

GCTP Model Making competition for school students

School Safety Zone will be implemented involving Students, Traffic Wardens and PTA - COP

Happy to see the enthusiasm of the RSP Students Thanks to Traffic Wardens of GCTP - ACOP



George Anglo Indian Higher Secondary School, Chennai on 20.01.2024.

The top 3 models were selected and awarded with a cash prize of Rs. 50,000/- for 1st Prize (DAV school, Adambakkam), Rs. 25,000/- for 2nd prize (Sri Badhalchand Sayarchand Chordia Jain vidyalaya matric school, Sowcarpet) and Rs.10,000/- for 3rd Prize (Government girls Hr. Sec. School, Ashok Nagar).

- i) Adherence to traffic rules
- ii) Prevention of accident
- iii) Zero signal junction
- iv) Ambulance warning system
- v) Intelligent Traffic Management system



Chennai, Jan 20 2024: Road Safety Patrol was established in the year 1982 to educate the school children regarding traffic rules & regulations and road signages. At present, 28,000 school children are enrolled with GCTP spreading over 324 schools. As part of the Road Safety Month, upon instruction of the Commissioner of Police, Greater Chennai Police

Tr.Sandeep Rai Greater Chennai Police, a model making competition was announced where the students were encouraged to evaluate their knowledge of traffic. The event was conducted at St.

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Dhanush, Nagarjuna, Sekhar Kammula, Sree Venkateswara Cinemas LLP, Amigos Creations Pvt Ltd #DNS Launched With Grand Pooja Ceremony, Regular Shoot Begins

Chennai, Jan 21 2024: Powerhouse Of Talents- National Award-winning actor Dhanush and King Nagarjuna Akkineni join forces for a crazy multi-starrer project #DNS to be helmed by National Award-winning director Sekhar Kammula and produced grandly by Suniel Narang and Puskur Ram Mohan Rao, with the blessings of Shri Narayan Das K Narang, under their banner Sree Venkateswara Cinemas LLP (A Unit Of Asian Group), in association with Amigos Creations Pvt Ltd. Sonali Narang presents the movie.

The movie #DNS (elaborated as Dhanush, Nagarjuna, Sekhar Kammula) has been launched grandly today with a Pooja Ceremony that was



attended by Suniel Narang, Puskur Ram Mohan Rao, Bharat Narang, Jhanvi Narang and others. The regular shooting began yesterday with the team canning some crucial scenes with Dhanush.

The excitement around this epic multi-starrer project multiplied as Dhanush and Nagarjuna delivered blockbusters with their Sankranthi outings Captain Miller (Tamil) and Naa Saami Range respectively. Fans of both the stars

Bommi will crank the camera, while Ramakrishna Sabbani and Monika Nigotre take care of production design.

The makers will announce the rest of the cast and crew soon.

Cast: Dhanush, Nagarjuna Akkineni, Rashmika Mandana and others

Technical Crew: Director: Sekhar Kammula, Presents: Sonali Narang, Banner: Sree Venkateswara Cinemas LLP, Amigos Creations Pvt Ltd, Producers: Suniel Narang and Puskur Ram Mohan Rao, Director of Photography: Niketh Bommi, Production Design: Ramakrishna Sabbani, Monika Nigotre, PRO: Riaz K Ahmed, Marketing: Walls And Trends.

will be looking forward to seeing them sharing screen space. Rashmika Mandanna plays the leading lady in the movie.

After crafting two back-to-back blockbusters Fidaa and Love Story, Sekhar Kammula is coming up with a first-of-its-kind movie to be mounted on a large canvas. The movie is going to be solid in terms of technical aspects as well.

Coming to the technical team, Niketh

15th Norwegian Tamil Film Festival Tamil Award for selected films

Chennai, Jan 21 2024: Norway tamil film festival is proudly entering the 15th successful year an achievement of its own. I the festival Director stand at the peak of pride that directors, actors, technicians and all those who are connected to the cinema field had given us immense support during

the past 15 years. A big thank you to you all.

