

Chairperson & CEO, Railway Board is on a two-day visit to Southern Railway Conducted comprehensive inspection of the upcoming Pamban Bridge & reviewed the scope of Dhanushkodi New line project Appraised the status of Rameswaram and Madurai Station Redevelopment works



Chennai, Feb 20 2024: Ms. Jaya Varma Sinha, Chairperson & CEO of Railway Board is on a two-day visit to Southern Railway to conduct a comprehensive review of significant infrastructure and station redevelopment projects in progress.

February 2024, Ms. Jaya Varma Sinha arrived in Madurai and conducted a window trailing inspection by a special train from Madurai to Mandapam. Shri Alok Kumar Mishra, Executive Director (Mechanical, Transportation), Railway Board, Shri R.N. Singh, General Manager, Southern Railway, Shri

Amit Kumar Manuwal, Chief Administrative Officer, Construction Organisation, Chennai Egmore, Shri N. Sreekumar, Principal Chief Operating Manager, Shri Desh Ratan Gupta, Principal Chief Engineer and other Officers and staff of Southern Railway accompanied the

Chairperson & CEO during her inspection.

Inspection of Pamban Bridge & Dhanushkodi

The Railway Board Chairperson & CEO inspected the upcoming Pamban Bridge structure and held a brief meeting with Rail Vikas Nigam Limited (RVNL) officials and held discussions on

the status of the new bridge construction works. Shri Pradeep Gaur, Chairman and Managing Director, Rail Vikas Nigam Limited, New Delhi, Shri B.N. Singh, Principal Executive Director, Rail Vikas Nigam Limited, New Delhi and Shri B. Kamalakara Reddy,

Chief Project Manager, Rail Vikas Nigam Limited, Chennai participated in the review meeting. The Chairperson & CEO emphasized safety and sustainability in bridge construction which is crucial for ensuring uninterrupted connectivity. Following

this, the inspection of Dhanushkodi was done with focus on the scope of Rameswaram - Dhanushkodi New line project.

Inspection of Rameswaram & Madurai Station Redevelopment works

Later, the Chairperson conducted inspection of

Rameswaram station redevelopment works and offered suggestions for improvement. On arrival at Madurai, Ms. Jaya Varma Sinha conducted a comprehensive review of Madurai Junction redevelopment works and exhorted the officials for time bound completion of the project.

General Manager, Southern Railway holds meeting with Members of Parliament in Chennai Division Jurisdiction

Chennai, Feb 20 2024: Shri R.N. Singh, General Manager, Southern Railway conducted a meeting with Hon'ble Members of Parliament

belonging to both Lok Sabha and Rajya Sabha, representing constituencies falling under Chennai Division on 19th February 2024.

The Hon'ble Members of Parliament who attended the meeting were Shri Dayanidhi Maran, Shri Kathir Anand, Dr Kalanidhi Veeraswamy,

Shri G. Selvam and Shri R. Girirajan.

Shri B. Vishwanath Eerya, Divisional Railway Manager, Chennai Division and the Principal Heads of the Departments of Southern Railway also participated in the meeting.

Shri R.N. Singh, General Manager, Southern Railway, welcomed the dignitaries and appraised the Hon'ble MPs about the various aspects of Southern Railway working, detailing the achievements and development of various passenger amenities and highlighted the various infrastructural developmental works that are in progress and those completed recently.

The Hon'ble MPs were informed about the various works undertaken by Railways in Chennai Division especially in respect of station development, various improvements to passenger services etc. The Hon'ble MPs held discussions on various aspects related to train services, stoppages, passenger facilities, expeditious completion of railway projects, etc. The Hon'ble MPs also offered their valuable suggestions for the improvement of services and development of Southern Railway.



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Great Lakes Chennai Unveils Cutting-Edge Fellow Programme in Management (FPM)

Chennai Feb 20 2024: Great Lakes Institute of Management, Chennai, announces the launch of its innovative Fellow Programme in Management (FPM), a rigorous doctoral program designed to equip aspiring scholars with the skills and knowledge needed to excel in academia and research.



