestrated a cricketing spectacle that captivated the hearts and minds of millions, reaffirming its commitment to pushing the boundaries of sports entertainment.

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NTC Group conducts 200th Eye camp at Ranipet

To screen 1 lakh individuals, distribute 60,000 spectacles and conduct 1000+ DR Screenings in FY24

Chennai, Nov 23 2023: Palaniammal Kandasamy Charitable Trust, a part of NTC Group and Junior Chamber International have conducted their 200th Eye Check-up Camp at Ranipet, Tamil Nadu. NTC Group have always been dedicated to uplift the less privileged communities and to provide sustainable livelihood. The company's vision is to provide eye-check-up camps for One lakh people before 2025.

This selfless mission is conducted on the second Sunday of every month so that every individual can get easy access to an eye checkup



and identify eye-health-related problems. The initiative has helped more than 40,000 people till date. NTC Group considers this initiative as a symbol of hope and well-being for those who are not able to access or afford proper eye checkups. The company's motive is not only to conduct eye camps but also to provide for surgery requirements.

Dr.K.Chandramohan, Founder & Chairman, NTC Group, expressed his enthusiasm, saying "We at NTC Group are proud to deliver and promote eye health services to the less privileged community, thereby providing improved healthcare

facilities. For the financial year 2023-24, our goal is to provide eye check-up services to over one lakh individuals."

This program has been partnered with the Kovai Sankara Eye Hospital from Coimbatore. This partnership also ensures that patients undergo surgeries without any financial burden and provides spectacles for the required patients. This impact has been receiving a massive response from those individuals who received treatment, as they have been provided an enriched vision to view path breaking barriers that could have otherwise trapped them in a life of impairment.

ALLEN Career Institute a leading institution in the field of test preparation industry is now also in Madurai with offline classroom centres

Chennai, Nov 23 2023: ALLEN Career Institute Pvt. Ltd. a leading institution in the field of test preparation industry is now also in Madurai with offline classroom centres. 5 years back ALLEN Career Institute started its Tamil Nadu Mentoring initiatives by launching 4 campuses at Chennai & over the years increased its mentoring initiatives presence with fully operational campuses in 8 locations across Chennai.

Academic Session 2024-25 witnesses its trusted mentoring initiatives being launched in the famous temple city of Madurai on this day of 20th November 2023 with the same commitment, utmost personal care and sincerity to help the sons and daughters of Madurai peak up consistently in their pursuit of academic excellence by becoming the flagbearers of nation at national and international levels and winning laurels for the nation.

Last academic

session's success story from Chennai is testimony for our commitment to set a new benchmark from Madurai in the forthcoming academic sessions.

Tamil Nadu has witnessed 300 students making it to prestigious Medical Colleges of repute last year from ALLEN Chennai along with 49 students making their mark by getting admission in IITS&NITS. ALLEN Career Institute would be kick starting its mentoring journey at Madurai by opening up its mentoring initiatives for student studying in class 8-12 and 12 pass for various national and international Olympiads and National level Pre Engineering & Pre Medical Entrance Examinations.

Gracing this occasion Dr N Raharan HU IAS (Retd) presided the august gathering in the capacity of Chief Guest. He welcomed this move of ALLEN Career Institute on selecting Madurai as their next

Mentoring city and wished the student fraternity to hold this opportunity with both hands and kick start their journey of adapting as flag bearers of nation and become an inspiring role model for many more talented students from the state of Tamil Nadu.

On this occasion Shri Mahesh Yadav Zonal Head - ALLEN South India primarily a faculty in the subject of Chemistry heading South Mentoring initiatives also a Gold Medalist said "it is an emotional journey for me. 9 years back I came to Bangalore to initiate the mentoring initiatives at Bangalore and carried the flag of mentoring by launching Tamil Nadu operations at Chennai 5 years back. Today it gives me immense pleasure to stand before you and invite the student fraternity of Temple City Madurai to Walk into ALLEN with their Dreams, Aim high and Achieve Handsomely. I seek the blessings of Meenakshi Amman to bless us to make the talent

from Madurai to reach pinnacle of success at national and international level. ALLEN stands committed to its Student First Academician first Philosophy. I express my gratitude to one and all from the formal education sector and the media representatives present here today on this auspicious occasion."

ALLEN Madurai Launch witnessed support of school principals and students of ALLEN being part of this initiative.

On this occasion Shri Santosh Singh Center Head said "the talent from Tamil Nadu has carved a niche for itself and I as a mentor have been integral part of student mentoring and helping them attain the goals the student fraternity has set out. I commit to create a new benchmark of success at ALLEN Madurai and in coming years you would see ALLEN Madurai being flag bearer at National and international level".

