

# International Conference on Future of Water Resources (ICFWR-2024) - Addressing the Urgency of Water Management in a Changing World

Chennai, Jan 18 2024: Collaborative initiatives transcending institutional boundaries aim to address global water challenges and impact water resource management globally

The integration of socio-economic and cultural dimensions to enhance the global impact, contributing to sustainable water management.

The International Conference on Future of Water Resources (ICFWR-2024) is set to take place from January 18 to 20, 2024, organized by the Indian Water Resources Society (IWRS) in collaboration with the Department of Water Resources Development and Management at the Indian Institute of Technology Roorkee. This event marks the 45th anniversary of IWRS, bringing together experts, scientists, policymakers, and stakeholders to address critical challenges in the water sector.

In an era marked by environmental uncertainty, the conference theme, "Managing Water

Resources for Present and Future Generations," underscores the urgency of finding innovative solutions to address the growing imbalance between water supply and demand.

Key Themes of the Conference include exploring water availability, supply and demand management, addressing increasing water demand due to urbanization, and analyzing the impact of climate change on water resources management. The conference also emphasizes community-level participatory approaches, discussions on water quality challenges, and the role of data science in monitoring and managing water resources.

ICFWR-2024 features 30 distinguished speakers who will share insights into water resources management, climate change, water pollution, and policy. The Organizing Committee, led by Patron Prof. Kamal Kishore Pant, Chairman, Central Water Commission & Ex-Officio Secretary to Government of India



and President, IWRS ShriKushvinder Vohra, Executive Vice President Prof. Ashish Pandey, and Secretary Prof. Basant Yadav, reflects a commitment to excellence and leadership in the field.

Prof. Ashish Pandey, Executive Vice President, from the

Department of Water Resources Development and Management at IIT Roorkee, "As we navigate the complexities of water resource management, our commitment at IIT Roorkee is to foster a dynamic environment where research, innovation, and collaboration converge.

ICFWR-2024 stands as a beacon for the exchange of ideas and solutions, steering us towards a sustainable future for water resources."

Shri Kushvinder Vohra, Chairman CWC & Ex-Officio Secretary to Government of India and President,

IWRS, "The convergence of expertise and vision at ICFWR-2024 underscores our collective commitment to addressing the profound challenges in water resources. Through strategic collaboration and informed policy discussions, we aim to

pave the way for sustainable water management, ensuring a resilient future for generations to come."

While talking about the conference Prof. KK Pant, Director, IIT Roorkee mentioned, "While talking about the conference, Prof. KK Pant, Director IIT Roorkee, mentioned, "In the pursuit of knowledge and innovation, IIT Roorkee remains committed to leading transformative initiatives. The International Conference on Future of Water Resources is a testament to our dedication to addressing global water challenges through interdisciplinary collaboration and cutting-edge research."

ICFWR-2024 serves as a platform for open discussions and knowledge exchange, striving to pave the way for sustainable water management practices. IIT Roorkee's legacy, strategic location, and dedication to addressing multifaceted challenges position it as a comprehensive hub for creating innovative solutions and fostering

sustainable practices in water resources. The conference represents a significant step in advancing the global dialogue on sustainable water resource management.

IIT Roorkee apart is its long-standing legacy and strategic geographical location, offering a rich ecosystem for water-related research and development. The institute's dedication to integrating socio-economic and cultural dimensions into technical water research positions it as a comprehensive hub for addressing multifaceted challenges. IIT Roorkee's collaborative initiatives, like the International Conference on Future of Water Resources, further amplify its global impact, showcasing a commitment that extends beyond institutional boundaries. In essence, IIT Roorkee's water-centric departments and centers epitomize the institute's unwavering commitment to creating innovative solutions and fostering sustainable practices in the realm of water resources.

## PM to visit multiple temples in Tamil Nadu on 20-21 January

Chennai, Jan 18 2024: Prime Minister Shri Narendra Modi will visit various significant temples in Tamil Nadu on 20-21 January, 2024.

On 20th January, at around 11 AM, Prime Minister will participate in a programme at Sri Ranganathaswamy Temple in Tiruchirappalli, Tamil Nadu. Prime Minister will also listen to various scholars reciting verses from the Kamba Ramayanam in this temple.

Thereafter, Prime Minister will reach Rameswaram at around 2 PM and perform Darshan

and Pooja in Sri Arulmigu Ramanathaswamy Temple. Continuing the practice being observed during Prime Minister's visit to multiple temples in the last few days, wherein he attends Ramayana chanting in various languages (such as Marathi, Malayalam and Telugu), in this temple, he will attend a programme - 'Shri Ramayana Paryana'. In the programme, eight different traditional Mandalis will recite the Sanskrit, Awadhi, Kashmiri, Gurumukhi, Assamese, Bengali, Maithili, and Gujarati Ramkathas (recounting

the episode of Shri Rama's return to Ayodhya). This is in line with Bharatiya cultural ethos & bonding, which is at the core of 'Ek Bharat Shreshtha Bharat'. In Sri Arulmigu Ramanathaswamy Temple, Prime Minister will also participate in Bhajan Sandhya, where multiple devotional songs would be sung at the temple complex in the evening.

