





Daily Morning Newspaper

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Kalpakkam fast breeder review Public meeting in city Modi on two-day tour to TN, second visit in week

Chennai, March 04 polls. 2024: Just 5 days after his 2-day visit to Tamil Nadu, Prime Minister Narendra Modi will be visiting the State again on a short visit tomorrow.

Upon landing at the Bengalurur. airport from Maharahstra in the afternoon around 1445 hrs, he will fly to Kalpakkam, about 70 km from here, in a helicopter where he will review the progress of India's first Fast Breeder Reactor being built by BHAVINI.

After a nearly onehour long event, he will again fly back to Chennai in a helicopter and address a public meeting organised by the BJP at the sprawling YMCA grounds around 1700 hrs ahead of the ensuing Lok Sabha

After the event he will leave for Telangana.

Tight security arrangements were made in view of his visit in the wake of an IED blast at a cafe in

Mr Modi will be visiting for the second time in five days after he visited Tiruppur and the southern districts of Thoothukudi, Madurai and Tirunelveli on February 27 and 28.

Menwhile, police have made elaborate security arrangements in the city and the adjoining Chengalpattu district for Modi's visit.

Police are maintaining strict vigil, patrolling has been intensified and all lodges and hotels in the city are being searched.



Checkposts were set Friday. up and all vehicles entering the city are being checked on arterial roads and

are monitoring BHAVINI's Prototype Our personnel are important railway Fast Breeder Reactor conducting intensive stations and bus (PFBR) at Kalpakkam vehicle checks, and are terminals to track the ahead of Modi's visit. on patrol duty. Since the movement of any Prime Minister's visit is suspected elements been given up by many Police sources said also scheduled for Meanwhile, countries around the "We have tightened vigil Monday, we are on Environmental NGO world as it was following the blast at a heightened alert." Poovulagin Nanbargal unsuccessful. The

This technology had Bengaluru restaurant on Besides, police officers has opposed the United States, Japan and

abandoned this accepted the Nuclear grounds that it was India's assurance on unsafe, unnecessary, and safety of the plant and a burden on the dismissed the petition. economy.

the NGO had also Court but the Apex opposed the Court upheld the commissioning of the decision of the High Kudankulam Nuclear Court in May 2013. Power Plant in Thoothukudi district.

Movement Against yesterday met Chief Nuclear Energy (PMANE) started protests against the Kudankulam Nuclear Plant, Poovulagin Nanbargal gave legal support to it and also took the matter to the Madras High Court and later to the Supreme citing environmental court in the wake of the concerns after 13 people the Fukushima Daiichi were killed in police nuclear disaster in Japan. firing in May 2018 after

European countries have 2012, the High court technology on the Power Corporation of Poovulagin Nanbargal It may be noted that appealed to the Supreme

The Poovulagin Nanbarga1 When the People's representatives Minister M.K.Stalin and thanked him for the legal steps taken by the State government following which the Apex Court has ordered permanent closure of Vedanta's Sterlite Copper smelter plant in Thoothukudi However, in August the Anti-sterlite protests turned violent.

Strengthening maritime diplomacy Lakshadweep fuels strategic geographical interest New base likely to counter China's influence

Lakshadweep islands is a and Sri Lanka. diplomatic asset in the Indian Ocean.

now gained traction as a geographical location as to commission the new strategic sentinel or a 'strategic strongpoint.' base during the maritime guardian as it can be powerful counter

beginning to mull the role coastline of India. Lakshadweep has of Lakshwadweep's

location of these islands

Chennai, March 04 to China's growing provides a tactical held aboard INS Vikrant 2024: After a prolonged in fluence in advantage to India during and Vikramaditya next period of neglect, Indian neighbouring nations conflicts. If the need military strategists are such as Maldives, arises, Lakshdweep can now convinced that Mauritius, Seychelles also be used as an 'unsinkable aircraft Planners are now carrier' away from the

> The Navy is planning The geographical commanders conference, which will be

week.

Named INS Jatayu in Minicoy Island in Lakshadweep to "keep an eye on the activities of adversaries there".

There is potential for India to develop dual-use facilities in Lakshadweep for military and civilian purposes. Airfields and naval jetties on the islands can be upgraded to accommodate more traffic and larger aircraft. Helipads can enable the quick movement of personnel and equipment across islands. Most islands already have accommodation, storage, and logistical facilities which the navy uses during training and patrols. These facilities can serve tourism and military needs alike, with most infrastructure coming from tourism industry.

The recent Lakshadweep-Maldives row is a god sent spark that has propelled defence and tourism maritime muscles.

and diplomatic talks revolves around the governance of oceanic management of threats arising from them as well as for the exploitation of their resources for the economic development of the countries capable





And Lakshadweep is in centre of diplomatic attention as it can serve India as a strategic sentinel, maritime guardian and certainly as a diplomatic asset in the Indian Ocean.

