

**India farmers' protest: Tear gas fired as thousands march on fortress Delhi**

Chennai, Feb 13 2024: Police in northern India have fired tear gas to prevent thousands of protesting farmers demanding minimum crop prices from marching on Delhi.

The capital is ringed by razor wire, cement blocks and fencing on three sides to keep protests at bay.

The government fears a repeat of 2020 - dozens died in a year-long protest that ended only after ministers agreed to repeal controversial agriculture laws.

But just over two years later, farmers say other demands have not been met.

India's farmers form an influential voting bloc and analysts say the government of Prime Minister Narendra Modi will be keen not to alienate them. His Bharatiya Janata Party (BJP) is

seeking a third consecutive term in power in general elections this year.

Pictures on Tuesday showed thick clouds of tear gas being used to disperse protesters near the city of Ambala, about 200km (125 miles) north of the capital.

Police also fired tear gas, as they did on Monday, at the Shambhu border between Haryana and Punjab states. Drones flew continuously over the crowd and dropped tear gas on people below.

"It literally rained tear gas shells through the day," said a BBC Punjabi reporter who was present. There were a few injuries in the crowd - mainly people hit by plastic bullets fired by police.

In response, some demonstrators pelted police with stones. Farmers used wet sacks and clothes to protect



themselves from the tear gas shells.

Farmers, most of whom are from Punjab, say they want to peacefully cross Haryana to reach Delhi, but they have not been allowed to do so. Scuffles between police and protesters have also been reported at the Shambhu border and the situation remains tense.

In 2020, protesting farmers hunkered down for months, blocking national highways that connect the capital to its neighbouring states. The movement was seen as one of the biggest challenges to Prime Minister Narendra Modi's government.

Families mourn farmers who died during protests

Traffic jams and disruptions were reported across Delhi on Tuesday as authorities blocked roads and diverted traffic.

Police have also prohibited large gatherings in the city, including at border points between the capital and neighbouring Uttar Pradesh and Haryana states, through

which the farmers are expected to reach the capital.

In Haryana, the BJP-led state government has suspended internet services in seven districts until Tuesday. Two rounds of talks between farm union leaders and federal ministers have so far failed to break the deadlock.

Farmers are asking for guaranteed floor prices - also known as minimum support price or MSP - which allows them to sell most of their produce at government-controlled wholesale markets, or mandis. They are also demanding that the government fulfil its promise of doubling farmers' income.

On Monday, federal ministers held a six-hour meeting with farm union leaders. The two sides reportedly came to an agreement on some of the demands, including the withdrawal of cases registered against protesters during the 2020 protests.

But there was no consensus on the MSP. In 2021, after the farm laws were repealed, the government had said it would set up a panel to find ways to ensure support prices for all farm produce. But the

committee is yet to submit its report.

Families mourn farmers who died during protests

India's farmers end year of mass protests

More than 200 farmer unions are participating in the march. "We will move peacefully and our objective is that the government listens to our demands," Sarvan Singh Pandher, general secretary of the Punjab Kisan Mazdoor Sangharsh Committee, told ANI news agency.

Farmers' and trade unions have also announced a rural strike on 16 February during which no agricultural activities will be carried out. Shops, markets and offices in all villages will be closed while farmers will block major roads across the country.

**Dharmendra Pradhan inaugurates National Conference on APAAR: One Nation One Student ID Card**

Chennai, Feb 13 2024: Union Minister of Education and Skill Development & Entrepreneurship, Shri Dharmendra Pradhan, attended the National Conference on APAAR: One Nation One Student ID Card in New Delhi today. Secretary, Higher Education, Ministry of Education, Shri Sanjay K. Murthy; Secretary, Department of School Education & Literacy, Shri Sanjay Kumar;

Secretary, Skill Development & Entrepreneurship, Shri Atul Kumar Tiwari; Secretary, MEITY, Shri S. Krishnan; Chairman, National Council for Vocational Education and Training, Dr. Nirmaljeet Singh Kalsi; Chairman, National Educational Technology Forum NBA NAAC, Prof. Anil Sahasrabudhe; Vice Chancellors, Directors, Registrars, Controller of

Examinations from various institutions across the country, senior officials of the Ministry of Education and Information Technology, and industry partners were present at the event. Joint Secretary, Ministry of Education Shri Govind Jaiswal delivered the welcome address.

