

# Puducherry's new landmark - Artist AP Shreethar's 'Wonders of White Town' museum unveiled by Puducherry CM N. Rangaswamy

Chennai, Jan 16 2024: AP Shreethar is Known for his wonders in the field of art worldwide. His works include Vintage camera, Click Art, 3D Drawing, Wax Statue and many more.

Now unveiling his new chapter has come out as a Museum, a new landmark in Pondicherry's White Town. Named as, 'Wonders of White Town' the museum was opened by Hon'ble Chief Minister, Shri. N. Rangaswamy on the eve of the auspicious festival of Harvest.

Located at Villa Kouga, No. 9, Rue Suffren, Pondicherry-

605001, the Wonders of White Town is the brainchild of the Museum Man of India, AP. Shreethar; with the aid of Mr. Gagan.

Established to be a kaleidoscope of art and wonder, the institution is designed by architect Ar. Akilan R is host to three unique museums: The Live Art Museum, Teddy Museum, and Fish Museum.

Going beyond the confines of wax, the Live Art Museum offers visitors the opportunity to dive into a curated showcase of hyper-realistic silicone figurines, sculpted after the likes of world-renowned personalities.



From the world's tallest man to a larger-than-life bust of Mahatma Gandhi, the Live Art Museum presents a matchless innovation. Teddy Museum, on the other hand, is a celebration of global traditional fashion and

childhood nostalgia through humanity's favourite stuffed toy. The beloved Teddy Bear is reimagined as the primary representative of traditional style and grandeur. Teddy-sized mannequins await to greet you in handcrafted garments from around the world; inviting every viewer to explore the enchanting blend of art, toys, and fashion.

Meanwhile, the Fish Museum is a surreal underwater experience like no other; featuring a diverse community of exotic fish varieties that have been chosen as the canvases for thought-provoking pieces of art.

Puducherry CM N

Rangaswamy opened the museum and wished Artist AP Shreethar and his team for their work. Adding up he said, "The statues of renowned leaders look excellent. The museum set up in Puducherry is a great gesture. Tourists, Students, Children, Youth have got the opportunity to visit this museum. This museum with more artistic wonders will attract tourists. The Puducherry government is promoting Tourism on a grand scale. The museum has now become an added example for the same which is great for us too."

# Kaanum Pongal Security Arrangements in Chennai

Chennai, Jan 16 2024: In view of Kaanum Pongal festival on 17.01.2024, the general public would visit Marina Beach and other places of entertainment along with their families. Hence, elaborate security arrangements have been made on the instructions of Tr. Sandeep Rai Rathore, IPS., Commissioner of Police, Greater Chennai Police, to ensure that no untoward incident happens.

A total of 15,500 police personnel, comprising of Inspectors, Sub-Inspectors, Police personnel, AR, TSP Police personnel, have meticulously organized for security during the Pongal festival. Additionally, 1,500 Home Guards personnel will be stationed during the Pongal celebrations.

1. Marina Beach (from Labour statue to Light House)

In view of Kaanum Pongal, 3 Temporary Mini Control Rooms have been set up from Labour Statue to Gandhi statue and Police

Assistance Booths have been set up at the entrances of 7 Service Roads from Labour statue to Light House, besides stationing of 8 ambulances with medical teams and 2 fire tenders to meet out any exigencies. Apart from the above, mechanized boats along with 200 volunteers with swimming capability are being kept in readiness for rescue operations.

2. Security arrangements at sand areas

13 Temporary Police watch towers will be erected on the sand from Labour Statue to Light house wherein 3 police personnel will be posted in each tower. They will be provided with walkie talkies, mega phones, binoculars and a Whatsapp group will be set up. The police personnel will monitor through binoculars and issue instructions to the public through mega phones, besides providing immediate information to the Control Room. Further, 13 additional CCTVs will be installed at 12

vital places a n d monitoring will be done on wide screens in t h e temporary Control Room.

As the public a r e prohibited f r o m entering into the sea for bathing during Kaanum Pongal festival, temporary fencing will be erected along the coast and a watch will be maintained. Also, patrolling by Mounted Branch and All Terrain Vehicle (3) along the coast will be monitored to prevent theft and crime incidents.

85 Police personnel of Greater Chennai Police along with Anti Drowning Team of the Coastal Security Group will be instructed to keep a close watch along the coastal areas to ensure that the public are prevented from entering into the



3. Elliots Beach, Besant Nagar

One temporary Police Control Room and three temporary Police Watch Towers will be set up at Elliots Beach where Police personnel will be monitoring through binoculars and issue instructions to the public with mega phones. Further, patrolling will be carried out by Mounted Branch and Patrol Vehicles by issuing instructions on safety precautions through mega phones. Similarly, two Ambulances, Fire Tenders, volunteers

having swimming knowledge and motor boats will be kept in readiness.

