

Chairman & CEO, Railway Board presides over a review meeting with General Manager and PHODs of Southern Railway

Chennai, Feb 22 2024: Smt. Jaya Varma Sinha, Chairman & CEO of Railway Board who is on a two-day visit to Southern Railway, conducted a comprehensive review of key infrastructure and station redevelopment projects in the Zone.

Review meeting with SR officials today (21.02.2024)

The Chairman & CEO, Railway Board presided over a review meeting today, 21st February 2024 at Southern Railway Headquarters. Shri R.N. Singh, General Manager, Southern Railway, Shri Kaushal Kishore, Additional General Manager, the Principal Heads of Departments of Southern Railway, Shri

B. Viswanath Eerya, Divisional Railway Manager, Chennai participated in the meeting. The Divisional Railway Managers of Salem, Madurai, Tiruchirappalli, Palakkad and Thiruvananthapuram joined the review meeting virtually.

During the review meeting, Smt. Jaya Varma Sinha held deliberations delving into critical performance indicators like freight loading, operational efficiency, safety, earnings, and infrastructure improvements. She particularly focused on speed enhancement, track upgrades, and the progress of station redevelopment projects

under the Amrit Bharat scheme. Highlighting the crucial role of safety, Ms. Sinha praised the zone's consistent performance across all aspects of working.

Inauguration of new Signaling systems

Smt. Jaya Varma Sinha also inaugurated Automated e-TSR System (The electronic Train Signal Register (e-TSR) is a record of all passing trains) and Block Authorisation App which will enable online disconnection and reconnection of gears to ensure safe and efficient way of undertaking works during block.

The Chairman & CEO also inaugurated Pilot Project of Driving of Point Machine from Electronic Interlocking

system duly eliminating the Field Relays, which will enhance safety. All the three innovations are the brainchild of General Manager Southern Railway and they were developed by the Signal & Telecom department of Southern under his guidance. Brief presentation and live demo was shown from Kancheepuram & Akkaraipatti stations and S&T Training centre, Podanur by Chief Signal Engineer, Southern Railway.

Inspection of Executive Lounge at Dr MGR Chennai Central

The Chairman & CEO, Railway Board also visited Dr MGR Chennai Central and inspected the recently inaugurated AC

Executive Lounge at the station. She also interacted with the passengers at the Concourse area and received their feedback.

Visit to ICF

Smt. Jaya Varma Sinha, Chairman & CEO, Railway Board, visited Integral Coach Factory (ICF) today and held discussions with Shri U. Subba Rao, General Manager, ICF, other Heads of Departments and the representatives of the staff. She also inspected the Vande Metro coaches under production and the coaches for Vande Bharat Express at the Furnishing Division of ICF.

Inspection of Pamban Bridge, Dhanushkodi & Review of Station Redevelopment works on



20.02.2024 (yesterday) On 20th February 2024 (yesterday), the Railway Board Chairman & 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. The Chairman & 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. Further, a review of Rameswaram and Madurai Station Redevelopment works was also conducted and suggestions for improvement were offered by the Chairman & CEO of Railway Board.

Big News from Lucknow! Defense Minister launches a new integrated waste management project in Lucknow By Lucknow Swachhata Abhiyan (LSA), a wholly owned subsidiary of Re Sustainability, in collaboration with the Lucknow Municipal Corporation

Chennai, Feb 22 2024: Lucknow, 20th February 2024: Honorable Defense Minister, Shri Rajnath Singh launched an integrated project by LSA & Lucknow Municipal Corporation to revolutionize the waste management landscape of Lucknow.

Lucknow Swachhata Abhiyan (LSA), a wholly owned subsidiary of Re Sustainability Limited, has recently finalized a significant agreement with the Lucknow Municipal Corporation that encompasses a

dedicated effort to transform waste management practices within the city of Lucknow. This revolutionary commitment marks a crucial step towards advancing sustainable and innovative waste solutions in Lucknow.

The agreement encompasses a comprehensive array of waste management services, showcasing Lucknow Swachhata Abhiyan (LSA)'s unwavering commitment to implementing cutting-

edge waste management solutions that prioritize sustainability and cleanliness. Key provisions include the efficient door-to-door collection of segregated waste using smart EV (Electronic Vehicles) fleet, the establishment and operation of Material Recovery Facility (MRF), Transfer Stations, and the meticulous handling of both wet and dry waste transportation to designated processing sites. All operations will undergo 24/7 monitoring utilizing a cutting-edge command and control

center in real-time. These activities will be progressively and systematically implemented over the next six months.

Within the domain of drainage management, Lucknow Swachhata Abhiyan (LSA) is prepared to execute a systematic cleaning regimen. This proactive approach includes the weekly maintenance of drains measuring up to 45 cm, ensuring consistent upkeep. Furthermore, drains exceeding 45 cm up to 1 meter will undergo thorough cleaning at intervals of once every 15 days.

individuals dedicated to the project, particularly emphasizing women's empowerment and the integration of informal groups.

