

Ashwini Vaishnaw, Minister of Railways; Communications; and Electronics and Information Technology inaugurates Qualcomm's Chennai Design Center at Ramanujan IT City along with President & CEO of Qualcomm
The Minister announced that Rail wheels using forging process will be manufactured in Tamil Nadu and ICF will manufacture Standard Gauge Vande Bharat rakes for export

Chennai, March 15 2024: Ashwini Vaishnaw, Hon'ble Minister of Railways, Communications and Electronics & Information Technology inaugurated Qualcomm's Chennai Design Center and launched its 6G University Research India Program today, 14th March 2023, in the presence of Shri Cristiano Amon, President & CEO, Qualcomm Incorporated at the Ramanujan IT City, Taramani, Chennai. This initiative marks a crucial step forward in Qualcomm's journey of innovation, also strengthening its presence in India. This expansion entails an investment of Rs. 177.27 crore.

Ashwini Vaishnaw interacts with media
 Following the inauguration of the Chennai Design center Shri. Ashwini

Vaishnaw interacted with the media at the venue.

He pointed out that all the three semiconductor chips in Qualcomm board will be designed now end to end in the newly inaugurated Chennai Design Center and thus meeting the Hon'ble Prime Minister's vision of creating entire value chain of semiconductor in India starting from design, fabrication and ATMP (Assembling, Testing, Marking and Packaging) and encompassing further all three layers of semiconductor ecosystem, viz., talent pool, gases and chemicals and semiconductor equipment.

The Minister also pointed out the with foundation stone laying for three semiconductor projects of semiconductor by Hon'ble PM yesterday (13-3-2024), the Nation will have capability in



all fields i.e, design, fabrication and ATMP. "We have programmed with 104 universities spread across the nation where the latest design tools are made available to the students, to learn, experiment and try out new ideas", the Minister noted.

2. The Minister announced that Integral Coach Factory (ICF), Chennai will now develop standard gauge Vande Bharat as it is standard gauge which is used in Railway across the world. Presently, Broad gauge Vande Bharat is being manufactured in ICF for use in the Indian Railway network. The Minister pointed out that if we have to export Vande Bharat rakes 5 years from now we have to start the process of designing as the process of designing, testing, getting national approval and manufacturing is a lengthy process. The Minister emphasized that this will add to the export potential of ICF in Chennai, Tamil Nadu.

Announcements-Related to Railways:

1. Ashwini Vaishnaw announced that wheels using a forging process will be manufactured in Tamil Nadu and the construction work has already started and production will commence in 16-18 months. This manufacturing unit in Gummidipoondi, Tamil Nadu will have a huge production capacity of 2.5 lakhs per year. Of which, 80000 will be consumed in India and remaining 1.7 lakhs will be exported. Minister pointed out that we have been

KRAFTON Signs an MoU with Gujarat Government to Boost Esports and Gaming Ecosystem

Chennai, March 15 2024: In a significant development for the Indian gaming industry, KRAFTON, Inc., the leading South Korean video game developer,

has announced a strategic Memorandum of Understanding (MoU) with the Government of Gujarat and TransStadia Technologies Pvt. Ltd.

This collaboration is set to stimulate the technology, gaming, and esports ecosystem in Gujarat, furthering KRAFTON's dedicated efforts to cultivate

India's overall gaming and technology environment.

The vibrant state of Gujarat, known for its rapid economic growth and burgeoning status as a magnet for Foreign Direct Investment (FDI), is now poised to become a pivotal center for the esports and gaming industry. The state's commitment to technological innovation and digital infrastructure makes it an ideal partner for KRAFTON, aiming to propel the local and national gaming scenes to new heights.

"We are immensely proud to announce our partnership with the Government of Gujarat, a collaboration representing a significant stride forward for game development and esports in India. By combining Gujarat's vibrant growth environment and our expertise in game development and esports, we are set to create unparalleled opportunities for talent development, infrastructure enhancement, and community engagement. We firmly believe that this collaboration will have a profound and positive impact, fostering innovation, and



inspiring a new generation of gamers and developers." said Sean Hyunil Sohn, CEO, KRAFTON India.

