



**Daily Morning Newspaper** 

Karunaii Irust for special children மனவளர்ச்சி குன்றியோருக்கான Saidapet, Chennai - 15. Tel : 044-23715491 Fax : 044 - 23713161 Contact: 98413 59935

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# Union Finance Minister Smt. Nirmala Sitharaman inaugurates first-ever National **Conference of Enforcement Chiefs of the State and the Central GST Formations**

Chennai, March 05 Board of Indirect Taxes 2024: Union Minister and Customs (CBIC); for Finance and other senior officers of Corporate Affairs Smt. the Department of Nirmala Sitharaman Revenue, GST inaugurated the first- Enforcement Chiefs of ever National the States and Central Conference of GST authorities, CEO Enforcement Chiefs of and representative of the State and the Central GSTN, other heads of GST Formations, in enforcement like the New Delhi, today. The Chairman Central conference provided Board of Direct Taxes one more step towards (CBDT), Director, facilitating Directorate of in making the GST a emerging best practices, strategies, and understanding and Enforcement (ED), reliable, goal-oriented emphasising the need collectively advance streamlining operations Director Central and capable system by for seamless towards a more robust of the tax authorities in Narcotics Bureau leveraging technology. coordination across and harmonious tax enforcement actions (NCB); and DG, Central undertaken by different Economic Intelligence Minister urged all the national interest.

State for Finance Shri occasion. Pankaj Chaudhary; Shri

indirect tax authorities. Bureau (CEIB) were GST formations to Union Minister of also present at the leverage technology to Sitharaman stressed on that clarity on



The Union Finance States in the larger infrastructure.

plug the loopholes as the significance of classification related In her address on the well provide better holding such meetings issues should be looked Sanjay Malhotra, occasion, the Union taxpayer services. regularly among into at the earliest Secretary, Department Finance Minister Highlighting the enforcement chiefs of through appropriate of Revenue, Ministry of commended the untiring importance of Centre and States, and to channels. Finance; Shri Sanjay efforts of both the innovation, the Union leverage this platform Kumar Agarwal, Centre and States GST Finance Minister for discussing obstacles, Minister said that the strategies for oncoming Finance Minister in and technological Chairman, Central formations since 2017 advocated for sharing of exchanging successful

The Union Finance Further, Smt. Minister also stressed

Minister Shri Narendra the conference. Modi have shown that systems can be cleansed reform in India, Shri effective through GST has simplified persistent efforts.

collaboratively towards taxpayers. making the tax system efficient.

The Union Finance help in developing of Prime Minister and

Hailing GST as a big

and made more Chaudhary said that optimism about indirect taxation and Smt. Sitharaman brought down the in GST revenue soon. exhorted the GST effective tax rate, officials to engage with thereby made lives of occasion, Shri Sanjay stakeholders to people easier. Shri Malhotra, Revenue understand their Chaudhary exhorted the Secretary emphasised concerns, enhance GST formations to work the crucial role of compliance, streamline towards facilitating enforcement in ensuring processes, and work more and more the success of the GST

Citing the multi-fold more transparent and increase in GST targeting high-risk collections, Shri Appreciating the Chaudhary appreciated initiative of organising the contribution of the this conference, Shri GST authorities in Chaudhary said that it achieving the vision of will help to streamline Prime Minister towards the various issues achieving 'Sabka Saath, related to indirect tax Sabka Vikas'. He enforcement and also credited the leadership past 10 years under the challenges through propelling India's interventions.

leadership of Prime brainstorming during economic journey from fragile five in 2014 to top five now. Shri Chaudhary expressed achieving a monthly target of Rs. 2 lakh crore

In his address on the

system. Shri Malhotra outlined key priorities areas, combating tax evaders, balancing enforcement with taxpayer rights, strengthening collaboration between central and state authorities, and gathering feedback for improvement in policy

## Ministry of Women and Child Development Organizes 'Poshan Utsav: **Celebrating Nutrition' to Promote Good Nutrition Behavior**

ongoing efforts to (BMGF). combat malnutrition by

What We Do

promoting good the release of 'Poshan ancient nutrition

**Build Your Future With Us** 

Oasis Grace

Chennai, March 05 nutrition practices. The Utsav Book' and traditions, facilitating 2024: The Ministry of event was graced by the announced the launch of knowledge exchange Women and Child Hon'ble Union Minister the Cartoon Coalition. and intergenerational Development organized for Women and Child The 'Poshan Utsav learning. It also serves as Oberoi on 29th February Minority Affairs, Smt. by the Ministry of repository for 2024. The event aimed to Smriti Zubin Irani and Women and Child appreciation of the rich promote good nutrition Mr. Bill Gates, Co-Chair Development has been culinary heritage and highlighted India's Gates Foundation Deendayal Research the country. Institute (DRI). The The event featured book seeks to revive

Our Clientele

the Poshan Utsav at The Development and Book', conceptualised a comprehensive behaviour and of the Bill & Melinda curated by the nutritional diversity of

> The Cartoon Coalition is envisaged to support and contribute towards the cause of Poshan through collaboration with MWCD. This Coalition is born out of a collaboration between renowned cartoon entities in India to harness the power of popular cartoon characters to convey essential messages on nutrition in an entertaining and relatable manner for positive behaviour change among children.