During these 15 years a number of directors actors and others have honoured our festival and had come to receive their awards. I could not name all of them because it is a



long list.

This 15th year is a mile stone for the festival and we would like to welcome as many awardees as possible to come and receive your awards personally.

An award is a recognition for the person who receive that and afterall you worked

for such recognition. We would like to welcome old and new faces to come and enjoy the festival.

This year for the first time we decided to avoid most of the films that showed extream violence although they were block busters, in order to bring out more films which are

needed to a healthy society.

We also wanted to give recognition for young and growing artistes if not fully atleast partly.

We selected films that are showing daily occurences, simple house hold problems and social problems together with historic records to make awareness for the public.

With hard work and dedication we organized this festival. Your appreciation and support will be our reward.

Rajeev Chandrasekhar, Union MoS for E&IT, SD&E and Jal Shakti launches the Skill Development initiatives under PMKVY to empower Youth in Tripura and felicitates Vishwakarma Gurus

Chennai, Jan 21 2024: In an effort to propel the Youth of Tripura with demand driven, future ready and industry ready skills, Hon'ble Minister of State, Electronics & Information Technology, Skill Development & Entrepreneurship and Jal Shakti, Shri Rajeev Chandrasekhar launched skill development initiatives in the state of Tripura under the Ministry of Skill Development and Entrepreneurship's (MSDE) flagship scheme Pradhan Mantri Kaushal Vikas Yojana. This new iteration of PMKVY will drive the aspirations of the Youth in the state with 100+ future skills in the areas of 3D additive manufacturing, Drone Technology, Data engineering to name a few. Under this initiative, more than 48,000 youth in Tripura will be skilled in the next 3 years. The initiative also prioritizes on-the-job training and robust industry partnerships.

Hon'ble Minister of State, Social Justice and Empowerment, Govt. of India, Kumari Pratima Bhowmik; Hon'ble Minister, Industries & Commerce, Home (Jail), Welfare of OBCs, Govt. of Tripura, Smt. Santana Chakma; Joint Secretary, MSDE, Ms. Hena Usman; Head Public Policy, Flipkart Group, Dr. Tafeem Siddiqui; Director,

Govt Affairs and Public Affairs, Microsoft corporation (India) Pvt. Ltd., Sandeep Aurora; Managing Director, Cisco, Harish Krishnan and other senior officials were also part of the event.

Speaking on the occasion, Hon'ble MoS, Electronics & Information Technology, Skill Development &



Entrepreneurship and Jal Shakti, Shri Rajeev Chandrasekhar, said, "The Narendra Modi Government not only makes announcements but also works hard to ensure all promises are fulfilled. It is our goal that every young Indian in Tripura has access to skilling programmes and opportunities. Through these skilling opportunities, they can secure jobs, engage in self-employment, and foster entrepreneurship. This aligns with the vision of 'Naya Bharat', and this 'Badalta Bharat' is nurturing a generation that is the luckiest in the history of Independent India. Before 2014, in our country, opportunities were scarce and often accessible only through connections or godfathers. Today, irrespective of where young Indians live whether in Agartala, Bengaluru, Mumbai, or Gurugram they have unprecedented opportunities. To tap into these opportunities, young Indians need skilling and education.

In the past 10 years, India has witnessed a deep transformation, spearheaded by Hon'ble PM Modi ji. Before 2014, the perception of the Northeast Region was that it was challenging to reach and invest due to a lack of connectivity. However, there has been a massive transformation in the physical infrastructure, economic

Together, let us empower our youth with the skills needed to shape the future of our beloved country."

Celebrating the traditional artisans and craftsmen of the state, Vishwakarma Gurus from 5 trades, namely, Tailor, Fishing net maker, Carpenter, Bamboo crafts and Pottery were felicitated during the event by the Minister. He further launched two centres in west Tripura, virtually, for the implementation of training under the scheme.

Additionally, beneficiaries from Particularly Vulnerable Tribal Groups under PM JANMAN scheme and candidates who have received employment opportunities under the Specified Skilled Workers programme in Japan were also certified and honoured, respectively.

