

PM lays foundation stone and dedicates to Railway infrastructure projects worth over Rs 85,000 crores
Dedicates to nation multiple key sections of Dedicated Freight Corridor project & Flags off 10 new Vande Bharat trains

Chennai, March 13 2024: Prime Minister of India, dedicated and laid the foundation stone for Rs.85,000 Crore worth Railway Projects tomorrow across Indian Railways. The Prime Minister also flagged off 10 Vande Bharat Trains and other rail services across Indian Railways. In Southern Railway, a host of ceremonial functions were held at various locations.

Flagging off of Chennai-Mysuru Vande Bharat Express

At Dr MGR Chennai Central, Shri R.N. Ravi, Hon'ble Governor of Tamil Nadu, Dr L. Murugan, Hon'ble Union Minister of State for Information & Broadcasting and Fisheries, Animal Husbandry and Dairyingraced the event of flagging off of Chennai - Mysuru Vande Bharat Express by Hon'ble Prime Minister virtually. Shri Kaushal Kishore, Additional General Manager, Shri B. Viswanath Eerya, Divisional Railway Manager, Chennai and other Officers and Staff of Southern Railway, Students, Scouts & Guides, rail passengers, social media influencers and general public participated in the event.

The new service, the second exclusive Vande Bharat between the cities, is also the third premium service in the corridor. Benefiting Professionals,

businessmen and students travelling regularly between the Chennai-Bengaluru-Mysuru, the new service has been provided stoppage at Katpadi, Krishnarajapuram, Bengaluru and Mandya.

The regular service of new Vande Bharat T.No.20663/20664 will ply between Dr MGR Central and SMVT Bengaluru from 14.03.2024 to 04.04.2024 with stoppages at Katpadi and Krishnarajapuram. With effect from 5th April 2024, the service will be operated upto Mysuru via Katpadi, KSR Bengaluru and Mandya.

Flagging off of Extension of Thiruvananthapuram - Kasaragod Vande Bharat upto Mangaluru Central

Hon'ble PM flagged off the extension of T.No. 20631/20632 Kasaragod -Thiruvananthapuram Central - Kasaragod upto Mangaluru Central. Shri Nalin Kumar Katil, Hon'ble Member of Parliament graced the event at Mangaluru Central. Shri Arun Kumar Chaturvedi, Divisional Railway Manager, Palakkad and other Officers, Staff, rail passengers, students and general public participated in the event.

Enhancing connectivity between Kerala and Karnataka, Mangaluru Central - Thiruvananthapuram Vande Bharat service will



boost the connectivity between Kerala and Karnataka saving considerable travel time between Thiruvananthapuram and Mangaluru. Pilgrimage and regional Tourism will get a significant boost with the prime pilgrim and tourist attractions falling the route.

Flagging off of Express Train service between Kollam - Tirupati (T.No.17241/17242)

Hon'ble PM flagged off the first exclusive Mail/Express service connecting Kollam - Tirupati. Shri N.K. Premachandran and Shri Kodikunnil Suresh,

Hon'ble Members of Parliament graced the occasion at Kollam Junction. Shri Viji M.R., Additional Divisional Railway Manager, Thiruvananthapuram, Palakkad and other Officers, Staff, rail passengers, students and general public participated in the event.

Kollam - Tirupati - Kollam Express train will offer direct connectivity between the major pilgrimage centres such as Sabarimala, Guruvayur and Tirupati serving the states of Kerala, Tamil Nadu and Andhra Pradesh. The new service will offer a fillip to tourism with many tourist

hotspots like Ernakulam, Aluva and Kollam falling in the route besides connecting the industrial and textile hubs of Tamil Nadu like Coimbatore, Tiruppurenroute.

Dedication to the Nation

Hon'ble PM also dedicated the following facilities in Southern Railway:

Pitline at Basin Bridge, Chennai (24-LHB coach CAMTECH Standard Pitline)

Two CAMTECH pit lines for 24 LHB coach length in pit line NL 9 & NL 10 at Basin Bridge coaching yard have been commissioned at a cost of

Rs.52.6 Crores. The new standard pit lines are equipped with High pressure pipe lines for easy cleaning and maintenance of coaches. Further, lighting arrangements for maintenance during night hours and Collection well and pumping systems have been provided to prevent water stagnation. The new facility will be utilized for the maintenance of Vande Bharat Coaches and other premium trains.

Goods Sheds

In Southern Railway, the following Goods Sheds (6 locations) were dedicated to the Nation by Hon'ble PM:

1. Singaperumal Koil Restaurant at Dr MGR Chennai Central
2. Gangaikondan
3. Teni
4. Pattukottai
5. Tiruturaipundi
6. Valliyur

These Goods Sheds pave the way for hassle-free freight movement given their proximity to agro and industrial hubs, besides facilitating ease of freight loading and unloading.

Pradhan Mantri JanAushadi Kendra

In Southern Railway, the following Jan Aushadi Kendras (4 locations) were dedicated to the Nation:

1. Dindigul
2. Erode
3. Tiruchchirappalli
4. Palakkad

These Jan Aushadi Kendras have been opened to Promote Government of India's mission to make available quality medicines and consumables (Janaushadhi products) to all at affordable price under Pradhan Mantri Jan Aushadhi Scheme. Besides enabling passengers/visitors at railway stations to easily access Janaushadhi products, these pharmacies will also create employment opportunities and general avenues for entrepreneurs.