On 21st January, Prime Minister will perform Darshan and Pooja at Kothandaramaswamy Temple, Dhanushkodi. Near Dhanushkodi, Prime

Minister will also visit Arichal Munai, which is said to be the place from where the Ram Setu was built.

Sri Ranganathaswamy Temple

Located in Srirangam, Trichy, the temple is one of the most ancient temple complexes in the country and finds mention in various ancient texts including the Puranas and the Sangam era texts. It is famous for its architectural grandeur and its numerous iconic gopurams. The main deity worshipped here is Sri Ranganatha Swamy, a reclining form of Bhagwaan Vishnu.

Vaishnava scriptures mention the connection between the idol worshipped in this temple and Ayodhya. It is believed that the image of Vishnu which used to be worshipped by Sri Rama and his ancestors was given by him to Vibhishana to take it to Lanka. On the way, this idol was fixed in Srirangam.

Sri Ramanujacharya, the great philosopher and saint, is also deeply associated with this temple's history. Moreover, there are various important places in this temple - for example, the famous Kamba Ramayanam was first presented publicly by the Tamil poet Kamban in a particular place in this complex.

Sri Arulmigu Ramanathaswamy Temple, Rameshwaram

The main deity worshipped in this temple is Sri Ramanathaswamy, which is a form of Bhagwan Shiva. It is a widely held belief that the main lingam in this temple was installed and worshipped by Sri Rama and Mata Sita. The temple contains one of the

longest temple corridor, which is also famous for its beautiful architecture. It is one among the Char Dhams - Badrinath, Dwarka, Puri and Rameshwaram. It is also one among the 12 Jyotirlingas.

Kothandaramaswamy Temple, Dhanushkodi

This temple is dedicated to Sri Kothandarama Swamy. The name Kothandarama, means Rama with the bow. It is located in a place called Dhanushkodi. It is said that this is where Vibhishana first met Sri Rama and asked him for refuge. Some legends also say that this is the place where Sri Rama conducted the coronation of Vibhishana.

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## Antunes Continues Investing in Indian Market with their Latest Expansion New Operations Facility in India Grows Antunes' Ability to Serve Local Markets

Chennai, Jan 18 2024: Global food service equipment, water treatment and automation solutions manufacturer, Antunes of the USA, inaugurates new manufacturing facility of ANTUNES NADI MANUFACTURING INDIA PRIVATE LIMITED in Chennai, India. This new 43,000 sq. ft. operations facility accommodates plenty of space for expanding capabilities.

"We were very strategic with the expansion of Antunes-Nadi in India. The Chennai location provides access to shipping ports to help us better support our regional customers," said Daniel Schmidt, Managing Director of International Business at Antunes. "Chennai also has a hardworking workforce to help support our growth



initiatives."

The new Antunes facility provides the opportunity to localize current product offerings as well as the ability to manufacture additional products. Antunes expanded in Chennai to serve customers locally and in the Middle East and Africa. This investment continues Antunes' growth in the Indian market.

"We are grateful for our Antunes NADI team and for the opportunity to continue expanding in India," said Tom Krisch, Antunes President.

"I'm thrilled that our new Chennai facility can help Antunes provide more localized products to our customers through strategic local sourcing."

Antunes, headquartered in Carol Stream, IL, USA, manufactures foodservice equipment that is used in more than 150 countries and serves over 500 restaurant chains globally.

"The global expansion of Antunes has always been the dream. I am very proud and honored to

inaugurate our new facility in Chennai," said Glenn Bullock, CEO of Antunes. "We are grateful for our partnerships with Mr. and Mrs. Kamdar of the Nadi group and the Chennai team who helped make this possible. Antunes Chennai will provide assurance of resiliency in our supply chain. Better serving our markets was our goal in Chennai and I look forward to developing relationships, strengthening support and exceeding the expectations of our local and global customers."

## Samsung Ushers in Mobile AI Era, Launches Galaxy S24 Series in India; Pre-book Now for Exciting Offers

Chennai, Jan 18 2024: Samsung, India's largest consumer electronics brand, today opened pre-bookings for its latest Galaxy S24 Ultra, Galaxy S24+ and Galaxy S24 smartphones, ushering in a new era of mobile AI. Galaxy S24 series enables barrier-free communication, maximizes creative freedom with Galaxy's ProVisual Engine, and sets a new standard for search that will change how Galaxy users discover the world around them.

Barrier-free communication

Galaxy S24 series enhances and redefines the phone's most fundamental role: communication with Live Translate, two-way, real-time voice and text translations of phone calls within the native app. With Interpreter, live conversations can be instantly translated on a split-screen view. It even works without cellular data or Wi-Fi. For messages and other apps, Chat Assist can help perfect conversational tones to ensure communication sounds as it was intended. AI built into Samsung Keyboard can



also translate messages in real-time in 13 languages, including Hindi. In the car, Android Auto will automatically summarize incoming messages and suggest relevant replies and actions.