Addressing the gathering, Mr Bill Gates, Foundation remarked, "The Poshan Utsav book is a great example of incorporating local context and cultural practices to promote nutritional foods across India's diverse communities." He woman, there's a ripple effect: You improve her community and her country. In India, we've seen that this kind of and can be achieved on a massive scale."



address, while Centres across the decline as compared to Chaudhary, Suppandi, expressing appreciation country. Every month the data reported under Shambhu, Elmo brought for the efforts made by Anganwadi didis NFHS-5 survey. She the coalition to life and BMGF in the nutrition measure 75 million highlighted that the added special appeal to and gender space, children under the age of cartoon coalition the occasion. The Hon'ble Minister of 6 years as per WHO launched was aimed as a program was a milestone Women and Child standards. Co-chair of the Bill & Development and Melinda Gates Minority Affairs, stated that when the Hon'ble Prime Minister announced the Poshan Abhiyaan in 2018, it marked a historic moment for the country. For the first time, 18 ministries across the Government of India further added, "When came together under the you improve the life of a national flagship program called Poshan Abhiyaan. She emphasized that every anganwadi is digitally enabled so that Service progress can be lasting delivery to the last mile can be tracked. She also stated that handheld devices now are

Further, she mentioned that after the operationalisation of Poshan Tracker, the numbers for SAM &

lifestyle.

The presence of the MAM children have popular cartoon

In her keynote available to Anganwadi shown significant characters like Chacha significant step towards event in the efforts to bringing about combat malnutrition and behavioural change in foster healthier lifestyles children for healthy among children. It was a significant step towards the goal of Suposhit



இ–சேவை

## Shell launches new and Improved fuels for extra mileage of up to 15 km per tank

Chennai March 05 2024: Shell unveiled its new and improved range of fuels for two and fourwheeler vehicles for the Indian market. The new fuel formulation features a next-generation deposit targeting technology that removes harmful deposits, protects engine condition, and lasts up to 15 kilometres longer per [2] tank for both two and four-wheelers.

The new fuel range, developed after five years of extensive research and 3 million kilometres of testing by a global team of 150 scientists, uses nextgeneration deposit targeting technology[1] to remove harmful deposits from the engine's critical parts,



Introducing the new range, Sanjay Varkey, Director, Shell Mobility, India, said, "As consumers upgrade to vehicles with more refined engines, we strive and upgraded range of to give them products that fuels, Shell has also will deliver a superior launched a new campaign driving experience. Our titled "Expect more from new and improved fuels Shell fuels", which is an have next-generation exhibition of Shell's deposit targeting dedication to developing such as intake valves and technology, which improved fuels that offer fuel injectors, thus removes harmful an enhanced experience

efficient functioning condition & lasts up to 15 leading to more mileage. km longer per tank. This reflects our commitment to continuously innovate and develop better mobility solutions to make our customers' life journeys better."

To introduce the new ensuring a smooth and deposits, protects engine to their customers and

deliver added value.

Introducing the campaign, Kartiki Karihaloo, Manager Marketing, Mobility India, said, "We have always been committed to enhancing the mobility experience for our valued customers. With our latest campaign, 'Expect more from Shell Fuels, ' we want to emphasize that even though life's diverse experiences may not always exceed expectations, customers can always expect exceptional value and quality from Shell Fuels. It also builds upon our previous campaign 'More than Just a Fuel Station', marking another step forward in our journey towards enhancing our customer's overall experience."

## **Pure Storage Unveils Strategic Evolution of its** Partner Program, Built for the Subscription Economy

(NYSE: PSTG), the IT reflect Pure Storage's is increasingly defining pioneer that delivers the service-led strategy to the success of businesses world's most advanced enable new levels of across industries. data storage technologies scale, consistency, and Customers are opting to and services, announced preference for partners as pay ratably over time as significant updates to its the only storage vendor to they react to the impact robust partner program, deliver subscriptions new technology adoption delivering heightened entirely through the has on their infrastructure value and performance to channel. partners, tailored to their

Chennai March 05 unique business models.

Pure Storage® These enhancements the subscription economy Pure Storage's revenue. needs. In fact, Industry Significance: subscription services now

The ability to adapt to account for nearly half of

Given the company's leadership and growth in subscriptions, as well as the latest updates to the partner program, Pure Storage is uniquely positioned to support partners' business growth in the as-a-Service era.

