

# PM addresses 'Viksit Bharat Viksit Rajasthan' program Inaugurates, dedicates to the nation and lays the foundation stone of multiple development projects worth over Rs 17,000 crores in Rajasthan Inaugurates various National Highway projects worth more than Rs 5000 crores in Rajasthan Dedicates to nation and lays foundation stone for eight important railway projects worth around Rs 2300 crores

Chennai, Feb 18 2024: The Prime Minister, Shri Narendra Modi addressed the 'Viksit Bharat Viksit Rajasthan' program via video conferencing today. The Prime Minister inaugurated, dedicated to the nation and laid the foundation stone of multiple development projects worth over Rs 17,000 crore. The projects cater to several important sectors including Roads, Railways, Solar Energy, Power Transmission, Drinking water and Petroleum & Natural Gas.

Addressing the gathering, the Prime Minister noted the association of lakhs of people from all the constituencies of Rajasthan with 'Viksit Bharat Viksit Rajasthan' program and thanked them for their presence. He also congratulated the Chief Minister of Rajasthan for making excellent use of technology to bring together all beneficiaries under one roof. Highlighting the qualities of the people of Rajasthan, PM Modi recalled the reception of French President, Mr Emanuel Macron in Rajasthan a few days ago and said that its echoes were heard not only around India but also in France. Prime Minister Modi also recalled the blessings of the people when he visited the state

during the Vidhan Sabha elections in Rajasthan while also reaffirming the faith in 'Modi Ki Guarantee' leading to the formation of a double-engine government. He congratulated the people of Rajasthan for the development projects of today worth Rs 17,000 crores in the sectors of Roads, Railways, Solar Energy, Power Transmission, Drinking water and Petroleum & Natural Gas, and said that it will create numerous employment opportunities in the state.

Recalling his call from the ramparts of the Red Fort 'Yeh hi Samay Hai-Sahi Samay Hai', the Prime Minister termed the present time as a golden period and said that now India can move forward with full confidence, leaving behind the despair of previous decades. He said as opposed to the talk of scams, insecurity and terrorism before 2014, now we are focussed on the goal of Viksit Bharat and Viksit Rajasthan. "Today we are taking big resolutions and dreaming big and we are devoting ourselves to achieve them", PM Modi added. He further said, "When I talk about Viksit Bharat, it is not just a word or an emotion but it is a campaign to make the life of every family prosperous." He added



that Viksit Bharat is a campaign to remove poverty, create quality jobs and create modern facilities in the country. Drawing on her interactions with the global leaders in his foreign visit from which he returned yesterday, PM Modi highlighted that the world leaders are accepting that India can dream big and achieve those dreams.

"Development of a Viksit Rajasthan is imperative to the development of Viksit Bharat", the Prime Minister remarked, underlining the need for fast-paced development of essential sectors of rail, road, electricity and water. He said that the development of such sectors will hugely benefit the farmers, animal keepers, industries and tourism among others while also bringing in new investments and employment opportunities to the state. The Prime Minister informed that in this

year's Union Budget, a record Rs 11 lakh crores have been allocated for infrastructure development which is 6 times more than any previous government. PM Modi underlined that the expenditure will hugely benefit the cement, stones and ceramics industries.

The Prime Minister mentioned unprecedented investment in the rural roads, highways and expressways in Rajasthan in the last 10 years. He said that today Rajasthan is getting connected with the coastal areas of Gujarat Maharashtra to Punjab via broad highways. Today's projects will improve connectivity in Kota, Udaipur, Tonk, Sawai Madhopur, Boondi, Ajmer, Bhilwara and Chittorgarh. These roads will also ensure better connectivity with Delhi, Haryana, Gujarat and Maharashtra.

Talking about the electrification, revamp and repair works for Railways that were part of

today's event, the Prime Minister said that doubling of Bandikui-Agra Fort rail line will ease access to Mehndipur Balaji and Agra. Similarly, he said, Khatipura (Jaipur) station will enable plying of more trains.