The Government of Gujarat expressed enthusiasm for the partnership, emphasizing its alignment with the state's vision for digital and economic growth. Sh. Harsh Sanghavi, Hon'ble Minister for Home, Sports, Youth and Cultural Activities, Government of Gujarat, remarked, "Government of Gujarat will benefit from this collaboration with KRAFTON as it will undoubtedly catalyze our efforts to transform Gujarat into an indigenous and interactive hub for e-sports. We look forward to the positive impact this partnership will

have on our youth and the broader e-sports gaming community."

KRAFTON has already invested USD 160 million in Indian startups since 2021 and plans to invest an additional USD 150 million over the next 2-3 years. In line with this commitment, KRAFTON recently launched the KRAFTON India Gaming Incubator

program, an initiative designed to nurture game development talent in India by providing funding, mentorship, and essential resources to promising developers.

More recently, KRAFTON India also hosted BMPS 2023 (BATTLEGROUND MOBILE INDIA PRO SERIES) in Ahmedabad, a collaborative effort by

KRAFTON and the city of Ahmedabad to foster the growing gaming ecosystem. With the signing of this MoU, the future of gaming and esports in Gujarat and India at large is brighter than ever. This collaboration is expected to create new opportunities, nurture talent, and establish Gujarat as a landmark destination for the global gaming community.

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Projects in Bangalore, Chennai, Hyderabad, etc.

Projects in Chennai

Projects in Bangalore, Chennai, Hyderabad, etc.

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INDIA LEADING TECH FUELLED BUSINESS CONFIDENCE IN 2024

Chennai March 15 2024: New research supported by DP World and led by Economist Impact reveals that Indian businesses are deploying innovation and technology in supply chains to capitalise on opportunities arising out of the shifting geopolitical and trade landscape. The report serves as barometer for the logistics sector and captures the perspectives of trade experts and senior executives globally.

The findings of the fourth edition of the Trade in Transition report revealed that 2023 was a pivotal year in supply chain innovation while technology drives optimism for 2024.

In line with this, India's positive trade outlook is backed by new technologies and agile supply chains, and Indian businesses are leading the charge when it comes to tech adoption. Nearly, 66% of Indian business leaders are employing or planning to employ augmented or virtual reality for troubleshooting and repairs, surpassing the 54% global average. Further, 79% are employing or planning to employ AI, big-data



analytics, and predictive analytics for real-time insights and disruption forecasting, up 7% on the global average. 80% are utilising the Internet of Things (IoT) and radio frequency identification for real-time tracking and monitoring, 9% higher than the global average.

Highlighting India's focus on strengthening and diversifying its supply chain that is backed by technological interventions and multimodal infrastructure like free trade warehouse zones, the study observed a significant jump in businesses moving to a just-in-case inventory model from last year's findings. It noted that to ensure supply chain resilience, executives in India are investing in creating higher inventory buffers with a focus on protecting businesses from external fluctuations.

This year's global study shows that, on average, 41% of companies surveyed have an additional inventory buffer of around 1 to 3 months as compared to 20% in 2023, reflecting a 2x increase in businesses moving to a just-in-case inventory model. This indicates a clear shift from the previously followed 'Just-in-time' strategy to a more risk assessed strategy.

Rizwan Soomar, CEO & MD, DP World North Africa and India Subcontinent, said: "The findings of the new Trade in Transition report reflect the sentiment of Indian businesses that have not only embraced innovation through technology but also effectively leveraged initiatives under the Public Digital Infrastructure created by Government of India. As a partner to India's

strengthening export competitiveness, DP World's multimodal end-to-end logistics solutions and on ground assets like FTWZs, warehouses and cold chain, rail freight network and inland terminals, are opening new markets for businesses.

Our integrated technological solutions like real time tracking, warehouse automation, paperless documentation, AI based route calibrations, CO2 emissions insights, and optimal inventory management are helping businesses achieve better logistics cost efficiencies while enhancing sustainable cargo movement."

India has implemented the National Logistics Policy and the Unified Logistics Interface Platform (ULIP) with an objective of providing easy access to data for all stakeholders. These along with the country's focus on strengthening assets like free trade warehousing zones, rail connectivity, and multimodal logistics parks will support the country's goal of raising manufacturing to 25% of GDP by 2025 from 17.7% currently.