## It Dosa-n't get better than this: Swiggy delivered 29 Million crispy dosas reveals data ahead of World Dosa Day

2024: Ahead of World the immense popularity ordered dishes in Ranchi, prime time for dosa Dosa Day, observed of this culinary delight Coimbatore, Pune, and cravings is during annually on March 3rd, among customers across Bhopal. Swiggy, India's leading the country. on-demand convenience platform, unveils Hyderabad, and Chennai testament to the fervour strongest affinity towards fascinating insights into the nation's love affair with dosas. The order analysis spanning from 25th February 2023 to 25th February 2024 sheds light on the widespread popularity of the beloved South Indian staple.

minute during breakfast as its favourite dish. Dosa

Chennai March 05 alone and underscoring was also among the most

twice dosas than Delhi, year. Mumbai and Kolkata combined. In a surprising Swiggy has delivered turn of events, a staggering 29 million Chandigarh, known for dosas in the last 12 its love for buttery months, ordering an parathas, has embraced average of 122 dosas per the mighty Masala Dosa

Cities like Bangalore, knows no bounds!" A as the city with the are leading the dosa for dosas, a single user dosas to dinner, while charge. Bangalore, the from Coimbatore Hyderabad contributed in Dosa capital of India, has emerged as the dosa not only topped the chart champion of the country, but also outshone other ordering a whopping 447 major cities, ordering plates of dosas in the past

Dosa was the second most ordered dish during Ramzan, cricket world cup and the IPL, and the top veg dish ordered during the Navratri

As expected, the breakfast hours followed "My love for dosa by dinner. Chennai shines solidifying dosa's position as a favourite snack-time dish.

> Jab tak rahega dose mein aloo... Among the myriad dosa variants, the classic Masala Dosa emerges as the crowd favourite across India, followed by Plain Dosa, Set Dosa, Onion Dosa and Butter Masala Dosa.

## **Shopsy's latest TVC with Sara Ali Khan announces the** launch of the Fourth Edition of the Grand Shopsy Mela

Chennai March 05 campaigns emphasizing Flipkart, Bharat's fastest- and shared experiences over 1300 categories. With of family shopping by growing hypervalue e- that bring families together a focus on both new and highlighting the extensive commerce platform, has while shopping. The repeat users, Shopsy will selection and attractive released its brand new campaign is based on offer a wide range of prices that surprise and campaign with Sara Ali consumer immersion unbeatable deals, such as delight customers. This Khan to announce the insights, which recognize Sarees starting from Rs. campaign emphasizes our launch of the Grand shopping as a family 85/-, Kurtis from Rs. 69/-, commitment to value-Shopsy Mela, its biggest activity where everyone Makeup from Rs. 39/-, driven shopping and sets sale event of the year. The contributes to selecting Perfumes from Rs. 55/-, the stage for the highly 6-day-long Grand Shopsy products to shop for. Watches from Rs. 50/-, anticipated Grand Shopsy Mela is scheduled to kick- Another important insight Wallets from Rs. 20/-, Mela, where we redefine start on 12th March and was that family members Sunglasses from Rs. 22/- affordability and choice." end on 17th March. buy gifts for their loved and Hair Accessories from Customers will be able to ones living in different just Rs. 5/-. access more than 10 lakh cities through online apps products at price points during such sale events. less than Rs.99 across With these in mind, the categories like Fashion, campaign hopes to connect Beauty, Home and more as with viewers by part of the sale.

commercial stars Sara Ali Khan and provides a new perspective on sale

celebrating their collective The 25-second TV joy of family bonding and encouraging them to shop their hearts out in the upcoming sale.

campaign, Kapil Thirani, Brand Ambassador for Head of Shopsy, Flipkart, Shopsy, shared, "Being an said, "At Shopsy, we are advocate of budgetcommitted to providing an friendly shopping myself, I affordable, diverse, and resonate deeply with accessible shopping Shopsy's values. This experience that meets the marks my fourth evolving needs of our collaboration with Shopsy.

Grand Shopsy Mela television commercial Shopsy by the emotional connection will offer products from aims to capture the essence

> Expressing her enthusiasm for the new Commenting on the campaign, Sara Ali Khan, customers. The new Each time, the response

## R K SWAMY LIMITED INITIAL PUBLIC **OFFER TO OPENED ON MARCH 4, 2024**

Chennai March 05 R K Swamy 2024: Limited (the "Company" or the "Issuer"), proposes to opened on Monday, March 4, 2024, an Initial Public Offering ("IPO") of up to Equity Shares of Face Value of Rs. 5 each ("Equity Shares") for cash at a Price Band from Rs. 270 to Rs. 288 per Equity Share (including a share premium) (the "Offer Price") (the "Offer") Bids can be made for a minimum of 50 Equity Shares and in multiples of 50 Equity Shares thereafter. (the "Price Band"). The Anchor Investor Bidding Date shall be Friday, March 1, 2024. The Bid/Offer will open Monday, March 4, 2024 for subscription and close on Wednesday, March 6, 2024. (the "Bid / Offer Period")

