

**PM inaugurates, dedicates to nation and lays the foundation stone of multiple development projects worth more than Rs 12,700 crore in Navi Mumbai, Maharashtra**

Chennai, Jan 13 2024: The Prime Minister, Shri Narendra Modi inaugurated, dedicated to the nation and laid the foundation stone of multiple development projects worth more than Rs 12,700 crore in Navi Mumbai, Maharashtra today. Earlier in the day, the Prime Minister inaugurated Atal Bihari Vajpayee Sewri-Nhava Sheva Atal Setu built at a cost of more than Rs 17,840 crores in Navi Mumbai. The development projects being inaugurated today include sectors of road and rail connectivity, drinking water, gems and jewellery and women empowerment.

Addressing the gathering, the Prime Minister said that today is a historic day not only for Mumbai and Maharashtra but also for the resolve of 'Viksit Bharat'. "Even though these development projects are taking place in Mumbai, the entire nation's eyes are glued to it", Shri Modi said. Referring to the inauguration of India's longest sea bridge Atal Setu, the Prime Minister said that it is proof of the commitment towards India's growth. Today's occasion, the Prime Minister said, is also a symbol of accomplishment through resolution as he recalled laying the foundation stone for

MTHL Atal Setu on December 24, 2016. He reiterated the government's commitment towards completing large-scale projects as he pointed out that the citizens during the past were left hopeless owing to the negligent attitude prevalent during previous governments. "The country will move forward and the country will progress. This was Modi's guarantee in 2016", the Prime Minister said, "I dedicate Atal Setu to Mumbaikars and the nation bowing before Chhatrapati Shivaji, Mumba Devi and Siddhivinayak." He lauded the on-time completion of MTHL Atal Setu owing to the disruptions caused during the coronavirus pandemic and said that the inauguration, dedication or foundation stone laying of any development project is not a photo opp but it is a medium for the creation of India. "Every such project contributes to the development of a magnificent India", the Prime Minister said.

Referring to today's projects which are in the areas of roads, railways, metro and water, and business-related infrastructure, the Prime Minister said that most of these projects were initiated when there was double engine government in the state and lauded the team's



efforts led by Chief Minister of Maharashtra, Shri Eknath Shinde and Deputy Chief Ministers of Maharashtra, Shri Devendra Fadnis and Shri Ajit Pawar.

Expressing gratitude for the presence and blessings of women, the Prime Minister said "The guarantee of empowerment of the daughters and sisters given by Modi is being carried forward by the Maharashtra government". He pointed out that schemes like Mukhyamantri Mahila Sakshikaran Abhitan, Nari Shakti doot application and Lek Ladki Yojana are efforts in that direction. "Coming forward with women and leading the movement for Viksit Bharat is very critical. Removal of every obstacle in the path of our mother and daughters and ensuring ease of life for them is a priority for our government", he added. He listed schemes like

Ujjwala, Ayushman Card, Jan Dhan Accounts, pucca houses under PM Awas, Matru Vandana, 26-week maternity leave, and Sukanya Samridhi accounts to illustrate the concern for women's needs. "Mahila Kalyan is the foremost guarantee of any double-engine government in any state", he added.

He said that Atal Setu is filling everyone with pride for its size, ease of travel, engineers and scale. He informed that the steel used in the project is sufficient to construct 4 Hawara Bridges and 6 Statue of Liberty. The Prime Minister thanked the Government of Japan for their assistance and remembered Prime Minister Shinzo Abe. "We had resolved to complete the construction of this bridge as quickly as possible", PM Modi recalled.

"Atal Setu is the acclamation of the aspirations that the entire nation made in 2014", the Prime Minister remarked. Recalling the time before the 2014 elections when the Prime Minister visited Raigarh Fort and spent time at Shivaji's samadhi, he said that the nation has witnessed the dreams and resolutions taken 10 years ago. "Atal Setu is a reflection of the belief and it presents a picture of Viksit Bharat", he said, underlining that ambitious big-ticket MTHL Atal Setu instils new beliefs among the youth. "Viksit Bharat on January 7 and 8, 2024: Atal Setu and other projects in Navi Mumbai and the family of the Prime Minister will have speed and progress which will bring the world closer on 2015 and 2019, this life and livelihood will continue to flourish. This is the message of government, the Prime

Minister said. Throwing light on the transformations brought about in India in the past 10 years, the Prime Minister pointed out that the image of a transformed India becomes even clearer when one recalls the India before 2014. "Earlier, multi million crore scams were part of discussion, today the discussions revolve around the completion of projects worth thousands of crores", Shri Modi exclaimed. He gave examples of the completion of Bhupen Hazarika Setu and Bogibel Bridge in the Northeast, Atal Tunnel and Chenab Bridge, multiple expressways, modern railway stations, Eastern and Western freight corridor, Vande Bharat, Amrit Bharat and Namo Bharat trains, and inauguration of new airports.

