

Banks & Post offices will now help ECI step-up voter education and outreach ahead of 2024 Lok Sabha Elections
ECI messaging will reach a wide audience through 1.6 lakh bank branches, over 2 lakh ATMs & 1.55 lakh Post Offices across the country

Chennai, Feb 26 2024: In a first-of-its-kind initiative, Election Commission of India (ECI) today signed a Memorandum of Understanding (MoU) with two prominent organizations, the Indian Banks' Association (IBA) and the Department of Posts (DoP) to amplify its voter outreach and awareness efforts ahead of the forthcoming General Elections to Lok Sabha 2024. The initiative is in continuation of ECI's untiring efforts to enhance electoral awareness in the country. Notably, ECI had recently signed an MoU with the Ministry of Education to formally integrate electoral literacy into the educational curriculum of schools and colleges. The MoU was signed today in the presence of Chief Election Commissioner Shri Rajiv Kumar and Election Commissioner Shri Arun Goel. Sh Vineet Pandey Secretary, Department of Posts Shri Sunil Mehta, Chief Executive, IBA and other officials from Department of Posts, IBA and ECI were present on the occasion.

MoU with Department of Posts

As part of the MoU, IBA & DoP with its members and affiliated institutions/units will extend support in promoting voter education through their extensive network on a pro-bono basis, employing various interventions to empower citizens with knowledge about their electoral rights, processes, and steps for registration and voting.

Key highlights of the MoU include:

Members and affiliated institutions/units will display voter education messages prominently on their websites, directing visitors to learn more about the electoral process.

Voter education content will be disseminated through various promotional channels such as social media and customer outreach platforms of member institutions, ensuring widespread awareness among stakeholders and the public.

Voter education messages will be displayed in the form of



posters, flex, and hoardings at office infrastructure/premises at major locations,

reaching customers at key touchpoints. All member institutions under IBA &

DoP will establish Voter Awareness Fora to engage employees and customers in discussions

and initiatives related to voter education.

Sensitize about training module on

SVEEP in the regular orientation Programmes of employees of IBA & DoP.

The Department of Posts will affix a special cancellation stamp (bearing voter education messages) on the postal articles.

Despite successfully managing and conducting elections by the Election Commission over the years in fair and peaceful way along with a significant increase in participation of the electors, there is also a concern that around 30 crore electors (out of 91 crore), did not cast their votes in General Election to Lok Sabha 2019. The voting percentage was 67.4%, which the Commission has taken as a challenge to improve upon.

This collaboration with IBA and

Department of Posts, signifies a significant step towards strengthening democracy by empowering citizens with knowledge and awareness about their electoral rights and responsibilities. Through concerted efforts, both organizations are committed to fostering a culture of informed and active participation in the

electoral process.

Background: The Indian Banks' Association (IBA),

formed on September 26, 1946, started with 22 members and now has a strong network of 247 members across the country. Public sector banks are in lead with 90,000+ branches and 1.36 lakh ATMs followed by 42,000+ branches of Private Sector Banks with 79,000+ ATMs. Regional Rural Banks contribute 22,400+ branches, while Small Finance & Payment Banks operate around 7000 branches and 3000+ ATMs. Foreign Banks maintain 840 branches and 1,158 ATMs, and Local Area Banks have 81 branches. The cumulative number of the branches are 1.63 lakh+ with 2.19 lakh+ ATMs across the country.

For more than 150 years, the Department of Posts (DoP) has been the backbone of the country's communication and has played a crucial role in the country's social economic development. With more than 1,55,000 post offices, the DoP has the most widely distributed postal network in the world.

Ministry of Ayush and Ministry of Women and Child Development join hands for Nutritional Improvement in adolescent girls through Ayurveda interventions
Both the Ministries signed MoU for anaemia control among adolescent girls using Ayurveda interventions

Chennai, Feb 26 2024: Ministry of Ayush and Ministry of Women and Child Development have signed a MoU for the nutritional improvement in adolescent girls through Ayurveda Interventions. It is a Joint Public Health Initiative for "Anaemia Control among adolescent girls using

Ayurveda interventions in the five districts under Mission Utkarsh", today at Vigyan Bhavan, New Delhi. The MoU was signed in the presence of Union Minister of Ayush Shri Sarbananda Sonowal and Union Minister of Women and Child Development Smt. Smriti Irani.