Prime Minister Modi emphasized the efforts of the government to enable the citizens to produce solar electricity in their own homes while also creating income by selling the extra electricity. Shri Modi highlighted the initiation of PM Surya Ghar Yojna or free electricity scheme where the government will arrange 300 units of free electricity. He informed that the Central Government will provide financial assistance for setting up solar panels on the terrace to 1 crore households initially where the total outlay of the project will be around Rs 75,000 crores. He underlined that middle-class and lower-middle-class society will benefit

the most from this. He further added that banks will also facilitate easy disbursal of loans. "In Rajasthan, the government has planned to install solar panels in 5 lakh houses", Shri Modi said highlighting the efforts of the double-engine government in reducing the expenditure of the poor and middle class.

The Prime Minister reiterated the focus on the development of the four sections i.e. youth, women, Kisan and the poor. "These are the 4 biggest castes for us and I am happy that the double-engine government is fulfilling the guarantees given by Modi for the empowerment of these sections", he said. He noted 70 thousand jobs proposed in the first Budget of the new Rajasthan Government. He also praised the new state government for the formation of SIT for paper leak incidents. He also informed about the stringent new central law

against paper leaks which will work as a deterrent.

The Prime Minister touched upon the state government's guarantee to provide gas cylinders to poor families at Rs 450 and said that it has benefitted lakhs of women from Rajasthan. Pointing out the scams in Jal Jeevan Mission during the previous government, Shri Modi underlined that work has now taken up at a rapid pace. He informed that the existing financial assistance of Rs 6,000 under PM Kisan Samman Nidhi for the farmers of Rajasthan has been increased by Rs 2,000. "We are fulfilling our promises one by one in every field. We are serious about our guarantees. That's why people say - Modi's guarantee means guarantee of fulfilment", the Prime Minister reaffirmed.

Speaking about the Viksit Bharat Sankalp Yatra, the Prime Minister said, "Modi's effort is to ensure that every beneficiary gets their entitlements quickly and no one is deprived." He noted the participation of crores of citizens from Rajasthan where free health checkups for nearly 3 crore people have been carried out, 1 crore new Ayushman cards have been made, 15 lakh farmers have registered

for Kisan Credit Card, around 6.5 lakh farmers have applied for PM Kisan Samman Nidhi Yojana. The Prime Minister further added that around 8 lakh women have registered for Ujjwala gas connection where 2.25 lakh connections have already been issued during this period. He also mentioned that 16 lakh people from Rajasthan have joined the insurance schemes of Rs 2 lakh each.

The Prime Minister pointed towards the forces that promote an atmosphere of despair and refrain from celebrating the successes of the country. He also cautioned against dynasty politics. He said such politics does not inspire the youth. Referring to the dreams and aspirations of the first-time voters, the Prime Minister said that such youth "is standing with the vision of Viksit Bharat". The vision of Viksit Rajasthan and Viksit Bharat is for such first-time voters."

Governor of Rajasthan, Shri Kalraj Mishra, Chief Minister Rajasthan, Shri Bhajan Lal Sharma, other Ministers of the Rajasthan Government, MPs, MLAs and local-level representatives among others joined on the occasion.

## Country has made up its mind that Modi will be at helm for 3rd term: Amit Shah

Chennai, Feb 18 2024: Home Minister Amit Shah on Sunday likened the upcoming Lok Sabha

polls to the Mahabharata war, asserting that Prime Minister Narendra Modi is leading the BJP-led

camp working for the country's development while "INDI alliance" under the Congress is full of family-run parties and corruption.

In his address at the BJP's national convention here, Shah lashed out at the opposition INDIA bloc for its promotion of dynastic and appeasement politics.

He was speaking on the resolution "BJP: Desh ki aasha, vipaksha ki hatasha" (BJP: Country's hope, opposition's despair).

He said the opposition is full of "2G, 3G and 4G" parties, a reference to the second, third and fourth generation of families running these parties.

He said the prime minister has worked for the development of all sections of society and

enhanced the country's global standing. Shah asserted there is no doubt in people's mind that the prime minister will retain power for a third term.