Virtusa Supports Restoration of Iconic B.J.P.C Institution, Preserving Mumbai's Cultural Legacy

Virtusa Corporation and the Trustees of the B.J.P.C Institution jointly unveil a Landmark Restoration

Chennai, Nov 23 2023: Virtusa Corporation, a leading provider of digital engineering, and technology services through its philanthropic arm, Virtusa Foundation, is pleased to announce the successful completion of the Byramjee Jeejeebhoy Parsee Charitable Institution (B.J.P.C.I) Heritage School Restoration Project. The restoration of this iconic institution not only preserves a vital piece of history but also underscores Virtusa's commitment to fostering education, empowering future generations, and contributing to a sustainable environment.

Furthermore, Swarnil Joshi, renowned actor and an esteemed alumnus of the B.J.P.C.I, graced the event with his presence. In addition, Santosh Thomas, Chief Executive Officer and Executive Director, Virtusa Corporation, Amit Bajoria, Chief Finance Officer, Virtusa Corporation, Ram Meenakshisundaram, Chief Technology Officer, Virtusa Corporation, and the B.J.P.C.I trustees together unveiled the captivating Coffee Table Book - "Unwrapping The Story of a Landmark Restoration," making the event a truly exceptional and meaningful occasion.

At the event, Santosh Thomas, Chief Executive Officer and Executive Director of Virtusa Corporation, emphasized, "It has been a great privilege for Virtusa to collaborate with the Byramjee Jeejeebhoy Parsee Charitable Institution



(B.J.P.C.I) in the restoration of this historic structure. As a company that believes strongly in social responsibility, this project aligns with our corporate sustainability ethos."

He continued, "The Virtusa Foundation has built a comprehensive program to foster access to education for over 15 years. These initiatives have benefitted over 20,000 students. Today, with the restoration of this 132-year-old beautiful structure, we are able to mark another milestone in this mission that will benefit students and society for generations. The opportunity to support the restoration of this iconic building and preserve a piece of history that will provide opportunity to young minds will always be cherished. It has been an honour to help the B.J.P.C.I safeguard this mission so that the dreams of countless students can be fostered for years to come."

Founded in 1891, the B.J.P.C.I holds an esteemed position in the annals of Mumbai's cultural and educational history. Nestled at 33, M. Karve Marg, this architectural masterpiece stands as a cornerstone of the city's rich heritage. The B.J.P.C.I is recognized as a heritage structure in Mumbai and

was the recipient of The Urban Heritage Award in 1993 for being the "Best Preserved Monumental Building".

Key highlights of the B.J.P.C Institution and the restoration project include:

- **Historical Significance:** With a legacy spanning 132 years, the B.J.P.C.I stands as one of Mumbai's oldest educational institutions, making significant contributions to the city's academic landscape.
- **Architectural Marvel:** The institution's heritage building, designed by Master Architect Khan Bahadur Muncherji C. Murzban follows the Gothic Revival style and boasts unique teakwood screens and coloured glass elements.

• **Academic Excellence:** The B.J.P.C.I offers a comprehensive educational program spanning from kindergarten to senior classes, serving over 1400 students. The institution consistently maintains an impressive 100% success rate in board exams, which stands as a testament to its steadfast commitment to academic excellence.

Amit Bajoria, Chief Finance Officer, Virtusa Corporation, echoed this sentiment, said, "Revitalizing a heritage

school like the Byramjee Jeejeebhoy Parsee Charitable Institution (B.J.P.C.I) not only preserves its rich legacy but also empowers future generations."

He further added, "Our participation in this initiative has brought us great satisfaction, and the accomplishment strongly aligns with the core pillars of the Virtusa Foundation: enhancing access to education, preserving our environment, and empowering society."

Rustom N.B, Trustee of The B.J.P.C institution, expressed gratitude, said, "Virtusa, our collaborators, have generously financed the restoration and renovation of the building. Their patience and timely input of funds made the difference between old and the freshly renovated appearance of our building. This building is a rarity in our city, and we are happy and honoured to say it will be sent as an entry for the UNESCO Heritage award by our architect. A resounding thanks to Virtusa Corporation from the trustees, staff, and students of The B.J.P.C.I."

Through strategic partnerships and active community engagement, the Virtusa Foundation is dedicated to addressing societal challenges while paving the way for a brighter future. Virtusa employs an "Engineering First" approach to creative problem-solving, which empowers individuals and communities to enhance social outcomes for all. This approach is what Virtusa refers to as "Engineering with Purpose."