The programme was launched by Dr. C Rangarajan, renowned economist, the 19th Governor of the RBI, former Governor of Andhra Pradesh and current Chairman at Madras School of Economics along with Prof. Suresh Ramanathan, Dean and Principal of Great Lakes Institute of Management, Chennai.

Speaking at the launch event, Chief Guest, Dr. C Rangarajan emphasised, "Research is as important as dissemination of knowledge. Ultimately an institution is justified by not only what is conveyed through existing stock of knowledge but also to create and grow new knowledge. I am happy Great Lakes Institute of Management Chennai has taken a bold stride towards this goal."

Benchmarked against global standards, the FPM offers students a

unique learning experience with guidance by world class faculty at Great Lakes and further mentorship by leading international faculty from US and Europe. With a focus on high quality research and guidance of faculty who have published in top tier academic journals, students will gain in-depth knowledge of core disciplines like economics, psychology, and statistics while mastering cutting-edge research methods such as experimental design, machine learning, and econometric modeling.

Dr. Suresh Ramanathan, Dean & Principal, Great Lakes Institute of Management, highlighted, "Putting India on the global research map is important. We are proud to launch a programme that is truly benchmarked to global standards and will draw upon a network of highly accomplished scholars globally which will lead to highly

impactful research."

The FPM at Great Lakes Chennai is helmed by Prof. Vidya Mahabare, Union Bank Chair Professor of Economics and Director-Research at Great Lakes Institute of Management, Chennai. She expressed enthusiasm about the program's potential impact, stating, "This program is designed to empower aspiring researchers with a comprehensive curriculum and world-class mentorship. Its unique co-mentorship model ensures personalized guidance and support, preparing fellows not only for impactful research but also for a successful academic career, equipped with advanced teaching techniques. To support the research scholars, the programme offers a 100% tuition fee waiver and an additional stipend to fund their research activities and living costs."

The FPM course is organized into two phases. In Phase 1, spanning Years 1 & 2, students engage in an immersive curriculum covering various management domains, culminating in the creation and presentation of two research papers, each subject to evaluation by the entire faculty. This phase is instrumental in laying the groundwork for a robust research portfolio. Phase 2, spanning Years 3-5, follows the successful defense of the second-year paper, wherein students embark on their doctoral dissertation journey. They work closely with faculty advisors and a dedicated committee to refine their research topic, craft a formal proposal, and ultimately defend their dissertation, culminating in the award of the FPM degree.

Mr. Gautam Lakhamraju, COO & Admissions Director at Great Lakes, added, "For the Doctoral Program, in the first year we are looking to select 5-6 scholars with demonstrated potential for research and these candidates will be chosen based on a rigorous selection process based on the competitive test scores as well as academic and professional track records."

New PG Diploma Programmes by BITS Pilani WILP to Help Transform Automotive Landscape in India

Chennai Feb 20 2024: The Work Integrated Learning Programmes (WILP) division of Birla Institute of Technology & Science (BITS), Pilani has launched new programmes that have been designed to address the rapidly evolving automotive landscape in India. This is the first time that a globally acclaimed Indian institute has launched three new PG Diploma programmes that aim to empower engineers in automotive domain's exclusive areas — electric vehicles, smart mobility, and automotive cybersecurity systems.

These programmes, which can be pursued without any career break, have been designed and developed by BITS Pilani WILP in collaboration with major automotive companies. Besides work-focused experiences forming an active part of the curriculum of these programmes, the pedagogy also enables the apt integration of theory with relevant practice, which is especially crucial in the automotive industry. The last date for applications for admissions in these programmes is March 18, 2024.

