

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 four-wheeler 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 tank for both two and four-wheelers.



efficient functioning leading to more mileage. [2]

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 next-generation deposit targeting technology [1] to remove harmful deposits from the engine's critical parts, such as intake valves and fuel injectors, thus ensuring a smooth and

Introducing the new range, Sanjay Varkey, Director, Shell Mobility, India, said, "As consumers upgrade to vehicles with more refined engines, we strive to give them products that will deliver a superior driving experience. Our new and improved fuels have next-generation deposit targeting technology, which removes harmful deposits, protects engine

condition & lasts up to 15 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 and upgraded range of fuels, Shell has also launched a new campaign titled "Expect more from Shell fuels", which is an exhibition of Shell's dedication to developing improved fuels that offer an enhanced experience 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

Chennai March 05 2024: Pure Storage® (NYSE: PSTG), the IT pioneer that delivers the world's most advanced data storage technologies and services, announced significant updates to its robust partner program, delivering heightened value and performance to partners, tailored to their

unique business models. These enhancements reflect Pure Storage's service-led strategy to enable new levels of scale, consistency, and preference for partners as the only storage vendor to deliver subscriptions entirely through the channel.

Industry Significance:

The ability to adapt to the subscription economy is increasingly defining the success of businesses across industries. Customers are opting to pay ratably over time as they react to the impact new technology adoption has on their infrastructure needs. In fact, subscription services now

account for nearly half of Pure Storage's revenue.

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

Chennai March 05 2024: Ahead of World Dosa Day, observed annually on March 3rd, Swiggy, India's leading on-demand convenience platform, unveils 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.

Swiggy has delivered a staggering 29 million dosas in the last 12 months, ordering an average of 122 dosas per minute during breakfast

alone and underscoring the immense popularity of this culinary delight among customers across the country.

Cities like Bangalore, Hyderabad, and Chennai are leading the dosa charge. Bangalore, the Dosa capital of India, has not only topped the chart but also outshone other major cities, ordering twice dosas than Delhi, Mumbai and Kolkata combined. In a surprising turn of events, Chandigarh, known for its love for buttery parathas, has embraced the mighty Masala Dosa as its favourite dish. Dosa

was also among the most ordered dishes in Ranchi, Coimbatore, Pune, and Bhopal.

"My love for dosa knows no bounds!" A testament to the fervour for dosas, a single user from Coimbatore emerged as the dosa champion of the country, ordering a whopping 447 plates of dosas in the past year.

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

As expected, the prime time for dosa cravings is during breakfast hours followed by dinner. Chennai shines as the city with the strongest affinity towards dosas to dinner, while Hyderabad contributed in 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 2024: Shopsy by Flipkart, Bharat's fastest-growing hypervalue e-commerce platform, has released its brand new campaign with Sara Ali Khan to announce the launch of the Grand Shopsy Mela, its biggest sale event of the year. The 6-day-long Grand Shopsy Mela is scheduled to kick-start on 12th March and end on 17th March. Customers will be able to access more than 10 lakh products at price points less than Rs.99 across categories like Fashion, Beauty, Home and more as part of the sale.

The 25-second TV commercial stars Sara Ali Khan and provides a new perspective on sale

campaigns emphasizing the emotional connection and shared experiences that bring families together while shopping. The campaign is based on consumer immersion insights, which recognize shopping as a family activity where everyone contributes to selecting products to shop for. Another important insight was that family members buy gifts for their loved ones living in different cities through online apps during such sale events. With these in mind, the campaign hopes to connect with viewers by celebrating their collective joy of family bonding and encouraging them to shop their hearts out in the upcoming sale.

Grand Shopsy Mela will offer products from over 1300 categories. With a focus on both new and repeat users, Shopsy will offer a wide range of unbeatable deals, such as Sarees starting from Rs. 85/-, Kurtis from Rs. 69/-, Makeup from Rs. 39/-, Perfumes from Rs. 55/-, Watches from Rs. 50/-, Wallets from Rs. 20/-, Sunglasses from Rs. 22/- and Hair Accessories from just Rs. 5/-.

Commenting on the campaign, Kapil Thirani, Head of Shopsy, Flipkart, said, "At Shopsy, we are committed to providing an affordable, diverse, and accessible shopping experience that meets the evolving needs of our customers. The new

television commercial aims to capture the essence of family shopping by highlighting the extensive selection and attractive prices that surprise and delight customers. This campaign emphasizes our commitment to value-driven shopping and sets the stage for the highly anticipated Grand Shopsy Mela, where we redefine affordability and choice."