The Offer comprises a Fresh Issue of Equity Shares aggregating up To Rs. 1,730 million ("Fresh Issue") and an Offer For Sale of up to 8,700,000 Equity Shares (the "Offered Shares") (the "Offer For Sale" and together with the Fresh Issue, the "Offer"): comprising Up To 1,788,093 Equity Shares by Srinivasan K Swamy; up to 1,788,093



working capital requirements of the Company Rs. 540.00 million; Funding capital expenditure to be incurred by the reservation of Equity Company for setting up Shares, aggregating up a digital video content to Rs. 75 million for production studio subscription by Eligible ("DVCP Studio") Rs. Employees (the 109.85 million; Funding "Employee Reservation investment in IT Portion"). The Offer less infrastructure The Employee development of the Reservation Portion Is

Narasimhan Subsidiaries, Hansa Krishnaswamy; up to Research Group Private 4,445,714 Equity Shares Limited ("Hansa by Evanston Pioneer Research") and Hansa Fund L.P.; and up to Customer Equity Private 678,100 Equity Shares Limited ("Hansa By Prem Marketing Customer Equity") Rs. Ventures LLP 333.42 million; and (collectively, the funding setting up of "Selling Shareholders"). new customer The Net Proceeds experience centres from the Fresh Issue are ("CEC") and computer proposed to be used as aided telephonic follows: Funding interview centres ("CATI") of the Company Rs. 217.36 million; and general corporate purposes.

The Offer Includes a

Equity Shares by Company, and Material hereinafter referred to as the "Net Offer".

> The Company has in consultation with the Book Running Lead Managers ("BRLMs") offered a discount of Rs. 27 per equity share on the Offer Price to Eligible Employees bidding in the Employee Reservation Portion ("Employee Discount").

> SBI Capital Markets Limited, IIFL Securities Limited and Motilal Oswal Investment Advisors Limited are the Book Running Lead Managers (BRLMs) to the Offer.

All capitalised terms used herein but not defined shall have the same meaning as ascribed to them in the

## **DP World launches multimodal service** 'SARAL-2' connecting Chennai to Delhi-NCR

Chennai March 05 2024: DP World, a leading global provider of smart end-to-end supply chain solutions, announced its multimodal service 'SARAL-2' connecting Chennai to the National Capital Region under the 'SARAL' initiative. This service is the first multi-modal daily rail freight service with a capacity of 500 TEUs per week. DP World launched the first-ofits-kind dedicated scheduled Rail Freight Service, 'SARAL' -'Sustainable, Assured, Reliable, and Agile Logistics', connecting customers from South Gujarat to the markets in and around the National Capital Region (NCR) in November 2023.

SARAL-2 leverages DP World's multimodal services by integrating coastal, rail, and truck operations to reduce carbon dioxide (CO2) emissions and enhance supply chain efficiencies. With a remarkable reduction of  $\sim 70\%$  in CO2 emissions compared to road transportation, this dedicated service assures efficient cargo transport for customers



Chennai.

This innovative second service is a joint initiative by Avana Logistek (part of Unifeeder, a DP World company) and DP World's rail freight

in Delhi NCR and Shakti National Master pursuit of enhancing and around the region.

Speaking on the services, to offer launch of the SARAL-2 customized, reliable, service for the south, and cost- effective Adhendru Jain, Vice logistics solutions to the President, Rail and trade and businesses Inland Terminals, DP with weekly frequency World Subcontinent, bringing India's said, "This second northern markets closer service under the to the southern region. SARAL initiative is part Aligned with PM Gati of our continuous

plan, SARAL-2 streamlining logistics multimodal service will for our valued provide seamless customers. Our end-tom u l t i m o d a l end multimodal daily connectivity to various service connects industry clusters in and businesses based in Chennai with the NCR region, establishing a two-way connection for efficient, reliable, and sustainable operations. This service will surely benefit solar industries, commodity, FMCG, and domestic retail businesses and EXIM businesses in both

## **Grand Inauguration of Dr. Shobha Giresh Gynaec and Aesthetic Centre in Anna Nagar**

Chennai March 05 2024: In a momentous event, Dr. Shobha Giresh, a distinguished Gynaecologist, unveiled her state-of-the-art Gynaec and Aesthetic Centre in Anna Nagar. The grand inauguration ceremony was graced by the esteemed Dr. Srivatsan Vijayaraghavan, a seasoned Consultant Surgeon and Family highlight her provides services such Dr. Shobha Giresh. With Physician with over 50 commitment to as high-risk pregnancy years of remarkable a d v a n c i n g management, pregnancy than five decades and experience in the gynaecological care on a nutrition guidance, over 10,000 surgeries medical field.

