

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

Chennai March 04 2024: Emcure Pharmaceuticals is an Indian pharmaceutical company with a focus on the women healthcare segment, announced the launch of 'Unmask Anemia', an initiative to create awareness around iron deficiency anemia in India. The initiative aims to raise awareness and improve detection and treatment of iron deficiency anemia in women across India".

In a video message released by Emcure, actress turned author Twinkle Khanna, who is also an advocate for women's rights, draws interesting inferences around women empowerment from various ad campaigns. She also urges brands to join Emcure in spreading awareness about anemia calling upon women to visit Unmask Anemia website (<https://unmaskanemia.com/taketest>) and take the self-test. Through

this compelling message, Emcure and Twinkle Khanna ask Indian women to stop ignoring the symptoms of iron deficiency and get themselves assessed for the risk of anemia.

Iron deficiency is one of the most common causes of anemia and its prevalence among Indian women is the highest in the world. As per the latest National Family Health Survey, the prevalence of anemia in women between the age group of 15 to 49 years is as high as 53.4% in Tamil Nadu. The symptoms of anemia like fatigue, weakness, hair fall etc. usually considered normal and are often ignored by women. Lack of awareness and action about their health and nutritional parameters makes testing for anemia imperative.

The online self-test aims to simplify the process of assessing the risk of iron deficiency

anemia. The test is designed based on the common signs and symptoms of the condition. These symptoms often go unnoticed or are misattributed, hence unmasking becomes crucial.

Speaking on the occasion, Ms. Namita Thapar, Whole-time Director of Emcure Pharmaceuticals, said, "Despite advances in anemia interventions, its burden remains significant in India. Every second woman in the country suffers from iron deficiency anemia, but the lack of awareness prevents timely diagnosis. Emcure has been trying to address this deficit of iron in women for many years and we are proud to have a strong woman like Twinkle Khanna supporting us in our endeavour. We hope that our initiative of 'Unmask Anemia' will help bring about

awareness and an increase in anemia screening, diagnosis and treatment. We have been passionately doing a host of things around patient education and awareness, including 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 the initiative, Dr. Jaydeep Tank, President FOGSI said, "Screening of women of all age-groups, timely iron supplementation and spreading awareness can make a huge difference. Adolescent girls and women of childbearing age are at greater risk due to loss of blood during menstruation, and pregnancy. An easily accessible preliminary assessment followed by desired medical advice will greatly help tackle the problem.

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

Chennai March 04 2024 : 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 varicella-zoster 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]

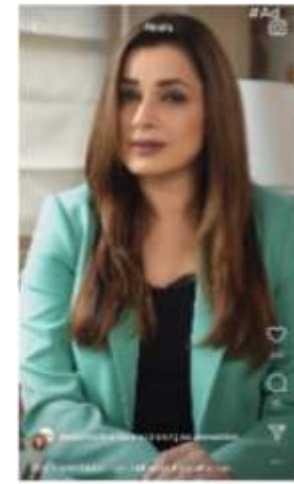
The multi-phased social media campaign kicked off with a simulated takeover of the celebrities'



Milind Soman's Reel



Soha Ali Khan's Reel



Instagram profiles by intrusive "Project 90" spam and pop-ups. The fans of the celebrities were made to believe that Project 90 had disrupted the celebrities' Instagram accounts to create a

buzz and generate interest in the campaign; this disruption mirrored how the virus may suddenly re-activate to disrupt the lives of ageing adults. Soha Ali 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. Past studies have shown that the virus that causes shingles may be potentially present in over 90% of Indians aged 50 years and above. 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."

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 night away. With the SRS-XV500, you have everything you need to entertain your friends and family.



portable design delivering the power to party anywhere

The SRS-XV500 is a speaker that will never let you down due to its long battery life. After being fully charged, the SRS-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 longer.