Both the Ministries have jointly decided that in the first phase, the focus may be given to improve the anaemic status of adolescent girls (14-18 years) in five aspirational districts of five states namely Assam - Dhubri; Chhattisgarh - Bastar; Jharkhand - Paschimi Singhbhum; Maharashtra - Gadchiroli; Rajasthan - Dhaulpur.

The Ministry of Ayush and Ministry of Women and Child Development have entered into this Memorandum of Understanding (MoU) with the aim of nutritional improvement of approximately 95,000 adolescent girls in the Anaemia prone districts (where average prevalence of anaemia is approximately 69.5 %) today. This project will cover approximately 10,000 Anganwadi Centres in the five districts.

Addressing the gathering, Shri Sarbananda Sonowal stated that both the

Ministries are collaborating to make India free of anaemia. To achieve the goal of 'Anaemia Mukta Bharat' (Anaemia Free India) MoU has been signed between both of the Ministries.

Shri Sarbananda Sonowal reiterated, that the Mission Utkarsh launched by our Prime Minister of India with a goal to reach the national average of the Key Performance Indicators (KPIs) in these aspirational districts.

On this occasion, Smt. Smriti Irani emphasized that introducing Ayush systems, backed by evidence from institutions like ICMR, will offer cost-effective solution to tackle anaemia, hitherto unknown to the world. She said that along with cost effectiveness, introducing 95,000 beneficiaries and time bound outcome, will provide opportunities for medical communities globally to study and reflect upon, whereby making it an initiative of

global importance.

Secretary, Ministry of Ayush Vaidya Rajesh Kotecha said, "Anaemia in the adolescence causes reduced physical and mental capacity and diminished concentration in work and educational performance. It also poses a major threat to future safe motherhood in girls. He said that the traditional systems of medicine in India are the integral part of the health care in the primary health settings.

Secretary, Ministry of Women and Child Development Shri Indewar Pandey said that one of the primary objectives of the Women and Child Development Ministry is to address the challenge of malnutrition in children, adolescent girls and pregnant women for which we run "Saksham Aanganbaadi" and "Poshan" Scheme. He informed that the scheme is being dealt with the support of 13.97 lacs Aanganbaadis across the country. Focusing the girls between 14 to 18 years of age group is



important because when they get married after 18 years they can give birth to healthy children in future. With Ayush we have done more 2.7 crore Ayush based activities with "Poshan Maah" and "Poshan Pakhwada".

The Central Council for Research in Ayurvedic Sciences (CCRAS) has good level of experience in this field. Besides conducting clinical trials, the public health initiatives like, National campaign on Anaemia control through Ayurveda conducted at 323 health centres in 13 states of the country and;

a multi-level operational study at PHCs in the Gadchiroli District regarding effectiveness of Ayurvedic Interventions for Ante-Natal care (Garbhini Paricharya) with change in haemoglobin level as an outcome are already implemented successfully by CCRAS.

During the event Prof. Ravi Narayan Acharya, Director General - Central Council for Research in Ayurveda Science (CCRAS), Pushpa Chaudhary, Team Lead Reproductive, Maternal, Child and Adolescent health WHO. Dr Rajeev Bahl, DG ICMR, other dignitaries were also present.

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Embracing the Tradition of 'Kai Manam': Adani Wilmar's TVC for Fortune's 'Ghar Ka Khana' Campaign in South Indian Markets

Chennai Feb 26 2024: Building on the success of the nationwide 'Ghar Ka Khana, Ghar Ka Khana Hota Hai' campaign, Adani Wilmar, the creators of the Fortune brand, and one of India's leading Food and FMCG companies, introduces a series of regional television commercials (TVCs) tailored specifically for the South Indian market, including Tamil Nadu and Karnataka. These captivating commercial, designed to showcase Fortune's premier offerings ranging from Edible Oils to Basmati Rice, Atta, Besan, and Sugar, delve into the heart of homemade delicacies with a focus on the cultural concept of 'Kai Manam'.

Capturing the essence of homemade goodness. With Fortune Atta and Sunflower oil prominently displayed, the commercials beautifully weave together the brand's products with the cherished tradition of 'kai manam', showcasing the joy and satisfaction of cooking at home.

Mr. Jignesh Shah, Head - Media and Fortune Brand, Adani Wilmar, expresses his excitement for the regional campaign, stating, "We aim to honor and amplify the magic infused by the one behind the cooking, which is synonymous with the essence of homemade goodness."