Dr. Shobha Giresh

tenure of 15 years in the holistic healing and field of medicine, Dr. patient-centered care. Shobha Giresh, MBBS, MS (OG), has established herself as a compassionate and skilled practitioner. Gynaec and Aesthetic disorders, fibroids, Currently serving as a consultant at Spandana Surgicals, Chennai Health Foundation, and Teja Hospital, Dr. Shobha Giresh offers a General consultations friendly and comforting for various concerns are environment for patient readily available, with consultations. Her future plans to expand recent venture into Dermatology, cosmetic gynaecology Paediatrics, and adds a new dimension to Nutrition services. The her comprehensive centre specializes in an approach to women's array of services health. Patients catering to women's appreciate her attentive health, ranging from listening, and after a pregnancy care to consultation, they not gynaecological only leave with a concerns, infertility prescription but also a treatments, and sense of relief. Dr. cosmetic gynaecology. Shobha Giresh's international contributions, with papers presented in



esteemed journals, mothers, the centre she is not just a vaccinations. healthcare professional; With an impressive she is a beacon of

> A Sanctuary of Health and Beauty

Dr. Shobha Giresh's treatments for bleeding Centre promises a PCOD/PCOS, ovarian towards establishing her tranquil and serene cysts, vaginal infections, environment, setting the urinary incontinence, stage for comprehensive and menopause healthcare services. problems.

Pregnancy Care

Ensuring the wellbeing of expectant

vulval bleaching, G spot amplification, O spot amplification, and labia majora augmentation.

Guiding Light - Dr. Srivatsan Vijayaraghavan

The distinguished

surgeon, Dr. Srivatsan

Vijayaraghavan, inaugurated the centre and expressed his unwavering support for a career spanning more global scale. In essence, exercise regimes, and under his belt, Dr. Srivatsan Vijayaraghavan has been a mentor to Dr. Shobha Giresh's since Addressing a their association in spectrum of 2016. H i s gynaecological issues, encouragement and guidance have played a pivotal role in Shobha Giresh's journey own venture.

Gynaecological

the centre offers

Infertility

Treatments.The centre

excels in fertility

solutions, offering

counseling, initial

workups, and

personalized treatments

to couples struggling

Cosmetic

Setting new

standards in aesthetic

gynaecology, Dr.

Shobha Giresh's centre

with infertility.

Gynaecology

Visit Us at the Heart of Anna Nagar

Dr. Shobha Giresh's Gynaec and Aesthetic Centre is conveniently located at Flat B, Ground floor, Plot No. 1419, Jamals Shyam Vilas, 13th Main Rd, Bharathi Colony, H Block, Temple View Colony, Anna Nagar, Chennai. The centre warmly welcomes all seeking premium healthcare and aesthetic

Embark on a journey introduces innovative of health, beauty, and services like vaginal empowerment at Dr. rejuvenation, laser Shobha Giresh's Gynaec vaginal tightening, and Aesthetic Centre.

solutions.

### Introducing NOVA: World's First Carbon-Neutral Baby Aadavi, Child Ambassador of Green Mission Tamilnadu & Awardee of Asia Book of Records

Chennai, March 05 2024: In a groundbreaking event that captured the world 's attention, NOVA, the world's first carbonneutral baby, was introduced to the global community by Seerakku. Born on March 3, 2023, in Tamil Nadu, India, NOVA, also known as D.J. Aadavi, has achieved a historic milestone by becoming carbon neutral at just 11 months and 16 days old.

implications for the conservation. future of environmental stewardship.

Chennai, March 05

to dynamic shifts in

business landscapes

and evolving customer

expectations but also

in providing

companies with a

competitive

world, individuals

advantage.

founders of Seerakku, the Tamil Nadu State organizations in The event, held at NOVA's carbon Commission for creating a more the prestigious neutrality was made Women. Mr. Deepak resilient and Bungalow8 Hotel & possible through the Srivastava IFS, Chief sustainable future for Resort in Korattur, planting of a food forest Mission Director of all. Partnerships with Chennai, marked a comprising six Green Mission the Sustainable significant moment in thousand trees, shrubs, Tamilnadu, officially Development Council, environmental and plants in announced Aadavi as Beyond Sustainability, advocacy and Sivalingapuram the Child ambassador Kauvery Hospital, and sustainability. village, Krishnagiri of Green Mission Green Tamilnadu Distinguished guests, district, Tamil Nadu. T a m i l n a d u , Mission underscored environmentalists, This initiative not only commended NOVA's the collaborative efforts policymakers, and mitigates NOVA's accomplishment, and driving the NOVA community leaders carbon footprint but emphasized the initiative forward. gathered to celebrate also serves as a model importance of NOVA's remarkable for sustainable living collective action in achievement and its and environmental addressing climate change.