Post Graduate Diploma programme in Smart Mobility

The objective of this

programme is to equip students with a comprehensive understanding of smart mobility concepts, technologies, and policies — thereby fostering innovation, sustainable practices, and data driven decision-making for future leaders in the field of urban transportation. The learners can acquire the ability to process extensive sensor data, including LiDAR, Camera, Ultrasonic sensor, and RADAR, in order to interpret dynamic scenarios, recognize potential hazards, and make informed decisions to respond effectively. To learn more about this programme, please visit:

<https://bits-pilani-wilp.ac.in/pgd/post-graduate-diploma-in-smart-mobility.php>

Post Graduate Diploma programme in Electric Vehicles

This two-semester programme has been designed for engineers who are aspiring for career progression in the high-growth areas of electric vehicles, such as design, energy management techniques for vehicles, and EV regulations. The programme will not only help learners analyse and implement supporting technologies in power electronics and energy storage systems, but also

aid them in developing future electric vehicles as per the industry standards, as they learn more about motor control, battery management systems, and hardware-in-the-loop implementations of electric vehicles. To explore more about this programme, please visit:

<https://bits-pilani-wilp.ac.in/pgd/post-graduate-diploma-in-electric-vehicles.php>

Post Graduate Diploma programme in Automotive Cybersecurity

The long lifespan of an automobile exposing itself to hackers, the consequences of a cybersecurity breach, the complexity of the cyber-physical systems and the real-time response requirements do limit the adoption of traditional cybersecurity methods in the context of automotive industry. Rather, it requires unique knowledge and skills to address the challenges of automotive cybersecurity, which is what this programme aims to offer. This programme has been designed to develop an overall understanding of the aspects of cybersecurity systems covering threat modelling, risk assessment, security controls, forensics, compliance, audits, and vehicle and system

security. To learn more about this programme, please visit:

<https://bits-pilani-wilp.ac.in/pgd/post-graduate-diploma-in-automotive-cybersecurity.php>

Elaborating further about the value proposition of these PG diploma programmes, Prof. Paramesw Chidamparam, who heads the core engineering group of the WILP division at BITS Pilani, says, "Smart mobility is a transformative force with far-reaching benefits and encompasses a range of advanced technologies. However, from an upskilling standpoint, the automotive industry needs exclusive focus on automotive cybersecurity and electric vehicle technologies as complementing broad areas as well. Besides equipping engineers with conceptual knowledge in the respective areas, the three new post-graduate diploma programmes also offer opportunities for experiencing real-world scenarios through remote and virtual labs. The key objective is to enable engineers in designing, evaluating and implementing smart mobility solutions, which is critical to succeeding in this rapidly evolving discipline."

Intellion Futsal League by TATA Realty Scores Big with its Third Season amongst the occupiers

Chennai, Feb 20 2024: TATA Realty's Intellion Offices witnessed phenomenal response to the third season of the highly anticipated "Intellion Futsal League (IFL)". India's first-ever corporate tournament was held between 14th February and 16th February at Ramanujan Intellion Park pulsed with excitement as corporate teams from across various IT/ ITeS organizations gathered to showcase their skills and unity in this exhilarating sporting event. As the Chennai tournament drew to a close, the winner, Amazon, and TCS as the runners up were celebrated for their outstanding performance and sportsmanship throughout the competition.

In Chennai alone, a total of 54 corporate teams, including Amazon, TCS, Astrazeneka, Philips, and more, participated in this season's league, demonstrating widespread enthusiasm and engagement among professionals. Moreover, we are delighted to report an overall 40% increase in the number of participating teams, from 50 teams in 2023 to 70 teams (across Chennai & Gurugram) in 2024 for IFL 3.0, highlighting the growing popularity and success of the tournament.

With a strong belief in equitable access to health and well-being benefits (for over ~45,000 estimated total number of clients), IFL3.0 is a successful way to put forth employee centricity



at its core by Tata Realty.

The commencement of the third season of the league was marked by an impressive inauguration ceremony, graced by players from the Chennaiyin FC ISL team. Among them stood notable footballers such as Ryan Edwards, Ninthoinganba Meetei, and Romario Jesuraj, whose presence added a significant boost to the excitement surrounding the event. Amidst the anticipation, the spotlight turned to Tanisha Gupta, a celebrated football freestyler from Pune, whose inspiring journey resonated deeply with the audience. Gupta's compelling performance held the audience's attention, showcasing her exceptional talent and engaging presence, leaving a memorable impression.