Rail Coach Product stalls at 205 stations

One Station One Product stalls at 205 stations

In Southern Railway, Hon'ble PM dedicated to the Nation, a total of 205 One Station One Product (OSOP) stalls. These stalls have been set up in line with Government of India's mission to promote 'Vocal for Local' mission, and to provide a market for local/indigenous products and create additional income opportunities for the marginalized sections of the society. This novel initiative will create employment opportunities for local artisans, potters, weavers /handloom weavers, craftsmen etc. The OSOP stall is allotted for a period of 15 days on payment of nominal registration fee of Rs.1000/-, and the allotment process has also been simplified for the benefit of applicants.

Union Minister of Railways conducts a performance review meeting With Railway Officials at Southern Railway HQRS

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- Residential - Chennai
- Residential - Chennai

Projects in Coimbatore

Projects in Bangalore

Auriga - Bangalore

Chennai, March 13 2024: Ashwini Vaishnav, Hon'ble Union Minister of Railways, Electronics and Communications & Information Technology presided over a review meeting at Southern Railway Headquarters today, 13th March 2024. The meeting was attended by Shri U.Subba Rao, General Manager, Integral Coach Factory, Shri Kaushal Kishore, Additional General Manager, Southern Railway, and all the Principal heads of departments of the zone.

Shri Kaushal Kishore, Additional General Manager, Southern Railway gave a presentation on the performance highlights of Southern Railway.

Speaking at the meeting, the Minister commended the performance of the Zone on various facets of working and advised corrective action

wherever required. The Minister reviewed and deliberated on matters concerning Safety, progress of infrastructural and station redevelopment projects under Amrit Bharat Scheme, Speed enhancement works, timetabling of trains, maintenance of railway assets and enhancement of freight loading.

A live demo was given by the Principal Chief Signal & Telecommunication Engineer on the following new innovations of Southern Railway to the Hon'ble Railway Minister.

The fully automated e-TSR System (The electronic Train Signal Register (e-TSR) is a record of all passing trains)

Block Authorisation App which will enable online disconnection and reconnection of



Shri Ashwini Vaishnav, Hon'ble Union Minister of Railways, Communications and Electronics & Information Technology held a review meeting at Southern Railway Headquarters with Shri Kaushal Kishore, Addl General Manager, Southern Railway and all the Principal Heads of Departments of the zone at Chennai today 13th March 2024. Shri U.Subba Rao, General Manager, Integral Coach Factory, also attended the meeting.

gears to ensure safe and efficient way of undertaking works during block

Pilot Project of Driving of Point

Machine from Electronic Interlocking system duly eliminating the Field Relays, which will enhance safety.

All the Principal Heads of Departments of the zone participated in the review meeting including the regional head of RVNL.

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வாடா இ-சேவை மையம்

4,00,000 Marginalized Individuals become a part of India's Growing Digital Future Through Collaboration between Nasscom Foundation and DXC Technology

Chennai March 13 2024: Aligned with the Government's visionary initiative of Digital India, Nasscom Foundation and DXC Technology collaborated to champion a digitally empowered society and knowledge economy. Centered around two pivotal initiatives, enhancing digital literacy in aspirational districts and closing the skill gap targeting India's youth in tier 2 and 3 cities, Nidhi Bhasin, CEO, Nasscom Foundation, and Nachiket Sukhtankar, Managing Director - India at DXC Technology, unveiled the significant impact made in the past year, towards achieving a digitally inclusive society and fostering a skilled workforce in Tamil Nadu.

Nidhi Bhasin, CEO, Nasscom Foundation, said, "India is making rapid strides as a digitally driven and empowered country, aiming to evolve into a trillion-dollar-plus digital economy. While the country has its building blocks in place to be at the forefront of the next digital revolution, addressing the digital gap is crucial for ensuring long-term inclusive growth. In alignment with this vision, our ongoing collaboration with DXC Technology has successfully empowered over 4,00,000 marginalized



individuals with technology in 2023 thereby, accelerating digital adoption, narrowing the digital divide, and enhancing accessibility."

Nachiket Sukhtankar, Managing Director - India at DXC Technology, added, "DXC Technology's mission of social responsibility focuses on empowering our society's future by providing the youth, particularly young women, with essential education and skills in today's digital era. By focusing on youth in tier II and III cities, we aim to unlock parity in growth and opportunities for marginalized youths and integrate them into the workforce. We are proud that through our collaboration with Nasscom Foundation, we have successfully trained over 28,000 youths across India, nearly half of whom are from Tamil Nadu. We are really happy that this effort has also led to creating employment opportunities for more than 1,000 young individuals offering them a significant step forward to be part of

India's growing digital economy."

Initiated two years ago, the program has effectively bridged the skill gap by providing training to over 25,000 marginalized youth across India, including more than 1,400 beneficiaries in Tamil Nadu alone. Moreover, it has facilitated employment opportunities for over 800 job aspirants in Tamil Nadu, significantly improving the livelihoods of marginalized youth in the region. The carefully designed training focuses on both deep-tech courses including Full Stack, Python, Cyber Security, Machine learning, Data Analytics, IoT, Digital Forensics as well as vital contemporary skills aimed at increasing boosting employability, responding to the needs of the rapidly growing sector, and increasing workplace efficiency. The training also offers introductory courses for students aspiring to understand and explore their careers in emerging technologies.