During the event, NOVA was presented featured insightful power of individual Under the NOVA with the prestigious discussions on action in combating initiative, led by proud Asia Book of Record environmental climate change and parents Dinesh for her extraordinary sustainability, carbon safeguarding our planet Kshatriyan and achievement by A.S. neutrality, and the role for future generations. Janaganandhini D, Kumari, Chairperson of of individuals and

**Digital Learning Empowering Careers** 

As NOVA continues to inspire communities worldwide, her legacy serves as a reminder of The event also the transformative

law, compensation and

benefits, labor

relations, and

collective bargaining,

under the mentorship

of industry experts.

Through exposure to

real-world case studies

and continual

coaching, I have



## **Indian Overseas Bank observes Risk Awareness Day on 01st March 2024**

Chennai, March 05 2024: Indian Overseas Bank, a leading Public Sector Bank, observed Risk Awareness Day on 1st March 2024. The initiative, driven by the dynamic leadership of Shri Ajay Kumar Srivastava, MD & CEO, IOB, aimed at fortifying the institution's commitment to robust Risk Management practices.

At 11:00 AM, the MD & CEO led the "IOB RESILIENT," a RESILIENT," serves as charge



also unveiled the workforce. inaugural edition of

administering the Risk magazine dedicated to Awareness Day pledge simplifying risk to all employees. He concepts for the bank's

The magazine, "IOB b y quarterly in-house a valuable resource

with articles crafted to demystify various risk dimensions, aligning with the bank's commitment to fostering comprehensive understanding of risk culture.

Indian Overseas Bank also organized a series of events, including a Quiz Competition and a collective Pledge, reflecting the institution's collective commitment to embracing a robust Risk Culture.

#### 2024: Digital Learning Day serves as a reminder of the transformative power that technology holds in today's dynamic tech landscape, impacting learning significantly. A celebrates this importance of refining proficient workforce in technology not only enables swifter and more adept responses

serves as a cornerstone To underscore the programs that leverage course offered by importance of digital adaptable, tech-XLRI was a learning in today's infused learning pioneering initiative must recognize the need to stay up-to-date learning platforms, Reliance, marking a with evolving trends employees can significant

After reaching a paving the way for a certain stage in her new era of knowledge Human Resources acquisition and (HR) career, Kamala dissemination. Nagaraj began "Digital Learning Day contemplating the

continuous."

paradigm shift, her skills to explore embracing innovation new opportunities. in technology as the Through extensive cornerstone of modern research, she chose to education, enroll in the transcending PGCHRM program geographical offered by XLRI in constraints and 2011. This course, she s o c i o e c o n o m i c says, helped her better barriers. Forward- her career and showed thinking organizations her ways to work with are therefore investing an engaged workforce. in employee training "The PGCHRM environments. By launched in embracing digital collaboration with

gained the confidence to navigate various and strategize their exponentially raise advancement in a time blessed with better their level of expertise when technology was opportunities, and and ensure swift ROI. not as prevalent. The accessibility to Technology also program proved courses is no longer in supports learning to be invaluable in honing question. There are multidimensional, my analytical and numerous learning

organizational challenges. I am now adept at implementing interventions that not only enhance costeffectiveness and compliance but also foster a culture of employee satisfaction through improved compensation and contributes to lower attrition rates and a

Today we are immediate, and logical abilities, avenues, offering equipping me with the myriad growth necessary tools to opportunities. I, once drive strategic again, emphasize that initiatives in there is a crucial need specialized areas. I to constantly sharpen delved deep into core your skills, and digital subjects such as labor is the way to go."

## Bring Back Sparrows-Speaker Meeting

Chennai, March 05 Rotary Club 2024: Of Nanganallur Elite conducted a unique Speaker Meeting on 25th Feb at 10am in Yoga Hall, Independence Day Park. Topic is Inviting Sparrows back home. The expert Dr.



Sadhana Rajkumar Sparrow Sadhana insights about also known as provided a lot of Sparrow and how it

impacts Ecology. She also gifted two nests to our members. The session is extremely useful and our members have shown immense interest to invoke the Sparrow invite to their areas, Sathish, Secretary RC Nanganallur Elite and all the rotarians

learning to ensure career longevity. Nina Nair, SVP & HRD Head, India and Americas, opines that the traditional boundaries of learning are being shattered,

## Blue Star launches a new range of over 100 affordable and premium models of room air conditioners

Chennai March 05 Blue Star 2024: Limited unveiled its new comprehensive range of Room ACs today, including a 'bestin-class affordable' range and a 'flagship premium' range, for the forthcoming summer season. Overall, the Company has launched over 100 models across the spectrum of inverter, fixed speed, and window ACs, and across price points to cater to every consumer segment.