4. Safety measures at important places:

(i) Issuance of ID cards in retrieving the lost children

For immediate tracing of missing children, Identity cards prepared by the GCP will be kept at all Police Assistance Booth from Labour Statue to Gandhi Statue and Temporary Police Control Rooms at Elliots Beach. The parents accompanied with children are intercepted and ID card having the details on name of the child, parent, address and mobile number of the parent will be written and tied on the hands of the child. Hence, parents accompanying with children are advised to obtain the ID cards at the aforementioned places before entering the beach.

(ii) Drone Cameras

8 Drone cameras, 4 on the sands of Marina and 4 on the sands of Elliots Beach

will be utilized and closely monitored. Also, high-powered drone cameras will be used and Police warning messages will be announced to the public on the beach sands.

5. Other Security arrangements

In view of Kaanum Pongal, temporary Police Assistance booths have been set up at prominent public gathering places including Children's

Park, Guindy, Tamil Nadu Government Tourism Exhibition at Island Grounds and theme/amusement parks, so as to celebrate the Pongal festival safe and happily. Security arrangements have also been made at all commercial complexes having Malls and theaters.

The Greater Chennai Police also provided security at all prominent places and special vehicle check teams have been established in all districts for taking action against those who drive under the influence of liquor and other traffic violations.

6. Greater Chennai Traffic Police

On the occasion

of Kaanum Pongal day, Road Safety Teams of GCTP will march patrol in two-wheelers thereby creating awareness on safety and render safety awareness to the public. In addition, monitoring teams have been set up in areas like Guindy, Adyar, Taramani, Neelangerai, Thuraiyakkam, Maduravoyal Bypass Road, GST Road and other Roads to prevent Bike races and action will be taken against the offenders. Traffic regulations will be carried out by Traffic Police personnel on all major and arterial roads.

Public are requested to have a happy Pongal by following the instructions and restrictions of the Greater Chennai Police.

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## 'Vibrant Gujarat Summit' has strengthened Gujarat's economy as well as the entire country through ideas, innovation and investment: Amit Shah



Chennai, Jan 16 2024: Union Home and Cooperation Minister Amit Shah addressed the valedictory session of 'Vibrant Gujarat Summit' in Gujarat. On this occasion, Shah clarified that, 'Through ideas, innovation and investment, 'Vibrant Gujarat Summit' has strengthened the economy of Gujarat as well as the entire country.' Prime Minister Narendra Modi had had envisioned 'Vibrant Gujarat' two decades ago and the result can be seen today. There has been a qualitative change in many things. Today's concluding session proved to pave the way from resolution to accomplishment in Amrit Kaal. The role of 'Vibrant Gujarat Summit' is going to prove important in building a self-reliant

and fully developed India. For decades, the Modi-Shah duo lived in Gujarat and worked to develop the Gujarat model, based on which, the citizens handed the nation's baton to Modi. Prime Minister Narendra Modi and Home Minister Amit Shah are effectively shouldering the responsibility today. India is the most favourite destination for production and investment in the whole world and Gujarat is the most favourite destination within India. When Modi took charge, India's economy stood at number 11 in the world and today within a decade, India ranks among the top five economies of the world. In the coming times, this claim is going to be proved true that India will soon become the

third largest economy and stand proudly in front of the world. Under Prime Minister's leadership and the guidance of Amit Shah, 'Vibrant Gujarat Summit' has worked to bring investment to the ground by providing a platform to ideas and innovation, which has benefitted both Gujarat's as well as the economy of the whole country. As a result, many states of the country have adopted the model of Vibrant Gujarat for industrial development. Mandal-Becharaji has become the biggest hub of automobiles today.

Dahej has become India's first investment area for manufacturing of chemicals and petrochemicals. PM Mitra Park in Surat, Mega Food Park at Mehsana, Bulk Drug

Park at Bharuch, Medical Device Park at Rajkot, Biotechnology Park at Vadodara, Agro Park at Rajkot and Banaskantha and Sea Food Park at Valsad have opened up all the investment opportunities within Gujarat. Modi made Gujarat a policy driven state, today investors from all over the world are attracted by the policies and are investing in Gujarat. The gateway to developed India is passing through Gujarat. The way the Modi-Shah duo have accelerated the economic development of the country and given a new identity to India, it is certain that Modi will retain the position of the Prime Minister once again and Shah, who's called the Chanakya of politics will keep on dominating the Indian political scenario.