The Note Assist in Samsung Notes, features AI-generated summaries, template creation that streamlines notes with pre-made formats, and cover creation to make notes easy to spot with a brief preview. For voice recordings, even when there are multiple speakers, Transcript Assist uses AI and Speech-to-Text technology to transcribe summarize and even translate recordings.

Galaxy S24 marks a milestone in the history of search as the first phone to debut intuitive, gesture-driven Circle to Search with Google. Users can circle, highlight,

scribble on, or tap anything on Galaxy S24's screen to see helpful, high-quality search results. For certain searches, generative AI-powered overviews can provide helpful information and context pulled together from across the web.

Creative Freedom Galaxy S24 series' ProVisual Engine is a comprehensive suite of AI-powered tools that transform image capturing abilities and maximize creative freedom. The Quad Tele System on Galaxy S24 Ultra now comes with a new 5x optical zoom lens that works with the 50MP sensor to enable optical-quality performance at zoom levels from 2x, 3x, 5x to 10x, thanks to Adaptive Pixel Sensor. Images also show crystal clear results at 100x with enhanced digital zoom.

With upgraded Nightography capabilities, photos and videos shot on Galaxy

S24 Space Zoom are brilliant in any conditions, even when zoomed in. Galaxy S24 Ultra's larger pixel size, now 1.4 µm, is 60% bigger, helping capture more light in dim conditions. Wider optical image stabilizer (OIS) angles and enhanced hand-shake compensation help reduce blur. Both front and rear cameras are equipped with Dedicated ISP Block for noise reduction.

Galaxy AI editing tools on Galaxy S24 series enable simple edits like erase, re-compose, and remaster. Edit Suggestion uses Galaxy AI to suggest perfectly suitable tweaks for each photo, while Generative Edit can fill in parts of an image background with generative AI. Anytime Galaxy S24 deploys generative AI to amplify an image, a watermark will appear on the image and in metadata.

The new Instant Slow-mo can generate additional frames based on movements to smoothly slow down action-packed moments for a more detailed look. Super HDR reveals lifelike previews before the shutter is ever pressed.

## Vahan further expands network in Chennai; will work closely work with small & medium recruitment agencies to empower blue collar hiring

Chennai, Jan 18 2024: Vahan, India's largest blue-collar delivery hiring platform is making strides with its "Vahan Leaders," initiative in Chennai. The program actively engages with HR consultancies and talent acquisition firms specialising in blue-collar hiring at a local level.

The program aims to empower these firms by helping them gain access to experts from Vahan, who advise them on various aspects that enable scaling up their businesses. Other benefits include structuring various internal processes, setting up the right incentive measures and mentorship with handholding to further strengthen the foundation of their respective businesses. Vahan works closely with 10,566 micropreneurs who earn an average of INR 250,000 per month.

One of the many success stories of this initiative is that of Mr Shubham Upadhyay, a delivery worker who became a business owner by starting his own hiring firm. Initially, Upadhyay, was earlier placed by Vahan as a delivery rider at a leading food delivery platform. Vahan's POC recognized Shubham's entrepreneurial spirit and his potential and enrolled him into the Vahan Leader Program. With Vahan's support, Shubham adopted best practices, received tech support, and had access to experts. Today, he has transformed his business from being a solopreneur to having a team of 12 telecallers working with him. Together, they continue to place over 250 candidates monthly and are on track to double that number by the end of this year. Upadhyay is just one of many other consultants who have benefited from this initiative.

Ecstatic with his business and the support he has received from Vahan, he states, "I never dreamed that I could start my own firm someday. With Vahan's help I am able to dream and think big. The working capital loan I received helped me set up an office and helped me think of expanding. I will be looking at engaging with more like-minded people and growing my firm."

Vahan has identified the key concerns that small and mid-sized talent acquisition or recruitment firms often face are challenges in gaining direct access to major players in the industry. Even if they gain access, the payout cycles are lengthy, and the payouts themselves may not be substantial enough due to the limited volume the agencies can commit.

Recognising the above, the program and platform helps recruitment consultants

and agencies get access to large players such as Zepto, Zomato, Swiggy, Blinkit, Flipkart, Rapido, Amazon, to name a few. By partnering with Vahan, these recruitment agencies can achieve better payouts with little capital investment, no joining or franchising fees, and set up a foundation for their business that ensures a quick break-even. It ensures constant support by enabling faster payouts, access to working capital loans, and access to an expert network that helps them set up the systems and processes to successfully grow their businesses.

Vahan operates in more than 250 cities and has successfully placed over 400,000 delivery riders, making it the largest delivery hiring platform in the country. With its Vahan Leadership initiative, the company is poised for a multi-fold growth this year.