The market for room ACs is witnessing significant demand owing to burgeoning middle-class consumers with higher disposable incomes and the category becoming more of a necessity than a luxury. The Company is experiencing demand from first-time buyers, especially in the Tier 2, 3 and 4 markets, as well as the replacement market.

Blue Star has launched a slew of products to cater to this growing demand, leveraging its manufacturing, R&D and innovation capabilities to roll out new, differentiated and best-in-class ACs.

New Range of Air Conditioners for 2024

The Company has launched three categories in the inverter include flagship, premium and affordable capacities from 0.8 TR to 2.2 TR at attractive prices starting from Rs



29,990.

The new ACs launched are embedded with various customerfriendly features. These include a new innovative feature called 'AI Pro', which is a complex and intuitive algorithm that senses various parameters, adjusts and delivers maximum comfort. In addition, these comprise features such as 'Turbo Cool' for fast cooling; 'Convertible 6-in-1 cooling' where the customer can vary the cooling capacity upwards or downwards; and Nano BluProtect split AC segment. These Technology and Hydrophilic 'Blue Fin' coating, for both IDUs ranges in 2-star, 3-star, and ODUs, to prevent and 5-star variants, coil corrosion and which are available in leakage and for longer various cooling life, respectively. Some other unique features

unparalleled accuracy and reliability; a 4-way swing for uniform cooling; high cooling performance for fast and effective cooling; precision cooling technology for setting temperature at every 0.5°C and a PM2.5 filter with activated carbon for clean air. All Blue Star inverter ACs are Smart Ready and can be upgraded to Smart ACs with the addition of a separate smart module. Another important aspect of Blue Star's inverter ACs is that they have a wide operating voltage range, thus eliminating the need for external voltage stabiliser.

Flagship Range

The Company has launched a formidable range of flagship models include DigiQ penta comprising 'Super

sensors that deliver Energy-Efficient ACs,' 'Heavy-Duty ACs,' 'Smart Wi-Fi ACs,' 'Hot & Cold ACs' and 'ACs with Anti-Virus Technology'. Further, it has launched an 80thyear special edition AC to commemorate its legacy. This model is power-packed with comprehensive technologies and boasts several innovative features, making it the most advanced air conditioner available in the country.

Blue Star's 'Super Energy-Efficient ACs' include a unique Dynamic Drive Technology to achieve enhanced energy efficiency with optimised cooling by delivering high airflow volumes. As a result, the 1 TR Inverter Split ACs achieves a 6.25 ISEER, which is 64% more

energy efficient than a 3-

companies in

overcoming their

Star Inverter AC.

## **HP** introduces the new OfficeJet **Pro printers for SMBs in India**

Chennai March 05 HP today 2024: introduced a new range of OfficeJet Pro printers, tailored to meet the printing needs of SMBs in India. The innovative range features the latest and most reliable, convenient, and sustainable printing solutions aimed at e m p o w e r i n g businesses to enhance productivity, regardless of where work takes place, whether they operate from home, the office, or a creative studio.

The revamped OfficeJet Pro series is equipped with a diverse set of features crucial for businesses in navigating today's fastpaced environment. This comprehensive portfolio includes an innovative range of industry-first wideformat business Inkjet



prioritizes user sustainable future. experience with larger touch screens and a modern interface, helping businesses navigate easily.

addition to this is the medium-sized

vibrant and precise Cartridges that meets color reproduction consumer printing across various media needs with professional sizes, up to A3 for both quality printing, trusted printing and scanning. security, and enhanced The series also recycling for a more

Senior Director, Printing Systems, HP India, said "The SMB landscape in India is Emphasizing rapidly evolving, with sustainability, it increasing incorporates up to 45% digitalization and a recycled plastic[ii], growing hybrid aligning with HP's workforce. HP is commitment to eco-committed to friendly practices. In supporting small and

unique challenges and unlocking innovation. Our OfficeJet Pro series offers features such as A 3 printing capabilities, large touch screens, integrated security, and connectivity, tailored to meet the diverse needs of SMBs in India. This range ensures that every SMB and hybrid worker finds the ideal printer solution, fostering productivity and growth in any work environment, from Sunish Raghavan, home offices to larger settings".

> The OfficeJet Pro series redefines printing by seamlessly integrating cloud solutions, HP SmartApp, and HP Wolf Security, complemented by selfhealing dual-band Wi-

#### R HARSHITHA OF ANNA ADARSH SCHOOL **WINS GOLD IN KALARI & SILAMBAM**

Chennai, March 05 R.Harshitha,a student studying Std VI -D at Anna Adarsh Matriculation Higher Secondary School ,Anna Nagar chennai -600040 has won FIRST PLACE in KALARI SILAMBAM. She has participated in the First Indian National Kalari and Silambam Championship held at Suguna PIP School, Nehru Nagar, Kalapatti, Coimbatore on February 25,2024 Organised by Kalari Federation of India affiliated to World Federation of Kalari. In this R.Harshitha from Anna Adarsh Mat Hr Sec School Anna Nagar West Chennai -40 won 2 GOLD MEDALS in both the events of KALARI SILAMBAM under the age category 12.