## I-STEM organizes 'Samavesha', National Initiative to revolutionise Research collaboration in India

Chennai, Jan 16 2024: I-STEM (Indian Science, Technology, and Engineering facilities Map), an initiative from the Office of Principal Scientific Advisor, Government of India, organized 'Samavesha' National event to revolutionise Research collaboration in India.

The event was held today (16th Jan 2024) at the Indian Institute of Science (IISc), Bangalore, to connect Researchers, Industry, and Start-ups with Lab facilities. I-STEM provides a platform to provide Research infrastructure and Labs that can be availed by users across India.

Further, Dr. Parvinder Maini said, "In the past two decades, we have seen a rapid growth of R&D organizations as in the public sector. This has resulted in the growth of R&D as well as the equipment. Most of the

R&D in our country is publicly funded. The Researchers who have public-funded projects are custodians of the equipment and Government is the owner. To ensure that all researchers in the country get an equal opportunity to work and have access to the equipment and facilities, the idea of I-STEM was originated"

Dr. Parvinder Maini added, "We also have to see that awareness of I-STEM reaches all strata of researchers. All aspects of making research and infrastructure accessible should be considered irrespective of gender or anything. I urge I-STEM to see that researchers from the economically weaker sections get an edge. We must try and reserve 10 to 15% of funds for the economically weaker sections and give them free of cost. Regardless of gender, ethnicity or other characteristics,

equal opportunities ensure that most qualified and capable individuals contribute to the economy of the country."

Speaking on the occasion, Prof. Navakanta Bhat, Principal Investigator of I-STEM, and Dean (Department of Interdisciplinary Science), IISc, Bengaluru, said, "For any idea to be successful, we need both top-down and bottom-up approach. The I-STEM idea was started and conceived by the Office of Principal Scientific Adviser to the Government of India. We have received phenomenal support from their office. Only when we have a large number of institutions and researchers join the fold of I-STEM and subscribe to the idea that we need shared resources and create this culture of collaboration, we will be able to do research at the highest

level, innovate and translate. That is the idea of I-STEM."

Highlighting the role of I-STEM in boosting the Science and Technology sector in India, its Chief Operating Officer and National Coordinator Dr. Harilal Bhaskar said, "Samavesha is not just an event but a movement propelling the Nation into an era in which collaboration is the currency of progress. Let us unlock its power, breaking barriers, fostering connections, and creating an environment in which ideas flourish. As we embark on this transformative journey, I am sure Samavesha will become a beacon, lighting the path to a future where innovation knows no bounds. With Samavesha, any publicly-funded lab will become available the fingertips of researchers, creating awareness and access like never before."

## Minister of Civil Aviation Jyotiraditya M Scindia inaugurates New Flight Routes connecting Gwalior to Bengaluru, Delhi and Ayodhya

Chennai, Jan 16 2024: The Minister of Civil Aviation and Steel, Shri Jyotiraditya M Scindia, along with Chief Minister of Madhya Pradesh, Shri Mohan Yadav flagged off the inaugural flights on three key routes from Gwalior, marking a significant milestone in enhancing air connectivity across the country.

Expressing his enthusiasm, Minister of Civil Aviation and Steel, Shri Jyotiraditya M Scindia said that this is a new beginning for all of us. This is the vision of Prime Minister Shri Narendra Modi, to highlight and enhance the economic and spiritual strengths of India through world-class connectivity.

He also said that Gwalior is now connected with 6 cities - Delhi, Hyderabad, Indore, Mumbai, Bengaluru, and Ayodhya and now has 33 weekly flight movements. He also thanked Air India Express for connecting Gwalior with Bangalore, Hyderabad and Delhi.

A group of men holding flags automatically generated

He further announced that we are trying to make a history



by building new terminal building in Gwalior worth Rs 500 crore in a record time of 16 months. The airport that is an amalgamation of modernity and antiquity, depicts history, culture, civilization and local ethos of the Gwalior city and will give boost to connectivity and economic growth. He also said that the terminal that is to be completed in the next few days, will be spread in 2 lakh square feet to meet the futuristic demands of the region.

A person sitting at a desk with microphones automatically generated

Commenting on the development of the aviation sector in Madhya Pradesh, Union Minister also said that before 2014, Madhya Pradesh had air connectivity with only 13 cities, now the

number has gone up to 31. Additionally, 2 international connectivity with Dubai and Sharjah have also happened after 2014. Similarly, Madhya Pradesh had only 540 aircraft movements per week before 2014; the numbers have now gone up to more than 1000. The government is also building a new terminal at Jabalpur costing more than Rs 425 crore, developing Rewa airport so that ATR aircrafts could land, building new airport in Datia and a new airfield is being built in Satna. The government has also set up 3 new Flying Training Organisations in Madhya Pradesh including Asia's first Helicopter training institute in Khajuraho, thus taking the number of FTOs to 6 in Madhya Pradesh.