Strong foundations for implementation of skill development initiatives were laid as 4 MoUs were exchanged between Indian Institute of Entrepreneurship (IIE), National Institute of Technology (NIT), Tripura Tribal Areas Autonomous District Council (TTAACD), National Institute of Technology and Information Technology (NIELIT) and Tripura institute of Technology.

With a spirit of optimism and a steadfast commitment to unlocking the immense potential of its youth, the skill development initiatives promise to be a game-changer. This transformational effort will not only empower individuals but also propel the state towards a thriving future, marked by economic prosperity and sustainable development.

Bringing back the glory! An Icon Returns, as 'Welcomhotel Chennai' welcomes back guests in the New Year

Chennai, Jan 21 2024: ITC Hotels today announced the reopening of Welcomhotel by ITC Hotels, Cathedral Road, Chennai, a landmark property established in 1975, looking resplendent in its new avatar. This iconic hotel, with a repertoire of world-class hospitality offerings, promises to further enrich the city's vibrant tourism and business landscape.



In line with ITC Hotels's credo of 'Responsible Luxury', Welcomhotel Chennai is committed to the highest levels of environmental stewardship. The hotel is LEED® Platinum & LEED Zero Carbon certified, attesting to its commitment to sustainability, utilization of renewable energy, conservation and recycling of water, and concrete measures to preserve the ecosystem. It has self-owned and offsite wind farms using maximum renewable electrical energy to mitigate the carbon footprint. Centrally located at No. 2, Cathedral Road with easy access to international and domestic airports, Welcomhotel Chennai holds the pride of place being the first property of ITC's hotel group, which heralded a new era in hospitality.

Speaking on the occasion of the launch, Anil Chadha, Divisional Chief Executive, ITC Hotels said "Welcomhotel Chennai holds a very special place in the ITC Hotels group and is our tribute to this great metropolis.

A gateway to south India, Chennai is a cosmopolitan hub that offers the perfect blend of deep-rooted traditions and modern influences. We are delighted to bring back this iconic hotel that has witnessed decades of Chennai's transformation. Welcomhotel Chennai is a showcase of this glorious heritage"

The hotel has 90 well-appointed rooms including Executive Suites, Club Rooms and Superior Rooms. The elegantly appointed and spacious guest rooms and suites strike a perfect balance between comfort, flawless service and warmth of Indian Hospitality.

The hotel adorns an intricate design, contemporary and reflective of the Southern Indian magnificence. The design aesthetics of the hotel's décor are reflective of Chennai's local flavour, including its beautiful art and architecture.

The hotel draws inspiration from its rich legacy—corporate titans, cultural icons, families, and individuals who have graced this iconic hotel. It has been a preferred choice for Consul Generals,

of tastefully curated buffets and a la carte spreads. The signature WelcomSthalika presents a palate of the region's most cherished delicacies on a single platter, introducing travellers to the best regional recipes. Taste of Madras showcase street food of Chennai reimagined. Durrant's Bar showcases a large selection of premium beverages and inventive mixology, including sustainable herbal and organic cocktails paired with delectable snacks. Sunbean Cafe serves short eats, finger food, tea, and coffee. Mahjong Room offers delectable Chinese cuisine. Adding to the sweetness is the luxurious Fabelle Chocolate Takeaway outlet in the lobby.

Welcomhotel Chennai has two banquet halls: Mandapam, with a capacity of 375 guests and theatre seating, and Saagri on the rooftop with a capacity of 70-80 guests. Welcomhotel Chennai is the new age traveler's key to curated immersive experiences that enrich both business and leisure journeys.

The hotel features a relaxing spa journey through the chain's indigenous K by Kaya Kalp spa, offering rejuvenating wellness treatments in its holistic and comforting treatment rooms. A fully functional fitness center with all contemporary equipment offers a holistic experience to busy travelers. An outdoor pool, nestled in the lush green gardens of the hotel, is the perfect place to unwind and relax after work.