## WinZO launches "Bharat Tech Triumph" initiative to facilitate export of Made in India for the World Technology

Chennai, Jan 18 2024: WinZO, India's largest vernacular interactive entertainment platform with over 175 million users of Bharat, has announced the launch of the 'Bharat Tech Triumph' initiative aimed at enhancing the global export of culturally relevant games and related technology originated in Bharat. This program focuses on nurturing homegrown startups by providing crucial resources for growth such as offering a global platform and access to FDI. It builds on the success of the 'Made in India' program in the fast-growing sector of interactive entertainment in India by exporting home-grown consumer tech and gaming companies, and follows PM Modi's mantra of "First Be Vocal For Local, Then Go Global". WinZO's objective is to bolster India's economic growth story by opening new avenues for exports by fostering intellectual property creation in the entertainment sector, technology innovation for real-time communication, real-time super high-speed computation, and handling the scale of billion consumers concurrently. These are fundamental technologies on which social gaming is being built. Such initiatives will be critical to positioning Bharat as a global powerhouse in technology innovation. The initiative will also generate employment opportunities, attract investments, and contribute significantly to the nation's GDP and startup ecosystem.

Under this initiative, WinZO will support research in deep tech for social gaming and cybersecurity, and provide essential components such as infrastructure, collaborative opportunities across various fields of research, funding opportunities, and access to real-world data and scenarios. It will offer collaborators access to high-speed computing services and ultra-low-latency real-time game engines for large-scale operation. It will also facilitate partnership and knowledge sharing among local startups, global gaming community, and academic institutions.

WinZO has forged partnerships with industry veterans and organizations, including Rajesh Raju, Managing Partner of Kalaari; Justin Shriram Keeling, Founding General Partner at Lumikai; Anand Jain, Co-Founder and CPO at CleverTap; Neha Yadav, Head of Gametech Segment, India, AWS; and the Telangana VFX, Animation, and Gaming Association (TVAGA), a government of Telangana supported initiative, to identify high-potential technologies.

Paavan Nanda, Co-founder of WinZO, expressed, "Today, technology increasingly offers greater capability to propel advancement, foster innovation, and bolster socio-economic growth. At WinZO, we want to nurture innovation and contribute to the overall growth of the technology sector,

inspiring the next generation of entrepreneurs to 'Make in Bharat' for the world."

"The diversification of exports is pivotal for India's economic prosperity. The export of game tech products, particularly high speed computation technology, holds the key to unlocking our nation's vast economic potential and success of technology startups. Recognising the tremendous potential within India's startup ecosystem, we believe that global exposure and promoting export of cutting-edge technology will not only contribute to economic growth but also position India as a global leader in the consumer tech industry. Our commitment to supporting startups reflects our belief in their importance in economic success and technological advancement on the global stage. We at Kalaari are great supporters of startups that are innovating for a global audience," Rajesh Raju, Managing Director, Kalaari Capital.

Furthermore, to establish a global footprint under the BharatTech Triumph initiative, select high-potential companies will be facilitated by WinZO in collaboration with Interactive Entertainment and Innovation Council ("IEIC") & Telangana VFX Animation & Gaming Association (TVAGA) to become a part of the first-ever India Pavilion at the Game Developers' Conference scheduled

in San Francisco, US, in March '24. The India Pavilion will be launched and hosted by TVAGA in partnership with IEIC & WinZO. Last year, WinZO also introduced and hosted the India Pavilion at the Brazil Game Show (BGS) in São Paulo, the largest gaming show in Latin America. This platform brought numerous game tech companies together. WinZO's BharatTech Triumph initiative now aims to offer gaming developers opportunities to represent themselves in other leading markets. This initiative marks a watershed moment for Indian gaming, showcasing the vibrant tapestry of Indian talent, from culturally relevant games to groundbreaking tech solutions that are Made in Bharat for the World.

WinZO is committed to driving Bharat's transformation into a leading hub for game development on the global stage. Last year, WinZO helped 100+ partner game developers export games such as Carrom, Chess, Car Race etc, and gain free access to Brazil, the fourth-largest mobile gaming market with over 90 million users. These initiatives come at a pivotal moment in the Indian Gaming sector's journey wherein most content/ IP creators are still in their nascent stages and initiatives such as these will catapult India into a leadership position within the global gaming arena and promote Indian leadership.

## Delhi Preview of Jaipur Literature Festival 2024 gives a peek into a multifaceted programme



Chennai, Jan 18 2024: As the forthcoming seventeenth edition of the prestigious Jaipur Literature Festival, scheduled to run from February 1st to 5th at Hotel Clarks Amer, Jaipur, draws near, Festival Producer Teamwork Arts presented a preview of the world's most sought-after literary show at The Leela Palace, New Delhi. The Festival will, like always, host a spectacular galaxy of writers, speakers, thinkers, sports people, journalists, policy-makers, social activists and more.

The literary extravaganza will see an inspirational range of linguistic diversity with sessions on 16 Indian and 8 international languages. The Indian languages include - Assamese, Awadhi, Banjara Language - Lamani (Lambada), Bengali, Hindi, Kannada, Kashmiri, Kurukh, Malayalam, Oriya, Punjabi, Rajasthani, Sanskrit, Tamil, Toda and Urdu.