Bitkey starts shipping first units of its hardware device, adds security and recovery features

Chennai March 15 2024: Bitkey, the self-custody bitcoin wallet built by the Proto team at Block, Inc. (NYSE: SQ), has started shipping its first hardware devices to customers' homes this week and people can now truly own and manage their bitcoin easily and safely. After opening pre-orders, the team has continued working on finishing additional security and recovery features while putting the final touches to the new Bitkey app, which is now available for download in the Apple App Store and Google Play Store. People in 90+ countries who want to take control of their bitcoin can now order Bitkey's hardware device for delivery, which comes with the Bitkey app and a set of recovery tools.

Bitkey's wallet was built to bring more people to self-custody with an easy-to-use and safe solution. A major focus for the team building Bitkey has always been providing accessible recovery experiences that prioritize both simple and secure paths for customers to control and recover their money if something goes wrong. When moving from custodial to self-custody solutions, customers have historically had to



confront complexity: having to remember and store long passwords, and struggling through difficult and unfamiliar setup processes that often leave customers prone to accidental loss of their bitcoin. Bitkey's recovery design incorporates tools to easily but securely regain access to one's account in every situation possible.

What's new: trusted contacts and more security & independence for customers

The beta-tested version came with two features as part of Bitkey's recovery design: Cloud Backup, for when someone loses access to the mobile key, for example if their phone is lost or stolen - or they get an upgrade; and Delay and Notify, which allows customers to regain access to their funds through a new set of keys if they only have access to one of their two

keys (either mobile or hardware).

Now, the Bitkey wallet brings new recovery features that top off the recovery design behind the wallet:

Trusted Contacts, an optional feature that lets customers set up people they trust who can help them verify recovery requests and recover their wallets when both the mobile key and the hardware key have been lost; and an

Emergency Access Kit, which gets automatically stored in the customer's cloud account and can help them recover if the app is no longer available on the app stores or if they no longer want to use the third key stored by Block.

According to Jacob B., one of Bitkey's beta customers from Mexico: "I think Bitkey is dead simple with healthy security. It allows me to

quickly and confidently help normal people get setup with bitcoin". Another beta tester, Australian photographer Georges F. says that "I was amazed at how easy it was to set everything up with the fingerprint, and that was pretty much it! Also, having more than one system to notify me is safer, and having one key on the iCloud knowing it's going to be restored, is very good to know."

In addition, to help connect the world of today's fiat money with bitcoin's financial system, through Bitkey's integrations with Cash App and Coinbase, customers can seamlessly transfer, and now also buy, their bitcoin from partners. These two partnerships are the first of more to come globally as the team continues exploring other strategic integrations that will arrive at Bitkey in the next few months.

THE HOUSE OF LAKMÉ TO PRESENT AWARD-WINNING DESIGNER RAHUL MISHRA'S AFEW LABEL AT THE LAKMÉ FASHION WEEK X FDCI GRAND FINALE

Chennai, March 15 2024: The House of Lakmé Grand Finale for Lakmé Fashion Week in partnership with Fashion Design Council of India (FDCI) is all set to witness a spectacular presentation by Rahul Mishra, whose global luxury ready to wear label AFEW will debut its Fall-Winter 2024 collection in India. Launched at the Palais de Tokyo in Paris, the brand will make its way to the runway in Mumbai on 17th March at 9.30pm at the Jio World Convention Centre in Mumbai.

As a house of firsts, Lakmé has, via Lakmé Fashion Week for more than two decades, created a unique, vibrant meeting place for Fashion x Beauty. Today the platform stands tall as a nod to the finest design talent who are taking India to the world with their distinct voices. As a 23-year-old showcasing for the very first time as part of the GenNext program at Lakmé Fashion Week in 2006, Rahul Mishra will return to Mumbai and the platform with AFEW's debut presentation in the country.

This season, the House of Lakmé launches the MultiSlayer Face and Cover Sticks, that will present a paradigm shift in beauty by eliminating a time-intensive, multi-step make-up routine with a singular, revolutionary,

gender-neutral product. In a fast-paced world, as we find solutions to make our lives easy, your entire make up kit can now be simplified, with just 2-3 sticks, with your foundation, blush, contour stick and highlighter – the Lakmé MultiSlayer Sticks.