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

The fun does not stop there as you can belt out your favourite songs with the karaoke functionality. To sing your favourite song, simply plug in a karaoke mic and press play. A second input means you can duet with a friend on a second mic or even plug in a guitar to ramp things up even further. Both inputs have individual mixing. The

Echo and Key Control on the rear panel of the unit let you adjust sound to your preference.

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

In addition to delivering musically, the SRS-XV500 also 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 use, you can customise the illumination by the Fiastable mobile app.

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

Take control of your modes, settings, and lighting with the easy-to-use touch panel. It is intuitive and conveniently illuminated, so you can command the party even in a dark environment.

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

Plug in and play music with USB connectivity additionally you can use SRS-XV500 to charge your up your other devices like smartphones.

7. With IPX4 Rating splash proof) in SRS-XV500, the party never stops

The SRS-XV500 has an IPX4 water

resistant rating, so you can use it outside with confidence, even if a 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 Fiastable apps from the App Store or Google Play

The new SRS-XV500 is compatible with both Sony|Music Center and Fiastable apps. With Sony|Music Center, you can select playlists, change lighting patterns and sound modes all from the dance floor. Fiastable 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.

9. New Environment friendly design

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 body of the SRS-XV500. This reflects how Sony strives to reduce the environmental impact of our products.

ALD Automotive | LeasePlan unveils new global mobility brand in India

Chennai March 04 2024: ALD Automotive | 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 India was founded in 2005 whereas LeasePlan India in 1999. Today, as Ayvens India it boasts a fleet of 44,000 vehicles and is the leading vehicle leasing and fleet management company in India. Ayvens is present in over 280 locations across India.

By bringing together complementary capabilities and expertise, the company saw an opportunity to reimagine mobility going forward for the 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 flow better by



delivering mobility that is simpler, smarter and sustainable.

The combined group Ayvens is positioned to become the leading global sustainable mobility player. With the world's largest multi-brand EV fleet out of a total fleet of 3.4 million vehicles managed worldwide, the company aims to lead the way to net zero and further shape the digital transformation of the industry.

The new unifying brand creates a powerful identity for two highly reputed industry players through:

Ayvens is a memorable, simple yet statutory name which indicates the way forward for progress. It is accompanied by a symbol which represents the legacy companies coming together as one team, working towards a

common goal, with a strong, stable foundation at its base and an upwards fluid form symbolizing progress and dynamism.

The name is solidly endorsed by its globally renowned majority shareholder, Societe Generale.

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

"Each day is an opportunity to move better, and we all have a role to play. This new brand identity will not only allow our 15,700 employees worldwide to share a new common identity, but it also reflects how we are changing to accompany our clients' needs for greater choice, freedom and value and will help us increase market and

client awareness, as well as attract the very best talent around the world," confirms Tim Albertsen, Chief Executive Officer of Ayvens group.

Mr Sujit Karmakar, Country Managing Director 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 help ALD & LeasePlan share a new common identity and will further strengthen our vision for helping achieve future objectives."

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

Chennai March 04 2024: A.M. Jain 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 number of 40 participation showcasing the widespread enthusiasm and support for scientific inquiry within the A.M. Jain College community.

The event showcases the remarkable achievements of college students in the fields of physics and electronics, featuring 65 innovative projects like the Laser security alarm, Ultrasonic glasses for the visually challenged individuals, infinity mirror, V6 engine using neodymium magnets, Voice controlled wheel chair, IoT-based technologies etc. These



projects promise to redefine the boundaries of scientific exploration.

Dr. V.G. Vaidyanathan, Principal Scientist at CSIR-CLRI, said, "The National Science Day Celebrations at A.M. Jain College provide a platform for showcasing the immense potential and innovative spirit of young minds in the fields of physics and electronics. It is heartening to witness the dedication and creativity displayed by the students through their projects, reflecting a promising future for scientific exploration and advancements. I am truly impressed by the enthusiasm within the

A.M. Jain College community and believe that these endeavors will contribute significantly to the ever-evolving landscape of advanced materials research and technology."