While PM Modi thinks of the poor and the country's development, INDIA bloc leaders think of making their children prime minister and chief ministers, he said, referring to Sonia Gandhi, Sharad Pawar, Lalu Prasad and M K Stalin among others.

All the family "princes" have come together against Modi as they think only someone from a powerful family can occupy the top position, he said amid slogans in support of Modi at the meeting.

"On the one hand there are family-run parties and on the other is the son of a poor mother,"

he said.

The government has worked to lift the living standards of 60 crore poor who earlier felt left out of the development process, he said.

Opposition parties are in denial mode, he said, adding they oppose everything for the sake of it, be it the repeal of Article 370, ban on triple talaq, the Citizenship (Amendment) Act or the construction of the new Parliament building.

The Congress, he said, turned down the invite for the Ram temple consecration ceremony due to its appeasement politics.

If family-run politics existed in the BJP, then son of a tea seller would not have become the country's prime minister, he asserted.



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## Students led AMJCIAN Bazaar & Aahram Food Festival Witnessed 10000 Footfall

Chennai Feb 18 2024: A.M. Jain College, a leading institution in Chennai dedicated to academic excellence, conducted the annual event AMJCIAN Bazaar & Aahram Food Festival today. With more than 150 stalls, organized by students, the campus was transformed into a dynamic hub showcasing a diverse array of more than 200 products and witnessed a footfall of 10000 attendees. This unique initiative, conceived with the visionary approach of the Secretary Shri Udhan Kumar Chordia, aimed at fostering both knowledge and experience. The event had the honour of hosting Mr. C.K. Kumaravel, the esteemed CEO & Co-Founder of Naturals, as the Chief Guest.



immersed in the entire process of organizing and managing their entrepreneurial ventures.

Attendees, including fellow students, had the opportunity to explore a wide range of offerings, from traditional food stalls, handicrafts, eco-friendly utility products, photography, plants & seeds, to the latest in mobiles and accessories, and much more.

Shri Udhan Kumar Chordia, Secretary, A.M. Jain College, said, "This event played a pivotal role in fostering creativity and honing entrepreneurial skills among our students. By offering a

platform for exploration, both for visitors and our own students, the event has become a catalyst for honing innovative thinking and business skills. The college strives to provide an environment that not only imparts knowledge but also nurtures individual talents and fosters a mindset of creativity and entrepreneurship. Events like these serve as a reflection of the college's dedication to shaping well-rounded individuals, equipping them with the skills and mindset needed for success in their future endeavors."

Recognizing vibrant participation, awards

were presented for various categories such as Best Entrepreneur, Best Stall Presenter, Top Seller, Best Women Entrepreneur, and Eco-Friendly Promoter. Additionally, top three stalls were awarded based on profitability, promoting excellence and diligence. The success of the event highlights A.M. Jain College's commitment to empowering its students with practical skills and real-world exposure. The college believes in fostering an environment where students can not only excel academically but also explore and cultivate their entrepreneurial potential.

## Tata Motors Partners with UN-Backed LeadIT Initiative to Accelerate Transition Towards Net-Zero Emissions

Chennai Feb 18 2024: Tata Motors, a global leader in the automotive industry, announces its partnership with the Leadership Group for Industry Transition (LeadIT), a global alliance launched by the governments of Sweden and India at the UN Climate Action Summit in September 2019. As a member of LeadIT, Tata Motors will be able to harness the power of global best practices, influence policy-making, and together with other members strengthen its climate action plans, thereby accelerating its transition towards net-zero emissions.

greener future. Joining forces with LeadIT propels us closer to these ambitious goals, facilitating our journey towards sustainable transformation. This collaboration will not only expedite our own transition but also catalyze a climate for change within the automotive industry. We eagerly anticipate working alongside other pioneering companies within LeadIT, creating a dynamic ecosystem of shared insights and collective advancement. Together, we aim to drive the automotive industry forward, championing a sustainable future for all."