Mrs.B.Sasirekha., appreciated the efforts by COACH Mr.Suresh Also she got Principal of ANNA of the student Raja of Madras Kalari selected for the A D A R S H R. Harshitha and Academy International MATRICULATION presented shawl, Ayanavaram. Contact: Tournament of Kalari H I G H E R Medal and Certificates 9 6 0 0 1 3 4 3 2 9 going to be held at SCHOOL Anna Nagar assembly prayer .The

#### MARRIOTT INTERNATIONAL MARKS A RECORD YEAR OF **GROWTH IN SOUTH ASIA, WITH 28 SIGNED DEALS, ADDING OVER 4,600 ROOMS TO ITS PORTFOLIO**

Chennai March 05 Marriott International, Inc. (NASDAQ: MAR) reaffirmed its long-term commitment to South Asia with 28 signed deals over the previous year and the start of 2024 to date, adding over 4,600 rooms to its development pipeline. This underscores the company's growth in the region, where it currently has a diverse portfolio of 160 operating properties across 17 distinct brands. In 2024, Marriott International anticipates opening 14 hotels, following the brand debut of Moxy to South Asia in early January 2024.

" Marriott International's strategic expansion in South Asia solidifies our commitment to accentuate the strong growth within the region's travel and evolving guest demands tourism sector," stated for high-quality service Rajeev Menon, and immersive guest President, Asia Pacific experiences, 77 percent excluding China, of the rooms signed in Marriott International. 2023 are within the "Our diverse brand Luxury and Premium portfolio, Marriott portfolio, compared to Bonvoy - an award- 48 percent in 2022. winning travel program Enhancing its luxury and strong distribution platforms position us destinations, Marriott well to create International plans to experiences and benefits for our guests and Carlton brand with The stakeholders in the Ritz-Carlton, Amila region."

"Our focus remains on capitalizing on opportunities in key gateway cities, strategic commercial centers, and sought-after resort



travelers," emphasized NCR. Kiran Andicot, Regional Vice President Development, South Asia, Marriott International.

Maintain Momentum

Mapping into portfolio in leisure debut the iconic Ritz-Hills in Shimla, anticipated to open in the JW Marriott, a brand rooted in holistic well- Markets being, is anticipated to

debut in Bangladesh

destinations throughout with the JW Marriott the region. By debuting Hotel Dhaka, while openings comprise Marriott International's India plans to expand its portfolio of brands into luxury footprint with the new markets, we offer JW Marriott Surat b e s t - i n - c l a s s Resort and Spa and the experiences to meet the JW Marriott Sohna demands of today's Resort and Spa in Delhi

With six new

additions to the signed

pipeline for Premium brands, Marriott Hotels and Resorts, the Luxury Segment company's flagship Spearheads Growth, brand, is expected to While Premium Brands debut in emerging destinations with Guwahati Marriott Resort & Spa, Ludhiana Marriott Hotel, Ayodhya Marriott Hotel, Shimla Marriott Hotel and the Amritsar Marriott Hotel. Westin Hotels & Resorts will augment the wellness portfolio with the anticipated addition of the Westin Hyderabad Resort and the Westin Coorg Resort and Spa. Le Meridien Hotels & Resorts is expected to expand its footprint in North India with the Le Méridien Jalandhar.

Select Brands Drive May 2029. In addition, Growth Across Leading Primary and Secondary

portfolio of Select brands across the region, where there is strong demand for stylish, smart and affordable hospitality. Courtyard by Marriott and Fairfield by Marriott represent approximately 45 percent of the properties expected to open within the next four years,

India. These Courtyard by Marriott Gwalior, Courtyard by Marriott Guwahati Beltola, Fairfield by Marriott Guwahati, Fairfield by Marriott Andheri, Fairfield by Marriott Jalandhar and Fairfield by Marriott Naina Tikker in Himachal Pradesh (North India).

Marriott International is wellpositioned in South Asia with 160 operating hotels across 17 distinct brands in five countries, aimed at providing differentiated experiences across traveler segments. The brands currently operating in South Asia include JW Marriott, St. Regis, The Ritz-Carlton, W Hotels, and The Luxury Collection in the luxury segment; Marriott Hotels, Sheraton, Westin, Moxy, Tribute Portfolio, Le Meridien, Renaissance and the Marriott **Executive Apartments** in the premium segment; Courtyard by Marriott, Four Points by Sheraton, Fairfield by Marriott and The company is also Aloft Hotels, in the slated to expand its select service segment.