The base would give a Arabian Sea like the INS Baaz positioned in the Andaman and Nicobar island territories in the

The Indian Navy pundits to take resolute would be operating both steps to develop our its aircraft carriers, INS island assets and inject Vikramaditya and INS and bolster India's Vikrant, near Lakshadweep, which The global strategic will be a first of its kind experience for the Navy in many years.

This would be the first waters for the time that INS Vikrant would participate in twin carrier operations alongside INS Vikramaditya.

> The Navy is also planning to commission the MH 60 helicopters

first week of March.

INS Jatayu at Minicoy islands is projected to be India's effectively monitored sitting Aircraft Carrier in the high seas, with power projection potentials in the entire Arabian Sea similar capability in the and up to Malacca Straits, which is a major maritime entry route of merchant ships from the Pacific Sea and more specifically the South China Sea. The ninedegree channel near

during a ceremony in the shortest route for ships Treaty of 1976 between connecting west and East the two countries,

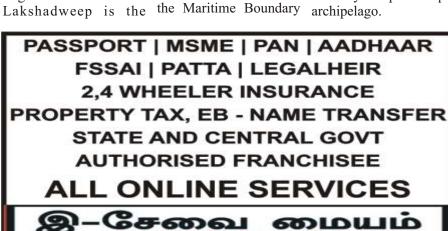
> This can be from the Lakshadweep

Lakshadweep development can be used by India as a bargaining chip while dealing with China-favouring Maldives.

The one-time claim of Maldives to Minicoy Island was resolved by faced by this picturesque

whereby Maldives has recognized Minicoy as an integral part of India.

Secure and stable Island territories would be the launch pad for India to rediscover its great maritime and political influence in this region. A thoughtful and comprehensive defencecentric strategy would be the key to addressing the multifaceted challenges archipelago.





Emcure Launches Unmask Anemia, an Initiative to Help Women Assess Anemia Risk with a Self-test

Chennai March 04 this compelling anemia. The test is awareness and an 2024: launch of 'Unmask for the risk of anemia. Anemia', an initiative to create awareness around iron deficiency anemia in India. The initiative aims to raise awareness and treatment of iron women across India".

upon women to visit anemia imperative. Unmask Anemia com/taketest) and take risk of iron deficiency help bring about problem. the self-test. Through

Iron deficiency is one

of the most common causes of anemia and its

Speaking on the prevalence among occasion, Ms. Namita Indian women is the Thapar, Whole-time and improve detection highest in the world. As Director of Emcure per the latest National Pharmaceuticals, said, deficiency anemia in Family Health Survey, "Despite advances in the prevalence of anemia interventions, its the initiative, Dr. In a video message anemia in women burden remains Jaydeep Tank, President released by Emcure, between the age group significant in India. FOGSI said, "Screening actress turned author of 15 to 49 years is as Every second woman in of women of all age-Twinkle Khanna, who is high as 53.4% in Tamil the country suffers from groups, timely iron also an advocate for Nadu. The symptoms of iron deficiency anemia, supplementation and women's rights, draws anemia like fatigue, but the lack of spreading awareness can interesting inferences weakness, hair fall etc. awareness prevents make a huge difference. around women usually considered timely diagnosis. Adolescent girls and empowerment from normal and are often Emcure has been trying women of childbearing various ad campaigns. ignored by women. Lack to address this deficit of age are at greater risk She also urges brands to of awareness and action iron in women for many due to loss of blood join Emcure in about their health and years and we are proud during menstruation, spreading awareness nutritional parameters to have a strong woman and pregnancy. An about anemia calling makes testing for like Twinkle Khanna easily accessible The online self-test endeavour. We hope that followed by desired w e b s i t e aims to simplify the our initiative of medical advice will (https://unmaskanemia. process of assessing the 'Unmask Anemia' will greatly help tackle the

Emcure message, Emcure and designed based on the increase in anemia Pharmaceuticals is an Twinkle Khanna ask common signs and screening, diagnosis and Indian pharmaceutical Indian women to stop symptoms of the treatment. We have been company with a focus on ignoring the symptoms condition. These passionately doing a the women healthcare of iron deficiency and symptoms often go host of things around segment, announced the get themselves assessed unnoticed or are patient education and misattributed, hence awareness, including unmasking becomes one of a kind show on women's health called 'Uncondition Yourself' on YouTube, and Unmask Anemia is an extension of such

initiatives" Sharing his views on supporting us in our preliminary assessment

Sony launches new SRS-XV500 portable party speaker with a powerful party sound and 25 hours battery backup especially Tuned for India

Chennai March 04 2024: Sony India today announced the launch of the new SRS-XV500, a speaker to help people party louder for longer, anywhere. This speaker packs powerful sound, built-in lighting and a long-lasting battery, you can even plug in a karaoke mic and sing the SRS-XV500, you delivering the power to have everything you party anywhere need to entertain your friends and family.