A group of men holding a large check automatically generated

automatically generated

In his remarks, the Minister of State for Civil Aviation and Road Transport and Highways, Gen (Dr) V.K. Singh (Retd.) said that the inauguration of these routes underscores the government's dedication to making air travel more accessible and convenient for citizens. We believe these connections will not only facilitate travel but also contribute to the overall development of these regions.

The event was also graced by the presence of Minister of Energy of Madhya Pradesh, Shri Pradhuman Singh Tomar, Minister of Social Justice & Welfare of disabled people, Horticulture & Food Processing Shri Narayan Singh Kushwah, Member of Parliament, Gwalior, Shri Vivek Narayan Shejwalkar. Shri Vumlung Vualnam, Secretary, MoCA, Shri Asangba Chuba Ao, Joint Secretary, MoCA, Shri Alok Singh, Managing Director Air India Express, and other officials of Ministry of Civil Aviation, Airports Authority of India and Government of Madhya Pradesh were also present.

## 'Thamizhar Thirunaal Thaiye', the Pongal song composed by James Vasanthan and written by Kaviperarasu Vairamuthu, featuring actor-director Sasikumar released



Chennai, Jan 16 2024: The Pongal song 'Thamizhar Thirunaal Thaiye', composed by James Vasanthan and written by Kaviperarasu Vairamuthu, features actor-director Sasikumar.

Caldwell Velnambi, a prominent entrepreneur and important functionary in the American Tamil Sangam Federation, came forward to produce this song, realising the need for this product.

This music video

celebrates the Pongal festival and the rich culture and tradition of Tamils, as well as its greatness.

In addition to actor-director Sasikumar, the music video also stars Velmurugan, Priyanka NK, Amarmugam, Nandini, Gopinath Sai Lalitha, Puvi, James Vasanthan and Caldwell Velnambi.

First-unit director Bupesh S. and second-unit director Raja Gurusamy worked together to create this visually striking video.

Raja Bhattacharjee and Antony Ruth Vincent handled the cinematography.

Sabu Joseph is in charge of editing, and Sangeetha Prabha is in charge of choreography.

Velmurugan, Palakkad Sreeram, Priyanka NK, Shibi Srinivasan, Bharati Caldwell, and Anu Anand have crooned the song.

Speaking on the initiative, James Vasanthan said, "On the Pongal festival,

which is celebrated by the entire Tamil community, there is hardly a single song that can be shown on television. 'Thamizhar Thirunaal Thaiye' is the solution to our desire to develop one for the Tamil community worldwide."

"My sincere gratitude to the producer and everyone else who contributed to this song. I am sure this will become a festive song that will remain forever in the hearts of Tamils."

## US presidential poll race kicks off: Trump in lead, Ramaswamy quits

Chennai, Jan 16 2024: Multiple U.S. media outlets have projected former U.S. President Donald Trump, who is the front-runner in the Republican presidential race, will win the 2024 Iowa Republican caucuses.

CBS News, NBC News, the Associated Press, Fox News and CNN, among others, made the projection just a little over half an hour after Iowa caucuses had opened for first vote in the 2024 White House race.

CBS News said Trump's expected win proves his grip on the party even as he faces numerous felony charges in four criminal cases. CNN reported that the win cements Trump's front-runner status in the GOP field.

It remains to be seen who will win the second place, as former South Carolina Governor and UN Ambassador Nikki Haley, and Florida Governor Ron DeSantis battle to emerge as a top alternative to the



former president.

Iowa caucuses are closely watched as the first measure of how the Republican presidential field is shaping up in the primary season.

The Iowa caucuses kicked off the 2024 US presidential primary season earlier on Monday night and will provide an outlook on how the contenders for the Republican party presidential nomination are doing in their attempt to win the White House.

The results from the voting in Iowa are about to start coming in.

The Republican caucuses are held at 1,600 polling stations across Iowa but it is hard to estimate how many voters will be present at each, a

Republican party spokesperson told Sputnik earlier on Monday.

Iowa will send 40 delegates to the Republican National Convention, which is scheduled for July 15-18 in Milwaukee, Wisconsin. A total of 2,500 people will vote at the convention. To win the Republican nomination, a candidate needs to secure the votes of 1,215 delegates. Republican leader Vivek Ramaswamy, born and raised in Cincinnati, has quit the 2024 US presidential campaign, hours after suffering a heavy defeat in the Iowa caucus. Ramaswamy finished fourth in the race, mustering only eight per cent votes.