Adding a sense of responsibility to the occasion, team captains and members were invited to participate in taking the Sustainability Oath. This emphasized the league's dedication to environmental stewardship and corporate social responsibility, enhancing the event with a meaningful commitment to collective accountability.

The excitement reached its peak with two exhilarating exhibition matches. In the first match, fans were treated to a thrilling showdown between Chennaiyin FC and Amazon (winners of 2023), showcasing the competitive spirit and skill of both teams. Additionally, the younger generation had their moment in the spotlight with Chennai Khaalpandhu League (CKL), a social impact initiative by LatentView Analytics with a Kids Exhibition Match, fostering a love for the sport among budding athletes.

Mr. Deepak Porayath, Sr. Vice President & Business Head, South, Tata Realty & Infrastructure Ltd. expressed his genuine delight at the overwhelming success of the league, emphasizing, "The Intellion Futsal League has evolved beyond just a sporting event; it has transformed into a vibrant platform where colleagues come together to not only compete but also to bond, share experiences, and foster a sense of community. It's heartening to witness how this league promotes not just physical activity but also mental well-being and camaraderie among

occupiers. As we conclude another successful season, the legacy of the IFL underscores our commitment to fostering environments that enable businesses, employees, partners, and the community to thrive and progress. Guided by our mission, we strive to deliver exceptional developments that prioritize innovation, quality, sustainability, and corporate responsibility. Upholding the values of trust, integrity, and transparency synonymous with the TATA name, we aim to be reliable partners in long-term growth."

our corporate family. The enthusiasm and passion displayed by all participants throughout the tournament truly exemplify the spirit of unity and collaboration that defines our organization."

The Intellion Futsal League stands as a symbol of unity and collaboration, uniting corporate professionals around a shared enthusiasm for sports and wellness.

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

Chennai Feb 20 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.

Transworld Group Brings 227 Community Members and Students Together to Celebrate World Wetlands Day



Chennai Feb 19 2024: Transworld Group volunteers recently marked World Wetlands Day across various locations, in alignment with meeting Sustainable Development Goals of Climate Action, Life Below Water, and Life on Land.

The day is annually observed to highlight the significance of the wetland ecosystem and its crucial role in various life forms.

Over 40 employee

volunteers and their family members joined hands with 227 community members and students to conserve marine & freshwater ecosystem and water bodies through Lake Cleanup (Agaramthen Lake, Chennai), Mangrove Restoration (Mumbai), Mangrove Plantation (Paradip and Kochi), and Beach Cleanup (Dubai - Umm Suqeim Beach, and Muscat - PDO Beach) activities. Awareness sessions were also organized

among various communities and volunteers to reaffirm the importance of wetlands for humans, other ecosystems and climate change in collaboration with Green Utsav (Dubai), Vanashakti (Mumbai), APOWA (Paradeep), MIRROR (Kochi) and Eco Society India (Chennai).

This initiative has been part of Transworld Group's focus area of Marine Stewardship of the Environment as one

of the company's flagship CSR initiatives.

"We are immensely grateful to our partner NGOs and all volunteers who joined us in this endeavour to protect and preserve our precious wetland ecosystems. Enabling marine conservation through local community initiatives such as these continue to drive our vision for a better world," said Ms Anisha Ramakrishnan of Transworld Group.

Students led AMJCIAN Bazaar & Aahram Food Festival Witnessed 10000 Footfall



Chennai Feb 19 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. Driven by the vision to promote entrepreneurial thinking among the students, the AMJCIAN Bazaar & Aahram Food Festival allowed them to take charge and set up their own stalls. From ideation to execution, students were 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.

13th Convocation held at B. S. Abdur Rahman Crescent Institute of Science and Technology



Chennai, Feb 20 2024: B. S. Abdur Rahman Crescent Institute of Science and Technology held its 13th Convocation at its campus today. A total of Dr. N. Kalaiselvi, 2404 graduands including 93 Ph.D., 599 PG and 1712 UG received their degree at the Convocation ceremony.