1. Elevate your party experience with high quality sound and powerful bass with the charged, the SRS-SRS-XV500

Experience great music on the SRS-XV500 thanks to its two X-Balanced Speaker Units which deliver strong, powerful bass with minimal distortion as well as two tweeters that provide clear vocals and an expanded sound field. The noncircular diaphragm not only maximizes the area of speaker diaphragm, but it also increases sound pressure for deeper and punchier bass, less belt out your favourite distortion and greater vocal clarity. For a functionality. To sing richer, clearer, and your favourite song, more rewarding simply plug in a listening experience. karaoke mic and press Plus, the SRS-XV500 adapts to any means you can duet environment due its with a friend on a flexibility of being second mic or even positioned either plug in a guitar to ramp vertical or horizontal.

lasting battery and individual mixing. The has an IPX4 water



The SRS-XV500 is

a speaker that will never let you down due to its long battery life. After being fully XV500 will offer up to 25 hours of playback. Plus, quick charging of 10 minutes lasts for up to 2.5 hours of playing time. With the Battery Care Function, you never have to worry about overcharging your speaker, making it more dependable for

3. Sing in your environment. style with karaoke and guitar input along with echo and key control on the rear panel

The fun does not smartphones stop there as you can songs with the karaoke play. A second input things up even further. 2. 25 hours long- Both inputs have

Echo and Key Control resistant rating, so you preference.

4. Customize and light up the party with ambient lighting feature

In addition to delivering musically, the SRS-XV500 also the night away. With portable design helps to create a party atmosphere thanks to its ambient light feature. Whether you want to use the speaker for daily use or for party XV500 is compatible use, you can customise the illumination by the Fiestable mobile app.

> 5. With newly added UI on rear panel command the party

> Take control of your modes, settings, and lighting with the easyto-use touch panel. It is intuitive and c o n v e n i e n t l y illuminated, so you can command the party even in a dark

6. SRS-XV500 offers USB connectivity to play and charge design

Plug in and play music with USB $c\ o\ n\ n\ e\ c\ t\ i\ v\ i\ t\ y$ additionally you can use SRS-XV500 to charge your up your other devices like smartphones.

Rating splash proof) in XV500. This reflects SRS-XV500, the party how Sony strives to never stops

The SRS-XV500

on the rear panel of the can use it outside with unit let you adjust confidence, even if a sound to your few raindrops fall. The SRS-XV500 was built with portability in mind. The built in handle makes for easy transportation of the speaker.

> 8. Enjoy Remote Control with Sony|Music Center and Fiestable apps from the App Store or Google

> > The new SRS-

with both Sony | Music Center and Fiestable apps. With Sony Music Center, you can select playlists, change lighting patterns and sound modes all from the dance floor. Fiestable allows you to access fun features to help create the ultimate party atmosphere, such as making a playlist, karaoke functions including Voice Changer and Echo, plus DJ control to add sound effects.

Environment friendly

These products are designed not only to offer outstanding sound quality, but also to be kind to the environment. Recycled plastic originally developed for Sony is partially used for the 7. With IPX4 body of the SRSreduce t h e environmental impact of our products.

GSK COLLABORATES WITH SOHA ALI KHAN, MILIND SOMAN, NEELAM SONI, AND ROHAN BOPANNA FOR 'PROJECT 90' TO RAISE SHINGLES AWARENESS

Chennai March 04 0 2 4 GlaxoSmithKline Pharmaceuticals Limited (GSK) has launched a new public awareness initiative -Project 90 - featuring Soha Ali Khan, Milind Soman, Neelam Soni, and Rohan Bopanna to raise awareness about shingles, a painful viral disease.

Shingles is a disease of the nerves caused by the same varicellazoster virus that causes chickenpox. The virus remains inactive in the body's nerves after a person recovers from chickenpox and may reactivate anytime later, largely in ageing adults above the age of 50 years with weakened immunity to cause shingles.[1] The campaign is named 'Project 90' because the virus is potentially present in over 90% of Indians over the age of 50 years.[2]

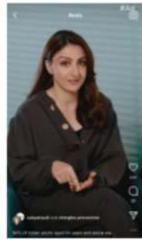
The multi-phased social media campaign kicked off with a simulated takeover of the celebrities'



Milind Soman's Reel



intrusive "Project 90" interest in the spam and pop-ups. The campaign; this fans of the celebrities disruption mirrored were made to believe how the virus may that Project 90 had suddenly re-activate to disrupted the disrupt the lives of celebrities' Instagram ageing adults. Soha Ali



Soha Ali Khan's Reel



Instagram profiles by buzz and generate accounts to create a Khan, Milind Soman,

Neelam Soni, and Rohan Bopanna shared informative reels on the disease and highlighted the heightened risk associated with shingles in individuals aged 50 years and older.[3]

Commenting on the campaign, Dr Rashmi Hegde, Medical Director, GlaxoSmithKline India said, "Through this campaign, we want to increase awareness about shingles for people above the age of 50.1 Past studies have shown that the virus that causes shingles may be potentially present in over 90% of Indians aged 50 years and above.2 We are confident that the voices of celebrity influencers, Soha Ali Khan, Milind Soman, Neelam Soni, and Rohan Bopanna for this campaign will bring attention to the seriousness of this disease, encouraging open conversations that have the potential to save ageing adults from the pain of shingles."