Mr. Puneet Kapoor, Chief Creative Officer,

Ogilvy India (South), shares, "The sentiment of love and the personal touch of a loved one encapsulated by the beautiful culinary tradition of 'kai manam' in the South resonates deeply with the brand idea of 'Ghar ka khana, ghar ka khana hota hai'."

Brand Commitment: Fortune's dedication to championing home cooking aligns seamlessly with its mission to empower consumers toward healthier and more enriching lifestyles. By promoting the pleasure of homemade meals, the brand seeks to foster a renewed appreciation for traditional culinary customs and the importance of family values.

Anna University Ventures into Northeast India: Joins Forces with IIT Manipur to Propel Northeast India Forward

Chennai Feb 26 2024: Anna University, renowned for its pioneering strides in aerospace research and education, announces a transformative partnership with the Indian Institute of Information Technology Senapati, Manipur (IIIT Manipur), aimed at fostering expertise in drone technology within the Northeastern region of India.



In a landmark agreement signed on February 26, 2024, Anna University and IIT Manipur embark on a journey to empower the youth of Northeast India through comprehensive training programs in drone operations. This collaboration signifies a monumental step forward in leveraging technological advancements to drive socioeconomic growth and innovation in the region.

the introduction of schemes like Drone Shakti and Kisan drones, have received acclaim from experts, further propelling the momentum towards the integration of drone technology into various sectors. The recent emergence of Drone Didi exemplifies the growing participation of individuals across the ecosystem, as showcased by Sunita Devi's inspiring journey from Sitapur, Uttar Pradesh, shared during a conversation with Prime Minister Modi in Mann Ki Baat.

The initiative comes at a time when the Government of India has undertaken significant reforms in drone policies, including the introduction of the INR 120

government agencies and industry partners, CASR has demonstrated its dedication to driving societal impact through drone-based applications. The extension of its services to various Central and State Government Agencies, as well as partnerships with leading entities like ISRO, BEL, and Dhaksha, exemplifies CASR's commitment to excellence and innovation in the field of aerospace technology.

Speaking on the significance of the collaboration, Prof. Krishnan Baskar of IIIT Manipur emphasized its potential to revolutionize agricultural practices and landscape assessment in the Northeast. He highlighted the transformative role of drones in enhancing efficiency and precision, particularly in challenging terrains.

Vice-Chancellor R Velraj reiterated Anna University's commitment to addressing the growing demand for skilled drone pilots in India. With an estimated one million government and private jobs awaiting trained operators, the

Cr PLI scheme and the implementation of digital airspace mapping. Such measures have laid the groundwork for enhancing the unmanned aerial vehicle (UAV) ecosystem and fostering a conducive environment for innovation and development.

Noteworthy developments in the drone landscape, such as

university's initiative aims to bridge the gap between demand and supply through comprehensive training programs.

Dr. Senthil Kumar, Director of the Centre for Aerospace Research, emphasized the inclusive nature of the training initiatives, revealing that over 1600 individuals, including farmers from Tamil Nadu, Karnataka, and Kerala, have benefited from CASR's programs. With the expansion of training to the Northeast, the initiative seeks to empower individuals with essential skills in drone operation, maintenance, and repair.

Ramanathan Narayanan, CEO of Dhaksha, a Chennai-based company known for its collaboration with Anna University, commended the university's efforts to position India as a global hub for drone technology. He expressed his confidence in the partnership's potential to drive innovation and economic growth in the region.

The collaboration between Anna University and IIIT Manipur epitomizes a shared commitment to excellence in aerospace education and research. As the partnership takes flight, it heralds a new era of innovation, skill development, and economic prosperity in Northeast India.

W.P.A.S. School Students Won GOLD MEDAL in NATIONAL LEVEL KALARI & SILAMBAM

Chennai, Feb 26 2024: Students of W.P.A.Soundarapandia n Higher Secondary School Ayanpuram Chennai -23 won the FIRST & SECOND PLACE in KALARI & in SILAMBAM .They have participated in the First Indian National Kalari and Silambam Championship held at S u g u n a P I P School, Nehru Nagar, Kalapatti, Coimbatore on February 25, 2024 Organised by Kalari Federation of India affiliated to World Federation of Kalari .In this P.SANJU SHREE of X th B of W.P.A.Soundarapandia n Higher Secondary School Ayanpuram Chennai -23 Won FIRST PLACE in the event KALARI & won SECOND PLACE in the event SILAMBAM under 15 age category. Then P DIVESH RAGHAV of VII th B 2 of W.P.A.Soundarapandia n Higher Secondary School Ayanpuram Chennai -23 Won FIRST PLACE in the event SILAMBAM and THIRD PLACE in the event KALARI in the First Indian National Kalari & Silambam Championship under 12 age category . B .Sree Dharshan of VII th B 2 of W.P.A.Soundarapandia n Higher Secondary School Ayanpuram Chennai -23 Won