Expressing the group's enthusiasm at welcoming Tata Motors into the group, Romina Pourmoghaddasi, Minister for Climate and the Environment, Sweden and Co-Chair of LeadIT, said, "This membership signals an important commitment to net zero from a leading global manufacturer in the supply chain. Demand signals are crucial for the transformation of our industry. Fostering dialogues and strengthening partnerships in areas

where transition challenges need to be addressed is core to achieving reduced climate emissions. Industry is driving the green industrial transformation here in Sweden and we hope to inspire change globally. I look forward to seeing Tata Motors in our group of leading partners."

Tata Motors is embracing sustainability as a business transformation with significant progress in zero-emission products, renewable energy, circular economy, water neutrality and biodiversity. The company has already installed 109 MW of renewable energy capacity and plans to add ~300 MW in the next three years to become a RE100 company. Over the past 3 years, Tata Motors has reduced its Scope 1+2 emissions intensity by 44% and is pioneering the electric and zero emissions vehicle revolution along with a host of low-emissions alternate powertrain options to enable deep decarbonisation in its Scope 3 emissions.

Upholding the principles of the circular economy, Tata Motors is driving TATVA - a Circular Economy framework working across Materials, Energy, Lifetime and Utilization pathways for a holistic transformation. The company has also established five Re.Wi.Re facilities across various cities, designed to extract maximum value while leaving minimal footprint at the end of a vehicle's lifecycle. Tata Motors is dedicated to water stewardship, achieving water-neutral or positive status at three of its plants. The company is integrating nature and biodiversity into its business strategy, conserving habitats around its operating sites, aligning with scientific methods to map and set targets across its value chain, and undertaking flagship conservation projects that have a positive impact beyond its value chain. These achievements highlight Tata Motors' commitment to sustainability and its leadership in the industry.

## SBI Life continues to encourage 'Responsible Ambition'; emphasizes on the importance of accomplishing one's aspirations by securing the financial future of loved ones

Chennai, Feb 18 2024: SBI Life Insurance, one of the most trusted life insurers in the country, continues to reinforce the need for accomplishing one's aspirations while taking care of familial responsibilities with its #ApneLiye ApnoKe Liye campaign, relayed again this year. The thought is to keep inspiring every Indian consumer to champion the spirit of 'Responsible Ambition' and encourage them to explore their own 'wants' while securing the 'needs' of their loved ones. The campaign continues to underscore the delicate balance between personal aspirations and familial responsibilities thereby inspiring every individual nationwide to adopt a 'Responsible Ambition'.

In an era where personal dreams intertwine seamlessly with familial commitments, SBI



Life's campaign celebrates those who fearlessly pursue their ambitions while fulfilling their roles as responsible family members.

The unique narrative of the campaign unfolds through the lens of a daughter recounting her father's journey - a poignant tale of 'Rishabh,' a man who embarks on an entrepreneurial journey, balancing the challenges of a new chapter in life and ensuring a financially secure future for his family. Embracing the challenges of a new chapter in his life, including the arrival of his first child, Rishabh exemplifies resilience and determination. The TVC beautifully captures his dedication

to not only realizing his passion but also securing a financially stable future for his family. As his daughter turns 16, she proudly presents a project inspired by her father's unwavering commitment, encouraging others to embrace their dreams with the rallying cry, '#ApneLiye ApnoKe Liye.'

Mr. Ravindra Sharma, Chief of Brand, Corporate Communication & CSR at SBI Life, expressed his thoughts on the campaign, stating, "SBI Life remains at the forefront of comprehending the evolving needs of today's consumer. The surge of the need for 'responsible ambition' continues to captivate individuals nationwide,

where the coexistence of personal dreams and family responsibilities is becoming a societal norm. This campaign serves as more than a mere directive; it embodies the essence of trust and reliability that SBI Life is known for. We stand as enablers, encouraging individuals to pursue their dreams with the assurance that their loved ones and responsibilities are secured. Our ongoing campaign humbly celebrates the balance between personal ambitions and family responsibilities, reflecting the enduring values of trust, reliability, and commitment that define SBI Life."