ALD Automotive I LeasePlan unveils new global mobility brand in India

Better with

every move

Chennai March 04 2024: A L D Automotive I LeasePlan today unveils Ayvens, its new global mobility brand in India, which unites the two companies together under a single common identity. This new brand represents another strategic milestone in the company's development following the launch of its 3-year strategic development plan in September 2023.

ALD Automotive in India. Ayvens is locations across India.

By bringing together

complementary capabilities and expertise, the company brand creates a saw an opportunity to reimagine mobility two highly reputed going forward for the industry players better. This new brand feeds that common purpose by defining the company's unique position in the market and highlighting what makes it different and the value it brings to customers across all segments. Its new brand promise is to make life

delivering mobility that common goal, with a client awareness, as is simpler, smarter and strong, stable well as attract the very sustainable.

The combined group India was founded in Ayvens is positioned to 2005 whereas become the leading LeasePlan India in global sustainable 1999. Today, as Ayvens mobility player. With endorsed by its globally India it boasts a fleet of the world's largest 44,000 vehicles and is multi-brand EV fleet out the leading vehicle of a total fleet of 3.4 leasing and fleet million vehicles management company managed worldwide, the company aims to present in over 280 lead the way to net zero and further shape the digital transformation of the industry.

> powerful identity for through:

foundation at its base best talent around the and an upwards fluid world," confirms Tim form symbolizing Albertsen, Chief

The name is solidly renowned majority Karmakar, Country shareholder, Societe Managing Director

Better with every move captures the company's underlining mission to deliver "better" mobility through continuous progress for customers, The new unifying for businesses and for the planet.

"Each day is an opportunity to move better, and we all have a role to play. This new Ayvens is a brand identity will not memorable, simple yet only allow our 15,700 statutory name which employees worldwide indicates the way to share a new common forward for progress. It identity, but it also is accompanied by a reflects how we are s y m b o l w h i c h changing to accompany represents the legacy our clients' needs for for helping achieve companies coming greater choice, freedom together as one team, and value and will help flow better by working towards a us increase market and

progress and dynamism. Executive Officer of Ayvens group.

Mr Suvajit

/layvens

India & Sub-Regional Director Asia of Ayvens, added, "By joining forces, our company is ready to lead the way to the large-scale adoption of sustainable mobility thanks to our size, coverage, service expertise and commitment to innovation. As a major player in the mobility sector, we will leverage our power of leadership to shape the future of mobility and achieve excellence. Ayvens will helps ALD & LeasePlan share a new common identity and will further strengthen our vision

future objectives."



A.M. Jain College Hosts National Science Day Celebrations 2024: Showcasing Student Innovations

Chennai March 04 A.M. Jain 2024: College, a leading institution in Chennai dedicated to academic excellence, hosts the National Science Day Celebrations 2024 on February 28th. Dr. V.G. Vaidyanathan, an esteemed Principal Scientist at CSIR-CLRI, graces the occasion as the Chief Guest, bringing a wealth of knowledge and expertise in advanced materials research.. The event witnessed an impressive redefine the boundaries community and believe their respective fields. number of 40 participation showcasing the widespread enthusiasm and support for scientific inquiry within the A.M. Jain College community.

students in the fields of



Vaidyanathan, Principal Scientist at CSIR-CLRI, said, "The National Science Day Celebrations at A.M.

projects promise to A.M. Jain College meaningful impact in of scientific exploration. that these endeavors will This celebration not contribute significantly only showcases the to the ever-evolving r e m a r k a b l e landscape of advanced achievements of our materials research and students but also serve technology."

Dr. M. M. Ramya, Jain College provide a Dean of A.M. Jain The event showcases platform for showcasing College, stated, "The the remarkable the immense potential National Science Day achievements of college and innovative spirit of Celebrations 2024 young minds in the reflect A.M. Jain National Science Day physics and electronics, fields of physics and College's commitment signifies A.M. Jain featuring 65 innovative electronics. It is to fostering a culture of College's deep projects like the Laser heartening to witness the scientific inquiry and commitment to fostering security alarm, dedication and creativity innovation among our a culture of scientific Ultrasonic glasses for displayed by the students. We are inquiry and innovation. visually challenged students through their immensely proud of the It is an opportunity to individuals, infinity projects, reflecting a creativity and dedication s h o w c a s e t h e mirror, V6 engine using promising future for demonstrated by our r e m a r k a b l e neodymium magnets, scientific exploration young scientists and we achievements of college Voice controlled wheel and advancements. I am believe that their students, inspiring chair, IoT-based truly impressed by the projects have the curiosity and passion for technologies etc. These enthusiasm within the potential to make a science among future

as a testament to A.M. Jain College's unwavering dedication to excellence in education and research."