On the other hand,

the program has also trained to more than 3.8 lakh beneficiaries in digital literacy across India including 37,000 in the aspirational districts of Ramanathapuram, Virudhunagar in Tamil Nadu. Notably, more than half of these beneficiaries are women. The training has covered areas such as providing entrepreneurial and financial skills, enhancing communication and interpersonal abilities. Furthermore, these initiatives have increased awareness within communities about various government programs and services.

Nasscom Foundation and DXC Technology have joined forces to address the social and economic challenges faced by marginalized youth and communities at large. This collaboration extends beyond skills training to encompass various other programs, with a primary focus on digital literacy, skill development, promoting women entrepreneurship, and fostering social innovation initiatives. Through these concerted efforts, the aim is to empower marginalized youth with the necessary tools and resources to thrive in the digital age and contribute meaningfully to society.

Sanofi India Limited and Emcure Pharmaceuticals announce exclusive distribution partnership to broaden reach of Sanofi's Cardiovascular brands

Chennai, March 13 2024: The Board of Directors of Sanofi India Limited ("SIL") today approved an exclusive distribution and promotion agreement between SIL and Emcure Pharmaceuticals Limited ("Emcure") for SIL's Cardiovascular products in India, effective immediately.

Emcure Pharmaceuticals will exclusively distribute and promote the Company's Cardiovascular (CV) range of products that include well-established brands like Cardace®, Clexane®, Targocid®, Lasix® and Lasilactone®.

While SIL will

continue to own, import, and manufacture these brands across Sanofi's plants in India and internationally, Emcure will leverage its strengths to engage health care professionals and expand reach of these therapeutic solutions for patients who need them across all areas of India.

Sanofi India's concerned employees will have the opportunity to work at Emcure.

Mr. Rodolfo Hrosz Managing Director, Sanofi India Limited

"Sanofi has been committed to improving lives of patients in India

through its range of products. Sanofi India has many cardiovascular products which are leaders in their respective categories. With Emcure's wide presence across India, our partnership will benefit both HCPs (Healthcare Professionals) and patients by creating the opportunity to maximize the reach of our CV products."

Mr. Satish Mehta Chief Executive Officer and Managing Director, Emcure Pharmaceuticals Limited

"At Emcure Pharmaceuticals our competitive advantage lies in our established presence in all major

therapeutic areas including cardiology. We're delighted to have the opportunity to partner with Sanofi India as their range of well-established cardiovascular brands will complement our strong CV portfolio, making it a highly robust offering. Towards this endeavour, Sanofi's relevant team also has the opportunity to join us."

Sanofi continues to give fresh impetus to its business in the Country with an accelerated growth plan - 'India for India', across its pharmaceuticals, specialty, consumer healthcare and vaccines businesses.

Samsung Launches New Range of 11 Kg AI Ecobubble™ Fully Automatic Front Load Washing Machines That Save Up To 70% Energy, Offer 50% Lower Wash Time & 45.5% Better Fabric Care

Chennai March 13 2024: Samsung, India's largest consumer electronics brand, today unveiled a new range of AI Ecobubble™ fully automatic front load washing machines. This new range of washing machines is the first in the 11 kg segment to come with advanced features like AI Wash, Q-Drive™ and Auto Dispense that let you do your laundry 50% faster, offer 45.5% better fabric care and are up to 70% more energy-efficient.

AI Ecobubble™ is a perfect blend of Samsung's Q-Bubble™ and QuickDrive™ technologies that make washing more intuitive and less time consuming. While Q-Bubble™ technology combines dynamic drum rotation with additional water shots to create more abundant and powerful bubbles for faster detergent penetration, QuickDrive™ reduces wash time by up to 50%. These features make the performance of AI Ecobubble™ improved and sustainable since it



contributes significantly to water and energy conservation.

The new range, with Auto Dispense and AI Wash, is highly intuitive and smart. The AI Wash feature senses the weight of the load and optimizes the amount of water and detergent required. It detects the softness of the fabric and adjusts the wash and spin times to protect it.

"At Samsung, we focus on introducing technology that is not only intuitive but also sustainable. We have designed the new range keeping in mind the evolving needs of diverse consumers. Our first range in the 11 kg fully automatic front load washing machines segment is highly energy-efficient. Features like auto dispense, AI wash and Q-Drive™, contribute

in making washing an easier and simpler chore," said Pushp Baishakhia, Senior Director, Digital Appliances Business, Samsung India.

"We are confident that through our new range of AI Ecobubble™ washing machines, Samsung will elevate the lifestyle and add value to lives of today's consumers," he said.

Modern Indian consumers are seeking laundry solutions that would reduce number of washing cycles, save water and have sufficient space for heavy laundry like beddings/curtains etc. The newly launched AI Ecobubble™ range of washing machines will provide consumers the convenience and wash care they need for the laundry.

The new range of AI Ecobubble™ washing machines can be monitored and controlled anytime and anywhere through the Samsung SmartThings App on your smartphone. These come with personalized features such as Habit Learning and Informative Display that remember a consumer's usage habits, suggest cycles and display timely information. Samsung SmartThings offers additional wash programmes including advice on cycles, planning and troubleshooting. It also automatically selects the perfect drying course*.

The new line-up also comes equipped with a unique SpaceMax™ technology that creates more space inside without increasing external dimensions.