As SBI Life Insurance embarks on the second year of the campaign, the company aims to inspire even more individuals to pursue their passions fearlessly while nurturing their familial bonds.

## Flipkart partners with National Skills Development Corporation (NSDC) for Skill Development and Employment Opportunities: Empowering India's youth

Chennai, Feb 18 2024: Flipkart, India's homegrown e-commerce marketplace, and the National Skills Development Corporation (NSDC) have signed a memorandum of understanding (MoU) to empower students and aspiring candidates to gain valuable skills to pursue a career in e-commerce, retail and warehousing sectors. Under the MoU, Flipkart will train, skill, upskill and certify candidates to take up roles in these sectors. The MoU exchange ceremony was graced by Shri Dharmendra Pradhan, Hon'ble Minister, Education, Skill Development and Entrepreneurship, Government of India, Shri Atul Kumar Tiwari, Secretary, MSDE and Shri Ved Mani Tiwari, COO, NSDC.

As part of the agreement between Flipkart and NSDC, Flipkart's 'Project Bright Initiative' will offer free online courses to enhance students' skill sets for pursuing a career in India's fast-growing e-commerce sector. The courses will impart the basics of e-commerce, soft skills and customer service skills to increase the learners' employability. Flipkart has sought NSDC's support for accreditation



and certification of courses offered under this project. Flipkart and NSDC will work together to increase awareness and outreach for the courses, ensuring that they reach a wider audience of students. The program's goal is to facilitate their placement across the broader e-commerce and retail sectors.

Reinforcing Flipkart's commitment to India's e-commerce sector, the MoU also aims to upskill candidates in the warehousing sector through training under the Flipkart Supply Chain Academy while providing them with certification post the successful completion of the course.

The MoU will also see Flipkart participate as an employer in the NSDC Kaushal Mahotsav (Job Fairs) scheduled to take place in various regions of the country. Flipkart's involvement in Kaushal

Mahotsav is a significant collaboration with NSDC, focusing on connecting job seekers with employers and opening new vistas for aspirants.

Speaking at the signing of the MoU, Shri Ved Mani Tiwari, NSDC Director, said, "This MoU is a significant milestone in NSDC's efforts to equip citizens with practical job skills that align with the needs of the industry. Together with Flipkart, we aim to empower candidates with the necessary skill sets needed to succeed in India's e-commerce, retail and logistics sectors. We plan to take this alliance across the length and breadth of the country to help job seekers get employment of their choice."

Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, said, "Flipkart is deeply committed to supporting millions of local businesses on their e-commerce journey and

contributing to the inclusive economic growth in the country. Our collaboration with the National Skills Development Corporation (NSDC) aims to provide students and aspiring professionals with valuable skills tailored for careers in the e-commerce, retail, and warehousing sectors. We firmly believe these courses will serve as a catalyst in unlocking fresh prospects for young individuals and fostering their career triumphs."

Flipkart is working across states including Bihar, Delhi, Haryana, Jharkhand, Punjab, Rajasthan and West Bengal through industry MoUs and has trained thousands of youth who have undergone online and on-the-job training and have received certifications. Shortlisted students also got an opportunity to work along with full-time supply chain employees at facilities across the country, giving them real-life exposure of work. Over the years, Flipkart has trained thousands of its supply chain employees across the country in partnership with various government bodies, which has helped them upskill themselves and grow in their careers.

## Mirana Toys, Avimee Herbal, Perfora named winners of Amazon's Propel Startup Accelerator Season 3

Chennai, Feb 18 2024: Amazon India today announced Mirana Toys, Avimee Herbal and Perfora as winners of the Amazon Global Selling Propel Startup Accelerator (Propel Accelerator) Season 3. The winners cumulatively got \$100K in grant from Amazon. Mirana Toys, combines digital and physical play through app-controlled augmented reality games and offers a range of innovative smart toys. Avimee Herbal, founded by 85-year-old Radha Krishna Choudhary, aka Nanaji, is a hair care solution brand rooted in Ayurveda, offering effective, century-old remedies for everyday hair concerns. Perfora focuses on elevating everyday oral care with clean ingredients and good design. It is India's first made-safe certified oral health brand and a member of the "1% for the planet" community.