The Grand Tapestry of Ideas Unfurls: Jaipur Literature Festival Unveils Third List of Visionary Speakers

Chennai, Nov 23 2023: Third List of Speakers Announced: Third tranche of 25 speakers announced - The Festival announced its third list of 25 speakers out of over 300 speakers expected to attend the 2024 edition. The third list features Amod K. Kanth, Arun Maira, Badri Narayan, Daisy Rockwell, Daniel Hahn, Guillermo Rodriguez, Gurucharan Das, Ivy Ngeow, Kal Penn, Katherine Rundell, Koël Purie Rinchet, Louise Kennedy, Manju Kapur, Matthew Parker, Miranda Seymour, Monica Ali, Naushad Forbes, Peter Frankopan, Peter Moore, Philip J. Stern, Reshma Ruia, Richard Osman, Sanjay Jha, Sudha Murty, Yatindra Mishra

The annual and iconic

Jaipur Literature Festival announced its third list of speakers for the much-awaited 17th edition, set to take place from February 1 - 5, 2024 at Hotel Clarks Amer, Jaipur. As the just-released list shows, the Festival will once again be a grand marathon of ideas between writers, thinkers, idealists, realists, visionaries, intellectuals, avant-garde practitioners and the iconoclasts, all of whom will engage in informed discussion, united by an abiding love for literature.

The Festival will also feature Naushad Forbes, Co-Chairman of Forbes Marshall, India's leading Process and Energy Efficiency Company. His recent book is The Struggle and the Promise:

Restoring India's Potential; Peter Frankopan, Professor of Global History at Oxford University and author of The Silk Roads: A New History of the World; The Present and Future of the World; and The Earth Transformed: an Untold History; Peter Moore, Sunday Times bestselling author of The Weather Experiment and Endeavour; Philip J. Stern, historian of the British Empire and the author of the award-winning book The Company-State and the latest Empire, Incorporated; Reshma Ruia, British Indian writer of the award-winning novel Still Lives; Richard Osman, author, producer and television presenter and bestselling writer of The Thursday



Murder Club series; Sanjay Jha, Executive Director of Dale Carnegie and a former National Spokesperson for the Congress Party; Sudha Murty, Founder of Infosys Foundation, one of the first women engineers to start her career at TELCO (now Tata Motors), a prolific writer in English and Kannada; Yatindra Mishra, writer, columnist and cultural icon has worked extensively on the heritage of Indian music.

Axis Bank Launches SPLASH, a pan-India competition to engage young minds through Art, Craft and Literature

Chennai, Nov 23 2023: Axis Bank, one of the largest private sector banks in India, announced the launch of SPLASH, an annual Pan-India competition on Art, Craft, and Literature for children in the age group of 7-14 years. This year, Splash will focus on the theme 'Kindness' to instil the thought of kindness and foster a sense of goodwill amongst the new generation. The participants can register and submit their entries on www.axisbanksplash.in, till 31st December 2023. Through this initiative, the Bank aims to reach out to over 6 lakh participants by conducting the competition physically and digitally, ensuring that

every child has an opportunity to showcase their talent.

The competition will be divided into two age groups: 7-10 years and 11-14 years. The participants will need to express their thoughts and ideas through two themes 'Helping One Another' and 'Making the World a Kinder Place'. They can unleash their creativity through drawing, craft, or essay writing. The participants will be evaluated by an esteemed jury panel comprising Vikrant Shitole, a revered artist from Art Society of India; Disha Katharani, Co-Founder of Imagimake; Savio Mascarenhas, Group Art Director at Amar Chitra Katha; and Rajiv Chilaka, CEO of Green Gold Animation.

Speaking on the initiative, Anoop Manohar, Chief Marketing Officer, Axis Bank, said, "We are delighted to announce the 11th edition of Splash. This year's theme of 'Kindness' stems from our brand philosophy 'Open'- which aims to engage with communities beyond banking and business. Through Splash, we are providing a vibrant canvas for these young minds to explore, express and embrace the value of kindness in order to create a better tomorrow."

Scaling new heights, this year Axis Bank will reach out to over 2000+ schools, 50% more than the previous year. In addition to the competition, the Bank

will organise engaging sessions and other fun-filled activities. It has roped in children's beloved character 'Chota Bheem' to impart valuable life lessons on earning, saving, investing, and giving through the art of storytelling.

The winners will be conferred scholarships of Rs. 1 lakh, exciting hampers, and electronic gadgets from partners such as Hamleys, Faber Castle and BoAt. They will also be given an opportunity to visit the National Institute of Design (NID) and participate in exciting workshops conducted by the Museum of Art & Photography (MAP). The runners-up will be awarded Rs.50 thousand each.