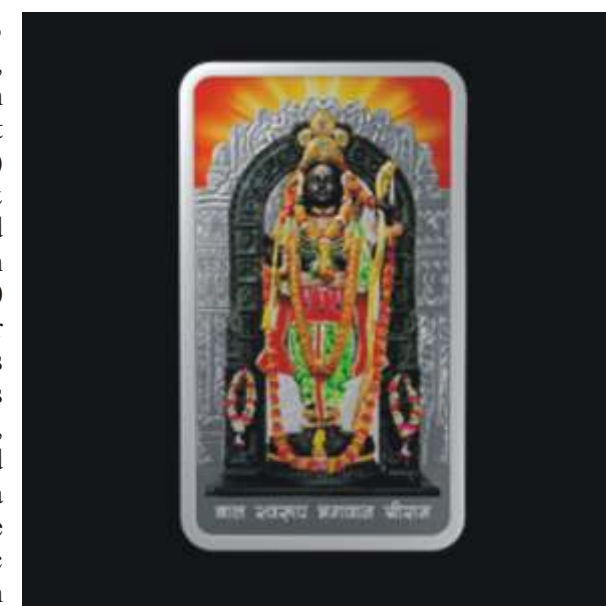
Design & Colours

The Ecobubble™ fully automatic front load washing machine range will have a modern design with a rear control panel and will be available in Black colour.

MMTC-PAMP Introduces Commemorative Ram Lalla Silver Bar: A Token of Devotion

Chennai March 13 2024: MMTC-PAMP, India's only London Bullion Market Association (LBMA) Good Delivery gold & silver refinery is proud to announce the launch of the Ram Lalla 50 grams purest Silver Bar at 99.99+% purity. This exquisite bar pays homage to Lord Ram, showcasing a coloured image of the Ram Lalla idol 3D embossed on the front, and the iconic Ram Mandir depicted on the back.

Lord Ram holds immense significance for millions of devotees worldwide. Revered as the seventh incarnation of Lord Vishnu, Lord Ram is celebrated for righteousness, justice, and moral integrity. His epic journey, as chronicled in the revered scripture Ramayana, serves as a timeless testament to the triumph of good over evil and the enduring power of faith and devotion. The Ram Lalla Silver bar is now available at MMTC-PAMP's Chennai Purity Verification Centre (PVC), as well as at Auspera India Private Limited, Vummidi Bangaru Jewellers, Saravana Stores Elite Private Limited, Crown Manufacturing, Pothys Swarna Mahal Private Limited in Chennai, renowned for their wide range and high standards



of quality in gold and silver products.

Chennai PVC Address: B-5, Block-9, Kences Tower No 1, Ramakrishna Street, T. Nagar, Chennai, Tamil Nadu 600017

Speaking on the announcement, the spokesperson of MMTC-PAMP stated, "As India rejoices in the inauguration of the Ram Mandir and the Pran Pratishtha of the revered Ram Lalla idol, MMTC-PAMP takes pride in contributing to this historic moment with the launch of the Ram Lalla Silver bar. With its exquisite design on purest silver with the Finest Swiss Craftsmanship, and profound symbolism, the silver bar serves as a timeless tribute to the revered legacy of Lord Ram and his enduring message of

righteousness, compassion, and divine grace."

The Pran Pratishtha ceremony at Ram Mandir, wherein the divine spirit was invoked into the idol of Lord Ram, marked a momentous occasion in the Hindu calendar, signifying the presence of the divine in the earthly realm. It is a time of profound reverence and spiritual awakening, as devotees gather to pay homage to the beloved deity and seek his blessings for prosperity, peace, and harmony.

MMTC-PAMP's Ram Lalla Silver bar embodies the essence of this sacred occasion, offering devotees a tangible symbol of their faith and devotion. Meticulously crafted to the highest standards on purest silver with 99.99+% purity, customers can cherish

the authenticity and value of each bar. The Ram Lalla Silver Bar is a timeless symbol of devotion and spirituality, making it an ideal and cherished memento, which can be passed down through generations.

The full-scale image of Ram Lalla on the silver bar details the 10 avatars of Lord Vishnu, along with the image of Hanuman and Garuda, as created in the idol in Ayodhya. These symbols hold profound significance for many followers of Lord Ram. Staying true to this sentiment, the silver bar also carries a colourful image of the Ram Mandir on the reverse side of the bar.

Every product created by MMTC-PAMP goes through a rigorous purification process to ensure 99.99+ (99.99+%) the 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.

A.M. Jain College Hosts 11th edition of Padma Shri Mohunmull Chordia Gold Cup Cricket Tournament

Chennai March 13 2024: A.M. Jain College, a leading institution in Chennai dedicated to academic excellence, hosted the 11th edition of Padma Shri Mohunmull Chordia Gold Cup Cricket Tournament, an inter-collegiate T-20 cricket tournament for men. Shri Hemanth Dugar, Committee Member, A.M. Jain College, inaugurated the tournament today, amidst much enthusiasm and anticipation, at the College's New Cricket Ground.

In the spirit of camaraderie and sportsmanship, the Padma Shri Mohunmull Chordia Gold Cup Cricket Tournament, with participation from 24 colleges across Chennai, provides a remarkable platform for students to



showcase their talent. The participating colleges include; VIT, Rajalakshmi Engineering, Loyola, Guru Nanak, Theagaraya College, Pachaiyapas, MCC, Nandhanam Arts, New College, DGV. The tournament, which will be conducted on a knock-out basis, is set to culminate in the finals scheduled for March 28th, 2024.