The all-day dining venue WelcomCafe Marina offers a variety

Mastan Mighty Warriors vs Pandu Power Hitters: MMW hammer PPH to register their first-ever NPL win in Pangidi



Chennai, Jan 21 2024: Mastan Mighty Warriors (MMW) vs Pandu Power Hitters (PPH), NPL Season 5, Finals: Mastan Mighty Warriors defeated Pandu Power Hitters in pangidi, Andhra Pradesh.

Team Mastan Mighty Warriors snapped their win-less streak at the NavaBharath Premier League with a historic first-ever victory against Pandu Power Hitters in pangidi, Andhra Pradesh. The team had never managed to secure a win in the past four seasons, often finding themselves outplayed by other teams such as Ravi Royal Tigers,

Mani Monsters and Pandu Power Hitter. NavaBharath colony's youth started NPL in the year 2020. For every sankranthi NavaBharath youth people gather in pangidi and conduct tournament. The four major teams will participate in the NPL and fight their way today's final cup. This year NPL 2024 (Season 5) started on 16th Jan 2024 and around 21 matches were conducted. The Mastan Mighty Warriors and Pandu Power Hitters were qualified for the finals which was conducted on Jan 19th 2024.

Mastan Mighty Warriors vs Pandu

Power Hitters, Finals: winning shot.

Highlights
Sheik Mastan (Captain of Mastan Mighty Warriors) won the toss against Bezawada Pandu Power Hitters) and elected to bowl first. Pandu power Hitters got six "Fours" in the 1st innings and Mastan Mighty Warriors scored six "Fours" in the 2nd innings. Since the match got draw, super over was proposed. Mastan Mighty Warriors won the finals by scoring two "Fours" while the Pandu Power Hitters scored none. One of the strongest player "Wesley" in the Mastan Mighty Warriors scored the

Despite the challenging pitch conditions at pangidi, which saw a record-breaking victory for Mastan Mighty Warriors who managed to navigate the Pandu Power Hitters bowlers' attack. Rachapothu Peddiraju - founder of RPR construction, Gopi Annaya proprietor of RPR construction and kasimsetti Balaram Government Surveyor were the major generous sponsors for the NPL 2024 (Season 5). They humbly accepted the chief guest invite and presented the Cups and Medals for the winners and the runners.

Dr. Kalpanaa Sankar honoured with 'Lifetime Contribution to the Sector by an Individual' award at The Inclusive Finance India Award 2023

Chennai, Jan 21 2024: Dr. Kalpanaa Sankar, Managing Director of Belstar Microfinance Limited was honoured with the 'Lifetime Contribution to the Sector by an Individual' Award during The Inclusive Finance India Award 2023, instituted by ACCESS & HSBC India along with the Ministry of Financial Services, Government of India.

The award was handed over by Dr. Vivek Joshi Secretary Department of Financial Services, Ministry of Finance, Government of India in the presence of Mr. Tamal Bandyopadhyay Consulting Editor, Business Standard; Mr. Vipin Sharma CEO, ACCESS Development Services and Smt. Aloka Majumdar Head of Corporate Sustainability, HSBC.

In partnership with HSBC India, The Inclusive Finance India Award is a flagship initiative by ACCESS Development Services institutionalized in 2009, in partnership with HSBC India. The Inclusive Finance India Awards was instituted to

recognize the larger contribution of thought leaders, individuals, and the initiative aims to celebrate & encourage deserving institutions to continue to enhance outreach to the poor by way of motivating management and staff through recognition to their painstaking efforts and enhancing credibility of the institution thereby making it more attractive for funding.

This award was conferred on her in recognition of her outstanding contribution to the advancement of financial inclusion in India. The award committee acknowledged that Dr. Kalpanaa's influence reaches far beyond the borders of India. Her guidance has been instrumental in establishing financial inclusion initiatives in South Africa, Afghanistan and Brazil, showcasing the global impact of her work.