For its 2024 edition, the Festival will host about 550 speakers and artists across a vast array of nationalities, as well as recipients of major awards such as the Booker, the International Booker, the Pulitzer, the Sahitya Akademi, Dada Saheb Phalke Award, the DSC Prize for South Asian Literature, the JCB Prize for Literature and many more. It will feature a range of themes including Fiction & Non Fiction, Literary Criticism, History, Politics & Current Affairs, Economics, Poetry, Art & Culture, Art & Architecture, Translation, Graphic Novels, Gender, Science & Medicine, Food & Memory, Biographies & Memoir, Mythology, Spirituality

& Religion, Mental Health, Fashion & Lifestyle, Law & Justice, Geopolitics, Sports, Crime Fiction, Climate Change + Environment & Climate Justice, Pet Parents + Pets & Animals, Cities, Literary Icons Through The Ages, Bollywood & Cinema amongst others.

Namita Gokhale, acclaimed writer and Co-Director of the Jaipur Literature Festival, said, "In this, our seventeenth year, we remain committed to the rich diversity of our multilingual literary heritage. We have writers from over twenty-five nationalities. Sixteen Indian languages shall be represented, including those from the evocative oral traditions. We explore a universe of ideas and themes - mathematics to music, camels to cuisine, environment to economics, and fiction to faction. Do look up the brilliant programme on our website."

"My co-director William Dalrymple and I have pieced together a magical mosaic of prose, poetry and narrative documentary, wherein we try to make sense of our times and understand our place in them", Gokhale added.

William Dalrymple, writer, historian and Co-Director of the Jaipur Literature Festival, said, "Every year we try and raise the bar at the Jaipur Literature Festival, but 2024 will be our finest festival yet. We are proud to present almost all the year's most celebrated writers from around the world: the greatest novelists & poets, environmentalists and investigative journalists, historians and biographers, scientists and economists, artists and art historians, travel writers and humourists,

literary critics and philosopher-feminists: a free-flowing gathering of great literary minds and extraordinary thinkers that is like a global super symposium or mega university opening its gates for anyone who wants to attend for five whole days for free."

Dalrymple added, "We are thrilled to introduce our extraordinary line-up in Delhi for the upcoming Jaipur Literature Festival 2024. The Festival consistently attracts a huge number of readers, writers & literature enthusiasts from Delhi, and our list of star writers consistently features the great figures from the Delhi literary community. We extend a warm invitation to all our friends from Delhi and across the globe to join us at Jaipur Literature Festival 2024, showcasing what is undeniably one of our most compelling line-up for Jaipur to date. The impressive list includes Paul Lynch, Hernan Diaz, Ben Macintyre, Bonnie Garmus, Richard Osman, Peter Frankopan, Colin Thubron, Mary Beard, Kai Bird, Katie Kitamura, Monica Ali, Nicholas Shakespeare, Damon Galgut, Luke Syon, Katherine Rundell, Merve Emre, Vincent Brown, Amia Srinivasan, Patrick Radden Keefe, Jerry Brotton and many more. It's going to be utterly extraordinary and should on no account be missed!"

Sanjoy K. Roy, Managing Director of Teamwork Arts, who produce the Jaipur Literature Festival, said, "Embarking on Jaipur Literature Festival 2024, our vision is one of inclusivity, uniting the finest in literary excellence and fostering

interdisciplinary conversations on a global scale. Our Festival proudly embodies pluralism, diversity, and multilingualism, showcasing more than 24 languages, with 16 hailing from India. The 2024 edition continues our commitment to fundamental values, focusing on engaging the youth, creating a democratic and accessible platform, and ensuring free and equitable participation for all."

The Delhi Curtain Raiser at The Leela Palace saw a magical performance by Mohd. Rafiq Khan Langa, from the illustrious family of Langa, traditional folk singers of Rajasthan.

Anjali Mehra, Chief Brand Officer and Senior Vice President Marketing, The Leela Palaces, Hotels and Resorts said, "It is our proud privilege to partner with The Jaipur Literature Festival for the third year. Through this association we celebrate our shared passion for literary arts, heritage, culture, and tradition. We are delighted to curate special experiences for our guests that are a reflection of true Indian luxury and this literary extravaganza allows us to do that while inspiring meaningful conversations."

South Asia's most definitive publishing conclave, the prestigious Jaipur BookMark (JBM), will run parallel to the Festival, in its 11th edition, bringing together publishers, editors, literary agents, writers, translators and booksellers from across the world. This year, the forum that focuses on the business of books, will run for 5 days. JBM will showcase a plethora of interesting sessions featuring key stakeholders from the publishing world.

## Flipkart recognises and honours top sellers at FlipStars Awards

Chennai, Jan 18 2024: Flipkart, India's homegrown e-commerce platform, honoured the accomplishments of its sellers at the FlipStars 2023 event held at Siri Fort Auditorium, New Delhi in the presence of Shri. Bhanu Pratap Singh Verma, Hon'ble. Minister of State for Micro, Small and Medium Enterprises, Government of India, Mr. Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, and celebrities/artists such as Mrs. Lara Dutta, Mr. Amit Trivedi hosted by Mr. Aparshakti Khurana. The 'FlipStars' Awards is an annual event that recognizes the achievements of sellers associated with Flipkart and celebrates their success. These awards play a pivotal role in acknowledging the efforts of the sellers in fulfilling demands of their customers and thereby fostering a positive impact on their businesses. Attended by over 750 sellers from across the country and hosted by renowned celebrities, this event was a celebration for those who achieved significant success on the platform.