Expressing her enthusiasm for the new campaign, Sara Ali Khan, Brand Ambassador for Shopsy, shared, "Being an advocate of budget-friendly shopping myself, I resonate deeply with Shopsy's values. This marks my fourth collaboration with Shopsy. Each time, the response

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

Chennai March 05 2024: R K Swamy Limited (the "Company" or the "Issuer"), proposes to open 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



Equity Shares by Narasimhan Krishnaswamy; up to 4,445,714 Equity Shares by Evanston Pioneer Fund L.P.; and up to 678,100 Equity Shares By Prem Marketing Ventures LLP (collectively, the "Selling Shareholders").

The Net Proceeds from the Fresh Issue are proposed to be used as follows: Funding working capital requirements of the Company Rs. 540.00 million; Funding capital expenditure to be incurred by the Company for setting up a digital video content production studio ("DVCP Studio") Rs. 109.85 million; Funding investment in IT infrastructure development of the

Company, and Material Subsidiaries, Hansa Research Group Private Limited ("Hansa Research") and Hansa Customer Equity Private Limited ("Hansa Customer Equity") Rs. 333.42 million; and funding setting up of new customer experience centres ("CEC") and computer aided telephonic interview centres ("CATI") of the Company Rs. 217.36 million; and general corporate purposes.

The Offer Includes a reservation of Equity Shares, aggregating up to Rs. 75 million for subscription by Eligible Employees (the "Employee Reservation Portion"). The Offer less The Employee Reservation Portion Is

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 RHP.

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-of-its-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 ~70% in CO2 emissions compared to road transportation, this dedicated service assures efficient cargo transport for customers



in Delhi NCR and 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 services, to offer customized, reliable, and cost-effective logistics solutions to the trade and businesses with weekly frequency bringing India's northern markets closer to the southern region. Aligned with PM Gati

Shakti National Master plan, SARAL-2 multimodal service will provide seamless multimodal connectivity to various industry clusters in and around the region.

Speaking on the launch of the SARAL-2 service for the south, Adhendra Jain, Vice President, Rail and Inland Terminals, DP World Subcontinent, said, "This second service under the SARAL initiative is part of our continuous

pursuit of enhancing and streamlining logistics for our valued customers. Our end-to-end multimodal daily service connects 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 regions."

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 Physician with over 50 years of remarkable experience in the medical field.



Dr. Shobha Giresh
With an impressive tenure of 15 years in the field of medicine, Dr. Shobha Giresh, MBBS, MS (OG), has established herself as a compassionate and skilled practitioner. Currently serving as a consultant at Spandana Surgicals, Chennai Health Foundation, and Teja Hospital, Dr. Shobha Giresh offers a friendly and comforting environment for patient consultations. Her recent venture into cosmetic gynaecology adds a new dimension to her comprehensive approach to women's health. Patients appreciate her attentive listening, and after a consultation, they not only leave with a prescription but also a sense of relief. Dr. Shobha Giresh's international contributions, with papers presented in

esteemed journals, highlight her commitment to advancing gynaecological care on a global scale. In essence, she is not just a healthcare professional; she is a beacon of holistic healing and patient-centered care.

A Sanctuary of Health and Beauty

Dr. Shobha Giresh's Gynaec and Aesthetic Centre promises a tranquil and serene environment, setting the stage for comprehensive healthcare services. General consultations for various concerns are readily available, with future plans to expand into Dermatology, Paediatrics, and Nutrition services. The centre specializes in an array of services catering to women's health, ranging from pregnancy care to gynaecological concerns, infertility treatments, and cosmetic gynaecology.

Pregnancy Care

Ensuring the well-being 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 Dr. Shobha Giresh. With a career spanning more than five decades and over 10,000 surgeries under his belt, Dr. Srivatsan Vijayaraghavan has been a mentor to Dr. Shobha Giresh's since their association in 2016. His encouragement and guidance have played a pivotal role in Shobha Giresh's journey towards establishing her own venture.

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 solutions.

Embark on a journey of health, beauty, and empowerment at Dr. Shobha Giresh's Gynaec and Aesthetic Centre.

mothers, the centre provides services such as high-risk pregnancy management, pregnancy nutrition guidance, exercise regimes, and vaccinations.