Giving examples of recent mega development projects in Maharashtra, the Prime Minister mentioned the inauguration of Bala Saheb Thackrey Samruddhi Mahamarg and the ongoing work on Navi Mumbai Airport and Coastal Road Project which is bound to change the face of connectivity in Mumbai. He also touched upon the underground road tunnel connecting

Eastern Freeway's Orange Gate to Marine Drive to further increase ease of travel. "Soon, Mumbai will also get its first bullet train", he added, "Delhi-Mumbai Economic Corridor will connect Maharashtra with Central and Northern India. Transmission line networks are also being laid to connect Maharashtra with Telangana, Chhattisgarh and other neighboring states. Big projects of oil and gas pipeline, Aurangabad Industrial City, Navi Mumbai Airport, and Shendra-Bidkin Industrial Park are going to give a new impetus to the economy of Maharashtra."

The Prime Minister illustrated how the taxpayer's money is being used for the nation's development and contrasted it with the callous misuse of this money earlier. He talked about the Nilwande Dam project started 5 decades ago and completed by the current government and work on the Uran-Kharkopar railway line was started 3 decades ago, fast-tracked by the double-engine government and the first phase dedicated to the nation today. Similarly, the first phase of Navi Mumbai Metro Project was

completed after a long delay. He informed that even Atal Setu was in planning for 5-6 decades. and Bandra-Worli SeaLink, a 5 times smaller project took more than 10 years and the budget increased by 4-5 times.

The Prime Minister informed that the construction of Atal Setu involved employing around 17,000 laborers and 1500 engineers while also creating employment opportunities in the transport and construction industries. "Atal Setu will strengthen all business activities in the region and also boost Ease of Doing Business and Ease of Life", he added.

"Today, India is progressing simultaneously on two fronts", PM Modi emphasized. He said that on the one hand, the government is running mega campaigns to improve the livelihood of the poor, while major projects are being run in every part of the country on the other. The Prime Minister mentioned, contrasting Atal Pension Yojna and Atal Setu, Ayushman Bharat Yojna and Vande Bharat-Amrit Bharat trains, PM Kisan Sammanidhi and PM Gatishakti. The Prime Minister credited the intention and loyalty of the government towards citizens while also lamenting the intentions of the previous governments who were power-hungry and focused on their own families rather than the common populace. Throwing light on the lack of development, the Prime Minister informed that a budget of only Rs 12 lakh crore was given for infrastructure in the 10

years before 2014 whereas a budget of Rs 44 lakh crore for infrastructure has been presented in the 10 years of the present government. "In Maharashtra alone, the Central Government has either completed infrastructure projects worth about Rs 8 lakh crore or work on them is in progress. This amount is also increasing new employment opportunities in every sector", he added.

Referring to the Viksit Bharat Sankalp Yatra, the Prime Minister said "Modi's guarantee begins where expectations from others end." He mentioned cleanliness, education, medical help and earning-related schemes that have benefitted women the most. PM Jan Aushadhi Kendras, SVANidhi, PM Awas and help to Self Help Groups are creating 'Lakshpati Didis'. The Prime Minister said that the goal is to create 2 crore 'Lakshpati Didis'. Maharashtra Government schemes are also working in this direction. "I assure you that the double-engine government will continue to work with the same dedication for the development of Maharashtra. We will leave no stone unturned to ensure that Maharashtra becomes a strong pillar of developed India", PM Modi concluded.

Governor of Maharashtra, Shri Ramesh Bais, Chief Minister of Maharashtra, Shri Eknath Shinde and Deputy Chief Ministers of Maharashtra, Shri Devendra Fadnis and Shri Ajit Pawar were present on the occasion among others.

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## Sundram Fasteners Limited enters into MoU with Government of Tamil Nadu for INR 1,411 crore investment

Chennai, Jan 13 2024: Sundram Fasteners Limited, one of the largest suppliers to OEMs and automakers globally, entered into a Memorandum of Understanding (MoU) with the Government of Tamil Nadu for a proposed investment of INR 1,411 crores during the Tamil Nadu Global Investors Meet 2024, Chennai.



The investment is proposed to be made in Sundram Fasteners Limited factories across Tamil Nadu situated at Padi; Mahindra World City, SEZ; Velappanchavadi; Gummidipoondi; Hosur; Aviyur, Madurai and Mittamandagapattu, Villupuram. Among the aforementioned,

the investments made in Mahindra World City, SEZ both the Industrial Policy and the EV Policy.