Propel Accelerator Season 3 was launched in March 2023 in association with VC (venture capital) firms Accel, Amazon Smbhav Venture Fund, DSG Consumer Partners, Fireside Ventures, Peak XV, V3 Ventures as well as revenue-based-financing firms including Klub and Velocity. The third season got an overwhelming response with 1,200+ applications by startups and emerging brands from 140 cities across India. 47 startups were selected as finalists including brands like Giva, Mokobara, Open Secret and others. The winners and all the finalists also received \$1 million (cumulative) in AWS Activate credits.

The program included an 8-week accelerator as part of which Amazon leaders



from India, VC partners and others engaged with the finalists through focused workshops, 1:1 mentorship on the global demand patterns and insights on building successful exports businesses through e-commerce. Amazon also hosted virtual mentorship sessions focused on peer learning by inviting veteran entrepreneurs to interact with the cohort. For the first time, the program featured a unique bootcamp to help the season 3 finalists launch their products on at least one Amazon marketplace globally. As part of this, they received dedicated 1:1 support from Amazon account management teams, along with guidance on their product category and advertising support.

Finally, the 10 top finalists shortlisted by a multidisciplinary panel got an opportunity to pitch to a distinguished jury including Prayag Mohanty from Fireside Ventures, Shraeyansh Thakur from Peak XV, Preetham N from Amazon Smbhav Venture Fund, Pooja Shirali from DSG Consumer Partners and Abhiram Bhalerao from V3 Ventures. The jury evaluated the pitches on a variety of parameters including business idea and story, product market fit, business metrics in launched markets and global expansion plans. The jury announced Mirana Toys, Avimee Herbal and Perfora as winners

of the Propel Accelerator Season 3.

Bhupen Wakankar, Director Global Trade at Amazon India said - "I would like to congratulate all the winners and the finalists from Propel Accelerator Season 3. It's heartening to see such entrepreneurial spirit, innovation and the ambition of building global brands from startups in different parts of the country. It's a testament to the rapid adoption of ecommerce exports amongst Indian small businesses and D2C brands. I would also like to thank all our partners for their support in creating a springboard for Indian entrepreneurs to create global brands from India. We will continue to work with businesses of all sizes, helping them take their products to customers across the world and enable \$20B in cumulative ecommerce exports from India by 2025."

The winner of Propel Accelerator Season 3, Devansh Sharma, Co-Founder of Mirana Toys, said - "Mirana Toys was established with the aim to be a global toy brand with its foundation being engineering and technology to deliver innovative toys to kids around the world. Amazon marketplace has been the most important partner in fulfilling our vision in India. The Propel programme guided us to explore the global

market and it has been the most wonderful opportunity to take our products global. Amazon propel has helped us in every aspect of selling globally. Over the past few months, we've had numerous opportunities to engage with industry leaders, venture capitalists, and peers, gaining invaluable insights into the intricacies of establishing a global business, catering to diverse global customer preferences. Using the above support and guidance we did our pilot of selling on Amazon USA in past 6 months and it has grown successfully, we are now confident to scale our business to multiple new global markets in the coming years."

What did the finalists say about Propel Accelerator Season 3?

"One of the most memorable experiences of being in Propel Accelerator Season 3 was the peer networking meet up in Delhi where we spent the afternoon with other brand heads selling on the program. It was a tremendous value add to be in the room with peers and the Amazon Global Selling team learning from their experience and insights" - Chef Gauri, Founder, Confect.

Devansh Sharma, Founder, Mirana Toys - "Getting selected to Propel Accelerator has been instrumental in kick starting our global selling journey. We wanted to ensure we got the best logistics support, and Amazon's SEND program helped us get tailored services per our needs. We started selling globally in Q1'2023 and are seeing encouraging growth in business."