Celebrating the

HMSI celebrates 5th anniversary of its **Traffic Training Park in Chennai** Chennai, March 04

Honda 2024: Motorcycle & Scooter India celebrated a significant milestone as it commemorated the 5th anniversary of the Traffic Training Park in Chennai in the august presence of Mr. Radhakrishnan (Commissioner, Greater Chennai corporation), Smt. inception, the park has road behaviour. played a pivotal role in promoting road safety of the Traffic Training and enhancing traffic Park in the city of awareness among Chennai, nearly 75,000 citizens.

In Feb 2019, Honda groups have been Motorcycle & Scooter trained to enhance road India (HMSI) in safety awareness in the association with city. Greater Chennai inaugurated the traffic training park in Chennai. Situated in the Traffic Training Park has served as a beacon of education and practical training for mark the occasion and

Sharanya Ari (Deputy participants. Its state- reflect on the park's insights on road safety commissioner, Greater of-the-art facilities and accomplishment over to the students by Chennai Corporation) interactive programs the years. The event highlighting the and Mr. Bhaskaran. S have empowered featured engaging importance of a proper (Additional countless individuals activities covering driving licence before commissioner of police with the knowledge and students of all age one starts their driving traffic) and HMSI skills necessary for groups such as Bicycle journey and about the Officials. Since its responsible and safe Riding Activity, Road relevance of cultivating Since the inception people across all age

Corporation celebration was a experience first-hand testament to the park's the various amenities enduring impact on the offered by the park, c o m m u n i t y . including simulated heart of Chennai, the $D\ i\ g\ n\ i\ t\ a\ r\ i\ e\ s$, road circuits, traffic government officials, signboards, and virtual and representatives driving simulations. from HMSI gathered to

bike activity and Road Sign Matching games aimed at reinforcing the importance of road safety. The event witnessed vibrant engagement from almost 116 students. Participants also had The 5th anniversary the opportunity to

> The Dignitaries shared valuable

S a f e t y Q u i z the habit of following Competition, CRF 50 traffic rules at a very young age.

> As HMSI looks ahead to the future, it remains dedicated to further expanding the reach and impact of its Traffic Training Park in Chennai and beyond. Through continues collaboration with stakeholders and the community, the company aims to cultivate a culture of responsible road behaviour and ensure safer roads for generations to come.

Global GSK survey reveals that 83.5% of adults surveyed in India underestimate shingles risk

GlaxoSmithKline the English-speaking awareness about the Pharmaceutical Ltd, and 86% of the Hindipain shingles can cause. today released new data speaking respondents The disease typically from a globally surveyed underestimate presents as a rash, with commissioned survey the risk of shingles.5 painful blisters across funded by them. The Globally, a quarter the chest, abdomen, or survey finds notable (26%) believe that 1 in face. The pain is often gaps in understanding 100 are at risk of described as aching, of shingles risk among shingles in their burning, stabbing or individuals aged above lifetime, almost a fifth shock-like. 1 Yet 50 years, a group that is (17%) think it is 1 in globally, 1 in 10 adults most susceptible to the 1000, and almost half surveyed don't know disease.5, 6 The survey believe (49%) they are the most common conducted amongst unlikely to develop symptoms of shingles, 3,500 adults aged 50 shingles.5 In India, and over a quarter and over from 12 amongst the English- (28%) believe shingles countries, assessed speaking respondents, is "essentially r e s p o n d e n t s ' 22% believe that 1 in harmless". In India, understanding of 1000 adults are at risk of 55% of the Englishshingles, what triggers developing shingles.5 speaking respondents it, and its impact on Amongst the Hindi- and 76% of the Hindipeople's lives.5 The s p e a k i n g speaking respondents survey in India respondents, 18% believe this.5 involved 500 believe that 1 in 1000 participants, with 250 adults is at risk of respondents who spoke Hindi and another 250 who spoke English. The data, launched in time for Shingles Awareness Week 2024 (26 February 2024 - 3 March 2024), finds a widespread lack of understanding of shingles and its lifetime risk.