Slick, edgy and multipurpose in nature with an easy to blend application, the sticks through just a few swipes give you a versatile beauty look for everyday sculpted face definition. Whether you are looking for a Lifted, Snatched or a Sculpted look, this launch makes definition easy aided by the launch of the immersive Augmented Reality (AR) tool- DefineU available on www.Lakméindia.com.

The show will present a vision that is rooted in sculpture and definition, both in beauty and fashion, with AFEW's Fall-Winter '24 collection having the designer look at his constant muse i.e. nature as the ultimate sculptor and artist. Appreciating the otherwise simple natural forms for their structural personality through a sculptor's lens, the silhouettes are envisioned in bright solid hues and graphic textures and play with geometric representations that bring to the fore the relation of stone and sculpture.

The inspiration



reveals itself in rigid but organic installations of natural forms that consist of vegetal and animal motifs. As a strong reference to his eight-year-old daughter's influence on his creative endeavours, the visuals are partially influenced by the children's story, 'The Fox and the Star' whose characters appear in this collection amongst other imagined structures.

Sunanda Khaitan, Vice President, Lakmé said, "This season, the House of Lakmé is thrilled to present a powerful showcase that will witness the debut of AFEW Rahul Mishra in India. Rahul is known to draw his inspiration from nature, which is the best sculptor - from the grandeur of mountains to the symmetry of snowflakes, the majestic waves of sand dunes, to the arresting features of the human face - nature's artistry is unparalleled. The Lakmé MultiSlayer Sticks, offer you the Ultimate Face Definition. Snatch, Lift or Sculpt, with easy swipes, here's a simple solution to enhance what nature gave you. The show promises

to be a high-octane trendsetting sculptural rendition for audiences, both on and off the runway. Forecasting a high-performance approach to beauty, Lakmé's MultiSlayer Sticks will set the stage for a never seen before style and beauty statement that will bring a fitting conclusion to the 49th edition of Lakmé Fashion Week x FDCI."

Commenting on his upcoming showcase Rahul Mishra said, "Presenting at Lakmé Fashion Week x FDCI always feels like a homecoming and this time around it's an honour to showcase our global Easy to wear luxury brand 'AFEW Rahul Mishra' for the first time in India. I'm looking forward to presenting my Fall-Winter '24 collection that draws its inspiration from the House of Lakmé's MultiSlayer Sticks that will for the wearer define a new approach to beauty, one that is personalised and sculpted to one's face shape. At AFEW Rahul Mishra we have always celebrated our Indian heritage, married to our international take on fashion and collaborating with Lakmé, is always special and even more so as we come together at the House of Lakmé Grand Finale marking a new era in fashion and beauty, one that is inspired by nature as the ultimate sculptor."

KRAFTON India Gaming Incubator (KIGI) Launches India's Next Generation of Game Developers

Chennai March 15 2024: KRAFTON India, the maker of BGMI and one of the country's largest gaming companies, is excited to announce the selection of the inaugural cohort for its recently launched KRAFTON India Gaming Incubator (KIGI). Announced by KRAFTON in October 2023, KIGI aims to provide mentorship for game development talent in India for a duration ranging from six months to a year, as well as grants of up to \$150,000.

The inaugural cohort of KIGI is diverse and inclusive, consisting of talented individuals and teams passionate about game development. Over the next 6 to 12 months, these promising game developers will receive tailored mentorship, funding, and industry exposure to bolster their skills and contribute to India's gaming landscape. By empowering the cohort to launch innovative titles, this program aims to diversify and expand the gaming landscape in India.

After a rigorous

selection process, KIGI has selected two startups from a pool of exceptionally talented applicants across India. These startups represent a diverse range of action-adventure, cutting-edge PC, console and mobile games, showcasing the depth of creativity within India's gaming community.

The selection of the cohort was an exhaustive and grueling process, spread over months, indicating the calibre of startups KRAFTON was looking to incubate as part of its first cohort for KIGI. KRAFTON continues to evaluate applicants, and may consider further adding to its first cohort, depending on the quality of the applications and products being showcased, as part of the process.