Dr. M. M. Ramya, Dean of A.M. Jain College, stated, "The National Science Day Celebrations 2024 reflect A.M. Jain College's commitment to fostering a culture of scientific inquiry and innovation among our students. We are immensely proud of the creativity and dedication demonstrated by our young scientists and we believe that their projects have the potential to make a

meaningful impact in their respective fields. This celebration not only showcases the remarkable achievements of our students but also serve as a testament to A.M. Jain College's unwavering dedication to excellence in education and research."

Celebrating the National Science Day signifies A.M. Jain College's deep commitment to fostering a culture of scientific inquiry and innovation. It is an opportunity to showcase the remarkable achievements of college students, inspiring curiosity and passion for science among future generations.

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

Chennai, March 04 2024: GlaxoSmithKline Pharmaceutical Ltd, today released new data from a globally commissioned survey funded by them. The survey finds notable gaps in understanding of shingles risk among individuals aged above 50 years, a group that is most susceptible to the disease. The survey conducted amongst 3,500 adults aged 50 and over from 12 countries, assessed respondents' understanding of shingles, what triggers it, and its impact on people's lives. The survey in India involved 500 participants, with 250 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.

The findings show that globally, a significantly high proportion of those surveyed do not understand their risk of developing shingles, with 86%

underestimating that risk. In India, 81% of the English-speaking and 86% of the Hindi-speaking respondents surveyed underestimate the risk of shingles. Globally, a quarter (26%) believe that 1 in 100 are at risk of shingles in their lifetime, almost a fifth (17%) think it is 1 in 1000, and almost half believe (49%) they are unlikely to develop shingles. In India, amongst the English-speaking respondents, 22% believe that 1 in 1000 adults are at risk of developing shingles. Amongst the Hindi-speaking respondents, 18% believe that 1 in 1000 adults is at risk of developing shingles.

In reality, most adults already have the virus that causes shingles present in their bodies by the age of 50, which may reactivate with advancing age. Shingles is caused by the reactivation of the varicella-zoster virus (VZV), the same virus that causes chickenpox. As people age, the strength of their immune response to infection wanes, and this increases their risk of developing shingles.

The survey results also show a lack of awareness about the pain shingles can cause. The disease typically presents as a rash, with painful blisters across the chest, abdomen, or face. The pain is often described as aching, burning, stabbing or shock-like. Yet globally, 1 in 10 adults surveyed don't know the most common symptoms of shingles, and over a quarter (28%) believe shingles is "essentially harmless". In India, 55% of the English-speaking respondents and 76% of the Hindi-speaking respondents believe this.

Dr Rashmi Hegde, Executive Vice President - Medical Affairs, GlaxoSmithKline Pharmaceuticals, India, said: "The survey findings underscore the need to raise awareness about shingles risk in adults over 50. Shingles can significantly disrupt the daily lives of ageing adults and cause them a great deal of discomfort. In this Shingles Awareness Week, we encourage everyone to talk to their doctor about this agonising condition and

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. PHN is the most common complication of shingles, occurring in 5-30% of all shingles cases from findings in various studies. However, according to the survey findings, only 14% globally believe that symptoms of shingles can last longer than 6 weeks. In India, only 8% of English-speaking respondents and 4% of Hindi-speaking ones think that shingles symptoms last for more than 6 weeks.

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.

HMSI celebrates 5th anniversary of its Traffic Training Park in Chennai

Chennai, March 04 2024: Honda 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. Sharanya Ari (Deputy commissioner, Greater Chennai Corporation) and Mr. Bhaskaran.S (Additional commissioner of police traffic) and HMSI Officials. Since its inception, the park has played a pivotal role in promoting road safety and enhancing traffic awareness among citizens.

In Feb 2019, Honda Motorcycle & Scooter India (HMSI) in association with Greater Chennai Corporation inaugurated the traffic training park in Chennai. Situated in the heart of Chennai, the Traffic Training Park has served as a beacon of education and practical training for



participants. Its state-of-the-art facilities and interactive programs have empowered countless individuals with the knowledge and skills necessary for responsible and safe road behaviour.