With double doctorate in Nuclear Sciences, and also in Women's Studies and Self-Help Groups, Dr. Kalpanaa is also the Managing Trustee of

Hand in Hand India. As the Managing Director of Belstar Microfinance Ltd., Dr. Sankar has successfully built a loan book of INR 8,000 crores in over 10 years with stable portfolio quality and client connect. As a consultant to the Government, she has actively contributed in programs aimed at poverty reduction, job creation and microfinance in India. Her notable efforts towards women empowerment, child welfare and poverty reduction has transformed lives of millions.

Speaking on the achievement, Dr. Kalpanaa Sankar, Managing Director, Belstar Microfinance Limited said, "I am very grateful and honoured to receive the 'Lifetime Contribution Award to the Sector by an Individual' by ACCESS Development Services and HSBC India. The award is a testament to the collective dedication and passion of my team at Belstar Microfinance and Hand in Hand India who have helped in reshaping finance paradigms. This

recognition fuels our passion to continue crafting a brighter financial inclusion landscape, empowering women and future generations. Together, let's empower communities and pave way for equal opportunities."

An inspirational leader with passion, empathy and integrity, Dr. Sankar has been a recipient of several awards including the Nari Shakti Puraskar-2016, bestowed by the Government of India for her contribution to the empowerment of vulnerable and marginalized women. She has been a consultant with United Nations Office for Project Services (UNOPS), United Nations Development Programme (UNDP) and Wetlands International, besides functioning as the Monitoring and Evaluation Officer for the International Fund for Agricultural Development (IFAD) in Tamil Nadu. She has also authored publications on child labour, microfinance and self-help groups.

Inspiring Innovator Radhakrishnan Parthiban's yet another completely different kids-based Thrilling Adventure 'Teenz' First look released with Censor certificate in theatres

Chennai, Jan 21 2024: Actor-director Radhakrishnan Parthiban has been successfully functioning for over three decades as the one-stop shop of innovative ventures in Indian cinema. Parthiban has now made yet another completely different film titled 'Teenz' as one more milestone in his novel journey.

A kids-based Thrilling Adventure, 'Teenz' is produced by Caldwell Velnambi, Dr. Bala Swaminathan, Dr. Pinchi Srinivasan and Ranjith Dhandapani on Bioscope Dreams LLP and Akira Productions banners. Keerthana



Parthiepan Akkineni is the creative producer.

In a very unique initiative, first look of a film releasing in theatres is the first time in the world, that too world wide with a Censor certificate.

Radhakrishnan Parthiban has joined forces with music composer D. Imman and cinematographer Gavemic Ary for the

first time. The film is set to occupy a prominent place among the best works of Imman and Gavemic Ary. Editing is done by R. Sudharsan.

Speaking about this, Radhakrishnan Parthiban said, "Dear audience, here is the first look experience of our film. It has been released with Censor certificate for the first time. 'Teenz' will be my first best

work with Mr. D. Imman and cinematographer Mr. Gavemic Ary."

He added, "On the 20th of the first month of 2024, the first look of this film has been released in theatres world wide for the first time during the break of the first show. I would like to express my gratitude to everyone who has been supporting me for more than 30 years."

With Radhakrishnan Parthiban's previous movie 'Iravin Nizhal' winning several accolades including the National Award, his brand new innovative film 'Teenz' is expected to set a new benchmark.

NAMMA KALACHARAM - SERIES 7 PONGAL SPECIAL A TALK ON KRISHNA@57.NOM - ASHWIN KUMAR IYER

Chennai, Jan 21 2024: The seventh series of Namma Kalacharam signature projects organized by the Rotary Club of Chennai Bharathi was unique. This Pongal special series happened at Tatvaloka Auditorium, Eldams Road.

Ashwin Kumar Iyer, a lawyer turned entrepreneur and the founder of Elements - a senior living community, gave a talk at KRISHNA @ 57.NOM. A very apt topic on the day of Pongal enlightened the various leadership attributes of Lord Krishna. Ashwin beautifully explained by quoting Lord Krishna's teachings about our daily lives. Some of the few attributes he mentioned were how a good leader should support their



team and how they should lead, for example, by performing unique tasks that no one else has done.