The 38-year-old entrepreneur had made

waves after joining the race as a relatively unknown face in February 2023. He quickly gained prominence among first-time and young voters by aligning his campaign to that of former president Donald Trump.

He was up against former president Trump, Florida Governor Ron DeSantis, Nikki Haley, Mike Pence and other heavyweights. "As of this moment, we are going to suspend this presidential campaign," Ramaswamy formally revealed.

However, it is not going to be a cake walk for Trump as experts do not rule out Haley or DeSantis making a strong comeback as his challengers.

## Sachin Tendulkar invests in Indian Street Premier League (ISPL)

Chennai, Jan 16 2024: The Indian Street Premier League (ISPL), India's pioneering tennis ball T10 cricket tournament to be played inside a stadium, is proud to announce a groundbreaking association with legendary cricketer Sachin Tendulkar. The Master Blaster has made a strategic investment in the ISPL and will play a pivotal role in advising and shaping the format of this innovative new T10 cricket league as a core committee member.

Sharing his enthusiasm about becoming part of ISPL, Sachin Tendulkar said, "The ISPL is envisioned to be a celebration of cricket. My involvement in ISPL is reflective of my journey which takes me back to my roots. Before graduating to the season ball, I honed

my skills in matches played with tennis balls and I am sure the ISPL will give many aspiring cricket enthusiasts a similar opportunity. The exciting format of ISPL formalises a form of cricket which is much played across all age groups. I am looking forward to bringing my experience to the table and contributing to the evolution of this format and the league."

ISPL hopes to reach out to cricket lovers in every nook and corner of the country. The league aims to provide a platform for undiscovered talents to showcase their skills and potentially carve a path to playing cricket professionally. With Sachin Tendulkar's involvement, the league is poised to become a significant milestone in the history of Indian cricket.

Ashish Shelar, Core Committee Member, ISPL said, "We are honoured to welcome Sachin Sir to the ISPL. His investment in the league is a testament to his belief in the format. Sachin will bring his passion and expertise to ISPL and support the long-term development and growth of the league."

Amol Kale, Core Committee Member, ISPL said, "We welcome Sachin Tendulkar to ISPL, a format that is close to our hearts. The ISPL brings a professional league format to the raw and thrilling experience of street cricket and I look forward to Sachin helping to make our vision for ISPL into a reality. will add immense value to ISPL."

Suraj Samat, Commissioner, ISPL said, "At ISPL, we are

finding talent by giving everyone an opportunity to play a professional game of cricket with a tennis ball. Sachin Sir's insights and guidance will be invaluable in this pursuit as we strive to transform the game at the grassroots level."

Scheduled to kick off from 6th March to 15th March 2024 in Mumbai, the inaugural edition of ISPL promises an exciting roster of matches, featuring six competitive teams – Hyderabad, Mumbai, Bengaluru, Chennai, Kolkata, and Srinagar (Jammu and Kashmir). Indian Street Premier League (ISPL) has also recently announced the Invitation to Bid for the co-ownership across the six teams, Hyderabad, Mumbai, Bengaluru, Chennai, Kolkata, and Srinagar, with bids starting at INR 10 Lakhs.

## Union Minister Rao Inderjit Singh launches the MPLADS e-SAKSHI Mobile Application

Chennai, Jan 16 2024: The Minister of State (Independent Charge) of the Ministry of Statistics and Programme Implementation (MoSPI) Rao Inderjit Singh launched the MPLADS e-SAKSHI Mobile Application for revised fund flow procedure under MPLAD Scheme today, at Khurshid Lal Bhawan, New Delhi. The launching event was attended by various dignitaries, including the Chief Statistician of India-cum-Secretary, Additional Secretary, and other senior officers of the Ministry, as well as senior officials of SBI and TCS.

The objective of MPLAD Scheme is to enable the Members of Parliament (MPs) to recommend works of developmental nature with emphasis on the creation of durable



community assets based on the locally felt needs. The revised set of guidelines aims to broaden the scope of the Scheme so as to enable the MPs to recommend the developmental works as per the changing needs of the community; with an emphasis on improving the functioning, implementation and monitoring of the MPLAD scheme.

The launching of e-SAKSHI mobile application for Members of Parliament (MPs) under the MPLAD scheme will bring forth a myriad of benefits,

revolutionizing the way they engage with and manage development projects in their constituencies. The mobile app would offer convenience and accessibility, allowing MPs to propose, track, and oversee the projects at their fingertips. This real-time access enhances decision-making processes, enabling swift responses to emerging needs or issues. The application will streamline the communication between MPs and relevant authorities, facilitating a more efficient exchange of information.