with 8 6 % shingles.1

Chennai, March 04 underestimating that developing shingles.5

2 4 : risk.5 In India, 81% of also show a lack of

In reality, most A f f a i r s, adults already have the GlaxoSmithKline virus that causes Pharmaceuticals, India, shingles present in their said: "The survey bodies by the age of 50, findings underscore the which may reactivate need to raise awareness with advancing age.6, 7 about shingles risk in Shingles is caused by adults over 50. the reactivation of the Shingles can varicella-zoster virus significantly disrupt the (VZV), the same virus daily lives of ageing The findings show t h a t c a u s e s adults and cause them a that globally, a chickenpox.1 As people great deal of significantly high age, the strength of their discomfort. In this proportion of those immune response to Shingles Awareness surveyed do not infection wanes, and Week, we encourage understand their risk of this increases their risk everyone to talk to their developing shingles, of developing doctor about this agonising condition and

The survey results how to prevent it." Following the

shingles rash, a person

can also experience post-herpetic neuralgia (PHN), a long-lasting nerve pain that can last weeks or months and occasionally persist for several years.1 PHN is the most common complication of shingles, occurring in 5-30% of all shingles cases from findings in various studies.8 However, according to the survey findings, only 14% globally believe that symptoms of shingles can last longer than 6 weeks.5 In India, only 8% of English-speaking respondents and 4% of Dr Rashmi Hegde, Hindi-speaking ones Executive Vice think that shingles President - Medical symptoms last for more than 6 weeks.5

> GSK is launching the new survey findings as part of Shingles Awareness Week (26 February 2024 - 3 March 2024), a campaign led by GSK in collaboration with the International Federation on Ageing (IFA). The aim is to raise awareness and address the lack of knowledge about the risks and impact of shingles.

India Book of Records Honours MMTC-PAMP as India's Purest Gold and Silver Coins/Bars Brand

Chennai, March 04 Gold is a symbol of prosperity and well-being in India. The allure of gold has been growing across generations. Thus, for consumers and investors, it becomes vital they choose gold and silver products with the highest purity level.

In this endeavour, MMTC-PAMP, India's only London Bullion Market Association (LBMA) - accredited Good Delivery Gold and Silver refiner, has been recognised as the country's only brand providing the purest gold and silver coins and bars with 999.9+ purity level and positive weight honour and recognition tolerance to consumers and investors.

Many players in India offer 24K gold which can be represented as 999 to be recognized as parts pure gold out of India Book of Records. traces of other metals. reflects our firm MMTC-PAMP commitment to consistently provide providing our minted gold and silver customers with gold refining, MMTC- receive the highest coins and bars with the products that exemplify PAMP is the only value for their



999.9+, meaning, and artistry, with up to

Speaking on the of this award, Mr Vikas Singh, Managing Director and CEO, MMTC-PAMP, said, "We are truly honoured fineness. This 999 India's purest gold and fineness gold is 999 silver brand by the 1,000 parts, with small This achievement highest purity level at the pinnacle of purity refinery that uses silver investment.

customers will receive 999.9+ purity gold and over 999.9 grams of silver products. This gold or silver out of recognition reflects our 1,000 grams of the commitment to respective precious excellence through the 999.9+ purity of the f i n e s t S w i s s metal. To validate the craftsmanship. At authenticity, every MMTC-PAMP, we take MMTC-PAMP product pride in crafting carries a unique number exceptional products and comes packaged in that resonate deeply with our consumers' needs. We hope that our products not only serve bought from MMTCas treasures for our PAMP offers positive customers but also become cherished which guarantees that souvenirs symbolizing every coin or bar one blessings, prosperity, buys weighs more than and new beginnings."

thus providing customers with a more valuable minted gold product. By aiming to surpass the conventional 999.9 purity, MMTC-PAMP seeks to establish a new gold standard for the industry. This record attempt is not just about breaking records; it's about redefining what customers can expect from the gold they invest in. Every product

as the balance metal,

created by MMTC-PAMP goes through a rigorous purification process to ensure Assayer Certified Minted Cards. Each gold and silver product weight tolerance, the listed weight, When it comes to ensuring customers

As The Official Vehicle Partner, Toyota Hilux Sparks Thrill in Indian **Supercross Racing League's Final Round of the Dirt Bike Race in Bengaluru**

Chennai March 04 2024: Toyota Kirloskar Motor (TKM) proudly continues its exciting partnership with the Indian Supercross Racing League (ISRL), showcasing the iconic Hilux being its official vehicle partner. The ISRL marks the world's first franchise-based supercross league in India, and TKM's collaboration through the iconic Hilux has created unforgettable with various obstacles including off-roading experiences, captivating audiences, and setting new standards for motorsports and automobile enthusiasts across the country. Following the first and second rounds held in Pune (Jan 2024) and Ahmedabad (Feb 2024) respectively, the ISRL concluded its third leg at Open Ground (Airport Road), Chikkajala in Bengaluru on February 25th, 2024, transcending the conventional boundaries of racing, embarking on a mission to redefine motorsports in India. This final round received overwhelming response with participation of over 7000 + fanshighlighting the growing popularity and significance of offroading engagements in India.

international motorsports legacy of over six decades, engaging in prestigious events like the World Rally Championship, Dakar Rally, and World Endurance Championship. The partnership with ISRL reflects Toyota's broader motorsport efforts in India, connecting with enthusiasts and providing exceptional racing experiences. Celebrated for its exceptional off-roading strengths, the Hilux took centre stage at three strategic locations within the event areas. The opening ceremony of the dirt bike race witnessed the entry of Toyota Hilux loaded with dirt bikes, showcasing its unique, dynamic 4X4 capabilities on the supercross tracks, delivering immense joy to the onlookers at the stadium. Aimed to enhance the thrill of the spectators at the ISRL, Toyota Hilux exhibited breathtaking offroading performances, navigating the intricately designed rough tracks adorned



both biking and car

racing spheres, and

even Hilux customers.