While speaking at the event Shri Pradhan

emphasized how the APAAR ID is going to be the aspirational and global document for the students of the country. Highlighting the importance of several important DPIs developed in the country in recent years, he mentioned how 53 such DPIs have been developed in 16 countries, out of which 19 are in India. He expressed his gratitude to Prime Minister Shri Narendra Pradhan for envisioning a 'Digital India', which has gained full momentum now, as 25 crore APAAR IDs have already been created APAAR IDs. He also underscored the importance of the interconnectivity of APAAR IDs, Academic Bank of Credit, and Digilocker, creating ease of operations. He also mentioned the other important digital assets like Swayam, DIKSHA, etc.

Shri Pradhan also highlighted the role of NEP 2020 in incorporating the provisions of migration and integration without compromising on the quality of education. It is important to make competency aspirational, which comes through skilling, along with knowledge, he also said.

While addressing the Conference Shri Sanjay Kumar highlighted the wide reach of the APAAR ID, befitting the meaning of the word in Hindi. He also



mentioned the vision of NEP2020 mentioning some of its significant recommendations such as ensuring 100% GER till Class 12 and having proficiency in at least one skill, aligned with the needs of the industry. He also said that APAAR helps in tracking the vast pool of 260 million students in the country. He informed that a Permanent Education Number for 25 crore children and based on that they have been issued APAAR ID. Reiterating Prime Minister Shri Narendra Modi's vision of making schooling part of ease of living, he emphasized on ease of schooling for the children. He also mentioned the Holistic Progress Card, Vidya Samiksha Kendra, etc. highlighting its linkage with APAAR.

Murthy in his speech mentioned the advantages of having the APAAR IDs and another important DPI, Samarth, its deployment, access, and seamless connection with APAAR. He urged every institution to adopt the Samarth platform as well. He also informed about the Swayam platform and its new version to be launched soon will have content from leading industries to provide relevant courses. For recognition

and validation a digital record will be needed, he emphasized.

Two panel discussions on addressing the integration of APAAR ID and Credit Systems with Job Profiles and on exploring the evolving role of DigiLocker in education were conducted during the event.

The Automated Permanent Academic Account Registry (APAAR) is a

transformative initiative introduced in alignment with the National Education Policy (NEP) of 2020 and the National Credit and Qualifications Framework (NCRF). It aims to provide a unified and accessible academic experience for students across India by assigning a unique and permanent 12-digit ID to every student, consolidating their academic achievements in one place.

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Shri K. Sanjay



## Mahaveer Electric Agencies Madras has become the No 1 Philips India' Lighting Division Channel partner in India now known as Signify Innovations India

Chennai Feb 13 2024: Mr Sumit Joshi Vice Chairman and Managing Director - South Asia for Signify Innovations India { Formerly Philips Lighting India Ltd } in a release congratulated Mr Suresh Kumar Lunavat, Managing Director of the Chennai based Mahaveer Electric Agencies for an excellent performance in a very competitive market demanding a very high standard of commitment and



excellence.

Suresh Kumar Lunavat, MD Mahaveer Electric Agencies says that the company has become hugely successful because of

uncompromising ethics and unwavering commitment to Quality, Trust and Service. In the 50 years of its business, they have received over 200 awards from various

important bodies & organisations. Mahaveer Electric Agencies Madras [ MEAM ] has drawn up plans to further strengthen its portfolio of offerings by taking on big turnkey projects from National and International organisations.

The fourth generation led by Vishal Kumar Lunavat has also entered the business and is guiding the company to reach greater heights by innovation and forging new tie ups.

## Samsung Launches Galaxy XCover7, its First-Ever Enterprise Exclusive Smartphone; The Perfect Blend of Military-Grade Durability, Work Continuity and Productivity

Coimbatore Feb 13 2024: Samsung, India's largest consumer electronics brand, today launched its first ever enterprise focused smartphone - Galaxy XCover7, a powerful device which is rugged, and offers exceptional usability. Galaxy XCover7, engineered to survive extreme conditions aims to ease the lives of professionals, providing faster connectivity, seamless continuity, and minimizing risk of interruptions caused by external factors, allowing them to work faster and smarter.



Galaxy XCover7 a reliable and convenience-oriented product.

Defined by its durability and cutting-edge features, the Galaxy XCover7 ensures seamless continuity and enhanced productivity that enable users to work from anywhere in the world. The smartphone series come with an immersive, wide-screen display that enhances visual clarity, allowing users to work more efficiently even on the field. Knox Vault in Galaxy XCover7 helps protect the most critical data on these devices, including lock screen information like PIN codes, passwords and patterns.

"At Samsung our

objective is to provide our users convenience and durability through our product offerings. We have introduced Galaxy XCover7 series in two variants, the Galaxy XCover7 Enterprise Edition and Standard Edition. Both devices are engineered with cutting-edge technologies making them extremely powerful and resistant to tough weather conditions. Powered by Knox, we are excited to bring these revolutionary made in India products to our corporate customers and are optimistic that it will enhance employee productivity and ensures data security", said Mr. Akash Saxena, Vice President, Enterprise Business, Samsung India.