The planned investment spans up to 2027/2028 and will be used for capacity expansion of existing products, including electric vehicles. This

Limited said, "We have a supportive government that prioritizes innovation and industrialization, making Tamil Nadu an attractive destination for investors. With this strategic investment, we are proud to expand growth opportunities and reach new milestones. We are grateful to the Government of Tamil Nadu for their unwavering support, which has played a crucial role in our success. As we move forward, we remain committed to producing and delivering high-quality products, creating a positive impact on our community, and contributing to the State's overall economic prosperity."

## Cultural Kaleidoscope: VR Chennai's Spectacular Lineup of Marghazi Utsav, Pongal Festivities, and Republic Day celebrations"

Chennai, Jan 13 2024: VR Chennai is thrilled to announce a series of vibrant and culturally rich celebrations throughout the month of January. In line with its commitment to 'Connecting Communities©' VR Chennai will host a cultural showcase weaving together the threads of tradition, festivity, and national pride.

Commencing the festive month, VR Chennai has curated an array of events to commemorate Margazhi Masam. In the spirit of this auspicious period, an enchanting cultural spectacle has been designed to pay homage to the rich heritage and artistry of Tamil Nadu. On January 13, VR Chennai will host a mesmerising classical and semi-classical dance performance by renowned Carnatic dancer Biju and a special dance presentation by actor

Iniya. The Margazhi Masam festivities will conclude with a Veena performance by maestro Rajesh Vaithya on January 14.

To celebrate the harvest season on January 16 & 17, VR Chennai will host a vibrant Pongal celebration. This exuberant event aims to unite the community in a cultural extravaganza featuring a medley of traditional performances such as:

- Karagattam, a traditional folk art.
- Oyilattam, a lively and colourful dance form that involves rhythmic steps and spins.
- Mayilattam, the peacock dance known for its graceful and intricate movements.

Thappaattam, involving the use of wooden sticks to create a captivating visual and auditory spectacle performed by a dynamic group of

six members. Silambattam, a traditional martial art form that combines agility, skill, and coordination; and Poikkal Kuthirai accompanied by melodies of the instrument of Nadaswaram, the traditional folk dance that involves intricately decorated horse effigies.

Marking the culmination of the celebrations is the Republic Day, a day to honour the spirit of unity and patriotism. VR Chennai is proud to announce an exclusive performance on 26 January by an all-woman bagpipe band, formed by the Greater Chennai Police. The talented musicians will demonstrate their musical prowess adding their unique touch to the festivities.

At VR we believe in 'Connecting Communities©' and mirroring the local heritage. VR Chennai takes pride in actively curating programs that magnify the significance of local traditions and cultural facets unique to Tamil Nadu. Our goal is to create immersive experiences that foster a profound connection with the diverse heritage of the state. Alongside the ongoing festivities, VR Chennai is currently hosting the 'Mad Mad Sale' until January 31, 2024. Extraordinary deals, exclusive offers, and discounts of up to 50% are anticipated from a selection of top-notch local, national, and international brands throughout this month. These activities are open to everyone, inviting residents and visitors to come together and revel in the spirit of togetherness. Come and experience the richness of India's cultural heritage for a new month and fill the new year with unforgettable experiences.

## Refex Group Celebrates 'Road Safety Week'

Chennai, Jan 13 2024: Refex Group celebrated the 'Road Safety Drive' stressing the need to follow all traffic rules and drive safely. While the nation is celebrating 'Road Safety Month' in January, Refex kick started a two-day event from Jan 11 at Bazullah Road junction where students from Ramakrishna school also participated. The citizens of tomorrow must be aware of the importance of following traffic rules. On Jan 12, employees of Refex gathered at the Sterling Road junction holding placards on road safety. The group also plans to organize a painting contest for school children next week with a Traffic police officer to address on road safety.

According to an annual report by the ministry of road transport and highways on road accidents in 2022, shows a 9.4% increase in fatalities due to road accidents in 2022 with 1.68 lakh people losing their lives last year while the total number of accidents went up by 11.9%. Refex Group, cares about well-being of individuals, communities, and society as a whole and feels responsible to safeguard lives by creating the necessary awareness.



At Refex, health and safety have always been at the forefront of our priorities as a responsible organization, recognizing the paramount well-being of our employees, partners, and the communities we operate in. Road safety is a critical component of this commitment, given the significant role transportation plays in our daily operations. Emphasizing road safety allows us to reduce accidents, injuries, and fatalities related to transportation, contributing not only to the safeguarding of lives but also to the overall well-being of our workforce and the communities we serve. This strong health and safety culture positively impacts our employees, fostering a sense of security, trust, and satisfaction. As an integrated part of our broader Environmental, Social, and Governance (ESG) journey, road safety and safety, which has always been a cornerstone of our responsible organizational ethos. This commitment to health and safety fosters a robust culture within our organization, instilling a sense of security, trust, and satisfaction among our employees. Our initiatives extend beyond the workplace, with a focus on promoting responsible driving habits and advocating for safer roads. This ensures that our business operations harmonize with environmental and social considerations, reflecting our commitment to a balanced and sustainable future. Furthermore, as an integral part of our broader Environmental, Social, and Governance (ESG) journey, road safety seamlessly aligns with our dedication to sustainability and responsible business practices."