Since the inception of the Traffic Training Park in the city of Chennai, nearly 75,000 people across all age groups have been trained to enhance road safety awareness in the city.

The 5th anniversary celebration was a testament to the park's enduring impact on the community. Dignitaries, government officials, and representatives from HMSI gathered to mark the occasion and

reflect on the park's accomplishment over the years. The event featured engaging activities covering students of all age groups such as Bicycle Riding Activity, Road Safety Quiz Competition, CRF 50 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 opportunity to experience first-hand the various amenities offered by the park, including simulated road circuits, traffic signboards, and virtual driving simulations.

The Dignitaries shared valuable

insights on road safety to the students by highlighting the importance of a proper driving licence before one starts their driving journey and about the relevance of cultivating the habit of following 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.

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

Chennai, March 04 2024: 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 tolerance to consumers and investors.

Many players in India offer 24K gold which can be represented as 999 fineness. This 999 fineness gold is 999 parts pure gold out of 1,000 parts, with small traces of other metals. MMTC-PAMP consistently provide minted gold and silver coins and bars with the highest purity level at



999.9+, meaning, customers will receive over 999.9 grams of gold or silver out of 1,000 grams of the respective precious metal.

Speaking on the honour and recognition of this award, Mr Vikas Singh, Managing Director and CEO, MMTC-PAMP, said, "We are truly honoured to be recognized as India's purest gold and silver brand by the India Book of Records. This achievement reflects our firm commitment to providing our customers with products that exemplify the pinnacle of purity

and artistry, with up to 999.9+ purity gold and silver products. This recognition reflects our commitment to excellence through the finest Swiss craftsmanship. At MMTC-PAMP, we take pride in crafting exceptional products that resonate deeply with our consumers' needs. We hope that our products not only serve as treasures for our customers but also become cherished souvenirs symbolizing blessings, prosperity, and new beginnings."

When it comes to gold refining, MMTC-PAMP is the only refinery that uses silver

as the balance metal, 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 created by MMTC-PAMP goes through a rigorous purification process to ensure 999.9+ purity of the metal. To validate the authenticity, every MMTC-PAMP product carries a unique number and comes packaged in Assayer Certified Minted Cards. Each gold and silver product bought from MMTC-PAMP offers positive weight tolerance, which guarantees that every coin or bar one buys weighs more than the listed weight, ensuring customers receive the highest value for their investment.

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 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+ fans, highlighting the growing popularity and significance of off-roading engagements in India.

Toyota has a robust 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 off-roading performances, navigating the intricately designed rough tracks adorned



with various obstacles including articulation, side-inclines to steep hill ascents and descents.

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 race. The race event witnessed the gracious presence of Veer Patel, Eeshan Lokhande and Aashwin Lokhande, Co-founders and Directors of the CEAT Indian Supercross Racing League and other key dignitaries.

CEAT Indian Superbike Racing League (ISRL) featured six teams, each with 8 riders navigating the challenging off-road 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, participated. Team Bigrock Motorsports, emerged as the champion team of the season, receiving trophies from Mr. Gautam BS, Vice President FMSCI and Mr. Sujithkumar BS - FIM Delegate. The event drew a substantial audience,

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 racing.

We eagerly anticipate continuing 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 created a high-energy racing spectacle, building momentum among passionate dirt bike fans. With Toyota's support, we are thrilled to provide a world-class experience to our audience and skilled racers. The successful culmination of our three-round dirt bike races has captivated the hearts of viewers across the country."

Last year, Toyota Kirloskar Motor launched the 'Great 4X4 Expedition,' providing 4X4 enthusiasts in India, including owners of various SUV brands, with a unique off-roading 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 to providing memorable racing experiences, engaging audiences, and establishing new benchmarks for motorsports enthusiasts in the nation.

including off-roading enthusiasts, passionate motorsport fans from 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 supercross world. Beyond being a sporting spectacle, this dirt bike racing represents a cultural movement that prioritizes community involvement and nurtures talent, and develop dirt bike champions.