53 Students were awarded Gold Medals for securing top ranks. Of this 32 students were from UG and 21 students were from PG. Based on the restrictions 671 students received

their degrees in person and 1680 students attended the convocation online. The degrees were handed over to the students by Dr. N. Kalaiselvi, Director General, CSIR & Secretary DSIR.

Also present on the occasion were dignitaries including BSACIST Chancellor Mrs. Qurrath Jameela, Pro Chancellor Mr. Abdul Qadir A. Rahmani, Vice Chancellor Dr. T. Murugesan, Registrar Dr. N. Raja Hussain & Members of the Board of

management. Dr. N. Kalaiselvi, Director General, CSIR & Secretary DSIR., in her address congratulated the graduands on receiving the degrees and remarked, "India, known for tradition & culture, is poised for a spectacular 21st century. When an educational institute like BSA Crescent supports social responsibility and socio-economic development, it's a pivotal force. Let's shape the future together!"

"Every country requires two things: the perfect and best way of planning, and the perfect and meticulous way of implementation." Wise words from Dr. N. Kalaiselvi, Secretary of DSIR & Director General CSIR. Let's strive for excellence in both planning and execution to create a brighter future for all.

The convocation was dissolved after Pledge was taken by the successful graduates followed by the National Anthem.

Dalmia Cement elevates its commitment to home builders with a bold new brand positioning as the Roof Column Foundation (RCF) Expert, onboards superstar Ranveer Singh as the Brand Ambassador!

Trichy, Feb 20 2024: Taking the onus of guiding and assisting customers with right usage of cement in the most critical part of the house ie. Roof Column Foundation, Dalmia Cement is making a tectonic shift in its brand focus with its new campaign "RCF Strong toh Ghar Strong". The new customer-centric messaging is aimed at creating awareness amongst the home builders and contractors in choosing the right cement, using it in the right way and following best construction practices to build their dream homes.

The campaign that would consolidate Dalmia Cement as the 'RCF Expert' will feature Superstar Ranveer Singh. It will be launched through a comprehensive multimedia approach with Superstar Ranveer adding much efficacy to the brand's message of predominant technical knowledge, and peerless service, as amplified by the slogan, "RCF Strong toh Ghar Strong".

Commenting on the initiative, Shri Puneet



Dalmia, MD & CEO, Dalmia Bharat Limited, said, "During our illustrious journey over the last eight decades, Dalmia Cement has stood shoulder to shoulder to build our nation from its roots, contributing to create iconic national landmarks as well as happy homes for millions. As individuals, we cherish our homes which hold a profound value and place in our lives. Thus, constructing such a generational asset with the proper application of cement and technical expertise not only ensures structural

integrity, but also represents an investment for life."

"Our new brand campaign manifests not just an eminent legacy, but also a commitment to consumer centricity it conveys a core message that building a home with due care means building it for generations to come," he said.

Commenting on his collaboration Superstar Ranveer Singh shared, "I have always admired Dalmia Cement for contributing to the construction sector for over 80 years. I am happy

to partner with the company & advocate for the vital importance of Roof Column and Foundation in home construction. Together, we aim to educate individuals to make informed choices, ensuring that every structure stands the test of time."

Mr. Sameer Nagpal, COO, Dalmia Cement (Bharat) Ltd. shared, "We believe that the brand must play a vital role in consumer's lives so that they can make informed choices. Dalmia Cement has over the years developed proprietary know-how of optimising cement recipe that makes it most suitable for Roof Column and Foundation. These are the most critical elements in the structure of the house and are responsible for its strength and longevity. In addition to providing the right cement for RCF, we also have a strong on-the-ground technical workforce which assists home builders and contractors in using the cement in the right way. The RCF campaign brings to fore this value proposition".

Sarveshwar Foods Ltd. Reports Stellar Earnings for Q3FY24, Board to Consider Fund Raise

Chennai, Feb 20 2024: Sarveshwar Foods Limited a leader in the business of manufacturing, trading, processing, and marketing of branded and un-branded basmati and non-basmati rice, has announced stellar earnings for the quarter and nine months ended 31 December 2023.