In 2023, prior to The Big Billion Days event, Flipkart unveiled a range of enhanced seller-focused policies on the platform and also hosted nationwide seller conclaves, setting new industry standards for the seller community. The launch of phase 3 of 'Flipkart EDGE' enabled sellers to see accelerated growth by leveraging the potential of e-commerce. These policies, which include Promotions, Rewards Platform, Fulfillment and Speed Initiatives, and Guidance

Assistance, aimed to empower the seller ecosystem with enhanced clarity, control, and transparency through new features, which has helped improve cost efficiency and sustainability of business operations on the Flipkart platform.

### Kotak is India's First Bank to Launch Seamless GST Payment with Multiple Options UPI, Credit Card and Debit Card, in addition to existing Net Banking

Chennai, Jan 18 2024: In line with Government of India's vision to promote digital payments and simplify financial transactions, Kotak Mahindra Bank Limited ("KMBL"/"Kotak") today announced the launch of seamless GST payments through multiple options - UPI, Credit Card, and Debit Card, in addition to the existing Net Banking option. Kotak is India's first bank that enables taxpayers to seamlessly meet their GST obligations by choosing their preferred digital



payment mode in the GST portal's 'E-payment'.

Kotak Mahindra Bank continues to be an ardent supporter of India's Digital Public Infrastructure and has been participating in the growth of the digital marketplace through multiple initiatives. With the new seamless and multiple payment options, customers, even those from other banks (previously unauthorised for certain payment options), will be able to efficiently and reliably complete their GST payments. Notably, Kotak integrated with the

The FlipStars 2023 event also hosted discussions with representatives from leading D2C brands which focused on

industry insights, significance of developing one's own brand and tips that sellers could take away from the experts in the industry.

Speaking about the award ceremony, Shri Bhanu Pratap Singh Verma, Minister of State for MSME, Government of India, said, "The FlipStars 2023 Awards highlight the dedication and excellence of sellers associated with Flipkart, contributing significantly to the Indian e-commerce landscape. It is truly commendable to find 14 lakh sellers on Flipkart, contributing to the growth of MSMEs in India. The substantial contribution by MSMEs underscores their pivotal role in our economic fabric and in creating employment opportunities for people in the country. It is reassuring to witness Flipkart's commitment to recognize and celebrate the achievements of these entrepreneurs. The government commends such initiatives for fostering economic growth and innovation. We congratulate all the FlipStars awardees and encourage others to embrace the digital revolution, taking their businesses to new heights."

Rahul Kumawat, owner of KC Arts, Jaipur sharing his thoughts on being recognized at the event, said, "I am thrilled to be

acknowledged as a FlipStar 2023 among such distinguished attendees. I owe my success to the unwavering support that Flipkart has extended to me throughout my journey. The trust we share has helped me scale my business from strength to strength. My earnest hope is that more sellers recognize the opportunities of bringing their businesses online and become part of the digital revolution."

Rakesh Krishnan, Head of Marketplace, Flipkart, said, "As a homegrown marketplace in India, we understand the distinct requirements and ambitions of our local sellers. Our mission has consistently aimed at fostering positive transformation and supporting entrepreneurs on their journey to success. I extend my heartfelt gratitude to all our sellers, who play a vital role in helping us fulfil our commitment to delivering a diverse range of products and ensuring a seamless shopping experience for our customers nationwide. We are very proud of what we achieve together as a marketplace platform and we will continue to achieve more milestones with each passing year."

With an unwavering commitment to inclusivity, Flipkart has been a catalyst for growth and prosperity throughout its value chain. As a platform that puts people first, Flipkart has empowered its stakeholders with policies that favour businesses, contributing to the development of a strong, technology-driven MSME ecosystem.

Centre's GST portal last year, providing a user-friendly platform for tax fulfilment through its Net Banking service.

Raghavendra Singh, President, Public Affairs & Government Business, Kotak Mahindra Bank Limited, said, "We commend the Government of India's efforts in leading a digital payment revolution that is being recognised and adopted by countries across the world. As the first bank in India to launch multiple GST payment options, we are delighted to pave the way for the future of

digital payments through a frictionless customer experience for not only Kotak customers but for all tax payers".

How to pay GST via KMBL's payment gateway:

1. Log in to www.gst.gov.in
2. Create Challan & Select E-Payment
3. Choose from multiple payment options such as Credit Card, Debit Card or UPI
4. Select Kotak Mahindra Bank\*
5. Make the payment.

## Puravankara launches Purva Soukhyam in Chennai: A new 'Wellness' themed plotted development project



Chennai, Jan 18 2024: Purva Land, the plotted development arm of one of India's most admired and trusted real estate developers, Puravankara Limited, has launched a new 'wellness' themed plotted development project in Guduvancheri, Chennai.