With nearly 80% of the

racers hailing from

international

backgrounds, the ISRL

season showcased its

global allure and

positions India as a

pivotal hub in the

Beyond being a

sporting spectacle, this

dirt bike racing

represents a cultural

movement that

prioritizes community

involvement and

recreation, nurtures

talent, and develop dirt

Speaking on TKM's

connections with our

valued customers

through dynamic

partnerships and off-

roading initiatives. Our

association with

motorsports globally

has a rich history, and

we are excited to extend

our support to the

Indian Supercross

Racing League as their

official vehicle partner

with Toyota Hilux.

With its extraordinary

off-roading

capabilities, Hilux

staged an adrenaline-

packed performance

for the viewers of

ISRL, not only limiting

to creating dirt tracks

and mobilising bikes,

but also creating

unforgettable moments

with its delightful acts

during the racing event.

As a part of Toyota's

bike champions.

including articulation, enthusiasts, passionate side-inclines to steep motorsport fans from hill ascents and

This off-road, high-

octane supercross racing took place on a constructed dirt track consisting of steep jumps, rocky trails and gravel-pinging tail slides, featuring renowned riders from both India and the global arena. Adding to the whole racing excitement, Toyota Hilux, a perfect vehicle partner equipped with exceptional 4x4 drive, demonstrated a spectacular show for the thrill-seekers and further served the needs of teams and officials during ISRL's dirt bike partnership with ISRL, created a high-energy race. The race event Mr. Sabari Manohar, witnessed the gracious Vice President - Salespresence of Veer Patel, Service-Used Car Eeshan Lokhande and Business of Toyota Aashwin Lokhande, Kirloskar Motor, said, Co-founders and "Toyota Kirloskar Directors of the CEAT Motor brings world-class experience Indian Supercross unparalleled to our audience and Toyota has a robust Racing League and experience for skilled racers. The

other key dignitaries. motorsport enthusiasts successful culmination CEAT Indian Superbike Racing League (ISRL) featured six teams, each with 8 riders navigating the challenging offroad setups, showcasing their international calibre by completing 10 laps and earning high points over the competitors in their respective categories. ISRL presented a diverse lineup of customized bikes from renowned international brands like Kawasaki, Honda, and KTM, spanning 85cc to 450cc, including the junior's category. Notable team owners, including BB Racing, BigRock Motorsports, Reise Motorsports, Mohite's Racing Team, Gujarat TrailBlazers, and SG Speed Racers, product offering, participated. Team Hilux, not only fulfils Bigrock Motorsports, the needs of customers emerged as the seeking an exceptional champion team of the lifestyle utility vehicle season, receiving for off-roading trophies from Mr. adventures but is also Gautam BS. Vice well-suited for President FMSCI and everyday city use. Its Mr. Sujithkumar BS - versatility makes it the establishing new FIM Delegate. The perfect choice for benchmarks for

farming, defence, mining, construction, rescue van, and more.' he added. Sharing his views

about the official

vehicle partnership with Toyota, Mr. Veer Patel, Director & Co-Founder Indian Supercross Racing League, said, "The CEAT Indian Supercross Racing League transcends mere racing; it embarks on a transformative journey to reshape the very essence of motorsports in India. Having the Toyota Hilux as our Official Vehicle Partner has elevated the Indian Supercross Racing League to new heights. The Hilux's spectacular performance on the challenging dirt tracks have set new standards in Indian supercross supercross world. racing. We eagerly

this thrilling partnership, delivering more exhilarating races in the future. The seamless movement of our dirt bikes facilitated by the Hilux and its impressive 4X4 demonstrations has racing spectacle, building momentum among passionate dirt bike fans. With Toyota's support, we are thrilled to provide a and forging lasting of our three-round dirt bike races has captivated the hearts of viewers across the country."

Last year, Toyota

Kirloskar Motor

anticipate continuing

launched the 'Great 4X4 Expedition,' providing 4X4 enthusiasts in India, including owners of various SUV brands, with a unique offroading experience. Zonal drives across South, East, West, and North regions offered distinctive adventures for the vibrant 4X4 community. This year, TKM plans to extend the expedition to the northeastern region. In addition to this, TKM's collaboration with the supercross is a key part of the company's growing motorsport initiatives. TKM eagerly anticipates future partnerships with ISRL, pledging to maintain its dedication providing memorable racing experiences, engaging audiences, and event drew a various purposes, motorsports enthusiasts substantial audience, including campervan, in the nation.