During the inauguration, Shri Hemanth Dugar, Committee Member, A.M. Jain College, said, "This tournament embodies A.M. Jain

College's commitment to nurturing talent and promoting sportsmanship among students. The inauguration of the tournament at our new Cricket Ground heralds a new era of sporting excellence at A.M. Jain College. This state-of-the-art facility, equipped with top-notch amenities, reflects our dedication to providing students with the best possible facilities to hone their skills and thrive in their athletic pursuits. The new Cricket Ground not only elevates the quality of play but also

enhances the overall experience for participants and spectators alike.

Dr. M.M. Ramya, Dean, A.M. Jain College, said, "We are thrilled to host the prestigious Padma Shri Mohunmull Chordia Gold Cup Cricket Tournament. Our new cricket stadium symbolises our commitment to providing students with a well-rounded educational and extracurricular experience. It is not just about mastering textbooks but about fostering teamwork, discipline, resilience and qualities essential for success both on and off the field. We are really proud to host such a prestigious event and look forward to witnessing the passion and excitement it brings to our college."

Amrutanjan Healthcare strengthens focus on Health with Electro+, launches Low Sugar variant and ropes in Raturaj Gaikwad as Brand Ambassador

Chennai, March 13 2024: Amrutanjan Healthcare, a renowned name in the healthcare and wellness industry, is proud to introduce the latest addition to its product line up – the low sugar variant of Electro+, an electrolyte drink designed to replenish energy levels and combat dehydration and fatigue. In conjunction with this launch, Amrutanjan also announces Indian cricketer Raturaj Gaikwad as the brand ambassador for Electro+.



Electro+ has been formulated to provide effective cell-level hydration and replenishment of electrolytes, essential for restoring energy and combating exhaustion. With the introduction of a low sugar variant, Electro+ continues to prioritize health-conscious consumers, offering a refreshing beverage option with no added sugar.

The unveiling of the low sugar variant of Electro+ coincides with Amrutanjan's partnership with Raturaj Gaikwad, an emerging star in Indian cricket. Raturaj's dedication to his sport and commitment to maintaining peak performance align perfectly with Electro+'s core values of promoting health and vitality. As the brand ambassador, Raturaj Gaikwad will play a pivotal role in showcasing the benefits of Electro+ and encouraging consumers to prioritize hydration and electrolyte balance

for overall well-being. The brand's new TVC showcases the importance of Electro+ in combating dehydration and staying hydrated during intense physical activity. The commercial features Raturaj Gaikwad in action on the cricket field, visibly fatigued and in need of revitalization during a drinks break. His need for more than just an ordinary drink, highlights the efficacy of Electro+ in replenishing energy levels and rehydrating at the cellular level. The video emphasizes the importance of Electro+ in combating exhaustion and restoring vitality, making it an essential companion for individuals leading active lifestyles.

Mr S Sambhu Prasad, Chairman and Managing Director of Amrutanjan Health Care Limited, expressed his enthusiasm for the launch of the low sugar variant of Electro+ and the collaboration

with Raturaj Gaikwad stating, "At Amrutanjan, we are committed to offering innovative solutions that promote health and well-being. The introduction of the low sugar variant of Electro+ underscores our dedication to meeting the evolving needs of our consumers. We are delighted to welcome Raturaj Gaikwad to the Amrutanjan family and are confident that his association with Electro+ will resonate with audiences across India."

Mr Mani Bhagavatheswaran, Chief Marketing Officer of Amrutanjan Health Care Limited, spoke on the significance of Raturaj Gaikwad's role as the brand ambassador for Electro+, "Raturaj Gaikwad epitomizes the spirit of vitality and resilience, making him the perfect choice to represent Electro+. This association, beyond a simple endorsement, is about raising awareness and making electrolyte drinks a go-to choice for anyone seeking an

effective way to stay energized and combat fatigue throughout their day. Raturaj's dedication to peak performance make him the perfect voice to remind consumers about the importance of prioritizing hydration and electrolyte balance. We look forward to a successful partnership with Raturaj Gaikwad and to educate consumers about the everyday necessity of electrolyte balance for optimal health and vitality."

Mr Raturaj Gaikwad commented on this association, saying "I am extremely delighted to be partnering with Amrutanjan Healthcare for their brand Electro+. Hydration and energy maintenance are crucial not just for athletes like myself, but for everyone in their daily routines. Ensuring adequate electrolyte balance is essential for peak performance and overall health, whether one is hitting the field or managing daily tasks. I am glad that we have a solution from Amrutanjan Electro+ for that. I hope more people will now be aware that staying well-hydrated not only boosts mood, memory, and attention but also contributes to overall well-being."

Electro+ is now available in the market in both regular and low sugar variants, offering consumers a refreshing beverage option to combat fatigue and replenish energy levels.

Godrej Appliances ushers in new décor trend with wood-finish, nature-inspired ACs & Refrigerators

Chennai March 13 2024: Godrej Appliances, part of Godrej & Boyce, flagship company of the Godrej Group, has launched Eon Vogue, a new series of nature-inspired wood-finish home appliances. The range, comprising advanced Refrigerators and Air Conditioners, offers a unique blend of aesthetics and technology that complements contemporary Indian home décor and lifts it many notches.