For the quarter ended 31 December 2023 (Cons), the company reported a 25% growth YoY in its revenue from operations, rising from Rs. 183.91 Crores (Q3FY23) to Rs. 229.38 Crores (Q3FY24). The EBITDA grew 97% YoY, from Rs. 8.93 Crores (Q3FY23) to Rs. 17.55 Crores (Q3FY24). PAT jumped 187% YoY to Rs. 4.93 Crores. For



the nine months ended 31 December 2023 (Cons), the company reported a 25% growth YoY in its revenue from operations, rising from Rs. 559.52 Crores (9MFY23) to Rs. 622.27 Crores (9MFY24). The EBITDA grew 63% YoY, from Rs. 28.35

Crores (9MFY23) to Rs. 46.13 Crores (9MFY24). PAT jumped 113% YoY to Rs. 12.76 Crores.

Further, the board will meet on 21 February 2024 to consider a fund raise by way of issue of equity shares or any other

equity linked instruments or including convertible preference shares/ fully or partly convertible debentures or by way of a composite issue of non-convertible debentures and warrants entitling the warrant holder to apply for equity share, subject to necessary statutory and member approvals.

Sarveshwar Foods Limited (SFL) is an ISO 22000:2018 and USFDA (United States Food and Drug Administration) certified company. SFL also has BRC (biggest global standard for food safety), Kosher, NPPO USA & CHINA along with NOP -USDA Organic certifications for its products.

Social Beat Wins Sukoon's Digital Mandate

Chennai, Feb 20 2024: Digital marketing agency Social Beat, known for its innovative strategies and outstanding results, has won the digital mandate for Sukoon, India's leading mental health hospital chain. Won after a multi-agency pitch, the mandate will consist of overall planning, strategising, and managing the brand's digital campaigns.

mandate, Social Beat will be responsible for all digital marketing initiatives with a focus on quality lead generation and admission to Sukoon's hospitals. Social Beat will be reimagining the brand's digital journey and working towards digital performance targets using various digital platforms.

Mr. Vikas Chawla, Co-Founder of Social Beat said "With our expertise, our primary focus will be on artfully

communicating the brand's offerings and their benefits to a diverse and nuanced audience by leveraging our entire gamut of digital solutions, to accomplish the goal of quality lead generation and increased admission to Sukoon facilities. We are excited and look forward to adding value to Sukoon's primary goals and business objectives & creating a top-of-the-mind recall for the brand."

Mr. Kanishk Gupta,

Co-Founder and COO of Sukoon said "We are confident that Social Beat, with their expertise and capabilities in digital marketing and social media campaigns, will help us optimally spread our message and reach out to a wider audience across the country. We truly believe that our affiliation with Social Beat will help us grow and set new benchmarks in mental healthcare and we promote our brand's philosophy in India".

AQuity, An IKS Health Company, Recognized as #1 for Medical Transcription Services by KLAS for 6th Consecutive Year

Chennai, Feb 20 2024: AQuity Solutions, an IKS Health company, has been recognized by KLAS Research as the 2024 Best in KLAS Medical Transcription Services provider. This marks the sixth consecutive year AQuity has earned top KLAS recognition for their Medical Transcription solutions. KLAS rankings are considered the gold standard in the Health Information Management and Revenue Cycle

Management industries for their accurate, honest, and impartial research analytics.

"AQuity is a consistent top performer amongst Best in KLAS winning firms and one of only a small handful of vendors to retain a top KLAS ranking for such an extended period," noted Adam Gale, president of KLAS. "Our collected survey data clearly show how AQuity's commitment to their client's success helps them achieve superior ratings year

after year."

"Our team takes pride in delivering solutions that support clinician wellness and productivity," shared Jason Kolinowski, AQuity's COO. "Transcription is still a vital service that remains the best solution for a broad range of specialties and workflow scenarios. Earning Best in KLAS year after year reflects our focus on putting our customer requirements first. It's very gratifying to earn Best in KLAS

recognitions based on their direct feedback."