## Salasar Techno Engineering Ltd. Reports Robust Earnings for Q3FY24, PAT Jumps

Chennai Feb 13 2024: Salasar Techno Engineering Ltd. is a one stop solution provider in engineering and infrastructure solutions. The Company is engaged in providing turnkey EPC services for Railway and Power sectors and is also engaged in designing and manufacturing of telecom towers. The company announced its earnings for quarter and nine months ended 31 December 2023.



374.6 Mn in Q3 FY24 and by 38.7% from Rs. 619.6 in 9M FY23 to Rs. 859.6 Mn in 9M FY24 led by increase in scale of operations. Notably, EBITDA margins exhibited impressive growth of 230 bps from 10.0% in Q3 FY23 to 12.3% in Q3 FY24 and of 152 bps from 8.7% in 9M FY23 to 10.2% in 9M FY24.

PAT increased by 56.8% to Rs. 167.5 Mn in Q3 FY24 and by 41.0% to Rs. 359.6 Mn in 9M FY24. PAT

margins grew by 112 bps and 68 bps to 5.5% in Q3 FY24 and to 4.3% in 9M FY24 respectively.

Commenting on the performance of Q3 FY24, the management team of STEL said,

"Coming on to our business performance, in this quarter, we added a significant project in our order book reflecting our growing presence in the infrastructure solutions and engineering sector. We secured a significant EPC contract from

Tamil Nadu Generation and Distribution Corporation Limited (TANGEDCO) valued at Rs. 3,640 Mn. Our comprehensive scope of work includes providing end-to-end EPC solution including supply, erection, and installation of Feder Segregation, High Voltage Distribution System, Separation of Double Distribution Transformer and Augmentation of 33kv Lines. Securing this order not only reflects our dedication to win integrated projects but also underscore our ability to provide end-to-end solutions for complex electrical infrastructure initiatives. As a result, our proficiency has reinforced our order book to Rs. 23,259 Mn as at 31st December 2023.

## Sangamam 2024: Embracing the Legacy and Creativity of Indian Art and Culture

Chennai Feb 13 2024: The Shibulal Family Philanthropic Initiatives (SFPI) hosted its Seventh Edition of Sangamam - an initiative to promote art & culture of the country with Dhrupad maestro Pt. Uday Bhawalkar along with Kirit Singh and Sukhad Manik Munde at St. John's Auditorium Bangalore on Feb 10, 2024/Saturday.

The LIVE Dhrupad performance was witnessed by classical music admirers who had come from different parts of Bangalore and met Pt. Uday Bhalwalkar and his team.

Known as the foremost Dhrupad vocalists, Pt. Uday has been a strong force in its growing recognition, popularity, and resurgence worldwide. He's a disciple of Ustaad Zia Fariduddin Dagar (vocal) and Ustaad Zia Mohiuddin Dagar (Rudra-Veena), the towering pillars of the Dhrupad tradition. Pt. Uday Ji believes that when immersed in the note and raga, the self dissolves and only the music remains.



Admired for his engaging style, Pt. Uday through his artform reaches out and communicates with audiences of all backgrounds. Since his first performance at Bhopal in 1985 Uday has performed in a number of prestigious festivals and events in India and abroad.

Born out of the immense passion for music of the founders, Kumari Shibulal and S D Shibulal, Sangamam aims to promote the rich tapestry of India's heritage and diverse art forms to a wider audience, while fostering awareness and preservation of our cultural legacy.

Sharing her thoughts on Sangamam, Kumari Shibulal, Founder (SFPI) said, "Music has the ability to bring people together and

pleasure performing at Sangamam. Initiatives like these are bridging the gap between the art, artists, and admirers."

Dhrupad is also one of the oldest living traditions of North Indian Classical music, drawing its roots from the rich, ancient Indian philosophies and its artistic value systems. It has originated from the sacred Sanskrit script of Sama Veda.

In an endeavour to promote and keep alive the lineage of teaching Dhrupad in the traditional Guru Shishya Parampara, Pt Uday has established a residential Gurukul, by name 'Dhrupad Swarkul' with a goal to impart knowledge and training to selected and deserving Sadhaks of this art form - Dhrupad.

The 'Guru-Shishya Parampara' is the quintessential Indian process of imparting valuable knowledge and philosophy passed through the ages by the Gurus. SFPI has collaborated with Dhrupad Swarkul to promote this ancient art form to children who have interest in pursuing this art form - Dhrupad.