SECOND PLACE in the event SILAMBAM & KALARI under 12 age category. These Students are good in Studies, Sports and all other extra curricular activities like Scout & Guides. These Students



are Coached by Thiru S.Suresh Raja of Madras Kalari Academy . Correspondent Thiru S.Muthumariappan and Headmistress Tmt R S . L a t h a o f W.P.A.Soundarapandia

n Higher Secondary School, Ayanpuram Chennai - 2 3 appreciated the students efforts and presented Medals ,Score points Cups and Certificates.

Samsung's Most Intelligent PC Lineup Galaxy Book4 Series Goes on Sale in India

Chennai, Feb 26 2024: Samsung Galaxy Book4 series, the most intelligent PC lineup with Galaxy Book4 Pro 360, Galaxy Book4 Pro and Galaxy Book4 360, will go on sale in India starting today.

Galaxy Book4 series comes with a new intelligent processor, a more vivid and interactive display and a robust security system beginning a new era of AI PCs that offer ultimate productivity, mobility and connectivity. These enhancements not only improve the device but also elevate the entire Samsung Galaxy ecosystem, advancing the PC category and accelerating Samsung's vision of AI innovation

for today and tomorrow.

Bringing next level connectivity, mobility and productivity, the Galaxy Book4 series redefines how users interact with their PCs, smartphones, tablets, and other devices, delivering truly connected and intelligent experiences. It is completely interactive with optimized and familiar touch-based user interface, just like the experience on your smartphone or tablet.

Featuring an intelligent processor for powerful performance, the Galaxy Book4 series has a new Intel® Core™ Ultra 7/ Ultra5 processor that combines a faster

central processing unit (CPU), a higher-performance graphics processing unit (GPU) and a newly added neural processing unit (NPU). Talking AI capabilities to the next level, the Galaxy Book4 series features Intel's industry-first AI PC Acceleration program to boost productivity.

The Galaxy Book4 series offers a stunning and interactive display with its Dynamic AMOLED 2X display assuring clear contrast and vivid colour, whether indoors or outdoors. Its Vision Booster uses an Intelligent Outdoor Algorithm to automatically enhance visibility and colour reproduction in bright

conditions, while anti-reflective technology reduces distracting reflections.

The sound quality is equally top-notch with AKG Quad speakers with Dolby Atmos® delivering high octaves and rich bass for clear and crisp sound. All the exceptional features are packaged in this next generation of intelligent PC, which also has a robust security system.

A testament to Samsung's vision of AI-powered innovation, the Galaxy Book4 series is designed to empower people with higher levels of productivity while exploring new possibilities to enhance their quality of life.

More than 41,000 offline retailers and neighbourhood stores from Tamil Nadu are now part of 'Local Shops on Amazon'

amazon.in

Chennai Feb 26 2024: Vivian Julius is the owner of an electronics shop named 'Elixir Computers' in Gandhipuram, Coimbatore (TN), which was started in 2022 and sells computer and mobile accessories. Vivian decided to sell online in 2024 and chose Amazon.in as the preferred platform because it gave him the flexibility to deliver orders himself to nearby customers. To his surprise, despite being only one month into the program, Vivian had already received and fulfilled over 25 orders, delighting his customers who were happy to receive them on the same day. He also found the onboarding experience smooth, as he received adequate help from Amazon Support in account

creation and listing products, which helped him take the store live on time. He adds, "The first month of selling on Local Shops has been great. We've gained good visibility in Coimbatore, improving my overall business and maintaining offline customer satisfaction standards. I'm thrilled to be part of Amazon India's growth journey."