A good leader must lead from the front; they must be a good diplomat, protect their team without bias, and be a good friend no matter what their status is in society. It was a delightful evening for all.

This evening was

extraordinary as there was active family participation. Mrs. Kalyani Narasimhan is the mother-in-law of President Rtn. Dr. Jayashree Kadambi was invited to light the lamp, and her father-in-law, Narasimhan, honored the speaker and his spouse.

This event happened in the presence of the Rotary Club president of Chennai Bharathi Rtn. Dr. Jayashree and

her family Ann Srinivas, president-elect Rtn. Nisreen Madraswala, Rtn. Dhanya, Annettes Akhil Srinivas, Aditya Srinivas, Shireen.

We thank the presence of co-presidents Rtn. Suresh and Rtn. Nagalakshmi. We wholeheartedly thank Ashwin for this beautiful talk. It was a wonderful and blissful evening spent on the busy day of Pongal.

National-award-winning Composer Devi Sri Prasad On Board For Dhanush, Nagarjuna, Sekhar Kammula, Sree Venkateswara Cinemas LLP, Amigos Creations Pvt Ltd #DNS

Chennai, Jan 21 2024: The crazy project DNS in the combination of National Award-winning actor Dhanush, King Nagarjuna Akkineni, and National Award-winning director Sekhar Kammula was launched a couple of days ago and the film's shoot also began a day before the launch with Dhanush taking part in the shoot. Suniel Narang and Puskur Ram Mohan Rao are producing the film, with the blessings of Shri Narayan Das K Narang, under their banner Sree Venkateswara Cinemas

LLP (A Unit Of Asian Group), in association with Amigos Creations Pvt Ltd. Sonali Narang presents the movie.

The latest update is that Rockstar Devi Sri Prasad comes on board to score the music for the movie. This is the first movie for the composer with Sekhar Kammula who is an expert in making sensible and content-rich movies. The National Award-winning composer delivered sensational albums for content-based movies and he is sure to provide a chartbuster album for #DNS.

Rashmika

Mandanna is the female lead in the movie which has cinematography handled by Niketh Bommi, Ramakrishna Sabbani and Monika Nigotre are the production designers.

The film's rest of the cast and crew will be revealed soon.

Cast: Dhanush, Nagarjuna Akkineni, Rashmika Mandanna and others

Technical Crew: Director: Sekhar Kammula, Presents: Sonali Narang, Banner: Sree Venkateswara Cinemas LLP, Amigos Creations Pvt Ltd, Producers: Suniel Narang and Puskur



Ram Mohan Rao, Music Director: Devi Sri Prasad, Director of Photography: Niketh Bommi, Production Design: Ramakrishna Sabbani, Monika Nigotre, PRO: Riaz K Ahmed, Marketing: WallsAndTrends.

MGM Cancer Institute Launches Clinic (B) A comprehensive one-stop Breast Clinic for Women



Chennai, Jan 21 2024: MGM Cancer Institute, a part of MGM Healthcare and a state-of-the-art hospital at the forefront of cancer care, launches Clinic B, an exceptional breast health Clinic, to provide advanced and comprehensive treatment for all breast health problems. Clinic B at MGM Cancer Institute was inaugurated by Ms. Kiruthiga Udhayanidhi, renowned film director, in the presence of Dr. Urjitha Rajagopalan, Director, MGM Healthcare and MGM Cancer Institute.

Breast cancer is a prevailing concern for women's health. Every year, 1.38 million cases of breast cancer are diagnosed in India, and every four minutes, a woman is diagnosed with breast cancer. According to a study conducted by the Indian Council of Medical Research (ICMR) Population-Based Cancer Registries (PBCRs), recently published in "Cancer, an interdisciplinary journal" by the American Cancer Society in 2024, the five-year survival rate of women patients who were diagnosed with breast cancer stands at 66.4 percent across India. This rate is lower than that in developed countries such as the United States (90.2%); this could be attributed to delayed diagnosis and not seeking timely medical advice for further treatment, which are significant contributors to

improving cancer survival rates. Timely diagnosis is the cornerstone of effective intervention, and early detection is vital in the fight against breast cancer. MGM Cancer Institute's Clinic B stands as a premier destination for all breast-related conditions, providing quality care with an affordable treatment plan. This service aims to help and support patients with any breast-related queries and ensures awareness of comprehensive breast cancer screening. The Clinic (B) has a strong team of oncologists, skilled radiologists, breast surgeons, radiation oncologists, breast care nurses, specialized assistants, physiotherapists, psycho-oncologists, and other specialists. This team will provide enhanced solutions for all breast-related health problems and conditions, ranging from cysts and benign lumps to tumors and reconstruction.