Commenting on the initiative, Anil Jain, Managing Director, Refex Group said "I am proud to affirm our unwavering commitment to health

## Embark on a Journey of Festivity and Savings with Air India Express' Exclusive Pongal Offer

Chennai, Jan 13 2024: Air India Express launches its special Pongal Offer on international flights for bookings made until 15th January 2024, on the airline's award-winning mobile app and website, [airindiaexpress.com](http://airindiaexpress.com), for travel until 27th October 2024. Users get 10% off by using the promo code

PONGAL10 for international flights connecting Tiruchirappalli to Abu Dhabi, Doha, Dubai, Kuwait, Muscat, Sharjah, and Singapore. Additionally, Singapore connects both Chennai and Madurai with direct flights.

Air India Express operates over 300 flights

daily to 31 domestic and 14 international destinations with a fleet of 63 aircraft, comprising 35 Boeing 737s and 28 Airbus A320s. Air India Express unveiled its refreshed brand identity, inviting travellers to 'Fly as You Are' with digitally empowered personalisation, offering a wide range of

Gourmair hot meals, comfortable seating, in-flight experience hub AirFlix, and a suite of exclusive loyalty benefits. The refreshed brand identity reflects the airline's vision to inspire new possibilities and make meaningful connections with unmatched Indian warmth.

## Samsung Opens a Portal to New Mobile AI Possibilities in Las Vegas on Sphere's Exosphere, Before Unpacked 2024

Chennai, Jan 13 2024: In anticipation of Galaxy Unpacked on January 17, Samsung is teasing new mobile AI-powered capabilities.

To celebrate the new era of Galaxy innovations, Samsung teamed up with Marvel Studios' "What If...?" Season 2 for an epic takeover of Sphere's giant exterior LED

display on January 8.

Featuring Doctor Strange, the Las Vegas skyline lit up to hint at new mobile AI capabilities coming soon to Galaxy users worldwide. Just as Marvel's renowned character Doctor Strange discovers new portals of endless possibilities, Galaxy AI will enable discovery in

a whole new way.

"We are ushering in a new era of innovation at Galaxy Unpacked, introducing AI experiences on mobile like never before," said Stephanie Choi, EVP & Head of Marketing of Mobile eXperience Business at Samsung Electronics. "Galaxy AI will empower users in every facet of life. This

campaign teased one of the ways we are evolving and pioneering mobile technology through a special collaboration with a long-standing tech industry partner, which will be revealed soon."

A new era is coming with Galaxy AI. Tune into Galaxy Unpacked on January 17.

## Samsung's 'AI for All' Vision Unveiled at CES 2024 Samsung outlines strategy for using AI technology to make the connected device experience safer, more inclusive, and more energy-efficient

Chennai, Jan 13 2024: Samsung Electronics today shared its vision for how artificial intelligence (AI) technology will enable people to experience their devices more intuitively and conveniently than ever before. Presenting these ideas at a press conference at CES® 2024, Samsung teamed up with key partners to outline the technology behind this vision and how new products and services use AI capabilities to make life easier.

Jong-Hee (JH) Han, Vice Chairman, CEO and Head of Samsung's Device eXperience (DX) Division, opened the press conference by describing how AI will enable connected technologies to improve people's daily lives while always remaining nonintrusive and "in the background." The strategy that he and others outlined focused on the role of AI in enhancing connected experiences that are both simple and useful. Throughout the press conference, Samsung presented a number of products and services that help achieve these aims.

"With the emergence of artificial intelligence, smarter, better experiences will redefine how we live," Han said. "Samsung's broad portfolio of powerful devices, along with the pursuit of open collaboration, will help bring AI and hyper-connectivity to all."

AI-Enabled Visual Display Products and Digital Appliances Bring New Experiences to the Home

During the CES press conference, Jonathan Gabrio, Head of Connected

Experience Center at Samsung Electronics America, outlined the ways in which AI technology is transforming how Visual Display products and Digital Appliances are used. For example, Samsung Neo QLED 8K QN900D boasts a built-in AI Processor, NQ8 AI Gen 3, equipped with an 8 times greater AI neural network and a two times faster NPU than its predecessor. Thanks to the NQ8 AI Gen3 processor, Samsung Neo QLED 8K automatically upscales low-resolution content to provide users with up to 8K quality viewing experience and sharpens fast-moving images via AI Motion Enhancer Pro. The Samsung Neo QLED 8K also features Active Voice Amplifier Pro, which analyzes voice and background noise by AI to optimize your TV listening experience so you can enjoy various content as if you are in the front row of a stadium or movie theater. Samsung Neo QLED 8K also features Tizen OS Home, which offers the latest apps, services, personalized content, and service recommendations to upscale your entertainment experience.