Leveraging cutting-edge technology remains paramount, with our adoption of unique and innovative methods such as a zero-emission EV fleet for collecting source-segregated Wet Waste, Dry Waste, and Domestic Hazardous Waste, alongside modern Street and drain Cleaning, Horticultural Waste Collection, establishment, and operation of Material Recovery Facilities, and technologically advanced transfer stations. Our entire fleet is GPS and IoT-enabled, supported by RFID-based monitoring and control systems, overseen in real-time from a state-of-the-art Command and Control Centre. Complementing this, we've implemented a highly responsive 24/7 citizen complaint redressal system, an impactful Information Education and Communication (IEC) program, and a pioneering



performance monitoring system—a first-of-its-kind initiative in India—all geared towards delivering a cleaner and healthier environment for the citizens of Lucknow.

We take particular pride in the fact that while the project exemplifies global design, innovation, and technology, its realization on the ground is a testament to "Make in India" partnerships forged with leading Indian and foreign OEMs."

Shri Rajnath Singh, Defense Minister of India, shared his thoughts on the occasion and stated that,

"With the launch of this integrated project for solid waste management in Lucknow, we are now a part of a mission that not only strengthens the city's waste management system but also aligns with our combined commitment to environmental sustainability. This initiative signifies our dedication to creating a cleaner, greener future for Lucknow, integrating innovative waste solutions and fostering employment opportunities, all while contributing to the larger vision of Swachh Bharat. I am hopeful to see that our city, that reflects our cultural heritage, also stands as an example of responsible and forward-thinking waste management practices and environmental consciousness."

This partnership signifies a significant step towards a cleaner, more sustainable Lucknow. LSA eagerly anticipates implementing these initiatives and playing a pivotal role in the city's ongoing transformation into a sustainable megacity.

The company will actively participate in Information, Education, and Communication (IEC) endeavors, striving to enhance public awareness of efficient waste management practices.

Commenting on this pioneering collaboration, Mr. Masood Mallick, CEO of Re Sustainability Limited, said, "Entering into this partnership underscores our nation's steadfast dedication to advancing towards a cleaner and greener environment, epitomizing the essence of a truly Swachh Bharat. Through this collaboration, our objective is to realize the government's ambitious vision of achieving 100% segregation in every household. With a longstanding presence as a key player in the waste management sector, we remain committed to continual innovation to drive enhanced efficiency. Central to our efforts is a strong focus on inclusivity, with a workforce of 8500

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Dr. A.C. Shanmugam inaugurated 8 new classrooms of Sriperumbudur Government High School constructed by ACS Education Group



Dr. M.G.R. Institute of Education and Research. Founder of the University.. Chancellor Dr. A.C. Shanmugam inaugurated 8 new classrooms have been constructed by ACS Education Group for Sriperumbudur Government High School. These classrooms were opened.

In this ceremony University president ACS Arunkumar, Sriperumbudur Municipality Vice President Indrani, ACS Medical College and Hospital Secretary A. Ravikumar, Special Officer Dhanavel, Medical Consultant Jayachandran, Registrar of the University, Palanivel, and many others, including the School Headmaster, were present and graced the occasion.

V House productions Suresh Kamatchi presents Filmmaker Bala directorial Arun Vijay starrer "Vanagaan" Teaser scales 4 Million+ views in Single Day

Chennai Feb 22 2024: Suresh Kamatchi's V House Productions, renowned for captivating film enthusiasts with their exceptional creations such as 'Amaithipadai-2', 'Kangaroo', 'Miga Miga Avarasam', and 'Maanadu', is now preparing to present yet another groundbreaking masterpiece titled 'Vanagaan'. In this extraordinary film, Arun Vijay takes on the lead role, while the talented Roshini Prakash graces the screen as the heroine. The ensemble cast includes the likes of Samuthirakani, Myskin, Shanmugarajan, and many other prominent actors, who bring their immense talent to the forefront. The musical score of 'Vanagaan' is composed by the



maestro G.V. Prakash Kumar, adding a touch of brilliance to the film's captivating narrative. Director Bala, known for his ability to seamlessly blend commercial and artistic elements, has once again showcased his unparalleled mastery of filmmaking. His collaboration with the esteemed producer Suresh Kamatchi, who is dedicated to presenting content-

driven movies, has piqued the curiosity of audiences, as they eagerly anticipate the magic that will unfold on the silver screen.

The first look poster of 'Vanagaan' has already been unveiled, receiving a warm reception from fans and critics alike. Furthermore, the recently released teaser has garnered an overwhelming

response, with four million fans indulging in its captivating essence within a single day. The cinematography of 'Vanagaan' is skillfully handled by RB Gurudev and Satish Surya, while RB Nagu brings his artistic vision to life as the art director. Currently, the post-production work is in full swing, ensuring that every aspect of the film is meticulously crafted to perfection. Arun Vijay's diverse portrayal and striking appearance, coupled with Stunt Silva's exhilarating action sequences and the pulsating music by GV Prakash, will undoubtedly leave audiences yearning to watch the teaser of 'Vanagaan' on repeat mode.