With a host of applications having been received, and continued interest for the program, KIGI will continue to onboard more startups, with the upcoming second cohort being larger in size.

Anuj Sahani, Head of

KRAFTON India Incubator Program and India Publishing Advisor, said "The launch of KIGI's first cohort marks a significant milestone in our commitment to fostering the gaming ecosystem in India. It consists of some of the most promising game developers from various corners of India. The selected startups stand out not only for their innovative gaming concepts but also for their determination to redefine the gaming landscape. We are eager to embark on this journey with them, providing tailored support and resources to amplify their success."

Spotlight on the Cohort:

Redimension Games, led by CEO, Pekrukhrietuo Pienyu, is developing "Sojourn Past," a compelling action-adventure game set for a 2024 release on Windows and consoles. Based in Kohima, Nagaland, the team's game promises an engaging mix of action, exploration, and narrative depth, in a game world filled with

beautiful pixel art and emotive music.

Shura Games, headquartered in Bangalore and spearheaded by its CEO, Shubham Bengale, introduces "Spice Secrets," a mobile game that blends culinary adventures with puzzle challenges, aiming to captivate a broad audience.

The KRAFTON India Gaming Incubator Program is committed to providing each startup with a personalized development pathway, including mentorship from industry experts in game development, design, marketing, and business strategy. The program emphasizes technical support, problem-solving, regular mentorship sessions, collaborative workshops, and feedback mechanisms to ensure their growth. With post-incubation support, KIGI aims to sustain the momentum of these burgeoning companies, contributing significantly to India's vibrant gaming ecosystem.

DP WORLD COCHIN ACHIEVES RECORD THROUGHPUT OF 75,141 TEUS IN FEBRUARY 2024

Chennai March 15 2024: DP World operated International Container Transshipment Terminal (ICTT) at Cochin, scaled another milestone in its journey by handling a record volume of 75,141 TEUs in February 2024, registering a 38% volume growth over February 2023.



key hub for the flow of coastal cargo between the east and west coast of India.

The substantial growth of cargo handled by ICTT is a testament to the pivotal role it plays as a preferred gateway and a growing transshipment hub for cargo movement to and from markets in south India. Cochin connects close to 50% of EXIM cargo directly to the Middle east, Far East, Europe, and the Mediterranean through mainline services. The terminal also acts as a

ICTT recently commissioned two state-of-the-art STS (Ship-to-Shore) Mega Max cranes that can handle up to a width of 25 container rows. These coupled with the recently added four e-RTGs and yard capacity expansions have enhanced the ability of the terminal to offer faster vessel turnaround times while offering sustainable

movement of cargo. These have also strengthened the terminal's productivity with increased lift capacity and enhanced the handling ability of ULCVs (ultra-large container vessels) at the terminal.

Speaking on the International Container Transshipment Terminal's performance, Praveen Joseph, CEO, DP World Cochin said, "The achievement of this important

milestone immediately after the expansion of the terminals capacity and operational capabilities is a testament of our customers belief in the value we offer. Along with the outstanding support of Cochin Port Authority, we are committed to continuously improve our solutions to meet our customers' evolving needs."

Since its inception in 2011, ICTT has managed a cumulative volume of 6.9 million TEUs. The terminal is committed to its role of being South India's most preferred gateway by providing customers with direct service lines to more than 12 ports on both coasts of India, in addition to serving multiple international ports.

EESL introduces five star 6-Watt LED Bulbs

Chennai March 15 2024: The Energy Efficiency Services Limited (EESL), a joint venture under the Ministry of Power (GoI), announced the expansion of its energy efficiency portfolio with the introduction of 5-star rated 6-Watt LED bulbs. As part of its ongoing commitment to advancing the goals of Unnat Jyoti by Affordable LEDs for All (UJALA) programme, EESL's latest offering is poised to revolutionize India's energy consumption landscape. EESL also successfully concluded the tender process for LED bulbs, LED Tube lights, and BLDC Fans, facilitating widespread access to energy-efficient products. These innovative solutions will be readily available to consumers through EESL Mart, an online platform dedicated to promoting sustainable products, through the

company's retail network.