## DP World's Nhava Sheva Business Park (NSBP) becomes the First Free Trade Warehousing Zone to Secure IGBC Platinum Certification

Chennai Feb 13 2024: DP World, a leading global provider of smart end-to-end supply chain solutions, has received Platinum certification from The Indian Green Building Council (IGBC) for its Nhava Sheva Business Park (NSBP). The IGBC rating systems acknowledge excellence in green design, construction, and operations, with the Platinum rating setting a benchmark according to international standards. NSBP has become the first FTWZ in India to achieve Platinum certification under the IGBC logistics parks and warehousing rating system.



Strategically positioned near the port, NSBP is designed to facilitate global trade to explore the Indian market and vice versa. Operational since 2022, NSBP's Platinum certification represents a significant leap forward for the Indian-Global trade ecosystem, providing sustainable supply chain solutions to its customers.

million square feet, NSBP is designed as per global standards and Green Building Certification requirements. The project design promotes natural habitat and biodiversity on-site. The facility has realized substantial benefits through noteworthy sustainable features. These include a 1.5MW Solar PV system covering 18.6% of annual energy consumption, 100% electric material handling vehicles for business park, water-efficient fixtures achieving 38.9% of saving, rainwater harvesting, and an impressive 75% reduction in construction waste as it was reused and recycled.

achievement, Ranjit Ray, Vice President - Economic Zones, Middle East, North Africa, and Subcontinent said, "The IGBC Platinum certification marks an important milestone in the journey of Nhava Sheva Business Park. It is a testament to our unwavering commitment to pursuing eco-friendly practices in our operations that are beneficial to our customers and the planet. We prioritise customers' needs above all, striving to provide sustainable and scalable logistics solutions to our esteemed customers."

NSBP is one of the first port-based Free Trade Warehousing Zones (FTWZ) in India. Leveraging its strategic

location just 5 km away from the Nhava Sheva Port, it is ideally positioned to streamline the movement of cargo to and from the port. This proximity ensures seamless multimodal connectivity and quick access to global markets, including the Middle East, Africa, Southeast Asia, East Asia, and Far West markets, unlocking the gateway to international trade opportunities. The facility offers six operational warehouses, ranging from 140,000 to 185,000 square feet, accommodating diverse business needs. Additionally, it provides specialised and temperature-controlled warehouses, ensuring a comprehensive and flexible range of storage solutions for various industries.

Globally, DP World is committed to achieving carbon neutrality by 2040 and net zero carbon emissions by 2050, with an intermediate target of 28% reduction of carbon footprint by 2030.



## View regulators as enablers of business: Nageswaran



Chennai Feb 13 2024: The Madras Management Association (MMA) hosted its annual convention under the theme 'India@2047: Leapfrogging to the Future' at Hotel Taj Coromandel in Chennai on Saturday.

Dr. V Anantha Nageswaran, Chief Economic Advisor of the Government of India, in his inaugural address said India has been growing by more than 4 percent for consecutive years post Covid.

He attributed it to how India managed the situation initially through a centralized and later on, through a decentralized approach by development of vaccines, by its ability to administer vaccine to the entire population and by building a robust digital public infrastructure.

He applauded the government for the way it has ensured energy supply at a reasonable price, post the Ukraine conflict. The strength of the financial and corporate sector that we have now was missing in the second decade, he added.

Dr Nageswaran made a fervent appeal to business houses to view regulators as enablers of business and not as impediments.

Regulations are essential for long term growth, he argued. "Health, education and skilling deserve top focus," he said.

He lamented that MNCs see India as a frontier for processed food. "We need a healthy population and India should not become sicker before it becomes richer. These are individual responsibilities and not that of the government," he said.

He said that our skilling efforts in the face of AI must be such that we must be able to generate employment for the youth. Geopolitical churn is the biggest threat, he said.

He said that economic sovereignty of developing nations is under threat because of the climate change agenda followed of developed nations.

"We may have to depend on rare earths and minerals from one or two nations and wishing away nuclear energy is not an easy option. On India's path to 2047, we tend to temper our optimism. We need patience, persistence and paranoia. While we can pride in our achievements, we have to be realistic of our own limitations and strengths," he said.

Vini Mahajan, Secretary in the Ministry of Jal Shakti, Government of India in her keynote address said India has great potential to surpass Europe in per capita income by 2047 but pointed out the critical importance of ensuring equity in asset ownership, income distribution, and access to opportunities.

Mahajan said there is an urgent need for sustained investments in skill development

and healthcare to propel India towards its envisioned future.