Indian team in Alanya for Turkish Women's Cup

Chennai Feb 22 2024: The Indian senior women's team have touched down in the coastal town of Alanya for their first assignment of the year - the Turkish Women's Cup 2024.

The tournament will see India square off against three opponents, including two European

sides the Blue Tigresses have never faced before - Estonia and Kosovo.

The other Asian side are Hong Kong, against whom India hold an unbeaten record of eight wins and a draw in nine previous meetings.

Although all three teams are ranked lower than India (65th), the matches are anticipated

to be tight and physical affairs, especially with the quality possessed by the European teams. It presents a chance to create history as India look to register their first-ever win over a UEFA side in an official match.

India's opening fixture at the Gold City Sport Complex will be

against 98th-ranked Estonia on February 21 at 19:00 IST. The record 11-time Women's Baltic Cup champions contested the Turkish Women's Cup in 2023 as well, recording a 1-2 loss to Kosovo, followed by a 1-1 draw with North Macedonia, the All India Football Federation (AIFF) sources said.

On the back of the stellar success of its first plotted development, Mahindra Lifespaces launches second plotted project in FY-24

Chennai, Feb 22 2024: Mahindra Lifespaces Developers Limited (MLDL), the real estate and infrastructure development business of the Mahindra Group, today announced its second plotted development project for the current fiscal year. The company has bolstered its plotted development offering with the introduction of 'Green Estates by Mahindra,' a 27-acre project at Mahindra World City in Chennai. This project caters to various customer needs with plots ranging from 750 sq. ft. to 2400 sq. ft. 'Green Estates by Mahindra' is designed to offer an ideal, customized living experience, featuring lush green open spaces and access to excellent infrastructure and facilities.

The project is situated against the scenic backdrop of the Paranur Hills and enveloped by three lakes - Kolavai, Paranur and Senganeri Lakes. It sits adjacent to the urban forest within Mahindra

World City, creating a harmonious blend with nature. The idyllic surroundings are further enhanced by a captivating 1.2-acre central park within the development. Beyond the natural surroundings, the project offers distinctive nature-inspired amenities, providing residents with ample opportunities to relax, rejuvenate, and socialize within the vibrant community. This project will be an addition to Mahindra World City's existing residential and commercial offerings. MWC Chennai is already home to over 3000 families, across multi-format residential projects.

Mr. Amit Kumar Sinha, MD & CEO, Mahindra Lifespaces Developers Limited said, "The persisting demand for plotted developments has been a notable trend, and we're delighted to witness this growth. The successful sales we've experienced with our first foray into plotted projects earlier this fiscal year give us great confidence in the

potential of 'Green Estates by Mahindra.' We are offering a unique blend of greenery, picturesque landscapes, and excellent connectivity, all thoughtfully integrated into an already vibrant community. Apart from the advantages of space, plotted developments empower owners to customize their homes, fostering a sense of individuality and privacy. This project is our commitment to providing a truly unique living experience that resonates with modern homeowners seeking a balance between urban comfort and personalized living."

Mahindra World City (MWC), Chennai stands out as a cosmopolitan township, marked by numerous environmental milestones, showcasing its forward-thinking urban identity. With multiple environmental firsts to its credit, Mahindra World City, Chennai is widely acknowledged as an urban destination that is well ahead of its time. Strategically located with an on-site railway

station, MWC Chennai is India's first IGBC 'Gold' Certified Township and operational corporate Special Economic Zone. Encompassing a vast 1500 acres, this low-congestion city is enveloped by 1000 acres of reserved forests and 7 lakes. A first-of-its-kind integrated city built on environment-friendly principles, MWC Chennai is also the first integrated city in India to receive third-party Zero Waste to Landfill (ZWL) certification.

Serving as the preferred business hub for over 65 global corporates within Special Economic Zones and a Domestic Tariff Area, MWC Chennai has generated direct employment for over 100,000 individuals in its industrial zone. Apart from the Paranur railway station, MWC Chennai also offers excellent road connectivity with easy access to Grand Southern Trunk Road (GST Road), and other major highways, providing quick and convenient travel options to various parts of the city and beyond.

Byri delivers a captivating thriller experience, a commendable effort from the cast and crew

Chennai Feb 22 2024: Newcomers in the Tamil film industry sometimes manage to surprise us better than the veterans, and rightly so, we have another small film that has worked out to good fashion, and that is Byri. The film is based on the backdrop of pigeon racing and it has been efficiently designed despite its shortcomings.

Byri is the story of a pigeon racer and how his friends and family support him, but the tables turn when he gets into a feud with a local rowdy. The film has a lightweight first half where nothing much happens in terms of plot progression but closer to the interval, the film picks up and moves at a terrific pace until the end. No other film in Tamil cinema has dived this deep into the concept of pigeon racing this much, and that's why Byri works so well while also getting it right with the emotional value of the film. The final hour of the film rolls up the emotions in top gear and manages to help us connect with the film big time.