Today, Mr. Vivian is one of more than 41,000 offline retailers and neighbourhood stores from Tamil Nadu registered as sellers on the 'Local Shops on Amazon' program. The program brings the benefits of e-commerce to offline retailers and neighbourhood stores. It helps supplement the existing footfalls at their offline stores with a digital presence on Amazon.in and

expands their reach. The program helps customers discover products from neighbourhood stores in their city (many already trust and love!) from the convenience of their homes, while helping local shops transform into digital stores. With this program, sellers can sell to customers beyond their immediate vicinity, using their existing delivery mechanisms or engaging with identified courier partners. They can also leverage other fulfilment programs from Amazon like Easy Ship and Seller Flex to further expand their business within their cities and other locations across India.

Abhishek Jain, Head, Local Shops at Amazon India said, "We are excited to see the rapid scale up of the Local Shops on

Amazon program across the country. In nearly two years, the program has onboarded over 41,000 local offline stores from Tamil Nadu. These businesses have registered as sellers on Amazon.in and are benefiting from selling on the online marketplace. The impact created by the program in the state highlights how digital enablement can help lakhs of offline retailers, micro entrepreneurs, and other small businesses to get online and contribute to a digital economy. With Local Shops on Amazon, our focus is to bring more offline retailers online, accelerating their business by providing them access to a larger customer base, and providing them impetus to create strong brands."

Rainbow Children's Hospital Organizes Open House of its 3rd Facility in Chennai, at Anna Nagar

Chennai, Feb 26 2024: Rainbow Children's Hospital and BirthRight by Rainbow Hospitals, a renowned chain of hospitals specializing in pediatrics, obstetrics, and gynecology organized an open house of its 3rd hospital in Chennai, at Anna Nagar. The event was organized for doctors, well-wishers, patients, young parents, and families to take a tour of the stellar facility. With a legacy of 24 years, this new facility marks the group's 19th hospital, further solidifying its commitment to providing exceptional healthcare services to children and women.

The group currently operates two hospitals in Chennai, located in Guindy and Sholinganallur. The latest addition, in Anna Nagar, is a modern 80-bed children's and maternity hospital, which will serve as a significant spoke hospital, playing a crucial role in Rainbow's network in Chennai. This hospital will provide comprehensive pediatric and obstetrics services, which includes 24x7



consultant led emergency care in pediatrics and obstetrics, outpatient services and level 3 Neonatal and Pediatric intensive care services. The hospital is scheduled to commence its operations on 1st week of March, this year.

This large build-to-suit hospital that will offer excellent care under experienced and skilled consultants will complement the services offered at the existing Hub hospital at Guindy. In addition to obstetrics and gynecology, BirthRight will also provide fertility care, reinforcing Rainbow's comprehensive approach to healthcare.

Known for its exceptional patient care, Rainbow Children's Hospital boasts advanced infrastructure and round-the-clock consultant-led services. The group's latest endeavor aims to make premium healthcare accessible to larger population of Chennai and a part of Andhra Pradesh.

Dr. Ramesh Kancharla, Chairman and Managing Director of Rainbow Children's Hospital, expressed his excitement, stating, "With our 3rd hospital in Chennai, we are excited to make our world-class healthcare services more accessible to the residents of Chennai. In keeping with the brand

ethos, the facility has been designed with child centric environment and soothing interiors to make it appealing to children and we are set to start off with the operations from the 1st week of March, this year.

This hospital will further augment our hub and spoke model to provide wider coverage and better access. Based on the requirement, we shall plan for more spokes in the city. Our commitment to providing advanced, compassionate care remains undisturbed, and we look forward to positively impacting the lives of families in the region."

Indus Towers in association with Indian Institute of Technology Madras launches R&D laboratories

Chennai, Feb 26 2024: Indus Towers Limited, in association with the Indian Institute of Technology, Madras, recently launched the Research & Development Laboratories focusing on Green Hydrogen and Battery Management System at IIT Madras Campus. These labs were inaugurated by Mr Manoj Kumar Singh, Chief Regulatory Officer and CSR, Indus Towers in the presence of Prof. Raghunathan Rengaswamy, Dean Global Engagement and Prof. R. Sarathi, Dean Planning, IIT Madras.



The objective is to create a solar-powered hydrogen generation system, utilizing fuel cells to power the load. The Green Hydrogen Microgrid showcases 100% green hydrogen production through monocrystalline solar panels, alkaline/PEM electrolyzers, and

PEM fuel cells. In parallel, the Battery Engineering Lab with the development of Battery Management System (BMS) ensures safe and reliable battery performance in diverse applications. This project reflects accurate state estimations for the Battery Pack, lifespan prediction, and effective thermal control, catering to the widespread use of rechargeable Li-ion batteries across industries.