Launching Phase I as part of a ~120 Acre development, this will be Purva Land's largest project in the city. The project comprises more than ~2,200 plots ranging from ~600 Sq. Ft. to ~5,000 Sq. Ft. and has 35+ amenities for the community, including a 30,000 Sq. Ft. clubhouse. Keeping in mind the consumer needs, 80% of the plots are in the range of ~800 Sq. Ft. to 1,800 Sq. Ft.

The project aims to integrate this holistic approach into contemporary wellness spaces to promote harmony, balance, and overall well-being among individuals and the community.

Additionally, plotted development projects by Purva Land offer several advantages, including land parcels across prime locations, clear titles, relevant government approvals, superior infrastructure, and the benefits of community living.

On the occasion of the launch, Abhishek Kapoor, Group CEO of Puravankara Limited, said, "Purva Soukhyam is designed to provide residents with a comfortable and balanced lifestyle and marks a paradigm shift in the plotted development space in Chennai. With its comprehensive wellness-focused amenities and facilities, sustainable design, and integration with nature, this project will offer a serene and healthy living environment to enhance the quality of life for its residents."

Post-pandemic, the demand for plotted developments has been on the rise across the country. This is driven by a preference for

open spaces and a desire for homes with custom designs, offering personal outdoor areas and dedicated work/study spaces. On the increasing appetite for plots in the city, Abhishek Kapoor said, "For homebuyers, plots offer flexibility to build one's home as per their preference and time frame. Additionally, plots by reputed developers also offer safety and create an appreciating asset for the customers. For developers, plotted developments offer the ability to sell volumes, realise cash flows and turn the project around faster. Interestingly, 80-85% of our demand is by end users."

Purva Soukhyam will feature health and fitness programs, yoga and meditation classes, spa services, nutritional counselling, sports courts, swimming pools, outdoor fitness areas, walking and cycling tracks, meditation zones, green spaces, and community

gathering spots promoting an active lifestyle.

Strategically located in Chennai's southern region, the project is just 10 minutes away from Grand Southern Trunk Road. The Chennai International Airport is around 20km and can be easily reached in 35 minutes via NH 32. Besides excellent connectivity, the project enjoys good accessibility to several reputed educational institutions and healthcare facilities.

This will be Puravankara's latest venture into Chennai's rapidly growing plotted development market. The company launched a music-themed project, Purva Raagam, in Thirumazhisai earlier last year.

Purva Soukhyam is registered under Tamil Nadu RERA (TN/35/Layout/4355/2023); TN/35/Layout/4356/2023) and is slated for possession in December 2027.

## Rapido celebrates Pongal with Auto & Bike Taxi Captains in Chennai

Chennai, Jan 18 2024: Rapido, India's leading commute platform, embraced the spirit of Pongal by organizing a celebration with over 100 dedicated auto and bike taxi captains in various localities across Chennai. The event, which took place at Guindy, saw auto captains from Adyar, Porur, Anna Nagar, Velachery, Teynampet, Avadi, Ambattur, Mylapore, Kotturpuram, Nungambakkam, Thiruvanniyur, Kolathur, and other neighbourhoods coming together to mark this multi-day

Hindu harvest festival.

Thai Pongal holds immense cultural significance, signifying gratitude for the bountiful harvest and the onset of the Tamil month of Thai. Rapido took this opportunity to express its appreciation for the hard work and dedication of its captains who play a pivotal role in providing convenient and efficient transportation solutions for the people of Chennai. As part of the celebrations, Rapido has given traditional veshti to their auto & bike captains and were also presented with

sugarcane, a customary gesture during Pongal, representing sweetness and prosperity.

Commenting on the Pongal celebration, Pavan Guntupalli, Co-founder, Rapido said "Pongal is a time when we come together to acknowledge the abundance in our lives and express gratitude for the harvest. In this celebration, we take a moment to honour the unsung heroes of Chennai's bustling streets – our dedicated auto & bike captains. These individuals, with their efficiency and warmth, are the lifelines of our city,

connecting people and places seamlessly. In the true spirit of Pongal, let the warmth of gratitude fill our hearts and the sweetness of prosperity touch every corner of our lives. Pongalo Pongal!"

Rapido continues to be at the forefront of revolutionizing urban mobility by providing reliable, affordable, and accessible transportation options. The Pongal celebration with auto & bike taxi captains in Chennai reflects Rapido's ethos of inclusivity and appreciation for the diverse communities it serves.

## Tata Passenger Electric Mobility launches its first Pure EV Punch.ev, powered by acti.ev

~Available at an introductory starting price of INR 10.99 Lakh~

Chennai, Jan 18 2024: Tata Passenger Electric Mobility Ltd (TPEM), a subsidiary of Tata Motors and the pioneer of India's EV revolution, today launched its first pure EV - the Punch.ev. First product based on its recently introduced, advanced Pure EV architecture acti.ev, the Punch.ev transcends the ordinary with its cutting-edge technology, eco consciousness and cost-effective offering. Available in three distinct personas - Smart, Adventure and Empowered, the Punch.ev is a versatile and multi-talented Electric Vehicle, elegantly packaged in a stunning, classical SUV design. Starting at an introductory price of INR 10.99 Lakh, the Punch.ev will be available at all Tata Motors showrooms authorized for EV sales and Tata.ev stores across the country.