"We put a high priority on how our ongoing performance is judged by our clients and take our KLAS rankings very seriously," added Sachin Gupta, Founder and CEO of IKS Health. "Our clinical documentation solutions set the standard for workflow efficiency and burnout relief. We are proud to have our AQuity team recognized again for leading the industry in this market sector."

Researchers unveil fastest-growing black hole

Chennai, Feb 20 2024: A galaxy powered by the fastest-growing black hole ever recorded is the brightest known object in the universe, joint research has found.

A team led by researchers at the Australian National University (ANU) detailed the 2022 discovery of the black hole, which devours the equivalent of one sun every day, and the subsequent discovery that the galaxy it powers is the brightest object in

the known universe.

The black hole, which was first detected in 2022, exists in a quasar-the core of a distant galaxy powered by a supermassive black hole that adds material to itself-and has a mass approximately 17 billion times greater than that of our sun.

The study published on Monday confirmed it is the brightest known object in the universe.

Researchers said it was a surprise that the black hole remained undetected for so long.

"The incredible rate of growth also means a huge release of light and heat," Christian Wolf, lead author of the study from the ANU, said in a media release.

"So, this is also the most luminous known object in the universe. It's 200 trillion times brighter than our sun." The light from the black hole travelled 12 billion light years to reach Earth.

The researchers found that a disc around the black hole measures seven light years

across-50 percent larger than the distance between our solar system and the next star in the galaxy.

Wolf described the disc as a holding pattern for the material waiting to be devoured by the black hole, where temperatures exceed 10,000 degrees Celsius.

The research was done in collaboration with the University of Melbourne, the European Southern Observatory, and France's Sorbonne University.

Davangere Sugar Company Ltd. Reports Stellar Earnings for Q3FY24, PAT jumps 478% QoQ

Chennai, Feb 20 2024: Davangere Sugar Company Ltd. a leading player in Sugar, Sustainable Power and Ethanol Solutions, in its board meeting held on 14 February 2024 approved the unaudited financial results for the quarter and nine months ended 31 December 2023.

Compared to the previous quarter, Davangere Sugar Company Ltd witnessed a substantial 190% increase in total revenue, soaring from Rs.26.92 crores in Q2FY24 to Rs.78.31 crores in Q3FY24. Concurrently, the net profit experienced a remarkable surge of 478%, escalating from Rs.0.97 crores to Rs.5.61 crores.

Additionally, the company board approved the commissioning of the CO2 Plant to Convert the waste molasses fermentation into liquefied Carbon dioxide and dry ice for



an investment of Rs. 3 crores.

From its inception in 1970, Davangere Sugar Company Limited has evolved since its location in Kukkuwada, Karnataka, has been an important part of the city's development. As part of its commitment to innovation, the company has expanded its product portfolio beyond Sugar into Sustainable Power and Ethanol Solutions. Its offerings reflect a harmonious blend of tradition and modernity, providing customers

with a diverse range of high-quality products.

With its refinery and high-capacity ethanol facility, Davangere Sugar Factory stands out as a pioneer in sustainability. In addition to its commitment to Zero Waste & Green Energy principles, the company actively promotes local livelihoods and provides significant employment opportunities.

Currently, Davangere Sugar Company Ltd boasts a

capacity of 6000 TCD (Tones of Cane Crushed per Day) at its expansive sugar plant. With an area of approximately 2,83,874 square feet, the company's sugar unit demonstrates the company's dedication to efficiency. Moreover, the establishment of five large warehouses, capable of storing 6 lakh quintals of sugar, underscores its emphasis on robust storage and distribution capabilities, ensuring a seamless supply chain.

With a production of 3,06,192 quintals, the sugar facility demonstrates efficiency, recovering 6.34% of crushed sugarcane. This demonstrates the company's dedication to quality and yield. Additionally, with a 65 KLPD capacity, Davangere Sugar Company Ltd produces 1,99,39,345 KL ethanol, embodying its dedication to sustainable and eco-friendly energy solutions.