Additionally, the mobile app will promote transparency by providing MPs with instant updates on the status and progress of their proposed projects. This transparency not only fosters accountability but also instills public trust in the allocation and utilization of MPLADS funds. Furthermore, the mobile application has the features for budget management, ensuring MPs can monitor expenditures.

Top of FormThe entire process of recommendation under the revised guidelines will operate through the web portal as well as mobile application. This innovative technology solution aims to enhance transparency, accessibility, and efficiency in the execution of MPLAD scheme.

## Accelerating Innovation: Bike Blazer's Journey to Customer Success on Amazon

Chennai, Jan 16 2024: A vision driven by necessity, the story of Keshav Rai- Founder of Bike Blazer and the creator of India's first semi-automatic full-body bike cover, is marked by inspiration, hurdles, and triumph. In the ever-changing landscape of entrepreneurship, his story shines due to his resilience, innovation, dedication to solving tangible problems and making the solution accessible to all through ecommerce marketplaces such as Amazon.

Originating from a quest to offer a pragmatic solution to a common issue in automobile industry, Keshav embarked on his third entrepreneurial venture idea for Bike Blazer after witnessing the theft of a bike duster at a Delhi metro station. The sight of a man using the stolen duster to clean his motorcycle set the wheels in motion. This incident inspired the development of a portable bike cover that seamlessly fits over any motorcycle, presenting a hassle-free covering solution for bike owners. Thus, Bike Blazer emerged as a semi-automatic portable bike body cover, encapsulated in a small spherical device that covers the



entire bike body. Setting itself apart from conventional two-wheeler covers on the market, Bike Blazer's innovation lies in its unique integration with motorcycles. This first-of-its-kind feature eliminates the need for users to carry a separate cover, offering unparalleled convenience and redefining the landscape of motorcycle protection solutions. The innovation streamlines the process: once the device is securely installed on the motorcycle, users simply pull out the cover. The cover unfolds automatically for placement on the vehicle, and it can be easily folded back using the integrated rotating handle. To top it all, the entire operation of covering a bike to rolling back the cover inside the device takes less than 60 seconds. Currently in its sixth iteration, Bike Blazer has evolved from a basic cover protecting only the seat and tank area to a full-body cover, shaped by continuous feedback

and research from users.

Keshav recalls that Amazon played a pivotal role in Bike Blazer's e-commerce journey. Since 2017, Amazon became the go-to platform for showcasing the product, attracting customers, and seamlessly fulfilling orders. Leveraging Amazon technologies such as FBA (Fulfilled by Amazon) for storage and order fulfilment, and AWS (Amazon Web Services) for a reliable and fast website experience, Bike Blazer found a robust foundation for its online presence. Amazon simplifies both technology and account management, helping set up and optimize storefronts with enhanced SEO and search terms. Customer feedback played a pivotal role in shaping Bike Blazer through its six versions. The iterative development process was guided by genuine testimonials and suggestions from users, validating the product's effectiveness and convenience. Positive reception from

customers serves as a source of pride and motivation for the team, underscoring the impact of Bike Blazer in addressing a real-world problem.

Launching an innovative product in the market posed its challenges, primarily educating customers about the importance of using a bike cover. The concept was relatively unfamiliar, especially in certain regions of India. Additionally, being a direct-to-consumer (D2C) company presented challenges, from in-house manufacturing hurdles to talent acquisition. Nevertheless, despite these obstacles, the organic reach and positive customer feedback played a crucial role in Bike Blazer's success, validating the brand's commitment to addressing a genuine market need.

Bike Blazer's journey is an evidence to the power of innovation, resilience, and customer-centricity in the world of entrepreneurship. As it continues to evolve and achieve success, Bike Blazer stands as a prime example of a venture that not only addresses a market need but also transforms challenges into opportunities for growth and excellence.

## Montra Electric Launches 'Bharat ka Super Auto' campaign for Sustainable Urban Driving



Chennai, Jan 16 2024: Montra Electric, the EV arm of Murugappa Group, is at the forefront of innovation in the electric vehicle sector. Today, the brand proudly announces the launch of its 'Bharat ka Super Auto' campaign, representing a significant stride towards a sustainable and efficient future for electric mobility in India. With a commitment to cutting-edge technology and superior performance, Montra Electric is redefining the landscape of electric autos, promising a remarkable and eco-friendly driving experience for the cities of Lucknow, Kanpur, Chennai, and Bengaluru.