As for viewers with different needs, Samsung also provides innovative accessibility features. A sign language feature in Samsung Neo QLED can be easily controlled with gestures for the hearing impaired, and an Audio Subtitle feature turns text subtitles into spoken words in real-time for those with low vision.

Furthermore, Samsung is introducing the new The Premiere 8K, a projector that features not only a 150-

inch display, but also the world's first wireless 8K transmission for a projector. With The Premiere 8K, users will be able to enjoy a full-scale viewing experience like that of the cinema in the comfort of their own homes.

As for sound, Samsung also introduced Music Frame, a speaker with a customizable cover that integrates seamlessly into users' homes. Via Q-Symphony, the Music Frame syncs with Samsung TVs and soundbars, bringing enriched bass and surround sound of dual built-in woofers to the home with minimal effort.

Samsung has also made major upgrades to Ballie, the rolling AI robot first introduced at CES 2020. Ballie has now evolved into your AI companion capable of interacting with other smart devices to provide customized services such as taking care of bothersome tasks or projecting images and videos on walls so that users can view key information for their daily lives such as weather or other relevant content wherever they are.

To enhance kitchen and food experiences, Samsung is unveiling the Bespoke 4-Door Flex™ Refrigerator with AI Family Hub™+. This refrigerator boasts a 32-inch screen that features the new AI Vision Inside, which uses an internal camera to recognize up to 33 different food items that are put into and taken out of the refrigerator and suggests recipes using those ingredients. Users can also set "use by dates" on the Bespoke 4-Door Flex™

Refrigerator with AI Family Hub™ screen for food items, which then allows the refrigerator to send a notification when the set date draws near. By conveniently helping to save money by reducing food waste, these AI features enable more environmentally conscious lifestyles. The Anyplace Induction range takes AI connectivity a step further, as recipes saved on Samsung Food can be shared to the cooktop's 7-inch display so that users can easily follow along while cooking.

Samsung's AI technology extends to appliances beyond the kitchen, as well. The new Bespoke AI Laundry Combo™ an All-in-One washer and dryer features the AI Hub, which is a 7-inch LCD display that acts as an intuitive control center for managing laundry, allowing users to enjoy a simple washing and drying experience. It personalizes washing and drying by remembering users' habits and using machine learning to suggest cycles. Meanwhile, Samsung's upcoming vacuum and mop robot cleaner, the Bespoke Jet Bot Combo™, utilizes AI technology to provide a more convenient, effective cleaning experience. With AI Object Recognition upgraded from the previous robot cleaner lineup, it will be able to distinguish more objects, as well as detect stains and spaces. The Bespoke Jet Bot Combo™ also recognizes the type of floor it encounters along with carpet length and adjusts its settings accordingly.

Currently, F1 supports centers for Apple in Srinagar and Chennai. This strategic expansion reflects our commitment to providing excellent and reliable post-purchase services to Apple users. With our team of highly skilled Apple-certified engineers and a decade-long partnership with Apple, we are confident in delivering swift and comprehensive support. We look forward to enhancing the overall customer journey and reinforcing our position as a trusted post-purchase service provider for Apple devices across India."

Commenting on the collaboration, Dr. Nipun Sharma, CEO at Jeeves Consumer and F1 Info Solutions & Service, Flipkart Group, said, "We are thrilled to announce the inauguration of dedicated service

highly qualified Apple-certified technicians. Apart from these dedicated service centers, customers using Apple products can enjoy post-purchase services by trained technicians at 25 other service centers across the country. With a reputation for excellence, these technicians guarantee a swift turnaround time for repairs and services. The engineers undergo certified technical courses by the company.

With a collaboration spanning over a decade, Flipkart and Apple have cultivated a relationship built on trust and unparalleled customer service.

## Digital Connexion launches state-of-the-art MAA10 data center in Chennai



Chennai, Jan 13 2024: Digital Realty (NYSE: DLR), the largest global provider of cloud- and carrier-neutral data center, colocation and interconnection solutions, today announced the launch of its first data center in India, on a 10-acre campus capable of supporting up to 100 megawatts of critical IT load capacity that is located in the heart of Chennai's industrial and manufacturing hub. This is a significant addition to the company's global data center platform as it expands to meet digital transformation needs in key markets around the world.