Manoj Kumar Singh, Chief Regulatory Officer and CSR, Indus Towers said, "Indus Towers' Corporate Social

Responsibility is focused to maximize the ratio of renewable energy mix over fossil fuels. We are committed to supporting R&D towards newer sources of energy under our Flagship CSR Program Pragati. We are very excited today about the inauguration of Green Hydrogen Micro Grid and Battery Engineering Lab under our CSR engagement with IITM. I am confident that it will be path breaking in India's journey towards Energy Independence."

Reiterating the importance of these

R&D initiatives, Prof Mahesh Panchagnula, Dean Alumni and Corporate Relations said, "These state-of-the-art labs at IIT Madras represent a significant step towards a more sustainable future. I am grateful to Indus Towers Limited for supporting IITM to set up the Green Hydrogen Microgrid Lab and Battery Engineering Research Lab."

The laboratories have been successfully established with the continued efforts of faculty members and researchers of IIT Madras.

Kotak Announces Organisational Developments at the Leadership Level

Chennai, Feb 26 2024: Kotak Mahindra Bank Ltd. ("KMBL" / "Bank") today announced the following appointments at leadership levels, giving impetus to its vision for 'Accelerating Change' in becoming a customer-centric tech-enabled financial institution.

Ashok Vaswani, MD & CEO, Kotak Mahindra Bank said, "I am delighted to share key leadership announcements that will shape the future of our group. These leadership changes demonstrate the value of stewardship and the depth of talent we have at Kotak."

KVS Manian has been appointed as Joint Managing Director with effect from March 1, 2024. He will spearhead the growth of Wholesale Bank, Commercial Bank, Private Banking, Asset Reconstruction Division and Wholesale Credit. He will also continue to have oversight over the Institutional Equities

and Investment Banking businesses of the Group.

Shanti Ekambaram has been appointed as Deputy Managing Director with effect from March 1, 2024. She will continue to drive the growth of 811, Treasury and Global Markets businesses in addition to overseeing the functions of Human Resources, Group Marketing & Corporate Communications, Internal Vigilance, Internal Audit (administrative matters), Public Affairs, Corporate Social Responsibility and ESG. She will also continue to have oversight over Kotak Mahindra Financial Services Limited and Kotak Karma subsidiaries.

Both Manian and Shanti have demonstrated a tremendous track record of building successful and purposeful businesses over their long association with the Group.

Devang Gheewalla will succeed Jaimin

Bhatt as the Group Chief Financial Officer with effect from April 1, 2024. Jaimin Bhatt, Kotak Group's current Group Chief Financial Officer superannuates on March 31, 2024.

Milind Nagnur has been elevated as Chief Operating Officer of the Bank with effect from April 1, 2024. He will continue to be the Bank's Chief Technology Officer and will take additional responsibility for Bank Operations, Group Technology Architecture and Cyber Security functions. In his new role, he will be responsible for building the critical enablers that will fuel our aspirations for scale.

Paul Parambi has been elevated as Group Chief Risk Officer with effect from, March 1, 2024, thereby extending his role from the Bank to all Group companies. In his new role, Paul will be extending his expertise in assessing risk to our Group companies.

KVS Manian, Whole-Time Director, Kotak Mahindra Bank

said, "We are embarking on an exciting journey of growth and innovation, and I am honoured to step into this new role as Joint Managing Director. I am committed to working closely with my esteemed colleagues to drive our group forward, delivering value to our customers and stakeholders while upholding our core values of ethics and integrity."

Shanti Ekambaram, Whole-Time Director, Kotak Mahindra Bank said, "I thank the Board and the leadership team at Kotak for entrusting me with the role of Deputy Managing Director. As we embark on the next phase of scaling up Kotak, I look forward to contributing to the continued success and growth of our group. I am committed to collaborate closely with the team to drive strategic initiatives, foster innovation and uphold our commitment to excellence."

Aditigautam to perform at Sunday Kutcheri in the park by Sundaram Finance

Chennai, Feb 26 2024: The February Sunday Kutcheri will have a Carnatic vocal performance by Aditigautam at Nageswara Rao Park on March 3, 2024 from 7 am to 8 am

Aditigautam is in her 8th standard at Vels Global School, Keelkittalai. Her guru is Salem Dr. Gayatri Venkatesan

She will be accompanied by V. Srivarshini on the violin and by Pazhani R. Madhavkrishna on the mridangam and



the performance will be in natural surroundings on Sunday morning.