This clinic is an "All Women Unit," embracing the power of multidisciplinary care and collaborating closely to create personalized treatment plans that encompass all aspects of breast health. As a one-stop destination for breast health early detection, seamless diagnostic services, genetic counselling, breast conservation, oncoplastic breast surgery, mastectomy

with reconstruction, axillary procedures, and risk-reducing surgery are offered. Dr. M.A Raja, Senior Consultant, Medical Oncology, Director of Oncology Services, MGM Cancer Institute, emphasized, "Breast cancer stands as the most prevalent cancer among Indian women. Despite its prevalence, pervasive fear and misconceptions surround the condition. It is crucial to empower patients with a clear understanding of their medical situation, knowledge about available treatment options, support mechanisms to navigate through the challenges, and a coordinated approach for optimal medical care. The launch of the breast care clinic aims not only to ensure that patients receive high-quality care and treatment but also to promote regular screenings and consultations, fostering early detection and encouraging others to prioritize their health."

Dr. Urjitha Rajagopalan, Director, MGM Healthcare and MGM Cancer Institute, said, "We are dedicated to empowering women, and a key aspect is equipping them to identify potential breast abnormalities at the earliest stages. Early detection facilitates prompt treatment and improves survival rates. At the MGM Cancer Institute, our commitment is to provide every woman with the best possible

care, delivered comprehensively and with advanced methodologies. It is our fervent belief that every woman deserves optimal treatment, and we strive to ensure comprehensive and cutting-edge care. We urge all women to prioritize their health, undergo regular screenings for breast cancer, and embrace a life that is both healthy and free from the challenges of cancer."

Addressing the gathering, Renowned Film Director Ms. Kiruthiga Udhayanidhi, said, "Empowering women with health awareness is paramount. I urge all women not to let this health issue go unspoken and encourage regular self-breast examination and undergo timely screening if any discomfort is felt. In tandem with this initiative, let's amplify the message of breast cancer awareness. Early detection saves lives, and by fostering awareness, we can make a meaningful impact on women's health. My heartfelt thanks to the MGM Healthcare and MGM Cancer Institute management for spearheading this holistic initiative dedicated to the well-being of women."

As an inaugural package Clinic B is offering "Friends for Ever- Mammogram Screening Program" including a free doctor consultation at Rs. 1999 for Two valid till 29th February 2024.

"The last mile could be your fastest" says Tata Mumbai Marathon 2024 Ambassador Meb Keflezighi

Chennai, Jan 21 2024: Eritrea-born, USA-based Meb Keflezighi is special to track and field, marathons in particular, based on achievement in athletics and commitment to the community. He will be at the Tata Mumbai Marathon 2024, a World Athletics Gold Label Road Race as an ambassador, watching the athletes in action from a vantage point.

"We have a lot of fast runners in the race, in both men and women. I feel excited to be able to enjoy it from behind the camera." The 2004 Athens Olympics silver medallist went on to earn legendary status in marathons in the US, conquering the course in New York and Boston marathons.

In his first-ever visit to India, after reaching Mumbai, Meb is amazed at the fervour for road running and the response from participants for TMM. "The marathon here has grown over the years,



resulting in awareness about the benefits of running, besides bringing people together," said the American about the growth of the marathon as a movement in the US, rising to icon status on the strength of marathon highs in NY and Boston, becoming the first American since 1982 to win the former and since 1985 to win the latter.