Syed has done very well in his part as the lead of the film, while it also has many other new actors who have performed considerably



well. The villain is menacing and is sure to bag more projects in our industry from here. Special mention to the character of 'Ramesh' and the woman who plays the hero's mother. All the characters have done better on the dubbing table.

The film is technically strong and it does show the fire of the team to produce a product that is worth our attention.

On the whole, Byri is another good attempt from a young team who have tried to showcase a new space in Tamil cinema. The film being set in Nagercoil along with the fresh cast work out well in its favor.

"Byri," directed by John Glady, is an upcoming Tamil thriller drama starring Syed Majeed, Meghana Ellen, Viji Sekar, John Glady,

Saranya Ravichandran, and Ramesh Arumugam. Set to release on February 23, the film has garnered significant attention with its intriguing trailer.

Performance and Direction:

Syed Majeed shines in his role, delivering a compelling performance that captivates the audience. The ensemble cast, including Meghana Ellen, Viji Sekar, and John Glady, also impresses with their portrayal of diverse characters. Director John Glady deserves commendation for his adept handling of the storyline, weaving together suspense and drama seamlessly.

The production values of "Byri" are noteworthy, with V Durai Raj delivering as a producer. Arun Raj's music sets the tone

effectively, enhancing the overall cinematic experience. Cinematographer AV Vasantha Kumar's vision brings depth to the visuals, while editor RS Sathish Kumar ensures a smooth flow of the narrative.

"Byri" stands out as an excellent thriller drama, boasting gripping performances and a well-crafted storyline. While the first half keeps viewers on the edge of their seats, the second half could have been more impactful to maintain the momentum. Nevertheless, the film is a must-watch for fans of the genre, offering an engaging cinematic experience.

"Byri delivers a captivating thriller experience, a commendable effort from the cast and crew."

AIADMK distributes applications for LS polls

Chennai Feb 22 2024: Aspiring candidates should fill in all the columns in the form and submit the same in the party headquarters, Palaniswami further said.



The AIADMK on Wednesday commenced distribution of applications for the 40 Lok Sabha

constituencies in Tamil Nadu and Puducherry. The distribution of forms would continue till March 1.

General secretary of

AIADMK Edappadi K Palaniswami, in a statement, said the interested candidates can obtain the application forms for the general and

reserved constituencies in TN and Puducherry by paying Rs 20,000 and Rs 15,000 respectively.

Aspiring candidates should fill in all the columns in the form and submit the same in the party headquarters, Palaniswami further said. The statement did not mention the last date for the submission of the applications.

The Legend Reborn: Kinetic Green launches E-Luna, an All-Electric and Stylish Avatar of the Iconic Luna

Coimbatore, Feb 22 2024: Kinetic Green, a leading manufacturer of electric vehicles in India, proudly introduced the highly anticipated E-Luna today, a stylish, multi-utility electric two-wheeler with advanced technology and features, at a prestigious event in New Delhi. This all-new electric version of the iconic Luna was unveiled at the hands of Shri Nitin Gadkari, Hon'ble Minister of Road Transport and Highways, Government of India, alongside Dr. Hanif Qureshi, IPS, Additional Secretary, Ministry of Heavy Industries, GoI, Dr. Arun Firodia, Chairman of Kinetic Group, and Ms. Sulajja Firodia Motwani, Founder and CEO of Kinetic Green, adding great significance to the momentous occasion.



Shri Nitin Gadkari, Hon'ble Minister of Road Transport and Highways, Government of India, expressed his excitement about the launch, stating, "The electric revolution in the automotive industry is gaining momentum, and Kinetic Green's E-Luna, with its versatile features and affordability, matches the government's vision for sustainable transportation. What catches my attention about the E-Luna is not merely the fact of it reducing carbon footprint, but along with Tier 1 cities, the E-Luna is also aimed at providing e-mobility for Tier 2, Tier 3 cities and rural areas of India. This is where the real Bharat is! It is a vehicle that encourages geographical inclusivity. This is the inclusivity that will see Bharat grow, expand and become a leading economic superpower in the world. With products like this, we can envision a future where electric mobility is not just a luxury but a practical and affordable choice for everyone. I congratulate Kinetic Green for their vision and wish them success

in transforming the landscape of electric mobility in our country."

Remembering his first vehicle, Shri Nitin Gadkari expressed "On this special occasion, I reminisce about my first vehicle the Luna, a cherished gift from my mother to me. The Luna holds a special place in my heart as my first vehicle, and though today I own numerous other vehicles, the memories associated with the Luna presented by my mother remain engraved in my heart".

During the unveiling of E-Luna, Ms. Sulajja Firodia Motwani, the Founder and CEO of Kinetic Green said, "The E-Luna's unveiling is a proud moment for Kinetic Green, marking a nostalgic return to Luna's legacy. E-Luna's entry into the realm of electric mobility is nothing short of a revolution. Beyond just a vehicle launch, it represents our vision of inclusion for the future of e-mobility. Today, electric vehicles have reached only a 5 to 6% penetration in the automobile market and two of the key reasons for this are that most of today's electric vehicle options are expensive making them unaffordable for a vast majority and many of them are not suitable to ride beyond the metro or large cities, making their appeal niche and limited. This is where E-Luna emerges as a beacon of hope, because with E-Luna, electric mobility will become a practical and affordable choice for everyone and

everywhere in India. At an introductory showroom price of Rs. 69,990, E-Luna is not only the most affordable high speed electric two-wheeler but also the most easy-on-pocket two-wheeler with its 10 paisa per km running cost!