She will

Song list:

1.Nalinakanthi Varnam

Followed by - Thematic concert on "BRAHMASRI TAMILI Thyagayyar PAPANASAM SIVAN"

1. Sri Ganesh Charanam

2. Saraswathi Dayinidhi

3.Saama Gana Lolane

4. Devi Neeya thunai

5. Nee iranga

6. Unnai allal

7. Srinivasa thiru Venakata

8.Nan oru vilayat u bommai.

Sarveshwar Foods Ltd. Board Approves Fund Raise of up to INR 99 Crores

Chennai, Feb 26 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 that the board approved a fund-raise of up to Rs. 98.94 Crores by the way of issue of Up to 10,20,00,000 Fully Convertible Warrants convertible into equal number of Equity Shares of face value of Re. 1/- each, on preferential basis, to persons belonging to non-promoter group persons at an issue price Rs. 9.70 per warrant, subject to approval of shareholders and other regulatory authorities, as may be applicable.

The company further added that the object of the fund raising is to augment the long-term financial



resources in terms of the company's long-term business growth plans and to augment the long-term financial resources of the Company.

Earlier, the company announced that it is strengthening its procurement channel further by setting up of 2 more SFL Chaupals (Procurement Facilitation Centre) for procurement of Walnuts, Rajma, Apple,

Black Morels (Gucchi), Kala Jeera and other authentic Himalayan Delights directly from Farmers in Kulgam and Doda. With these new locations, now Sarveshwar Food is operating 12 SFL Chaupals at various locations across the Jammu and Kashmir Region, 7 in Jammu and 5 in Kashmir.

Sarveshwar Foods Limited (SFL) is an ISO 22000:2018 and USDA (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.

The Company is engaged in the business of manufacturing, trading, processing, and marketing of branded and un-branded basmati and non-basmati rice in the domestic and international markets. Our operations are based out of the Jammu Region in the State of Jammu and Kashmir. SFL has sustainable and eco+ve legacy of serving healthy and tasty rice for more than 130 years and in last couple of decades proliferated its heritage to other premium categories of FMCG and Organic products.

Bhima Jewellers presents special offer in Chennai alongside an exclusive meet and greet with Pooja Hegde

Chennai Feb 26 2024: Bhima Jewellers, a renowned name in the world of exquisite jewellery, announced an exclusive 3-day special offer in Chennai for their gold, silver and diamond offerings from the 23rd to the 25th of February at Bhima Jewellers store located at T. Nagar, Chennai. This remarkable event showcased irresistible discounts, coupled with captivating in-store activities. The brand synonymous with unparalleled craftsmanship, offered their customers exciting discounts where they could avail up to 70% off on making charges for gold and silver as well as an instant cashback of INR 7,000 per carat and a complimentary gift card valued at up to INR 3 Lac on diamond purchases. Additionally, patrons could also avail INR 100 extra per gram on gold rate on old gold exchange. Customers could also win a Honda Activa every 3 hours through a lucky draw as part of this special offer.



brand ambassador and leading Indian actress. With a legacy of excellence spanning decades, Bhima Jewellers has established itself as a trusted name in the world of jewelry, renowned for its stunning collections that blend tradition with modernity. Each piece is a masterpiece, reflecting the rich heritage of Indian craftsmanship while embracing contemporary trends.

Following the interactions, guests enjoyed a mesmerizing fashion show, curated to showcase Bhima's exquisite jewelry collections. These stunning pieces were artfully styled for various occasions, ensuring they catered to the diverse styles and

preferences of Bhima's discerning clientele. This exciting occasion promised to be a celebration of elegance, style, and the timeless beauty of Bhima's exquisite jewelry collections.

Speaking at the event, Mr. Vishnusharan Bhatt, Managing Director, Bhima Jewellers Pvt. Ltd. said, "We are thrilled to bring this special offer and event to Chennai, a market where we aim to enhance our presence. Our goal is to provide our customers not only with exceptional offers on our exquisite jewelry but also an engaging in-store experience that blends fashion and excellence in design with customer centricity and service. At Bhima,

customers can discover a wide range of jewelry options, including intricately designed gold and diamond jewelry and silver artifacts that cater to every taste and occasion. They can choose from timeless classics to contemporary chic designs. We look forward to welcoming everyone to experience the allure of Bhima Jewellers".