According to a survey of Indian households conducted by the brand, over 70% of respondents said they would like to see more options of appliances that suit their home décor better. More than half said they want everything to be well-matched in their homes.

Speaking about the new launch, Kamal Nandi, Business Head and Executive Vice-President at Godrej Appliances, said, "The average age of home ownership has been coming down and is said to be in thirties now, given the increasing disposable incomes and easily accessible loans. These young Indian consumers put in a lot of effort doing up their homes, ensuring everything blends into a coherent design, but face a constraint when it comes to the aesthetics of their appliances versus the décor of their home. Aesthetics is a key purchase driver



today, amidst the ongoing wave of premiumization. True to Godrej Appliances' philosophy of things made thoughtfully, the brand has once again innovated to plug this need gap with its unique one of its kind offering of Nature Inspired, Wood Finish range of Air Conditioners and Refrigerators – The Godrej Eon Vogue Series."

Highlighting the thought behind the design, Kamal Pandit, Head of Design at Godrej Appliances, said, "We observed our rapidly changing cities with large multi-storied buildings replacing independent houses and noticed consumers getting distanced from nature. We also observed how Indian homes exude warmth while appliances operate in a relatively cold space with glass and steel in blacks and silvers. We chose to take inspiration from nature, and came up with natural wood finish appliances in multiple shades, to blend and complement our homes, while keeping the practicality intact. The Eon Vogue series

are water, stain, and scratch resistant, easy to clean, and durable."

To aid consumers in experiencing and adopting the design transformation in their homes, the brand has collaborated with Krsnaa Mehta, Founder and Design Director of India Circus for a customized home design guide, showcasing the new Eon Vogue series in different home décor styles and specially curated nature inspired India Circus accessories worth upto Rs.1999/- for the first one thousand customers.

Speaking on the launch, Krsnaa Mehta, Founder and Design Director, India Circus, added, "The new wood-finish series from Godrej Appliances is a welcome new entrant to the world of décor in India. I appreciate the integration of nature-inspired elements in design, and you can see the same on display at India Circus as well. Wood being a natural finish, is versatile, aligning well with different décor styles. I have showcased the same in my design guide and to help consumers adopt the design in its

true spirit, we have also curated some of India Circus's special nature-inspired accessories – fridge ware and cushions as gifts for consumers, to complement the Vogue series of Refrigerators and Air Conditioners respectively. We hope this helps consumers to have a more wholesome experience of nature-inspired design in their homes."

The Godrej Eon Vogue series refrigerators are available in two shades oak and walnut wood, in 272 L and 244 L capacities and will be available to customers in the range of Rs. 27,000 - Rs. 32,000. The refrigerators come with 95%+ surface disinfection through Nano Shield Disinfection technology (patent applied), larger vegetable storage, and patented Cool Shower Technology amongst other features. The air conditioners are available in three shades - cypress, teak and mahogany in 1.5 Tr. capacity in the price range of Rs. 35,000 - Rs. 38,000. and comes equipped with 5-in-1 Convertible Technology for power saving, 4-way swing for more comfort, and heavy-duty cooling even at 52°C. These ACs use R32 which is a Low Global Warming refrigerant. The series will be available soon across India in authorized stores, and popular e-commerce platforms apart from the India Circus website.

Girl students get a glimpse of the auto industry at Renault Nissan Automotive India Pvt Ltd (RNAIPL)

Chennai, March 13 2024: For 25 girl students from Vadakupattu and Chennai Kuppam government schools in Tamil Nadu, the first day of March was a day of discovery and inspiration. They were invited by Renault Nissan Automotive India Private Limited (RNAIPL), for a special factory visit. The visit was part of the International Women's Day celebration, which aims to empower and inspire young girls to pursue their dreams and aspirations.

Embracing this year's International Women's Day theme of 'Inspire Inclusion', RNAIPL is committed to empowering young minds through visits and workshops showcasing careers in automotive manufacturing.

The girl students,

who were accompanied by four teachers, were greeted by the leadership team of RNAIPL and given a brief introduction to the company and its history. They were then shown the lineup of RNAIPL cars and allowed to touch and feel the cars, experience them, and understand the mechanics of the cars.

The highlight of the visit was a 50-minute tour of the Vehicle and Powertrain Assembly shopfloors at RNAIPL, where the girl students got to witness the car manufacturing process firsthand. The tour was led by women employees of RNAIPL, who explained the various steps and stages of production and answered the queries of the curious and enthusiastic students. The girl students also took notes of the

explanations and showed keen interest in learning more about the industry.

After the tour, the students and the RNAIPL employees had an interactive session. Mr. Keerthi Prakash, Managing Director of RNAIPL, addressed the students and emphasized the importance of education and hard work for achieving success. He also praised the women employees of RNAIPL for their dedication and contribution to the company and encouraged the girl students to look up to them as role models.

The session continued with a breakout session, where the women employees of RNAIPL shared their personal stories of growth and development in the company. They also

motivated the students to pursue their passions and overcome the challenges they may face in their lives.

The visit was not only a fun and educational experience for the girl students, but also a meaningful and rewarding one for the RNAIPL employees. They felt proud to share their knowledge and skills with the young minds and to make a positive impact on their lives.

RNAIPL is committed to the sustainable development and wellbeing of the communities in its neighbourhood. Through its Corporate Social Responsibility (CSR) programme, RNAIPL has supported infrastructure upgrade in several local schools including Vadakupattu and Chennai Kuppam.