Highlighting the challenges and opportunities facing the nation, Ms Mahajan shed light on the Ministry of Jal Shakti's ambitious initiative to provide potable water to every rural household.

She said global uncertainties will pose serious challenges and pointed out that steep rise in prices of pipes has become a bottleneck as the Jal Jivan mission requires huge quantities of pipes. She said India is on the path to become an egalitarian and transparent society by 2047.

Group Capt R Vijayakumar (Retd) Executive Director of MMA, unveiled a special issue of the MMA Digital Business Magazine titled 'Business Mandate.'

K Mahalingam, President of MMA, welcomed the gathering and V Shankar senior vice president of MMA gave an overview of the convention. A.R. Unnikrishnan, Managing Director of Saint Gobain and Vice President of MMA proposed the vote of thanks.

Some of the distinguished industry leaders and country's top bureaucrats addressed the annual convention. Soumyadeep Ganguly, Partner and Leader of Manufacturing and Supply Chain Practice moderated a special panel on Future of

Industry Capturing the \$1 Trillion opportunity in shifting global supply chains with; Shriram Viji, Managing Director of Brakes India Ltd and Rahul Mammen Mappillai, managing director of MRF Ltd.

Varun Prakash, Partner and Leader of Chennai, McKinsey & Co moderated a special session on New Technology Frontiers How India can become the Innovative Engine for the world with panelists - Jaideep Sarkar, Professor of Practice and Entrepreneurship IIM Bengaluru, and Velusamy R, President of Automotive Technology and Product Development and Member of Group Executive Board of Mahindra and Mahindra Ltd.

Anurag Sharma, Associate Partner and Leader of People Supply Chain Practice, McKinsey & Co moderated a special session with Viswanath PS, Managing Director and CEO of Ramstad India, Poonam Narang, Vice President (HR) Dr Reddy's Laboratories and Sriram Rajagopal, founder and director of Diamondpick.

S Seetharaman, chairman of Super Auto Forge Pvt Ltd welcomed the gathering at the valedictory session and Dr Sanruct B Misra former director Group HR of Aditya Birla Group delivered the key note address Leadership Lessons from the Frontline.

## Mahindra Construction Equipment enters into preferred financier agreement with Bank of Maharashtra

Chennai, Feb 13 2024: Mahindra's Construction Equipment Division (MCE), a part of the Mahindra Group, today inked a Memorandum of Understanding (MoU) as a strategic partnership with Bank of Maharashtra to offer tailored financing solutions for its construction equipment division.

The MoU was signed by Mr. Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra and Mr. Rajesh Singh, GM, Retail & MSME, Bank of Maharashtra, in the presence of Mr. AS Rajeev, MD & Chairman and Mr. Asheesh Panday, Executive Director, Bank of Maharashtra.

The tie-up is set to offer unique financial assistance for the purchase of M&M's current & forthcoming BSV range of construction



equipment providing among the best interest rate and loan tenure.

This partnership will provide customers with hassle-free and adequate credit for the purchase of construction equipment such as RoadMaster (Motor Grader), EarthMaster (Back Hoe loader) as well as the extensive range of attachments. These products are poised to set high standards in their respective categories, accelerating infrastructure growth by incorporating

cutting-edge features and adhering to industry best practices.

Speaking on the occasion, Mr. Jalaj Gupta, Business Head - Commercial Vehicles, Mahindra & Mahindra Ltd. said, "This partnership will help us deliver the best financial solutions to our customers given Bank of Maharashtra's reach and trust throughout the country and provide the necessary impetus and confidence, allowing them to prosper. This tie-up will enable both MCE and Bank

of Maharashtra to leverage on the inherent strengths of each other's vast network."

Bank of Maharashtra, with its extensive network of over 2,400 branches and 46 Zonal offices will offer a wide range of financing options through this collaboration. Customers can visit the nearest Mahindra Construction Equipment dealership to avail of financing solutions tailored to their specific needs. In light of the current dynamic scenario and market trends, the bank has developed a new offering, Mahabank Equipment Finance. This is to provide financing to customers engaged in construction, mining, and other related activities for the purchase of equipment such as earth moving equipment, construction vehicles, material handling equipment and other construction equipment, etc.

## Vedanta Resources makes upfront payment of USD 779 mn to bondholders under restructuring exercise

Chennai, Feb 13 2024: Metals and mining giant Vedanta Resources Ltd on Friday said it has made an upfront payment of USD 779 million to its bondholders and completed repayments as part of the debt restructuring exercise.

The upfront payment to the bondholders was made on Wednesday, Vedanta Resources Ltd (VRL) said in a statement.