Gynaecological Concerns

Addressing a spectrum of gynaecological issues, the centre offers treatments for bleeding disorders, fibroids, PCOD/PCOS, ovarian cysts, vaginal infections, urinary incontinence, and menopause problems.

Infertility Treatments. The centre excels in fertility solutions, offering counseling, initial workups, and personalized treatments to couples struggling with infertility.

Cosmetic Gynaecology

Setting new standards in aesthetic gynaecology, Dr. Shobha Giresh's centre introduces innovative services like vaginal rejuvenation, laser vaginal tightening,

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 carbon-neutral 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.

The event, held at the prestigious Bungalow 8 Hotel & Resort in Korattur, Chennai, marked a significant moment in environmental advocacy and sustainability. Distinguished guests, environmentalists, policymakers, and community leaders gathered to celebrate NOVA's remarkable achievement and its implications for the future of environmental stewardship.

Under the NOVA initiative, led by proud parents Dinesh Kshatriyan and Janaganandhini D,



founders of Seerakku, NOVA's carbon neutrality was made possible through the planting of a food forest comprising six thousand trees, shrubs, and plants in Sivalingapuram village, Krishnagiri district, Tamil Nadu. This initiative not only mitigates NOVA's carbon footprint but also serves as a model for sustainable living and environmental conservation.

During the event, NOVA was presented with the prestigious Asia Book of Record for her extraordinary achievement by A.S. Kumari, Chairperson of

the Tamil Nadu State Commission for Women. Mr. Deepak Srivastava IFS, Chief Mission Director of Green Mission Tamilnadu, officially announced Aadavi as the Child ambassador of Green Mission Tamilnadu, commended NOVA's accomplishment, and emphasized the importance of collective action in addressing climate change.

The event also featured insightful discussions on environmental sustainability, carbon neutrality, and the role of individuals and

organizations in creating a more resilient and sustainable future for all. Partnerships with the Sustainable Development Council, Beyond Sustainability, Kauvery Hospital, and Green Tamilnadu Mission underscored the collaborative efforts driving the NOVA initiative forward.

As NOVA continues to inspire communities worldwide, her legacy serves as a reminder of the transformative power of individual action in combating climate change and safeguarding our planet for future generations.

Digital Learning Empowering Careers

Chennai, March 05 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 proficient workforce in technology not only enables swifter and more adept responses to dynamic shifts in business landscapes and evolving customer expectations but also serves as a cornerstone in providing companies with a competitive advantage.

To underscore the importance of digital learning in today's world, individuals must recognize the need to stay up-to-date with evolving trends and strategize their learning to ensure career longevity.

Nina Nair, SVP & HRD Head, India and Americas, opines that the traditional boundaries of learning are being shattered, paving the way for a new era of knowledge acquisition and dissemination. "Digital Learning Day



celebrates this paradigm shift, embracing innovation in technology as the cornerstone of modern education, transcending geographical constraints and socioeconomic barriers. Forward-thinking organizations are therefore investing in employee training programs that leverage adaptable, tech-infused learning environments. By embracing digital learning platforms, employees can exponentially raise their level of expertise and ensure swift ROI. Technology also supports learning to be multidimensional, immediate, and continuous."

After reaching a certain stage in her Human Resources (HR) career, Kamala Nagaraj began contemplating the

importance of refining her skills to explore new opportunities. Through extensive research, she chose to enroll in the PGCHRM program offered by XLRI in 2011. This course, she says, helped her better her career and showed her ways to work with an engaged workforce. "The PGCHRM course offered by XLRI was a pioneering initiative launched in collaboration with Reliance, marking a significant advancement in a time when technology was not as prevalent. The program proved invaluable in honing my analytical and logical abilities, equipping me with the necessary tools to drive strategic initiatives in specialized areas. I delved deep into core subjects such as labor

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 gained the confidence to navigate various organizational challenges.

I am now adept at implementing interventions that not only enhance cost-effectiveness and compliance but also foster a culture of employee satisfaction through improved compensation and benefits. This, in turn, contributes to lower attrition rates and a more engaged workforce.

Today we are blessed with better opportunities, and accessibility to courses is no longer in question. There are numerous learning avenues, offering myriad growth opportunities. I, once again, emphasize that there is a crucial need to constantly sharpen your skills, and digital is the way to go."