Toyota Kirloskar Motor Flags Off the Fifth Drive of its 'Great 4X4 Expedition' in the North-East Region of India



Chennai March 13 2024: Toyota Kirloskar Motor (TKM) today announced the flag-off of the 'Great 4X4 Expedition by Toyota,' held in Guwahati, being the fifth exhilarating drive in a series of adventurous off-roading conducted in various regions of India. This captivating event in the unique and highly significant Northeast region promises an unforgettable experience, uniting passionate off-roaders in the picturesque landscape of PRP Valley and explore some of the scenic locations in Meghalaya region, from 8th March to 10th March 2024. Earlier in May 2023, TKM announced its first-ever initiative of 4X4 experiential drives for the motoring enthusiasts from across the country, which were held in four zones (regional level North, South, East and West), gaining lot of popularity and interest amongst 4X4 fraternity. These drives have been designed to engage with country-wide 4X4 SUV community, offering the delightful experiential drive.

Notably, the 4X4 enthusiasts will partake in various engagements to elevate their outdoor lifestyle experience during the 'Great 4X4 Expedition by Toyota'. Through this initiative, TKM aspires to connect participants with their sense of adventure and inspire them to explore new horizons, and thereby delivering 'Mass Happiness'.

The expedition features a convoy of remarkable 4-wheel drive SUVs, such as

the iconic Hilux, the legendary LC300, the popular Fortuner and the Hyryder AWD (All Wheel Drive) and including the owners of SUVs from other brands as well, thereby fuelling their spirit of adventurous 4X4 drive.

Commenced today, the 'Great 4X4 Expedition by Toyota,' will lead the participating 4X4 fans to the PRP Valley (Guwahati), undertaking trail drives with an impressive line-up of 4X4 SUVs, while expressing the shared admiration and respect for the nature along the driveway. As an integral component of this great expedition, TKM has identified certain off-road track with natural obstacles that offers unique experiences such as articulation, side inclines, rambler, deep ditches, slush, and rocky beds. These tracks curates an exceptional driving experience that showcases the remarkable capabilities of the 4X4 vehicles. Needless to mention, with customer safety and security being the top priority at Toyota, necessary safety measures have been suitably planned & in place, and in addition the participants will be well guided by the 4X4 experts during the entire experiential drive.

Furthermore, as a part of Toyota's commitment to sustainability, the company continues to make significant strides towards reducing the carbon footprint. In line with such carbon neutral goals, the event will also include an environment preservation initiative

in which every 4X4 participants will actively contribute towards a tree plantation virtually, wherein Sankalp Taru will plant the saplings & maintain them, on behalf of the participants. The participants can observe the growth of their plant, by scanning the QR code provided to them.

Taking part in the Fifth 'Great 4X4 Expedition by Toyota', one of the thrilled 4X4 Participants, said, "As a proud Toyota customer, owning Hilux, and a 4X4 fan, I am thankful to Toyota for this great opportunity to participate in the 'Great 4X4 Expedition by Toyota', a testament to the brand's commitment in providing remarkable experiences. Toyota has been an integral part of my family's mobility experience for years, and our loyalty to the brand stems from the exceptional quality, reliability, and innovation that Toyota consistently delivers.

Me and my family member are looking forward to having fun and adventurous drives with Toyota, especially navigating the natural obstacles and the challenging terrains across Guwahati and Meghalaya that promises an exhilarating drive experience. Furthermore, hoping to indulge in the other outdoor recreational activities planned for the next two days of this exciting travel, experiencing local music and culture, native cuisine, nature walk, plantation tour, etc. In addition, we are eager to forge connections with the fellow 4X4 community taking part in Toyota's Great 4X4 Expedition. We can't

wait to create lasting memories with family and 4X4 friends. Here's to an unforgettable adventure with Toyota!"

Marking the flag-off moment of the 'Great 4X4 Expedition by Toyota', Mr. Sabari Manohar, Vice President - Sales-Service-Used Car Business of Toyota Kirloskar Motor, said, "Toyota's 'Great 4X4 Expedition' is an experience that encompasses camaraderie, adventurous drive, and provide great outdoor fun. This unique initiative continues to inspire more people to pursue their admiration for off-road experience, the joy of driving 4x4. The Northeast region is unique and highly significant to Toyota. We have embarked on the Northeast 'Great 4X4 Expedition by Toyota' being the fifth leg, post the huge success of the last four series of this 4x4 experiential drive that concluded in South, West, North & East regions respectively.

Further, these efforts aim to evoke fun spirit in the participants' hearts, irrespective of their vehicle brands. It signifies our dedication not only to providing delightful 4X4 experiences but also foster inclusivity, spirit of exploration and commitment to environmental sustainability. Further, every participant will have an opportunity to contribute to nature conservation through planting of saplings via Sankalp Taru (NGO). We express our sincere gratitude to all the participants and wish them a joyous expedition with Toyota."

Kotak Mahindra Bank Associates with Manipal Academy of BFSI to Launch Kotak NextGen Bankers Programme - A Gateway to a Career in Banking

Chennai, March 13 2024: Kotak Mahindra Bank ("KMBL" / "Kotak") associates with Manipal Academy of BFSI to launch the Kotak NextGen Bankers Programme to skill and foster industry-ready talent to address the evolving needs of the banking industry. The 12-month Post Graduate Diploma in Relationship Management will train banking aspirants in customer experience and culminate in securing an assured* job as a Branch Relationship Manager (Deputy Manager) at Kotak Mahindra Bank Ltd.