This electric Multi-Utility Vehicle (MUV), designed for personal or commercial use, goes beyond typical EV products. Symbolizing innovation and minimalistic yet futuristic user-centric design, the E-Luna is fully made in India and designed for Bharat, reflecting our commitment to a sustainable, equitable, and progressive future. In this transformative journey, we are today redefining electric mobility, creating a narrative that echoes the iconic Luna's spirit and shapes India's transportation future."

E-Luna aspires to be more than a mode of transport, presenting itself as a comprehensive solution designed for the street-smart and aspiring Indians underserved by the automotive industry. Positioned as a catalyst for growth, the E-Luna aims to provide personal mobility also to the 75 cr or 50% of Indians who do not own a two-wheeler currently, contributing to Bharat's growth story. Currently the total cost of owning a petrol-based two-wheeler is around Rs. 6,000-7000 per month, with EMI of Rs. 2500-3000 per month and petrol cost of around Rs.

3,000-4000 per month, making personal mobility unaffordable for many. E-Luna's Total cost of ownership (TCO) will be below Rs. 2,500 per month, with EMI of around Rs. 2,000 per month and charging cost of just Rs. 300 per month. At a total monthly cost of only Rs. 2,500, E-Luna can play a pivotal role in serving a broader demographic, addressing the mobility needs of aspirers and contributing to a sustainable and accessible future.

Dr. Arun Firodia, Chairman of Kinetic Group said, "The E-Luna's rebirth signifies a great milestone in Kinetic's journey, offering more than mere transportation. This ground-breaking venture not only signifies a leap into the future of transportation, but also evokes a profound sense of nostalgia, tapping into the beautiful memories and emotions connected with the Luna. This brings a unique touch, reminding us of the simpler times while at the same time, propelling us into a modern era of innovation. E-Luna effortlessly preserves the nostalgic charm of its predecessor, while embracing sustainability and cutting-edge technology.

I am proud to state that the E-Luna is 100% designed for India and 100% Made in India! We are also proud to share that entire Kinetic Group has supported the E-Luna development, and our group companies like Kinetic Engineering, Kinetic Communications and Kinetic Electric Motor Company have developed the key components like the E-Luna trademark chassis, the transmission, smart controller, digital cluster and the motor. Kinetic Green team has worked tirelessly over the last three years on the development of the E-Luna and I am very pleased at the outcome!"

Hardwyn India Ltd. Reports Stellar Earnings for Q3FY24, PAT Jumps 191% QoQ

Chennai, Feb 22 2024: Hardwyn India Ltd. a leader in architectural hardware and glass fittings, 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 QoQ in its revenue from operations, rising from Rs. 31.94 Crores (Q2FY24) to Rs. 39.90 Crores (Q3FY24). The EBITDA grew 185% QoQ, from Rs. 2.36 Crores (Q2FY24) to Rs. 6.72 Crores (Q3FY24). EBITDA margins grew 944 bps from 7.37% in Q2FY24, to 16.81% in Q3FY24. PAT jumped 191% QoQ, from Rs. 1.48 Crores (Q2FY24) to Rs. 4.31 Crores (Q3FY24). PAT Margins increased by 616 bps, from 4.62% in Q2FY24 to 10.78% in Q3FY24.

For the nine months ended 31 December, 2023 (Cons), the company reported its revenue from operations, at Rs. 108.70 Crores (9MFY24). The EBITDA was reported at Rs. 10.86 Crores



Hardwyn

(9MFY24). PAT stood at Rs. 6.90 Crores (9MFY24).

Earlier, the company had announced that its newly formed Subsidiary 'Slim-X' has unveiled a range of innovative products. The new brand, with cutting-edge technology, now plans to generate revenue of Rs 100 crore in the next two years, leveraging the growth potential of innovative products- ultra-slim,

high-performance aluminum profiles- for industries. Hardwyn India Ltd. is a leading brand among the architectural hardware manufacturers in India.

For over half a century, Hardwyn India Ltd. has been redefining perfection in the realm of architectural hardware. The company offers comprehensive solutions for residential and commercial structures as an

unwavering manufacturer of architectural hardware and glass fittings. Through rigorous testing and relentless research and development practices, Hardwyn has earned a stellar reputation for benchmark quality through a customer-centric philosophy and relentless pursuit of world-class quality.

To create a robust global supply chain and establish a trusted distribution network, Hardwyn has continually strived to expand its global footprint. The company has built a large network of dealers and distributors to provide unwavering customer support. Beyond business success, Hardwyn holds a deep commitment to environmental sustainability and community welfare. Sustainability is an integral part of the company's vision, reflecting its commitment to both society and the environment.