The Punch.ev is a pioneering addition to TATA.ev's portfolio, embodying the transformative shift in the needs and lifestyle of the contemporary customer. It combines the reliability of the Punch brand with the latest advancements in electric vehicle technology, offering an exceptional driving experience with zero emissions.

Commenting on the launch of the Punch.ev, Mr. Shailesh Chandra, Managing Director, Tata Motors Passenger Vehicles Limited & Tata Passenger Electric Mobility Limited, said, "Today marks a historic milestone in India's EV journey as Tata.ev propels the nation into a new era of sustainable mobility with the launch of Punch.ev. Our unwavering mission to accelerate EV adoption has transformed the landscape, overcoming barriers with innovative solutions. From the launch of the game-changing Nexon.ev and Tiago.ev to our constant work of creating a robust charging infrastructure, we've reshaped perceptions. Now with the launch of the Punch.ev, an SUV that goes beyond every day, we are taking our commitment to an all-new level by delivering



a versatile EV that aligns with the evolving customer needs. It aims to catapult the Indian EV market, and leapfrog India into an era of pure EVs.

Witnessing a 100-fold growth in four years, since inception, EVs are now mainstream. As a testament to Tata's commitment to democratizing EVs, the Punch.ev is set to redefine standards, creating a paradigm shift beyond the needs of today and tomorrow. As we welcome a new era of e-mobility, the Punch.ev will surely emerge as a beacon of innovation and progress. With exclusive stores, collaborative charging initiatives, and a cutting-edge manufacturing ecosystem, we're committed to shaping a future where sustainability, community, and technology converge."

Keeping various customer use cases in mind, the Punch.ev comes with two battery pack options - 25 kWh - offering an MIDC range of 315 km, and a 35 kWh option, which offers an MIDC range of 421 km. These battery pack options are complemented with two e-Drive options, a 60kW Permanent Magnet Synchronous AC Motor, producing 114Nm and a 90kW Permanent Magnet Synchronous AC Motor with 190Nm of torque, resulting in a 0 to 100 km/h sprint time of 9.5 sec and an electronically limited top speed of 140km/h. The battery pack and motor of the Punch.ev are IP67 rated for protection from dust and water, with a warranty of 8 years or 1,60,000 km (whichever is earlier), offering complete peace of mind.

Additionally, the

Punch.ev Long Range (LR) is available with the option of a 3.3kW and a 7.2 kW AC fast charger that can be installed either at home or at the workplace. With DC Fast Charging capability, it can be fast charged from 10% to 80% in 56 minutes from any 50 kWDC fast charger.

Unmissable EV Identity with tech in design: Led by the new digital design approach, the Punch.ev at its core, stands for being Innovative, Tech-Forward and Aspirational. Positioning EV modernity with an iconic look, the car is digitally enhanced by smart lighting systems.

A smart charging indicator useful to indicate the SOC levels while the vehicle is charging

Bi-functional LEDs coupled with the central position lamp lighting up its surroundings

Welcome and Goodbye signature, adding a greeting element when one unlocks or locks their car

In-cabin experience:

Digital First - Advancing the overall digitized interactive experience to offer a high-tech in-cabin feel, the Punch.ev seamlessly brings together features from 2-3 segments above.

Integrating two screens a 26cm high-definition infotainment by HARMAN display alongside a 26cm digital cockpit

An illuminated logo at the center of the 2 - spoke steering wheel enhances the digital ambiance

The Phyigital control panel embodies a harmonious fusion of physical and touch controls, meticulously designed for optimal ergo-aesthetic satisfaction

Convenience is further elevated with wireless Android AutoTM and Apple CarPlay TM functionalities accompanied with a gadget-like experience of the Arcade.ev an app suite with 17 apps for gaming, music and media

The Punch.ev also offers connectivity with multiple voice assistants, including the Native "Hey Tata" assistant with 200+ commands in 6 languages, Siri for Apple users and Google Assistant for Android users

The connected car experience is elevated further with the ZConnect Connected Car Technology with smart watch connectivity offered as standard.

Plush feature upgrade - With distinctive features such as wireless charging, automatic headlamps, rain-sensing wipers and auto-dimming IRVM, the Punch.ev is designed to provide an enriched driving experience. Fast Charging is effortlessly facilitated through the 45W type-C USB port, ensuring constant power for personal gadgets. Prioritizing comfort and well-being, the Punch.ev also features bolstered ventilated leatherette seats, an electric sunroof, mood lights and an Air purifier with A Q I display. Additionally, the Punch.ev comes with Paddle Shifters, which enables the 4-level Multi-Mode Regeneration and over-the-air software upgrade capabilities.

The Punch.ev is the first product from Tata Motors to be based on the all-new made-in-India Pure EV architecture acti.ev, which stands for Advanced Connected Tech-Intelligent Electric Vehicle. The acti.ev architecture is based on the key pillars of Performance, Technology, Modularity, and Space Efficiency and consists of four layers Powertrain, Chassis, Electrical Architecture and Cloud Architecture.