India is predicted to surpass Japan and Germany to become the world's third-largest economy by 2027, and the resultant scale and quantum of data generated from this growth are expected to drive a demand surge for quality data center infrastructure across the country.

This campus is part of Digital Realty's strategy to provide state-of-the-art and highly connected digital infrastructure to address customers' diverse requirements and help them navigate new technologies and the business and regulatory challenges associated with digital transformation

initiatives in India. It was developed by Digital Connexion: A Brookfield, Jio and Digital Realty Company, Digital Realty's three-way joint venture in India with Brookfield Asset Management and Reliance Industries Limited.

MAA10 is the first phase of the 100MW-capable campus and will offer 20MW of IT load. It features a modular infrastructure design, enabling customers to scale infrastructure as needed to accommodate diverse workload demands, from single-cabinet to multi-megawatt requirements. The facility is ready to support emerging technologies, including artificial intelligence, offering standardized and bespoke configurations to meet the high-density power requirements (up to 70 kilowatts per rack), suitable cooling infrastructure, and interconnectivity demands of AI workloads.

Deep interconnectivity is key to enable the exchange of data that is needed to provide real-time business insights. MAA10 leverages Jio's massive digital and connectivity ecosystem and strong enterprise relationships to give customers seamless connectivity

across India. The facility is also a vital addition to Digital Realty's global data center platform, which hosts a rich connected data community of customers, partners, cloud and network service providers on a footprint of 300+ facilities in 50+ metros across 25+ countries on 6 continents. The data center will also be ServiceFabric™-enabled this year, which will further allow customers to rapidly configure and provision connectivity on-demand across their digital infrastructure to fit their needs.

"With a population of 1.4 billion and a growing focus on the delivery of digital services, India represents a key market opportunity for Digital Realty and our partners and customers. We believe MAA10's next-generation data center infrastructure and Digital Realty's connected global open data center platform provide the foundational pillars our customers need to innovate and tap into this thriving market. We look forward to helping our customers accelerate their digital ambitions in India," said Serene Nah, Managing Director and Head of Asia Pacific, Digital Realty.

Alongside this

aspiration is a commitment to minimizing the industry's impact on the environment. Sustainability principles guided MAA10's design and construction, and will remain critical in operational practices, with a focus on maximizing energy and water efficiency, and conserving resources. The facility also seeks to employ renewable energy sources where possible, starting with harvesting solar power via rooftop solar panels on-site. It will also benefit from Brookfield's renewable energy expertise.

CB Velayuthan, CEO of Digital Connexion said, "We are excited about the launch of our first data center in Chennai. This 100MW campus in Ambattur is ideal, given the availability of the necessary power supply, high number of submarine cable landing stations in the local area, and the state government's aspirations to make Chennai the top data center destination in India. We look forward to making this campus a destination of choice for customers, partners, cloud and service providers looking to expand their reach in India, starting with MAA10, the state-of-the-art first phase of this highly scalable campus."

## Mahindra World City, Chennai signs MoU with Government of Tamil Nadu, enabling investments of Rs 1,000 Crores

Chennai, Jan 13 2024: Mahindra World City Developers Limited (MWCDL) has signed a Memorandum of Understanding (MoU) with the Government of Tamil Nadu to enable and facilitate investments in excess of Rs 1,000 crores over the next five years. This is expected to generate employment for more than 2,000 people in the state of Tamil Nadu. This comes alongside the launch of Origins by Mahindra – Phase II at Eliambedu village in Chennai, which will be the platform for this investment.

The company has already marked its presence in the district with the successful first phase. Spanning 307 acres, Origins by Mahindra has become a preferred industrial hub for renowned Japanese and Taiwanese enterprises. Notable companies such as Yanmar Engine Manufacturing India Pvt. Ltd., Nissei Electric India Pvt. Ltd., USUI Susira International Pvt. Ltd., Mitsubishi Electric, OMRON

Healthcare, Track Designs India Pvt. Ltd., INTJR Precision Technology Pvt. Ltd., Autogrip Machinery India Pvt. Ltd., Masano Seiki Pvt. Ltd, and Ashirvad Pipes Pvt. Ltd. have chosen this as their preferred location. Origins by Mahindra in Chennai is the first industrial cluster in Tamil Nadu to be awarded the prestigious IGBC Green Cities' 'Platinum' rating, underscoring a commitment to sustainable and environmentally conscious industrial development.

Amit Kumar Sinha, Managing Director & CEO, Mahindra Lifespace Developers Limited, said, "As we expand our footprint with Origins by Mahindra Phase - II, the Integrated Cities and Industrial Clusters (IC & IC) vertical of Mahindra Lifespaces continues to accelerate business efficiency and improve go-to-market with plug and play infrastructure. Tamil Nadu's distinguished business environment further

enhances our confidence in expanding our operations here. Mahindra Lifespaces has been an integral part of Tamil Nadu's business landscape and we applaud the Government's commitment to furthering business growth in the state. Our commitment to sustainable development and world-class infrastructure also aligns seamlessly with the Indian Government's 'Make in India' program and India's ambitious growth plan. By creating vibrant and integrated industrial ecosystems, we provide the ideal platform for businesses to thrive, innovate, and contribute significantly to the nation's economic growth."