## Angel One's latest campaign, #RahoHameshaSuper, highlights the SuperApp's speed, security and reliability

Chennai, Feb 18 2024: Angel One, India's leading fintech player, launches their latest campaign #RahoHameshaSuper, in its commitment to revolutionize the investment landscape. The second edition of the Angel One SuperApp campaign reaffirms their commitment to elevate user experience, by delivering best in class speed, security and reliability experience, thereby revolutionizing the fintech landscape.

Earlier the successful multi-channel #SuperIsHere campaign introduced the new Angel One SuperApp across the country. Now, the second edition spotlights what makes the SuperApp truly SUPER - its key features of being Fast, Secure and Reliable - catering to the needs of young, aspiring investors and traders across diverse regions. The idea behind this film was to take the superior features and make them relatable and easy to understand for anyone watching this from any corner of the country.

At the heart of the



campaign lies the SuperApp, a comprehensive solution designed to meet the diverse needs of users. From online trading and investing to direct mutual funds and sovereign gold bonds, SuperApp serves as a one-stop destination, simplifying the investment process for individuals from all walks of life. Under this 360° integrated marketing campaign #RahoHameshaSuper, Angel One pledges to empower individuals across the nation in their investment, trading and wealth creation journeys. Users can anticipate an investment and trading experience through the app that is both seamless and secure, surpassing any previous standards.

Key highlights of the Angel One SuperApp

includes ensuring lightning-fast execution even in low-network areas. With a focus on customer-centricity, the SuperApp's features are enhanced to meet evolving user demands. Furthermore, security remains a top priority with SuperApp, incorporating diverse measures such as two-factor authentication, pin and robust portfolio privacy options. These enhancements solidify Angel One's position as a trusted and innovative fintech platform for secure and confident online trading and investing.

Mr. Prabhakar Tiwari, Chief Growth Officer, Angel One Limited, expressed his thoughts on the campaign, stating, "RahoHameshaSuper is more than just a campaign; it symbolizes a crucial milestone. The campaign

spotlights the full potential of the AI SuperApp, empowering investors and traders with fast, secure and reliable experience. We have packed the campaign with relatable messages under #AbSamjheKyonHainSuper, specifically targeting Gen Z and young millennials. By showcasing the app's unique features and benefits, we are expecting a significant boost in the brand consideration scores and facilitate our growth strategies."

Mr. Dinesh Thakkar, Chairman & Managing Director, Angel One Limited, stated, "Angel One is actively embracing innovation and technology within the SuperApp framework, catering to the requirements of all demographics. As Angel One pivots through the dynamic fintech landscape, our dedication remains steadfast towards our North Star - empowering a billion lives with leading-edge solutions and create the most trusted fintech brand."

## HP's Anti-Counterfeit and Fraud (ACF) supported legal authorities to confiscate nearly 4.4 lakh illicit items

Chennai, Feb 18 2024: Counterfeit HP products valued at approximately INR 30 crore have been seized during Nov 2022-Oct 2023 in India, according to the HP Anti-Counterfeiting and Fraud (ACF) report. In this period, law enforcement authorities in India with support from HP's Anti-Counterfeiting initiatives have successfully removed nearly 4.4 lakh illicit items from the market. These items include several counterfeit toner and ink cartridges, preventing their circulation and potential sale to

unsuspecting consumers. The majority of these operations occurred in Mumbai, where over one lakh illicit items were confiscated.

HP's Anti-Counterfeiting and Fraud (ACF) Program is aimed at protecting markets and consumers from counterfeits of HP products, while also raising awareness about the scale and severity of the fraudulent printing supplies market in India. While counterfeit ink and toner cartridges might look like HP originals, they are often of poor

quality. They can come with many significant risks for end users, such as sub-standard printout quality, printer downtime and extra costs due to counterfeit cartridge leakage, and loss of money due to non-functioning counterfeit cartridges, among other things.