VRL has completed repayments to its bondholders on February 7, 2024, in line with the consents it received earlier in the year in which maturities of USD 3.2 billion in bonds were



successfully extended to 2029, the statement said.

"Vedanta Resources has successfully made an upfront payment of USD 779 million in cash on February 7 to bondholders to redeem a portion of the bonds, and extend their maturities," the company, promoted by billionaire Anil Agarwal, said.

It has also paid a consent fee of USD 68 million to the bondholders who had agreed to the restructuring, the company said.

Vedanta in January received consent from bondholders to restructure four series of bonds to ease its massive debt burden. These series of bonds include two of USD 1 billion each that were due for maturity in 2024, one USD 1.2 billion bond in 2025 and one USD 600 million in 2026.

VRL in December had secured a USD 1.25 billion loan from private credit lenders to refinance/repay part of the USD 3.2 billion debt maturing in 2024 and 2025.

Vedanta Group announced a significant merger and reorganization plan in September last year. The move will recast the Vedanta Group across 17 major businesses, the statement said.

"Each of the businesses has world-class management leadership, employ the latest cutting-edge technologies have import substitution and fulfilment of domestic demand as a core proposition. They also offer high quality and diversified investment opportunities to institutional and retail investors alike," the statement said.

## Ajmal Khan and Reyaa Hari are bankrolling this racy investigative thriller The new film has been titled 'Eleven'.

Chennai, Feb 13 2024: The film is directed by debutant Lokkesh Ajls, who had worked as associate director to director Sundar C in films 'Kalakalappu 2', 'Vandha Rajavathan Varuven' and 'Action'.

Popular Telugu actor Naveen Chandra is playing the lead role. The film has been shot simultaneously in both Tamil and Telugu languages. He had also acted in Tamil films including 'Sarabham', 'Sivappu', 'Bramman' and 'Jigarthanda Double X'. He is currently part of highly anticipated movies including director Shankar's 'Game Changer'.

Reyaa Hari, who acted in 'Sila Nerangalil Sila Manidhargal', is



playing the female lead in the film, The film also has a huge star cast which includes Abhirami of 'Virumandi' fame, Dileepan of 'Vathikuchi' fame, Riythvika of 'Madras' fame and Aadukalam Naren playing pivotal characters in the film.

D. Imman will be

scoring music for the film. Karthik Ashokan who has experience in Bollywood looks after the cinematography. National Award-winning Srikanth N.B. is the editor.

Sharing information about 'Eleven', director LokkeshA jls said, "it will be a fast-paced investigative thriller

that will keep the audience on the edge of their seats from the beginning to the end. Talented actors and technicians had been roped in for the film. My thanks to them and the producers. I hope the film will be liked by everyone."

Produced by Ajmal Khan and Reyaa Hari under AR Entertainment banner and directed by Lokkesh Ajls, Tamil-Telugu bilingual 'Eleven' starring Naveen Chandra in lead.

The Shoot has been successfully completed last month. First look motion poster of the film was launched by 11 celebrities yesterday in social media and receiving positive response all over.



## Tata Capital's JalAadhar programme paves way for water sustainability in Maharashtra, Tamil Nadu and Rajasthan

Chennai, Feb 13 2024: Tata Capital Limited, the flagship financial services company of the Tata Group, has undertaken a series of development projects across rural areas of Maharashtra, Tamil Nadu, and Rajasthan under its CSR initiative—the JalAadhar programme. The initiative aims to maximize water security for communities within a micro-watershed area.

The programme operates through two ground water replenishment, implementing strong water management in farming, and introducing income-generating activities for women. The second model emphasizes rainwater collection for domestic and cattle use, particularly vital in arid regions with scarce water resources.

As of FY 2023 - 24, Tata Capital's JalAadhar programme has positively touched the lives of over 2.3 lakh individuals, creating a water harvesting capacity of over 14,000 lakh litres.

Sridhar Sarathy, Chief Ethics Officer & Head Sustainability and CSR at Tata Capital said, "Through the support of local NGOs and communities, the

JalAadhar programme has been able to highlight water resource management. Our commitment to empower local communities with an objective of water conservation remains steadfast. Witnessing the tangible difference it has made in the lives of many communities and ecosystems, reinforces our resolve to drive meaningful change."

## Nissan innovates with - 'NISSAN ONE' to transform customer experience

Chennai, Feb 13 2024: Nissan Motor India Pvt. Ltd. (NMIPL) has launched the Nissan web platform called 'NISSAN ONE' as part of its 2024 customer-centric initiatives, celebrating the 100,000 Magnite Customers. NISSAN ONE, an innovative single sign-on web platform allows customers to seamlessly access a wide variety of service requests throughout the entire customer journey - from initial inquiry, test drive booking, car selection, and booking, to service.