Speaking on TKM's partnership with ISRL, Mr. Sabari Manohar, Vice President - Sales-Service-Used Car Business of Toyota Kirloskar Motor, said, "Toyota Kirloskar Motor brings unparalleled experience for motorsport enthusiasts and forging lasting 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 product offering, Hilux, not only fulfils the needs of customers seeking an exceptional lifestyle utility vehicle for off-roading adventures but is also well-suited for everyday city use. Its versatility makes it the perfect choice for various purposes, including campervan,

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

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

The fund aims to capitalize on the potential upside of equities while attempting to limit the downside through dynamic portfolio management. This will be done by investing in equity & equity related instruments and active use of debt, money market instruments and derivatives. The equity portfolio will be built basis Helios's Elimination Investing (EITM) philosophy based on eight fundamental screening factors that have repeatedly proven to be effective in weeding out poor performers, gravitating towards winners, and creating a sustainable outperformance profile.

The investment strategy will be to normally maintain



gross equity and equity-related exposure between 65%-100% and the net equity exposure between 30% to 80%. Various derivative strategies would be used for hedging against market headwinds.

Helios Balanced Advantage Fund (BAF) will be benchmarked against CRISIL Hybrid 50+50 - Moderate Total Return Index (TRI). The scheme will be managed by Mr. Alok Bahl and Mr. Pratik Singh for equity investments and Mr. Utssav Modi for debt portfolio management.

Chennai is one of the major markets in the Indian mutual fund sector. As of January '24, the BAF category AUM was approximately INR 8,959 crore (Source:

Potential with balanced allocation . Attempts to limit downside risk by hedging, tweaking debt . Endeavors to allocate => 65% into equities, which will provide the Scheme with Equity Fund taxation . Units can be redeemed on any Business Day at NAV based price . Risk Mitigation and Rigorous Screening . Fund Managers with more than 25 years of combined experience . Consistency and Disciplined Investing . The Minimum application amount will be Rs 5000 and in multiples of Re 1 thereafter.

varied economic portfolio—which includes manufacturing, services, finance, and technology—makes it a high-potential market for investors in mutual funds. Speaking on the launch, Mr. Samir Arora, Founder, Helios Capital, said, "Helios Balanced Advantage Fund is suitable for investors looking for long term wealth creation or building corpus for goals such as retirement or child education. Investors who wish to build an all-weather portfolio may consider this scheme after consulting their financial advisor".

Why should you invest in Helios Balanced Advantage Fund?

Growth

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 heart-shaped potato-based pellet. This introduction also marks the debut of Lay's Shapez, a sub-brand dedicated to pushing the boundaries of snacking with playful shapes, textures, and flavours.

Lay's Shapez Heartiez has been launched in direct response to the growing need for fun, and crunchy snacks that go beyond traditional offerings in the rapidly expanding potato-based pellet chips market. This intuitive innovation is quintessentially Lay's, a brand known for its



dedication to quality and quest for providing the perfect crunch. With Shapez Heartiez, Lay's proudly reiterates its position as a love mark brand, consistently introducing fresh and thrilling experiences for consumers.

Adding a sweet twist to the snacking experience, Lay's Shapez Heartiez is available in Caramel

flavour, first-ever sweet flavour chip by Lay's, alongside the familiar savoury comfort of Masala flavour. This diverse lineup ensures there's a Heartiez for every heart (and taste bud)!

Radiating excitement on the campaign's launch, Saumya Rathor, Category Lead - Potato Chips, PepsiCo India, said, "Lay's

Shapez Heartiez is a delicious embodiment of our continuous drive at Lay's to inject creativity, fun, and flavour into the snacking experience. From the unique heart-shaped 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 offerings with exciting concepts like Shapez Heartiez, we ensure that Lay's remains at the forefront of redefining the snacking experience for our valued consumers."

Available at affordable prices of INR 5, 10, and 20, Lay's Shapez Heartiez is easily available across all retail and e-commerce platforms.