Conceptualized and executed by Schbang, the campaign focuses on Montra Electric's distinctive Super Auto, now offering an impressive 203-kilometer range.

Setting itself apart from competitors, the company stands as the exclusive provider of this exceptional range, marking a significant leap forward in the electric vehicle industry.

Integral to the campaign, Montra Electric has released a Digital Video Campaign (DVC), providing a visual narrative of the Super Auto's features and its impact on sustainable mobility in India.

The film spotlights the Super Auto's standout features—an impressive 203-kilometer range, spacious seating for four, and seamless charging via a standard home socket. Vivid scenes unfold, portraying the Super Auto effortlessly navigating city streets, delighting passengers, and casting a warm glow in the night. Infused with infectious energy, the campaign embodies the essence of

a revolutionary electric auto, guaranteeing an unparalleled urban experience. Montra Electric's unwavering dedication to user-friendly features assures accessibility and convenience for a diverse audience.

Piyush Pandey, Head of Marketing & Exports - Montra Electric (TI Clean Mobility) said, "Montra Electric's Super Auto is here to transform last-mile mobility. With an industry-leading range of 203 kilometers and innovative design, it is redefining the driving experience and comfort of driving and travelling in an auto. This is one of our many steps towards a better & sustainable future. Join us as we go full throttle on this journey with the 123 years old legacy of Murugappa Group to provide eco-friendly commercial mobility solutions for an efficient tomorrow."

Dhruv Rajput, Vice President - Brand

Solutions & Head of Planning at Schbang expressed, "Crafting the 'Bharat ka Super Auto' campaign for Montra Electric was a journey of imagination and innovation. Our creative endeavor sought to infuse life into metal, turn technology into a story, and make every kilometer an adventure. It's more than an ad; it's an ode to the future of electric mobility, where each frame tells a tale of innovation, energy, and the thrilling road ahead."

Montra Electric aims to reach out to ICE auto rickshaw drivers and those interested in Super Auto dealerships. The Super Auto offers extra seating space and is simple to charge making it a user-friendly choice for drivers and passengers alike. This reflects the company's dedication to transforming electric mobility for drivers, dealers, and passengers.

## Muthoot FinCorp Limited to raise upto Rs. 300 crores through public issue of secure NCDs

Trivandrum, Jan 16 2024: Muthoot FinCorp Limited ("Company"), the flagship company of 136-year-old Muthoot Pappachan Group (Muthoot Blue) has announced XVI Tranche III series of secured, redeemable, non-convertible debentures ("NCDs") to raise an amount aggregating up to ₹300 crores, which is within the shelf limit of ₹1,100 crore. The third tranche issuance amounts to ₹75 crore with a green shoe option of ₹225 crore aggregating up to ₹300 crore ("Tranche III Issue"). The Tranche III Issue with a face value of ₹1000 for each NCD will be open to public from Friday, 12th January 2024 to Thursday, 25th January 2024 subject to an early closure as may be approved by our Board of Directors or a duly constituted



committee thereof of the Company, and subject to relevant approvals, in accordance with the Regulation 33A of the Securities and Exchange Board of India (Issue And Listing Of Non-Convertible Securities) Regulations, 2021.

The NCDs under

the Tranche III Issue are being offered with maturity/tenure options of 24 months, 36 months, 60 months, and 96 months with monthly, annual, and cumulative payment options across options I, II, III, IV, V, VI, VII, VIII, IX and X from which the customers can conveniently choose. While option X is restricted to 50

crores, effective yield (per annum) for the NCD holders in all categories of investors ranges from 9.26% to 9.75%. The secured NCDs issued under Tranche III have been rated at AA-/Stable by CRISIL and is proposed to be listed on the debt market segment of BSE.

"This is the third in the XVI series of NCDs that we are issuing; both our existing and prospective customers can either visit any of our 3600+ branches across India or log in to our mobile app Muthoot FinCorp ONE to invest in the NCDs. With a CRISIL rating of AA-/Stable, we expect a good response for this issue, and propose to use the funds for onward lending activities," said Mr. Shaji Varghese, CEO - Muthoot FinCorp Limited.

## Nissan accelerates towards Business Transformation, appoints Saurabh Vatsa as Deputy Managing Director strengthening India Leadership Team

Chennai, Jan 16 2024: Nissan Motor India (NMIPL) today announced the appointment of Saurabh Vatsa as Deputy Managing Director effective January 15. Saurabh will report to Managing Director Rakesh Srivastava and will support in implementing the ongoing transformation roadmap for India as the company gets ready to deliver on the Mid Term Plan (MTP) and drive into our Ambition 2030 goals. This appointment is reflective of the company's transformation plan to meet the opportunities and challenges ahead for the automotive industry in India.