Nissan for India which recently saw new Magnite variant introductions, network expansion and leadership appointments.

Mohan Wilson, Director - Marketing, Product & Customer Experience at Nissan Motor India said: "On the celebration of 100,000 Magnite stories of our customers this month, we are proud to introduce NISSAN ONE, a platform that seeks to transform the way customers experience our brand. This robust, innovative platform is a reflection of Nissan's 'Customer First' philosophy. It offers information, customizations to cater to specific needs of all buyers, potential and existing. The refer and earn Program, first of its kind in the industry, is the

brands way of rewarding our buyers and showing gratitude for their faith in Nissan."

NISSAN ONE offers an efficient and seamless customer journey, resulting in an enhanced customer experience. With NISSAN ONE, both existing and prospective customers no longer need to utilize different websites and platforms to manage their journey with the company. The platform also allows for targeted communication based on the preferences chosen by the customer. For example, customers can choose to receive communication related to service reminders for their Nissan vehicle. NISSAN ONE offers first-time real-time service booking in Nissan Motor India, leading to improved

customer journey management, including communication to customers for service reminders.

In a recent milestone, Nissan Motor India has successfully dispatched 100,000 Magnite units to the Indian market from the Alliance plant (RNAIPL) in Chennai. This achievement reflects the brand's commitment to delivering high-quality products and services, exceeding customer expectations, and tapping into India's potential as a major automotive manufacturing hub.

Nissan has also introduced the 'Refer & Earn' program as part of NISSAN ONE, designed to reward existing NISSAN customers with a host of exclusive benefits. Using the new "Refer & Earn" program, existing customers can refer their friends and family to buy a NISSAN car and in return earn points, which can be redeemed for various services and benefits.

## HMA Agro Industries Ltd. Reports Stellar Earnings for Q3FY24, PAT Jumps 772% QoQ

Chennai, Feb 13 2024: HMA Agro Industries Ltd. a leader in handled foods and agro products, in its board meeting held on February 08, 2024 has approved the unaudited Financial Results of the Company for the quarter and nine months ended on 31 December 2023.

For the quarter ended 31 December 2023, the Revenue from Operations stood at Rs. 12517.23 Mn, recording a growth of 63% YoY and 4% QoQ. The EBITDA was reported at Rs. 759.50 Mn, showing a growth of 84% YoY, and 173% YoY. PAT stood at Rs. 491.01 Mn, growing 75% YoY and 772% QoQ.

Commenting on the Q3 & 9M FY24 performance, Mr. Gulzeb Ahmed, Chief Financial Officer HMA Agro Industries said, "We witnessed an exceptional quarter amidst the backdrop of



the robust Indian economy. Accomplishing the highest quarterly revenue at INR 12,517.23 million is a testament to our resilience and strategic foresight. Surpassing the figures of FY23 in both revenue and PAT metrics reflects our progression towards our 5x vision."

The management has seen the improvement in the domestic as well as export markets which help to achieve the targeted sales revenue from domestic and export markets. The management is confident of continuing the increase in EBITDA margin for the third

quarter of the year due to focus on more value-added products, increase in the exports and diversification in different segments such as rice and fish.

Earlier, the company executed a stock split in the ratio of 1:10, i.e. subdivision /split of each equity share having face value of Rs. 10/- each, fully paid-up into ten equity shares having face value of Rs. 1/- each fully paid-up. The record date for the said split was December 29, 2023.

HMA Agro Industries Ltd. operates as a food trade organization. The Company offers handled food and agro products

including frozen fresh buffalo meat, prepared and frozen natural products, fruits, vegetables, and cereals. HMA Agro Industries serves customers worldwide. The company has a production capacity of 1472 MT per day. The company's State-of-manufacturing facility is spread across 6 City in Agra, Unnao, Punjab, Aligarh, Mewat & Prabhani. It has a fully integrated infrastructure for manufacturing & retailing with complete automation. The company is strategically reducing sales to low margin countries and gradually shifting towards higher margin markets.

## Saluting ISRO's outstanding accomplishments, Bajaj Allianz Life Insurance sets yet another GUINNESS WORLD RECORDS™ title with its unique fitness initiative - Plankathon

Chennai, Feb 13 2024: Bajaj Allianz Life, one of India's leading private life insurers, today, organized the fourth edition of #Plankathon in Bengaluru's Sri Kanteerava Outdoor Stadium to celebrate the Indian Space Research Organization's (ISRO) remarkable achievements with Chandrayaan and the Solar Mission, Aditya L1. The on-ground Plankathon event was a culmination of the Company's hugely popular campaign #PlankForAces that invited Indians to come together to thank the brilliant scientists at ISRO, by uploading their video of holding the abdominal plank.