Pure Storage Appoints Fredy Cheung as Area Vice President for Asia

Chennai, Feb 22 2024: Pure Storage® (NYSE: PSTG), the IT pioneer that delivers the world's most advanced data storage technology and services, announced the appointment of Fredy Cheung as Area Vice President for Asia, covering ASEAN, Greater China, India and Korea. Based in Hong Kong, Cheung will take charge of sales operations in the region, working closely with Pure Storage's growing customer base to utilise the company's innovative and sustainable all-flash solutions that can be consumed as-a-service for business advantage.

Industry significance:

Artificial intelligence (AI), data center modernisation, environmental sustainability and data protection are some of the biggest issues facing organisations in Asia and driving growth in the storage market.

According to IDC Worldwide Quarterly Enterprise Storage Systems Tracker 2023 Q3 Forecast (December 2023 Release), the external OEM storage market in Asia (Hong Kong, India, Indonesia, Korea, People's Republic of China, Singapore, Taiwan and Thailand) is expected to grow from US\$9.4 billion in 2024 to US\$10.9 billion in 2027.



showed Pure Storage registering the fastest year-on-year growth of 46.6% in calendar Q3 last year across those same markets.

Cheung's long experience helping customers in the region solve their business challenges with technology will be critical as Pure Storage builds on its growth momentum in the region.

Cheung joins Pure Storage with over 20 years in leadership roles in technology companies such as Cisco and 3Com covering most parts of Asia. His strong track record in building high-performing teams, guiding end-user organisations on their digital transformation journeys and nurturing

message to organisations throughout Asia." — Nathan Hall, Vice President, Asia Pacific & Japan, Pure Storage

"The Asia region has tremendous potential for growth with many organisations investing in technologies to transform their businesses. I'm excited to take on this challenge of bringing Pure Storage's cutting-edge all-flash solutions to these enterprises and help them through priorities such as AI, environmental sustainability, data centre modernisation and data protection." — Fredy Cheung, Area Vice President, Asia, Pure Storage

Executive Insight:

"I'm delighted to welcome Fredy to Pure Storage's senior leadership team in the Asia Pacific and Japan region. He's a proven leader in the region's technology space and will help us take our growth in Asia to the next level. Pure Storage is the only enterprise storage vendor today that can deliver environmentally sustainable true all-flash storage solutions for every workload across the entire range of the price and performance spectrum. This is a unique position to be in and I can't think of a better leader than Fredy to help us take this

"Though the external storage market decelerated, showing slowness in 2023, IDC remains confident to see a rebound in Asia Pacific (excluding Japan and ANZ) in the next 12 to 24 months. Enterprises are gearing up their digital efforts to survive in today's increasingly competitive market landscape resulting in ever-escalating growth of data and greater needs for data protection boosting demand for agile and resilient storage infrastructure." — Cynthia Ho, Associate Research Director, Enterprise Infrastructure, IDC Asia Pacific.

International Conference on Bioengineering held at SRM

Chennai, Feb 22 2024: The School of Bioengineering at SRM Institute of Science and Technology (SRMIST), organised a three-day international conference on "New Horizons in Bioengineering: Fostering Academia-Industry Partnership."

The inauguration ceremony of the conference was graced by the esteemed presence of Prof. Rakesh Kumar Mishra, Director of the Tata Institute for Genetics and Society, Bangalore. It was presided over by SRMIST's Vice-Chancellor, Prof. C. Muthamizhchelvan. The conference proceedings, encompassing approximately 300 abstracts for oral and



poster presentations, were released on the occasion.

Distinguished scientists and industrial leaders from across the globe participated in this significant event. Notable figures such as Prof. Nicola Patridge from New York University College of Dentistry, USA; Prof. Chandra Varma from the

Bioinformatics Institute, Singapore; Prof. Steeve Thany from the University of New Orleans, France; Prof. Satoshi Murakami from the Tokyo Institute of Technology, Japan; Prof. Ahmad Ziad Sulaiman from the University of Malaysia Pahang, Malaysia; and Prof. Wan Khairunizam Wan

Ahamad from the University of Malaysia Perlis, Malaysia, delivered groundbreaking lectures during the conference.

Additionally, renowned speakers from India will share insights across various scientific domains and their implications for human medicine. The conference saw over 800 participants, including representatives from different colleges across states and industrial stakeholders, the conference promises to be a transformative experience. The attendees had the opportunity to explore stalls showcasing the latest instruments and biotechnology-based innovations from various companies.

Bank of India Elevates Farming Futures with Exclusive Festive Finance Offers

Mumbai, Feb 22 2024: Bank of India has launched an exciting festive offer on two impactful schemes Farm Mechanization and Krishi Vahaan valid until 31 March 2024. These initiatives are aimed at addressing a significant challenge faced by farmers and agri entrepreneurs gaining access to essential financial aid.