Helios Mutual Fund Launches Helios Balanced Advantage Fund (BAF) NFO opens on March 11, 2024, and closes on March 20, 2024

helios

Helios Balanced Advantage Fund

Chennai, March 04 2024: Helios Mutual Fund has announced the launch of Helios Balanced Advantage Fund (BAF), an openended dynamic asset allocation fund. NFO will open for subscription on March 11, 2024 and close on March 20, 2024.

be done by investing in a gainst market mutual funds. equity & equity related headwinds. instruments and active gravitating towards winners, and creating a the major markets in consulting their Investing s u s t a i n a b l e the Indian mutual fund financial advisor". outperformance profile.

The investment A U M strategy will be to approximately INR Fund? normally maintain 8,959 crore (Source:

gross equity and MFDex). The city's Potential with The fund aims to equity-related varied economic balanced allocation capitalize on the exposure between portfolio-which potential upside of 65%-100% and the net i n c l u d e s equities while equity exposure manufacturing, attempting to limit the between 30% to 80%. services, finance, and debt downside through Various derivative technology-makes it dynamic portfolio strategies would be a high-potential management. This will used for hedging market for investors in

sector. As of January

Helios Balanced launch, Mr. Samir taxation use of debt, money Advantage Fund Arora, Founder, Helios market instruments (BAF) will be Capital, said, "Helios and derivatives. The benchmarked against Balanced Advantage equity portfolio will be CRISIL Hybrid 50+50 Fund is suitable for built basis Helios's - Moderate Total investors looking for Elimination Investing Return Index (TRI). long term wealth (EITM) philosophy - The scheme will be creation or building based on eight managed by Mr. Alok corpus for goals such fundamental screening Bahl and Mr. Pratik as retirement or child factors that have Singh for equity education. Investors repeatedly proven to be investments and Mr. who wish to build an effective in weeding Utssav Modi for debt all-weather portfolio out poor performers, portfolio management. may consider this Chennai is one of scheme after and Disciplined

> '24, the BAF category invest in Helios will be Rs 5000 and in w a s Balanced Advantage multiples of Re 1

> > Growth

Attempts to

limit downside risk by hedging, tweaking

Endeavors to allocate =/> 65% into equities, which will provide the Scheme Speaking on the with Equity Fund

> Units can be redeemed on any Business Day at NAV

> Risk Mitigation and Rigorous Screening

Fund Managers with more than 25 years of combined experience

The Minimum Why should you application amount thereafter.

Shapez Heartiez is a

LOVE TAKES SHAPE, AS LAY'S UNVEILS LATEST INNOVATION 'LAY'S SHAPEZ HEARTIEZ'

Chennai March 04 2024: Prepare to have your heart stolen, not just by your sweetheart, but by Lay's' latest creation: Shapez Heartiez. Diversifying its portfolio, Lay's, one of the leading potato chips brands in India, is thrilled to unveil Lay's Shapez Heartiez, with the brand's first 3D heartshaped potato-based pellet. This introduction also marks the debut of Lay's Shapez, a subbrand dedicated to pushing the boundaries of snacking with playful flavours.

Lay's Shapez Heartiez has been launched in direct growing need for fun, and crunchy snacks that go beyond traditional offerings in the rapidly expanding potato-based pellet



introducing fresh and heart (and taste bud)! thrilling experiences for consumers.

chips market. This twist to the snacking Saumya Rathor, Lay's Shapez Heartiez intuitive innovation is experience, Lay's Category Lead – is easily available quintessentially Lay's, Shapez Heartiez is Potato Chips, PepsiCo across all retail and ea brand known for its available in Caramel India, said, "Lay's commerce platforms.

and quest for sweet flavour chip by

Radiating excitement on the affordable prices of Adding a sweet campaign's launch, INR 5, 10, and 20,

delicious embodiment of our continuous drive at Lay's to inject creativity, fun, and flavour into the snacking experience. From the unique heartshaped pellets themselves to the vibrant and distinctive packaging, every element invites consumers to embark on a delightful journey. This launch isn't just about a new product; it's a testament to our commitment to continuous innovation and portfolio expansion. By diversifying our shapes, textures, and dedication to quality flavour, first-ever offerings with exciting concepts like Shapez providing the perfect Lay's, alongside the Heartiez, we ensure crunch. With Shapez familiar savoury that Lay's remains at Heartiez, Lay's comfort of Masala the forefront of response to the proudly reiterates its flavour. This diverse redefining the position as a love mark lineup ensures there's snacking experience brand, consistently a Heartiez for every for our valued

Available at