Ms. Pooja Hegde, Brand Ambassador and leading Indian Actress, said "As a Bhima customer myself, I deeply appreciate the brand's unwavering commitment to customer service. It has always been my family's first choice for jewellery. The blend of traditional and contemporary designs in their collection is incredibly versatile-whether it's a wedding or a casual outing. I'm particularly impressed by Bhima's exceptional craftsmanship. Their design offerings cater to all age groups, making it inclusive. Recently, I chose Bhima for the wedding of my cousin which was held a few weeks back in Mangalore and was thrilled. The brand's commitment to quality and innovation is why I trust and admire them. I'm looking forward to the event, where I can connect with fellow Bhima customers."

Scaler launches comedy web series 'Codeyil Iruvar' with popular Tamil YouTube Channel, Parithabangal

Chennai Feb 26 2024: Scaler, one of India's fastest-growing tech education start-ups, today unveiled an exciting new web series, 'Codeyil Iruvar', in association with Parithabangal, a leading Tamil language YouTube entertainment channel. The unique branded content series aims to connect with young audiences in the region in an engaging and humorous format.

The six-part series, written and directed by Sahit Anand, revolves around the adventures of two friends, Gopi and Sudhakar, as they navigate their way through life's challenges with wit and humour in pursuit of their start-up dreams. Set against the backdrop of their journey from a rural village to the bustling city of Bengaluru, where they chase their entrepreneurship dreams, the show promises to be a rollercoaster ride of laughter, friendship, and redemption. 'Codeyil Iruvar' has been specially conceptualised to bring out how Scaler's emphasis on skills over degrees is more important than ever in the current economy.

Rahul Karthikeyan, Chief Marketing Officer, Scaler, said, "At Scaler, we understand the importance of

connecting with

diverse audiences on a personal level with unique brand properties and innovative formats. Tamil Nadu has emerged as a critical market for us, and we also realised that these learners are very strongly intertwined with the region's culture, making it imperative for us to engage with them with content that would resonate with their lives and experiences. It is an interesting challenge to tackle, and there is nobody better than Parithabangal for such an endeavour. They understand the pulse of the state, allowing us to connect with our audience in a meaningful way through entertaining and culturally relevant content. While we have used smaller video sketches as a tool in the past, this time, we decided to venture into longer-form regional content to build more robust engagement."

Currently, Tamil Nadu is among one of the top markets for Scaler, with a sizeable % of learners coming from the region. By leveraging Parithabangal's creativity and reach, Scaler aims to strengthen its presence in the market and further connect with audiences through compelling storytelling that celebrates entrepreneurship and

ingenuity.

"This is the first time we are doing a long-format brand show, which is very different from the sketch comedy videos we make. When we heard the concept, we were very excited as it was relatable to our journey. We had a fantastic time working with the Scaler team to pull it off together." - Gopi and Sudhakar, Parithabangal.

The new web series was developed by Scaler and Do. Creative Labs will premiere on the Parithabangal YouTube Channel on 24 February 2024, with new episodes launching every 5th day. Click to view the exciting trailer and listen to the foot-tapping music.

Sahit Anand, Do. Creative Labs, "Codeyil Iruvar is a true labour of love. The limited series charts the journey of Gopi and Sudhakar, who play characters from a small town in Tamil Nadu, trying to give birth to the next billion-dollar company. At its heart, this is a redemption story. After being humiliated in front of the entire village for being non-starters, they run away to Bengaluru to make it big and prove everyone wrong. But as it turns out, it's just not enough to have a great idea. You also need to have chutzpah

to see it through. The joy of crafting this series is in balancing the humour without losing the soul that the story has to offer. It's humor, but with heart. We didn't want it to be a completely mindless comedy, yet we didn't want the series to become so cerebral that it ended up coming in its own way. Not only did this give us an opportunity to get some of the most talented people in the industry to play some very interesting characters, but also filled every single episode with some very engaging characters. Thankfully, with stunning performances from every single cast, I feel this has been achieved perfectly. I can't wait for people to watch every single episode and find out the many twists and turns that Gopi and Sudhakar have to endure on the way to making their billion-dollar dreams come true."

Previously, Scaler has also produced two web series and a movie in regional languages, Marathi & Telugu. The Telugu web series '30 Weds 21' and 'BE Rojgaar', the Marathi counterpart, capture the struggles faced by engineers today through thought-provoking storytelling. Both the series have now amassed millions of views per episode on YouTube.