Meb is admired for

longevity in marathon running, for which he credited the gradual move up the distances from track to the road. "My body was ready for the workload, moving from 5k to 10k to the marathon. I did not rush into anything when coming back from injury."

Asked for advice from the hordes of runners at TMM, those doing the marathon and half marathon, he

counseled for patience. "Be patience, I mean the last mile can be your fastest. IT can be achieved by visualising yourself so that the exhausted body can be willed to cross the line."

Talking about his best wins over a long career in road running, Meb rated the 2014 Boston Marathon win as a memory which fills him with joy. "The reason was because of the attack a year ago (terrorist attack a few metres from the finish at Boston 2013), so the people coming back after the horrifying incident made it special for us runners and the people." He runs a non-profit organisation, named The MEB Foundation, focused on giving back to the community, from shoes to scholarships.

The much-anticipated TMM 2024, scheduled to take place on Sunday 21st January 2024, will flag off from the iconic Chhatrapati Shivaji Maharaj Terminus.

Godrej aer O redefines consumer experiences with affordable yet exceptional car fragrance solution

Chennai, Jan 21 2024: Godrej aer, India's pioneering brand in and home and car fragrances, announced the launch of its latest breakthrough innovation, Godrej aer O gel based hanging car freshener. Aer O comes with a unique product design, this car fragrance range is poised to revolutionize the way car owners indulge in freshness on-the-go. It brings an invigorating and sophisticated aroma to cars, making your car smell as good as new. This is the first-ever branded hanging car fragrance in India at a disruptive price-point of INR 99.

As the car ownership trend in India continues to rise at approx. 9% CAGR, the affordable car segment (hatchback, mini-SUV, sedans) commands a staggering 55-60% share of the market. Godrej aer, India's top-ranking air freshener brand, has identified the immense potential within the car fragrance category. With approximately 30% market penetration, this category presents significant room for growth as 70% still don't use any car fresheners.

People don't use branded car fresheners largely due to the high cost associated with them. Because of this affinity, some end up



using unbranded car fresheners which hardly meet the desired standards of quality and experience and while some misuse hanging bathroom fresheners in the car.

Godrej Aer recognized the need for an affordable yet superior-quality car fragrance option. Godrej aer O, a pioneer in the car fragrance category for 10 years, boasts an innovative gel membrane technology that ensures a linear and continuous diffusion of fragrance. This cutting-edge technology, coupled with the hanging format, provides a consistent and pleasant aroma that lasts for up to 30 days. The built-in end of life indicator lets you know when it's time for a fragrant farewell. Godrej aer O comes in three variants - Musk After Smoke, Rose Blossom, and Cool

Aqua - each catering to distinct preferences and moods, thereby enhancing the driving experience and transforming the car interior into a personal sanctuary of freshness.

Speaking about the launch of this product, Shivam Singal, Category Lead Aircare & Hygiene, Godrej Consumer Products Ltd (GCPL), said, "Godrej aer O marks a significant milestone in our journey of redefining consumer experiences. As the car ownership landscape evolves, we recognize the need for an affordable yet exceptional car fragrance solution. With Godrej aer O, we are not only elevating the commute experience but also setting a new standard of affordability in the car fragrance segment. Godrej aer O is one such innovation that will improve consumers

car riding experience as well as boost category adoption."

Commenting on the innovation and category, Karn Bawari, Global Head for Category Direction and Development - Air Care, Godrej Consumer Products Limited (GCPL), said, "Globally, the highest volume driver for car air fresheners is the hanging format a trend which seems to have caught on in India as well. However, it is noteworthy that this space is largely dominated by unbranded options that either don't give the right level of fragrance or last as long as advertised. With Godrej aer O, we bridge product delivery and affordability, providing consumers with a value-driven solution that is also aesthetically appealing."

With Godrej aer O's disruptive entry into the market, Godrej aer redefines the dynamics of car fragrances in India. The brand's unwavering dedication to innovation and customer satisfaction is evident in this groundbreaking product. Godrej aer O is not merely a car fragrance but a gateway to a world of superior car fragrance, where daily commutes become a sensorial delight.