Rajaram Pai, Chief Business Officer – Industrial, Mahindra Lifespace Developers Limited, said, "The launch of Origins by Mahindra – Phase II is a testament to the success and attractiveness of Origins by Mahindra as a destination for companies looking to establish their manufacturing units.

This marks a crucial step in our business expansion and growth journey. We believe that our focus on sustainability will also attract industries that share our commitment to environmentally responsible practices and development. We are focusing on a diverse set of industries for this leg of expansion, creating a dynamic ecosystem that will contribute to the economic prosperity of Tamil Nadu and the nation at large."

Origins by Mahindra, Chennai is situated along NH16, a part of the Golden Quadrilateral, and in close proximity to the Chennai – Bangalore Industrial Corridor (CBIC) and Chennai – Vizag Industrial Corridor (CVIC) near Ponneri, Origins by Mahindra in Chennai enjoys exceptional connectivity. With access to three major ports—Chennai, Ennore, and Kattupalli—and convenient connectivity to Chennai City's CBD, the industrial park is ideally positioned for business success.

## DFC CEO Marks U.S. \$500 Million Loan for Strategic Supply Chain Diversification With Launch of New Energy Manufacturing Facility in India

Chennai, Jan 13 2024: The U.S. International Development Finance Corporation (DFC) on Thursday, January 11 celebrated the launch of a major strategic investment in critical supply chains with a U.S. company's new solar panel manufacturing facility in Tamil Nadu, India. DFC provided a \$500 million loan to support the establishment of First Solar's new facility, which will help diversify the supply chain in a critical sector and drive economic growth in India.

The new First Solar facility reflects the United States' commitment to financing more diverse supply chains that invest in local communities, create jobs, and ensure high standards, including in labor rights. This is one of DFC's recent investments in solar supply chain diversification, which also include major financing for TP Solar's Tamil Nadu-based facility and a retainer letter signing with Vikram Solar to build an at-scale solar cell and module production facility in Tamil Nadu.

DFC Chief Executive Officer (CEO) Scott Nathan traveled to India to cut

the ribbon and formally inaugurate the new facility. He was joined by U.S. Ambassador to India Eric Garcetti, U.S. Consul General in Chennai Christopher Hodges, First Solar Chief Commercial Officer Georges Antoun, and Tamil Nadu Minister for Industries T.R.B. Rajaa.

"The United States is leveraging American innovation and technology to diversify critical energy supply chains around the world and drive economic growth in India," CEO Scott Nathan said. "That's good for the United States and it's good for India. This \$500 million in financing reflects the increasing strength of our partnership with India – DFC's largest market and a like-minded partner with a dynamic private sector."

Ambassador Eric Garcetti said, "One month ago in Dubai, COP28 participants issued a bold call for the world to transition away from fossil fuels, to achieve net-zero emissions by 2050. This First Solar production facility will help advance our global transition to cleaner, greener energy, and stands as a shining example of what can be achieved when the

United States and India work together – across government and private sectors – to achieve lasting climate action."

The new facility will boost solar panel manufacturing in India and help mobilize the solar industry to adopt innovative strategies to reduce reliance on imported equipment while offering a responsibly sourced alternative to the highly concentrated solar panel manufacturing sector.

With DFC's support, the new facility has created 2,000 jobs during construction and more than 1,100 high-skilled operations jobs, 40 percent of which are held by women. The investment will also support India's ambitious goals of having clean energy make up over 50 percent of its generation capacity by 2030 and achieving self-sufficiency in solar panel production, demonstrating India's leadership in creating economic growth that emphasizes green industries to drive development and investment.

DFC's partnership with the Indian private sector has evolved as the country has built a highly sophisticated market for financial

innovation and manufacturing. India is DFC's largest market with \$3.8 billion in active DFC financing. DFC's partnerships in the solar panel manufacturing space lay the groundwork to move into adjacent industries and markets. DFC is now working with Indian private sector partners to invest in emerging markets across the globe. These partnerships include GeneSys Biologics, which produces biosimilar insulin in India for global markets, and Eye-Q Vision, which has built on DFC's financing for its chain of eye clinics in India and is now expanding into Nigeria to provide the same crucial care.

The U.S. International Development Finance Corporation (DFC) partners with the private sector to finance solutions to the most critical challenges facing the developing world today. We invest across sectors including energy, healthcare, infrastructure, agriculture, and small business and financial services. DFC investments adhere to high standards and respect the environment, human rights, and worker rights.