The Krishi Vahaan and Farm Mechanization loans from the Bank offer a seamless term loan

solution for financing various agricultural essentials, including farm machinery, implements and transport vehicles. The Krishi Vahaan loan is particularly noteworthy, covering up to 90% of the ex-showroom price of the vehicle and, importantly, requires no collateral for loans up to INR25 lakh for farmers and up to INR1 crore for agri entrepreneurs. For farm machinery, loans are available up to 85% of the cost.

What makes these schemes stand out are the tangible benefits they offer farmers and agri entrepreneurs. From no hidden charges to a straightforward documentation process, these loans are customised for maximum convenience with simplified application process and quick disbursal.

This commitment from Bank of India underscores its dedicated effort to offer accessible and efficient financial solutions. The

Bank aims to empower farmers and agri entrepreneurs, enabling them to navigate the challenges of modern agriculture with confidence. Additionally, this initiative aligns with and supports Hon'ble Prime Minister, Shri Narendra Modi's vision to increase farm income and enhance productivity. This is more than just a financial offering. Rather, it's a significant step towards a more prosperous agricultural future.

Indian Street Premier League delights Golden Ticket Holders with bat featuring Sachin Tendulkar's embedded signature

Chennai Feb 22 2024: The Indian Street Premier League (ISPL), India's pioneering tennis ball T10 cricket tournament to be played inside a stadium, is set to mesmerize its golden ticket holders by gifting them bats embedded with the signature of cricket legend and Bharat Ratna Sachin Tendulkar. In a video shared, the Master Blaster conveys to the fortunate Golden Ticket applicants that the ISPL will bestow upon them their very own bat embedded with his iconic autograph. This golden touch aims to embody the league's steadfast belief that no dream is too grand to be realized.

The inaugural edition of ISPL will feature a stellar line-up of matches showcasing the talents of six competitive teams – Hyderabad, Mumbai,

Bengaluru, Chennai, Kolkata, and Srinagar (Jammu and Kashmir). From March 6th to March 15th, 2024, Mumbai will be the epicentre of the league's new-age cricket entertainment, with matches scheduled from 5pm to 10pm each day.

The ISPL aims to be a revolution in sports entertainment. Beyond the thrilling on-field action, the league will host a vibrant musical festival, showcasing artists from every corner of the country. Expect live performances, mesmerizing drone shows, breath-taking laser displays, and the sensational DJ Chetas spinning the latest beats, ensuring a harmonious blend of cricket prowess and entertainment extravaganza.

Sachin Tendulkar, Core Committee Member, ISPL said,

"Dreams drive us to achieve greatness, and every aspiring cricketer deserves recognition and support. I am delighted to contribute to ISPL's initiative to inspire the Golden Ticket holders, who are so passionate about the game of cricket. This bat is a symbol of encouragement and a reminder that with hard work and dedication, the sky is the limit."

Ashish Shelar, Core Committee Member, ISPL said, "ISPL is a community that believes in nurturing talent and fostering a culture of perseverance. This initiative is a testament to our commitment to recognizing and celebrating the dedication of our Golden Ticket holders. Sachin Tendulkar ji's iconic autograph embedded bats carry a profound message of inspiration and encouragement."

Amol Kale, Core Committee Member, ISPL said, "In the ISPL we value the relentless pursuit of dreams. The Golden Ticket is a symbol of dedication and hard work. By sending Sachin Tendulkar ji's iconic autograph embedded bats to our Golden Ticket holders, we aim to motivate them to continue pushing boundaries and achieving their goals."

Suraj Samat, ISPL Commissioner said, "The signed bats are all about fostering a sense of community and empowerment among our ardent supporters. We are thrilled to announce this initiative with the legend Sachin Tendulkar ji. We hope the iconic autograph embedded bats serve as a source of inspiration for our Golden Ticket holders as they continue their journey towards excellence."

Equitas SFB becomes Official Banking Partner of Chennai Super Kings

Chennai, Feb 22 2024: Equitas Small Finance Bank announced its partnership as the "Official Banking Partner" with Chennai Super Kings. The rekindled partnership symbolises the champion team's journey of coming back home with Equitas' campaign "Bank Behind Champions".

The campaign also showcases Equitas' contribution in shaping up individuals' lives through the "Beyond Banking" initiatives. This alliance not only extends a feeling of home for the team but also promises a sense of pride among citizens banking with Equitas across 16 branches in the city of Chennai. As part of this partnership, Chennai Super Kings team will sport the Equitas Small Finance Bank logo on Leading side of headgear.

Excited to join hands with the champion team,



Mr. Murali Vaidyanathan, Senior President & Country Head Branch Banking - Liabilities, Products & Wealth, Equitas SFB, said, "At Equitas, we firmly believe in taking pride of one's performance and it is our delight to partner with the home team again as CSK has exhibited their resilience and skills across multiple seasons. Associating with a team of champions, we look forward to strengthen the society by providing crucial financial support to our customers be champions in their respective lives. Being the bank behind Champions, we take pride of performance of our team in spreading joy through

our beyond banking initiatives is our journey towards building progressive and committed bank. The campaign is a testament of our championship in acknowledging the progressing needs of our customers to gift them a responsible tomorrow. Just like the CSK team, we at Equitas believe in committing to our customers throughout challenges to assist in their victory on and off the pitch."