The introduction of the highly efficient 6-Watt LED Bulb promises to deliver a remarkable 30% energy savings while maintaining the same level of light intensity. This achievement underscores EESL's dedication to providing innovative solutions that not only reduce energy consumption but also enhance user experience. EESL is actively developing partnerships with Distribution Companies' (DISCOMs) and Government e-Marketplace (GeM) to ensure widespread accessibility of these energy-efficient products across the nation.

Shri. Vishal Kapoor, CEO, EESL, commented, "The introduction of 6-Watt 5-Star LED Bulbs is a huge achievement for EESL. This innovative solution significantly contributes to energy

saving while also aligning with our mission to promote sustainable living practices. Through our robust retail network and strategic partnerships, we aim to make these energy-efficient products accessible to every household and business in the country."

EESL is known for the success of its flagship programme, Unnat Jyoti for Affordable Lighting for All (UJALA), which has already proven to be a game changer in the Indian lighting market. With the help of the UJALA programme, consumers across the nation have experienced the benefits of energy efficiency, through EESL's 9-Watt 3-star bulb at an affordable cost. This resulted in up to 90% energy and cost savings. With this latest development, EESL reaffirms its commitment to driving energy

efficiency initiatives and spearheading the transition towards a greener and more sustainable future.

Honorable Minister of Power, Shri R.K. Singh recently launched the National Efficient Cooking Programme (NECP) and Energy Efficient Fan Programme (EEFP). During the event, he introduced EESL's BLDC fan (28-32 Watt) and induction cookstoves which are aimed at further enhancing energy efficiency measures. With the distribution of energy efficient LED Bulbs, BLDC Fans and LED Tube lights, these appliances have a potential to reduce energy consumption by 55% approx. This will further help save energy to rationalize the increased requirement for power consumption due to rapid urbanization and population growth.

90% of Indian women are Vitamin D deficient[1] and suffer from body pain; resort to temporary pain-relief solutions

Chennai, March 15 2024: Levels of Vitamin D below 30ng/ml are considered insufficient or deficient.[2] Vitamin D deficiency results in poor bone health and causes severe bone pain and fractures.[3] Studies show that women in India often overlook signs of poor bone health. Records from Vitamin-D testing camps conducted by Apollo Clinic in collaboration with Horlicks Women's Plus in 2023 revealed that approximately 80% of urban women in India have low Vitamin D levels. A Mompreso study in 2023 highlighted that 87% of women who suffer from body aches remain unaware of the

link between body aches and poor bone health and turn to temporary pain relief.

Dr Suma Raghuram, General Physician, Apollo Clinic Chennai says, "Working women especially those who have desk jobs are quite prone to Vitamin D deficiency. They suffer from vague bone pains or in some cases specific pain such as back pain or knee pain. They resort to painkillers or ointments that do not solve the problem. We have observed that 80% of the pain that occurs due to poor bone health among women goes away after regular intake of nutritional supplements containing Vitamin D and calcium. Women

need to be educated about the type and quantity of nutritional supplements to be taken to help them maintain their bone health. A good diet, physical exercise along with nutritional supplements with Vitamin D will save them from the risk of Vitamin D deficiency and weak and brittle bones."

Vitamin D is produced in the skin after exposure to sunlight. A sedentary lifestyle, polluted air and indoor workspaces have contributed to the increased prevalence of Vitamin D deficiency.[4] Dietary sources of Vitamin D are very limited. The best sources are fatty fish and fish liver oil; a small quantity

is also found in egg yolk and certain mushrooms. Including nutritional supplements in the diet is recommended to maintain optimum levels of Vitamin D.

Nutritional supplements with 100% recommended dietary allowance of calcium and Vitamin D are readily available, affordable and are beneficial to improve bone health. Along with the intake of nutritional supplements, women should also adopt healthy habits such as sufficient exposure to sunlight and regular exercise. This holistic approach can improve their bone health and reduce body aches and the risk of fractures as they age.