Saurabh joins Nissan from Stellantis where he was a member of the Stellantis leadership team and was spearheading the Citroen brand since its inception in India and was responsible for all



aspects of the business as Brand Head. Prior to Stellantis, Saurabh worked with General Motors (GM) for over two decades including long term assignments in South Korea among several key leadership roles within the company.

Saurabh comes with extensive experience across Asian markets along with deep knowledge of the automotive industry

having worked within multiple strategic business functions such as, Product Planning, Program Management, Sales Planning, Marketing, Communications and Retail / Commercial Sales. Saurabh is a graduate of Delhi University, with an MBA from the International Management Institute and has completed an executive management

program at the London Business School.

Speaking on the appointment, Frank Torres, President, Nissan India Operations said, "We are excited to on-board Saurabh at Nissan Motor India as Deputy Managing Director at this crucial juncture for the company as we head into 2024. His appointment underpins our commitment to invest \$600m USD (5300 crores INR) in India as part of the Alliance and introduce more products for the Indian consumer as part of the transformation plan. We are certain, the next phase of growth for Nissan is going to be exciting for all of us as we build on the success of the Nissan Magnite."

In this new role, he will support the leadership for Nissan's transformation plan and prepare the company for its next phase as outlined by the company in 2023.

## Nagal enters 2nd round of Australian Open

Chennai, Jan 16 2024: India's Sumit Nagal went past Kazakhstan's Alexander Bublik in straight sets, 6-4, 6-2, 7-6 (7-5), to storm into the second round of the Australian Open 2024 edition.

The 26-year-old was at his very best against Bublik, who is

ranked No.27 in the world, 110 places above Nagal (No.137). He went a break up, although Bublik got it back to make it 1-1. However, Nadal raced to a 4-1 lead with two more breaks in the set. This time, Bublik felt the heat as Nagal closed out the set.

In the second set,

Nagal went a break up early to take a 1-0 after which he did not look back. In the third set, he again seized the initiative with an early break of serve.

At 5-4 in the first set, Nagal had the chance to serve out the set and the match, but Bublik responded with

a break of serve and managed to take the match into the tie-breaker.

At 6-3, Nagal earned himself two match points, but Bublik saved two of them to stay alive. In the end, Nagal prevailed after a double fault from Bublik.

## Phillips Machine Tools Announces Strategic Partnership with Upanal CNC for Enhanced Market Reach in Southern India

Chennai, Jan 16 2024: Leading manufacturing solution provider, Phillips Machine Tools proudly declares its partnership with Upanal CNC Solutions, a prominent name in South India's manufacturing sector.

The collaboration aims to strengthen coverage and accessibility across the South Indian market by combining Phillips's renowned machining and additive expertise with Upanal CNC's reach in the Southern region.

Upanal CNC's customers will now benefit from an expanded metal cutting portfolio, enabled by access to the wide array of Phillips products. This impressive range includes but is not limited to Phillips' Electrical Discharge

Machines (EDMs), Surface Grinders, Double Column Machining Centers, and Performance Line PVM Machining Centers, which are a part of Phillips' cutting-edge PETECH portfolio. Manufacturers across industries such as aerospace, automobile, die and mould, and semiconductor are especially poised to benefit greatly from this strategic partnership. This is thanks to the increased, simplified accessibility of technologies and support that could spur growth and efficiency in their production processes.

Phillips Machine Tools is a 100% owned subsidiary of Phillips Corporation, a family-owned business established in

Maryland, USA. Established in 1961, it has a legacy spanning decades of supplying state-of-the-art manufacturing solutions as well as outstanding after-sales services. Upanal CNC Solutions is a Bangalore-based company founded in 2013. It caters to manufacturers large and small, sparking innovation by going the extra mile to make customers aware of technological advancements.

Mr. Terrence Miranda, Managing Director at Phillips Machine Tools, has high expectations for this strategic partnership. He stated, "At Phillips, our focus isn't just on selling manufacturing solutions – we are on a mission to help our

customers create legendary value. By integrating Phillips' precision-focused products into Upanal CNC's offerings and reach, we aim to empower manufacturers in Southern India with globally renowned technologies at an affordable price point."

Founder of Upanal CNC Solutions, Mr. Arun Upanal, adds, "This alliance between Phillips and Upanal CNC underscores our shared vision to foster indigenous manufacturing in India." Through this partnership, local manufacturers will have access to high-precision machinery, facilitating the 'Make in India' initiative with top-tier global technologies tailored to suit their production needs.