Mr. Kasi Viswanathan, CEO, Chennai Super Kings said, "We are delighted to announce the return of Equitas Small Finance Bank to our family for the

upcoming 2024 season. Our strong bond extends beyond the cricket field, encompassing collaborations for the Super Kings Academy and Junior Super Kings. We believe that their vision of elevating the lives of Indian youth aligns seamlessly with our quest for excellence and are confident of establishing a winning synergy on and off the field."

Through this collaboration, Equitas is introducing a range of banking benefits up to 7% interest on savings, no maintenance charges, reward points on all debit cards, and contactless KYC video services with the aim of building stronger connects. Currently, Equitas aims to further expand its footprint and extend its services for both customers and cricket enthusiasts.

Nexzu Mobility Plans Multi-Fold Dealership Network Expansion by the end of 2024

Chennai, Feb 22 2024: Nexzu Mobility, an innovative urban transportation solution provider, has announced its strategic plan to significantly expand its dealership network. The company plans to multiply its current retail network by eightfold before the end of the calendar year. A five-year old brand in the EV-cycle category, Nexzu Mobility is looking at redefining mobility with its smart, India-engineered EV-cycles.

With an aim to establish a network of 10 distributors, each having 20 dealerships, Nexzu intends to foster substantial growth and widespread presence across regions in India. Currently, Nexzu Mobility operates with five distributors, each equipped with four dealerships, spread across the country. Recognizing the

immense potential for the future of EV cycles in India, Nexzu Mobility is set to significantly enhance its outreach.

Mr. Chintamani Sardesai, Business Head, Nexzu Mobility said; "The Indian EV cycle market is starting to experience an unparalleled growth in India. As we expand our dealership network, we strive to bring back cycling as an enjoyable mode of transportation. We firmly believe that by offering high-quality and ergonomically designed electric cycles that seamlessly blend the latest technology, we can

enable people to make more environmentally conscious decisions and build an ecosystem for more effective mobility in India."

The company already has a network in place across the nation, serving the Southern region through prominent locations in important metropolises like Bangalore and Chennai. With its touchpoints in Kolkata, the company caters to the demands of the Eastern region; and with facilities in Pune and Vadodara, connects with consumers in the Western region. In order to capitalise on

the growing market potential presented by India's increasing demand for EVs, Nexzu Mobility is looking at further penetrating its reach in the Western and Northern regions while concurrently strengthening its position in the Southern market.

To meet the needs of both B2B and B2C markets, Nexzu Mobility has created and engineered three EV-cycles: Rompus+, RoadLark, and Bazinga. The indigenously developed products are 95% localised with in-house developed powertrain system and are manufactured in Pune. Nexzu EV-cycles are developed, keeping in mind the needs of Indian consumers, rethinking cycling and expanding the boundaries of sustainable transportation.



Bharat Financial Inclusion Limited bags the best CSR initiative award at IIT

Chennai, Feb 22 2024: Bharat Financial Inclusion Limited's (BFIL)'s pioneering CSR initiative 'Bharat Sanjeevani' was honored as the Best CSR Initiative by IIT Madras at their prestigious summit 'Building India 2047 - Technologies for a Better Tomorrow'. Focusing on the theme of 'Technology-Driven Social Impact,' the award aims to honor companies who have enabled technological solutions that address prevailing societal challenges through scalable & sustainable solutions.

Honorable Minister of Information Technology and Digital Services of Tamil Nadu, Dr. Palanivel Thiaga Rajan presented the award to the Chief People Officer & Head of CSR, Mr. Kishore Sambasivam at the event held in TIT Auditorium,



IC&SR Building, IIT Madras on 17th February, 2024.

Bharat Sanjeevani, the unique and indigenous CSR initiative provides livestock care at the doorstep of rural farmers. The 'Doctor-at-doorstep' approach uses a first-of-its kind mobile app-based platform where any farmer can call a toll-free number and avail qualified services for livestock treatment, emergency care, vaccination, artificial insemination and

nutrition within a stipulated timeframe. The integrated IT platform and the mobile app used by doctors and veterinary staff helps in timely and diligent services. The search to support livestock owners and related livelihood incomes led to the birth of this initiative. It addresses the core issue of lack of quality and timely care, significantly impacting income and possible loss of life.

Commenting on the achievement, Mr. Kishore Sambasivam,

Chief People Officer & Head of CSR at Bharat Financial Inclusion Limited said, "We at BFIL are truly honored to be the first ever recipient of this award from IIT Madras (one of the premier IITs). Established in the year 2016, Bharat Sanjeevani has catered to more than 15 lacs farmers and 20 lacs plus livestock across 7 states. In times of distress, the initiative has provided immense relief to farmers where in case of livestock illness, they had to incur huge expenses in transporting their cattle for treatment. We look forward to extending the program to other states in India."

The recognition by IIT Madras underscores Bharat Financial Inclusion Limited's commitment to corporate social responsibility and sustainable development.