Kurkure's "Chatpate Se Sab Patein" challenges norms of conformity; champions the normalising of work-life balance

Chennai, Feb 20 2024: Kurkure, India's most loved snack brand unveils its latest positioning, 'Chatpate Se Sab Patein' as a stance against conformity, encouraging individuals to embrace their originality. This positioning has been brought to life through a campaign a TVC spearheaded by its charismatic brand ambassador Sara Ali Khan. This campaign perfectly captures the essence of breaking conformity while maintaining the warmth and quirkiness that Kurkure has always been known for.

Kurkure has always been a family entertainer and a household name in the country, infusing quirky masti through compelling storytelling and innovative products. Upholding this very spirit with 'Chatpate Se Sab Patein', the brand aspires to inspire individuals to liberate themselves from the pressures of a set culture and wholeheartedly embrace the freeing spirit of anti-hustle. Embracing a balanced lifestyle over relentless work, this culture reflects a collective desire for well-being and fulfillment, challenging traditional notions of success with a more holistic approach.

The TVC kicks off with Sara as a bride, looking radiant on her wedding day, standing on the stage. When her boss, Sanjay, gets on the stage to congratulate her it results in a delightful exchange, he cheekily accuses Sara for not



answering his phone in the morning. This elicits her witty "Sanjay" comebacks as she bites her a pellet of Kurkure. Transitioning into a flashback where she is humorously cites examples of the different uncalled-for situations created by her boss and each of her family members comically contributing these instances to Sanjay with synchronized chants. Sara, in good spirits, jests about the reason her phone is always busy, the person who wishes her good morning before her mother, the person who keeps the chanting longer than her grandmother and the person who will unexpectedly be third wheeling on her honeymoon with Sanjay being at the epicentre of all these situations. The revelation of Sanjay as her boss results in a playful interaction, leaving the wedding guests in laughter. The TVC concludes with Sanjay claiming that he's just her boss and only wants 'kaam' with a swift and witty reply from Sara- That's right Sir, CalmDown! The scene

effortlessly transitions to the satisfying crunch of Chatpate Kurkure, emphasizing the tagline- 'Chatpate Se Sab Patein'.

Sharing her thoughts on the campaign, Brand Ambassador Sara Ali Khan said, "What is life without a harmonious work-life balance? Honestly, for me, it is nothing! Kurkure's 'Chatpate Se Sab Patein' brilliantly takes on the cause of championing a balanced life with a twist of humour and relatability. I truly enjoyed playing a part in such a strong and often ignored narrative taken up by Kurkure. I'm sure our viewers will resonate with the feeling of having a 'Sanjay' in their life and my one mantra to all of them will be- Stay calm, bite into your favourite Kurkure and let the fun unfold."

Expressing her excitement, Aastha Bhasin, Category Lead, Kurkure, at PepsiCo India, "Kurkure, India's cherished snack brand, has woven itself into the fabric of India households through its quirky taglines and

compelling narratives over the years. As a brand that strives on its close connection with its consumers, we realised the challenges that come with conformism and a fast-paced hustle culture. Backed by this very insight, we're thrilled to introduce our fresh positioning - 'Chatpate Se Sab Patein'. Infused with a dash of humour and cheek, this positioning encourages individuals to liberate themselves from the shackles of conformity and embrace a balanced life. Rooted in Kurkure's creative essence, our campaign film, starring Sara, masterfully captures the heart of this narrative. She not only impeccably embodies the protagonist's role but also infuses authenticity and relatability into the storyline, staying true to Kurkure's distinctive and flavorful identity."

Vikram Pandey (Spiky), National Creative Director, Leo Burnett said, "Kurkure as a brand has always encouraged its consumers to make brave choices albeit with its signature quirky humour. With this film we wanted to use this humour to land an important message against toxic conformity. One such example that our film brings to life is that of toxic bosses. Often working long hours has been seen as badge of honour, but in reality, it takes away from precious family time. Kurkure encourages everyone to break these toxic cycles a #ChatpateSeSabPatein".