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 charge by

administering the Risk Awareness Day pledge to all employees. He also unveiled the inaugural edition of "IOB RESILIENT," a quarterly in-house

magazine dedicated to simplifying risk concepts for the bank's workforce.

The magazine, "IOB RESILIENT," serves as a valuable resource

with articles crafted to demystify various risk dimensions, aligning with the bank's commitment to fostering a 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.

Bring Back Sparrows-Speaker Meeting

Chennai, March 05 2024: Rotary Club 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 also known as



Sparrow Sadhana insights about 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 participated.

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

Chennai March 05 2024: Blue Star Limited unveiled its new comprehensive range of Room ACs today, including a 'best-in-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 split AC segment. These include flagship, premium and affordable ranges in 2-star, 3-star, and 5-star variants, which are available in various cooling 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 customer-friendly 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 Technology and Hydrophilic 'Blue Fin' coating, for both IDUs and ODUs, to prevent coil corrosion and leakage and for longer life, respectively. Some other unique features include DigiQ penta

sensors that deliver 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 an external voltage stabiliser.

Flagship Range

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

Energy-Efficient ACs,' 'Heavy-Duty ACs,' 'Smart Wi-Fi ACs,' 'Hot & Cold ACs' and 'ACs with Anti-Virus Technology'. Further, it has launched an 80th-year 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-Star Inverter AC.

companies in overcoming their unique challenges and unlocking innovation. Our OfficeJet Pro series offers features such as A3 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 home offices to larger settings".

The OfficeJet Pro series redefines printing by seamlessly integrating cloud solutions, HP SmartApp, and HP Wolf Security, complemented by self-healing dual-band Wi-Fi.



introduction of HP 938/925 Original Ink Cartridges that meets consumer printing needs with professional quality printing, trusted security, and enhanced recycling for a more sustainable future.

Sunish Raghavan, Senior Director, Printing Systems, HP India, said "The SMB landscape in India is rapidly evolving, with increasing digitalization and a growing hybrid workforce. HP is committed to supporting small and medium-sized

printers with P3[i] color support, ensuring vibrant and precise color reproduction across various media sizes, up to A3 for both printing and scanning. The series also prioritizes user experience with larger touch screens and a modern interface, helping businesses navigate easily. Emphasizing sustainability, it incorporates up to 45% recycled plastic[ii], aligning with HP's commitment to eco-friendly practices. In addition to this is the

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

Chennai, March 05 2024: 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.

Also she got selected for the International Tournament of Kalari & Silambam which is going to be held at



DUBAI on June 2024. Mrs.B.Sasirekha., Principal of ANNA ADARSH MATRICULATION HIGHER SECONDARY SCHOOL Anna Nagar

Chennai - 600040 has appreciated the efforts of the student R.Harshitha and presented shawl, Medal and Certificates during morning assembly prayer. The

student is being trained by COACH Mr.Suresh Raja of Madras Kalari Academy @ Ayanavaram. Contact : 9600134329 / 7358567785.

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 2024: 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 tourism sector," stated Rajeev Menon, President, Asia Pacific excluding China, Marriott International. "Our diverse brand portfolio, Marriott Bonvoy - an award-winning travel program and strong distribution platforms position us well to create experiences and benefits for our guests and stakeholders in the region."

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



destinations throughout the region. By debuting Marriott International's portfolio of brands into new markets, we offer best-in-class experiences to meet the demands of today's travelers," emphasized Kiran Andicot, Regional Vice President Development, South Asia, Marriott International.

Luxury Segment Spearheads Growth, While Premium Brands Maintain Momentum

Mapping into evolving guest demands for high-quality service and immersive guest experiences, 77 percent of the rooms signed in 2023 are within the Luxury and Premium portfolio, compared to 48 percent in 2022. Enhancing its luxury portfolio in leisure destinations, Marriott International plans to debut the iconic Ritz-Carlton brand with The Ritz-Carlton, Amila Hills in Shimla, anticipated to open in May 2029. In addition, the JW Marriott, a brand rooted in holistic well-being, is anticipated to debut in Bangladesh

Select Brands Drive Growth Across Leading Primary and Secondary Markets

The company is also slated to expand its

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, across

India. These openings comprise 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 well-positioned 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 Aloft Hotels, in the select service segment.

The company is also slated to expand its