Sunish Raghavan, Senior Director, Printing Systems, HP India, said "We are committed to protecting our valued customers in India from counterfeit products through our Anti-Counterfeiting and Fraud Program. This initiative

ensures that individuals receive authentic HP products, upholding quality standards and safeguarding consumer interests. Through initiatives like the Customer Delivery Inspection service, we empower customers to verify the authenticity of their printing supplies, instilling confidence and peace of mind. Collaborating with law enforcement agencies and ongoing awareness initiatives, we strive to combat counterfeiting, preserve customer trust, and uphold industry standards".

## Walmart Wraps Successful Growth Summit, Bringing Together Buyers and Suppliers in India to Establish Partnerships and Advance \$10 Billion Export Goal

Chennai, Feb 18 2024: Walmart concluded its inaugural India Growth Summit, an event where export-ready suppliers, innovators and entrepreneurs representing 24 states and union territories participated in pitch meetings featuring products made, grown or assembled in India. Of the suppliers that participated, more than 80 percent received an invitation to move on to the next round.

Invitations to advance include the opportunity to participate in a bid process and line review, an invitation to join Walmart Marketplace, or both. Walmart Marketplace is one of the world's largest online marketplaces reaching customers in the U.S., Canada, Mexico and Chile. Innovation entrepreneurs advancing to the next round will move on to explore pilot projects with Walmart.

To be invited to pitch, suppliers underwent a rigorous screening process to determine product export capabilities. As the



list narrowed, invitations were sent out for the three-day Walmart Growth Summit where sellers and innovators met in New Delhi with more than 100 Walmart and Sam's Club associates to determine the potential for a future partnership.

"At Walmart, we see tremendous opportunity in India and that was seen in the quality products, sellers and innovators we met with this week. We are excited to continue serving as partners in India's economic growth," said Andrea Albright, Executive Vice President, Sourcing, Walmart. "Investing in high growth markets like India, helps us strengthen our relationships with

established suppliers while also developing new relationships to build long-term surety and diversity of global supply. We also see huge potential in collaborating with some of India's brightest minds around value chain solutions."

Aligned with Walmart's commitment to source \$10 billion of goods from India each year by 2027, the goal of the event was to support the Make in India initiative, accelerating exports across categories where India has expertise including food, consumables, health and wellness, general merchandise, apparel, shoes, home textiles and toys. The event further

enhanced Walmart's commitment to support India's ambition to develop the country's supply chain to be a leading participant in global markets, bringing together the Walmart sourcing innovation team and India-based supply chain innovators.

Walmart's commitment to the India market is not new, with the company having cumulatively sourced more than \$30 billion in products across a range of categories. The company, in association with Flipkart, also announced this week that they reached their goal through the Walmart Vriddhi training and mentorship program to empower 50,000 MSMEs to participate in domestic and global supply chains. This week's event follows a successful 2022 summit where Walmart recruited sellers for the company's online marketplace, an effort that drew interest from more than 650 Indian MSMEs.

## Execution of MoU between Indian Bank and Directorate of Public Libraries, Tamilnadu

Chennai, Feb 18 2024: MoU was executed between Indian Bank and Directorate of Public Libraries, Tamil Nadu for Digital Solution (SNA) in the august presence of Bank's Executive Director, Shri. Mahesh Kumar Bajaj and Shri. K Ilambahavath IAS., Director of "The Directorate of Public Libraries", Tamilnadu. Shri. Rajeswara Reddy, Field General Manager,



This Digital Solution (SNA) provided to Directorate of Public Libraries facilitates managing the expenses and receipts at centralized level. It is a platform to record and manage the vendor details there by enabling

a controlled mechanism for vendor management and payment. This also provides the opportunity to minimise and control the cash handling at various levels.

Shri. K Ilambahavath IAS., Director of "The

Directorate of Public Libraries", Tamilnadu expressed his appreciation and gratitude to Indian Bank for providing Digital Solution (SNA) to "The Directorate of Public Libraries", Tamil Nadu.

Chennai, Shri. Anbukumaraj, Zonal Manager, Chennai South and Smt. Shanthi S K, Deputy General Manager, Digital Business and Fintech Partnership were also present on this occasion.