The Plankathon event in Bengaluru also brought in a team from ISRO scientists led by Mr. N Sudheer Kumar, Director, Capacity Building & Public Outreach, Indian Space Research Organisation HQ. Ms. Taapsee Pannu, one of the most dynamic female actors of the Indian cinema, who has several popular Hindi movies under her belt including Mission Mangal and most recently Dunki championed the entire Plankathon event on ground. Mr. Tarun Chugh, MD & CEO, Bajaj Allianz Life Insurance and Mr. Chandramohan Mehra, Chief Marketing Officer, Bajaj Allianz Life Insurance, were also present along with Ms. Pannu. Guinness World Records adjudicator declared Bajaj Allianz Life Insurance as a new GUINNESS WORLD



RECORDS title holder for largest online video album of people holding the abdominal plank position. #PlankforAces saw 5,194 videos being uploaded by people from all segments.

Addressing those present at Bajaj Allianz Life Insurance's Plankathon 2024, Mr. N Sudheer Kumar, Director, Capacity Building & Public Outreach, Indian Space Research Organisation HQ, said, "This is indeed an extraordinary event that showcases the collective Indian spirit. With the initiative like #PlankForAces, Bajaj Allianz Life has brought together several thousands by igniting their passion for their country, as well as their motivation to stay fit and healthy. We appreciate and thank everyone who have participated for their efforts. Your wishes will further fuel our endeavor to make

India proud, as we set our focus on the new frontiers within space research."

Commenting on the success of #PlankForAces and setting a new world record for the Company, Mr. Chandramohan Mehra, Chief Marketing Officer, Bajaj Allianz Life Insurance, said, "Bajaj Allianz Life Plankathon has evolved to be more than India's flagship fitness initiative, that captures the sentiment of India. We are thankful to tens of thousands of participants who planked offline and online to express their admiration towards ISRO's outstanding accomplishments that makes us all immensely proud. Anything less than the world-record breaking feat would have been inadequate to the applause ISRO deserves."

Ms. Taapsee Pannu, India's leading cinema actor, and the lead

female actor from Bollywood's Mission Mangal commented, "The #PlankForAces movement was especially close to me and was equally inspirational as it was such a unique campaign on fitness that brought so many people together, as it was an opportunity to thank our scientists from ISRO! I congratulate Bajaj Allianz Life Insurance on their fourth edition of Plankathon and for their new GUINNESS WORLD RECORDS title I hope everyone who planked today, or uploaded their videos for #PlankForAces, continue their health and fitness movement and many more join as well for us to be a healthier and more vibrant community."

Taapsee Pannu led the on-ground event of #PlankForAces of Bajaj Allianz Life Insurance not only because of her immediate association with the popular Indian movie Mission Mangal, but also for the fervor and enthusiasm that the actor brings to all her roles. She has played the lead in several extraordinary movies across genres that either have a flavour of strong message for the society, being independent, fitness or of sports. These attributes made her the prime choice to lead the fourth edition of Bajaj Allianz Life Insurance's flagship event Plankathon, which was designed to promote India's uniqueness as well as health and fitness amongst the citizens.

## Mahindra continues its commitment to empowering the daughters of truck drivers through 10,000 SAARTHI ABHIYAN Scholarships

Pune, Feb 13 2024: Mahindra Truck and Bus Division (MTBD), a part of the Mahindra Group, continued its commitment to empowering the daughters of truck drivers through the Mahindra SAARTHI ABHIYAN Scholarships, an initiative to make a small contribution towards transforming the lives of the girls by supporting their right to higher education. The scholarships were awarded through direct account transfer during the event held in Namakkal, Tamilnadu in the presence of Mr. Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra &



Mahindra.

This endeavour marks a significant milestone in Mahindra Truck and Bus Division's ongoing commitment to the Truck driver community, which was initiated with the Mahindra Saarthi Abhiyaan in 2014. The

reach out program for this has covered 75+ transport hubs pan India and well defined, transparent, and independent process.

Speaking on the industry-first milestone, Mr. Jalaj Gupta, Business Head—Commercial Vehicles, Mahindra & Mahindra

Ltd., said, "We are at the forefront of empowering communities and creating sustainable social impact. This unique initiative reached the remote interiors of the country, reflecting our unwavering commitment to fostering positive change and empowering young girls with a platform to pursue their aspirations. Mahindra Saarthi Abhiyaan is our way of thanking the truck driver community and showing a sense of gratitude for the exemplary effort shown in educating their daughters."