## AN AWARD CEREMONY THAT BECAME A CELEBRATION OF FARMING AND FARMERS: 'UZHAVAN FOUNDATION'S UZHAVAR VIRUDHUGAL 2024' HONOURS 5 ACHIEVERS IN THE FIELD OF AGRICULTURE



Chennai, Jan 13 2024: Every year Uzhavan Foundation honours and recognizes individuals who have achieved in the field of agriculture and also to those who have contributed to those women farmers and their produce, was awarded the Best Agricultural Journalist • Honor for Best Farmer's Association was awarded to Pallur Landless Farmer Women's Association, which brought together landless women and converted barren land into a communal farm. • Sri. Rajaletchumi who hails from a tribal community has been fighting for the tribal people in a virtuous way. She has fought and go separate residential are for her community people as well as a fair price for their agricultural produce. She was awarded For Outstanding Contribution to

Farmers Development for making sure the produce of the farmers gets a fair price share • Sri. Aparna Karthikeyan who has been writing continuously about farmers, especially women farmers and their produce, was awarded the Best Agricultural Journalist • Honor for Best Farmer's Association was awarded to Pallur Landless Farmer Women's Association, which brought together landless women and converted barren land into a communal farm. • Sri. Rajaletchumi who hails from a tribal community has been fighting for the tribal people in a virtuous way. She has fought and go separate residential are for her community people as well as a fair price for their agricultural produce. She was awarded For Outstanding Contribution to

people's livelihood • Sri. Chitravel was honored with an award for outstanding contribution to restoration of water bodies as she has played a major role in restoration of various water streams Like every year, this year the awardees were each presented with a check of Rs.1 lakh along with the award. While speaking at this event, actor and founder of Uzhavan Foundation, Karthi said, "Every year, farmers celebrate Pongal by thanking the mother nature and Cattles. We too celebrate that day as Pongal. But we forget to thank the farmers who provide us with the food we eat every day. We are forever grateful to them. Pongal shouldn't be the only occasion where we think of them. We celebrate individuals when the taste success fields like cinema and sports. We came up with Uzhavar Awards to celebrate the farmers

who produce food for us even during natural calamities. This is the 5th anniversary of our event. It is a matter of pride to us to honour various agricultural achievers with the awards. We hope that through this award we had shed a little light in their lives". He added that Uzhavan Foundation will continue to identify and honour the good souls who support agriculture and farmers and will also contribute to agriculture. Topics like agricultural issues, agricultural technologies, millet produce, climate change and pesticides use were addressed in this event making it a complete bouquet for agriculture crusaders. Now the grand award ceremony is all set to reach more eyes and ears. The function will be telecasted in Star Vijay TV on the auspicious Pongal day, January 15th, from 2.30pm to 5.30pm.

## Flipkart's F1 Info Solutions & Services Opens Dedicated Service Centers for Apple in Srinagar and Chennai

Chennai, Jan 13 2024: Flipkart's subsidiary and service arm, F1 Info Solutions & Services Private Limited, announced the opening of dedicated service centers for Apple in Srinagar and Chennai. At these dedicated service centers, one in each city, F1 Info Solutions & Services will deliver comprehensive post-purchase services for all Apple products, from mobile phones to laptops and beyond.

At the dedicated service centers in Chennai and Srinagar, customers can get their Apple products, both in-warranty and out-of-warranty, repaired by

highly qualified Apple-certified technicians. Apart from these dedicated service centers, customers can enjoy post-purchase services by trained technicians at 25 other service centers across the country. With a reputation for excellence, these technicians guarantee a swift turnaround time for repairs and services. The engineers undergo certified technical courses by the company.

With a collaboration spanning over a decade, Flipkart and Apple have cultivated a relationship built on trust and unparalleled customer service.

Currently, F1 supports Apple customers through 27 centers across the country. These centers offer walk-in services, on-site repair services for all Apple products under warranty & out of warranty and help desk support for enterprise customers. Customers can also buy genuine accessories and warranty extension packs (Apple Protect+) from these centers.

Commenting on the collaboration, Dr. Nipun Sharma, CEO at Jeeves Consumer and F1 Info Solutions & Service, Flipkart Group, said, "We are thrilled to announce the inauguration of dedicated service

centers for Apple in Srinagar and Chennai. This strategic expansion reflects our commitment to providing excellent and reliable post-purchase services to Apple users. With our team of highly skilled Apple-certified engineers and a decade-long partnership with Apple, we are confident in delivering swift and comprehensive support. We look forward to enhancing the overall customer journey and reinforcing our position as a trusted post-purchase service provider for Apple devices across India."