The changing banking and financial landscape has created a greater demand for talent to keep up with evolving customer needs and preferences. The Kotak NextGen Bankers Programme will address the needs of the banking industry and also support the Bank in delivering delightful customer-centric services. The comprehensive



classroom and on-the-job training delivered by banking experts and leaders from the Bank will incubate talent into the culture as well as industry-recognized processes of Kotak Mahindra Bank.

Virat Diwanji, Group President and Head-Consumer Bank, Kotak Mahindra Bank Ltd. said, "We are happy to associate with Manipal Academy of BFSI to nurture talent and prepare new-age relationship managers for the banking industry. The Kotak Mahindra NextGen Bankers Programme is an ideal launch pad for ambitious and aspiring youth, equipping them with the skills for growth and success in their banking career."

Robin Bhowmik,

Chief Business Officer, Manipal Academy of BFSI said, "We are excited to partner with Kotak Mahindra Bank to roll out the NextGen Bankers Programme. We look forward to leveraging Manipal Academy of BFSI's rich industry experience in training for roles across financial services. The programme will cover technical and soft skills training, with a strong customer-centric approach. Our goal is to develop the next generation of bankers who will play a vital role in driving the success for the Bank."

Kotak NextGen Bankers Programme comprises a 4-month residential classroom training at Manipal Academy of BFSI's Bengaluru campus,

followed by a 2-month On-the-Job Training (OJT), concluding with a 6-month internship at an assigned Kotak Mahindra bank's branch/office in India. The curriculum covers key banking concepts facilitated by Manipal Academy of BFSI's faculty as well as leaders from across the industry, provides mentorship on different aspects of Relationship Management and in-person guidance through assigned projects and targets. Kotak Mahindra bank will provide financial assistance through stipends throughout the three stages of the learning programme along with an assured** bonus.

The first batch of Kotak NextGen Bankers Programme will start from March 2024. To register and for more details on NextGen Bankers Programme please follow the link: <https://www.kotak.com/en/about-us/careers/nextgen.html>.

Bharat Financial Inclusion Limited and IndusInd Bank sign MoU with Tamil Nadu Government to expand its 'Bharat Sanjeevani' initiative

Chennai March 13 2024: Bharat Financial Inclusion Limited (100% subsidiary of IndusInd Bank) and IndusInd Bank have signed a Memorandum of Understanding (MoU) with the State Government of Tamil Nadu for their Corporate Social Responsibility Programme, Bharat Sanjeevani. This initiative, in collaboration with AAVIN - Tamil Nadu Co-Operative Milk Producers' Federation Limited (TNCMPFL) under the Dairy Development Department, Government of Tamil Nadu, aims to provide essential veterinary services and animal husbandry information to livestock owners associated with the AAVIN milk federation in the state.

The collaboration will facilitate doorstep veterinary services, artificial insemination, and vital information in the milk collection and distribution routes of AAVIN through Emergency Response Centres (ERC), which will be operated, maintained and resourced by Bharat Financial Inclusion Limited (100% subsidiary of IndusInd



Bank) and IndusInd Bank.

Dr S Vineeth, IAS, Managing Director, Tamil Nadu Co-Operative Milk Producers' Federation Limited stated during the media briefing, "This collaboration represents a significant step towards improving veterinary services accessibility, ultimately benefiting Tamil Nadu's Dairy Farmers. Bharat Sanjeevani Programme aligns with our vision to enhance the welfare of dairy farmers and promote sustainable livestock management practices in Tamil Nadu. I extend my sincere appreciation to IndusInd Bank and Bharat Financial Inclusion Limited for their invaluable collaboration in supporting our vision of improving the lives and livelihoods of dairy farmers."

J Sridharan,

Executive Vice Chairman, Bharat Financial Inclusion Limited, said, "Bharat Sanjeevani Programme draws its inspiration from our core business to provide quality service to excluded parts of the social strata and enhance their income generation capability. We believe in conducting all our CSR programmes with a rigorous focus to ensure the right outreach and impact. Our key strength lies in serving the rural underserved. I am confident that Bharat Sanjeevani programme with its innovative, sustainable and impactful model will bring a remarkable improvement to the lives of dairy farmers in Tamil Nadu."

Sumant Kathpalia, Managing Director & CEO, IndusInd Bank, said, "At IndusInd Bank, we are honoured to partner with the

State Government of Tamil Nadu for the Bharat Sanjeevani Program to promote and boost livestock welfare and healthcare in the state. Through the collaboration with AAVIN, we aim to aid, support and uplift the lives of dairy farmers, thereby fostering the socio-economic development of several households. Our commitment to the cause reflects our continued endeavour to enhance the well-being of the communities we serve by creating a positive impact in their lives."

The Bharat Sanjeevani initiative, initially launched as a nutrition advisory in 2016, has evolved into a comprehensive IT and Tele-centre-supported doorstep delivery of veterinary services in remote rural areas of India. The project has benefitted more than 15 lakh farmers and treated over 2 million livestock in the states of Madhya Pradesh, Jharkhand, Rajasthan, Karnataka, Maharashtra and Telangana. BFIL received the maiden National CSR award from the Ministry of Corporate Affairs for this project in 2019.