JK Tyre honoured with ICC Social Impact Award for its Water Conservation Initiative

Chennai March 15 2024: Indian tyre industry major JK Tyre & Industries received recognition for their water conservation endeavors at the 6th Indian Chamber of Commerce (ICC) Social Impact Awards 2024, hosted in Kolkata. In the Clean Water and Sanitation category, JK Tyre's Water Conservation Project stood out as the undisputed winner, as acknowledged by the jury. The award was presented by Dr. C.V. Ananda Bose, Hon'ble Governor of West Bengal, to Mr BS Dagar, Head IR & CSR, JK Tyre & Industries.



As a part of its CSR initiatives, JK Tyre has undertaken numerous water conservation initiatives in the villages adjacent to its manufacturing facilities, empowering local communities to achieve water self-sufficiency. The company successfully built 100+

water conservation structures in last five years, providing more water sources for the community's consumption. These initiatives have significantly benefited over 2,00,000 lives through enhanced water conservation measures.

Commenting on the achievement, Dr. Raghupati Singhania, Chairman & Managing Director, JK Tyre & Industries, said, "Our CSR initiatives place emphasis on addressing the needs of marginalized communities including women, children, and the elderly, ensuring that

our endeavors have a meaningful impact where it counts the most. We are proud that our water conservation initiatives have brought significant positive changes in people's lives, contributing to community prosperity. This accolade underscores our unwavering commitment to sustainable practices and community welfare. I would like to thank the Indian Chamber of Commerce for recognizing our efforts and affirming that we are moving in the right direction."

The ICC Social

Impact Awards, organised by the Indian Chamber of Commerce (ICC), aim to recognize, and celebrate social impact initiatives by corporate entities, NGOs, and implementing agencies across India for activities aligned with social transformation and upliftment. The ICC Social Impact Awards in India are one of the most coveted Social and CSR awards nationally and are presented in association with Consultivo as the knowledge and assessment partner.

JK Tyre recognises the vital role played by local communities in their success and believes in contributing to their wellbeing. The company's CSR activities aim to uplift and empower local communities, addressing critical social, economic, and environmental challenges.

MediBuddy Champions Women's Health Empowerment with their latest International Women's Day Campaign- #InspireInclusion

Chennai March 15 2024: MediBuddy, India's largest digital healthcare platform known for innovative healthcare solutions, has launched the #InspireInclusion campaign in honor of International Women's Day. The initiative urges women to prioritise their health, advocating for positive change not only in the societal spheres but also within their personal wellness journey.

In a society where women often prioritise their families' health over their own, the #InspireInclusion campaign seeks to address a critical issue. Statistics reveal that 70% of women tend to put their families' health first, inadvertently neglecting their own well-being. This pattern contributes to the prevalence of issues such as diabetes, cancer, and

heart disease among women.

The campaign aims to redefine the narrative surrounding women's health by emphasising the power of knowing one's health. It underscores the importance of understanding strengths, uncovering potential risks, and celebrating individual potential. MediBuddy believes that empowering women with knowledge about their health is a crucial step towards fostering a healthier and more inclusive society. With a vision to make high-quality healthcare accessible for a billion Indians, MediBuddy is stepping up as your buddy to help women put their well-being first.

Speaking about the campaign, Mr. Saibal Biswas, Head of Marketing, Partnerships & PR at MediBuddy-

"Women are the backbone of our society, yet their well-being is often overlooked. The #InspireInclusion campaign shines a light on the detrimental impacts of this disparity, which can lead to chronic health issues and undue stress. The campaign was created to prompt women to prioritise their health, advocating for transformation not only in boardrooms, classrooms, and living rooms but also within their personal wellness journeys. It aims to reshape the narrative surrounding women's health by highlighting the profound importance of gaining a deep understanding of one's body. On this International Women's Day, we urge every woman to make self-care a top priority."

While a woman must prioritise her health actively, it's not a battle she

should fight alone. The quest for gender equity and women's well-being necessitates the involvement of all societal sectors. Each individual in our societal fabric has a role to play in fostering an environment that champions and enables women to place their health at the forefront without any hindrances. Even the most minor acts of support, empathy, and accommodation can make a significant difference.

At MediBuddy, we are dedicated to empowering women by ensuring better access to quality healthcare services and resources. When a woman is empowered to prioritise her health, the positive ripple effects benefit entire families and communities. This campaign calls for all women to embrace their power, strength, and right to prioritise their well-being.

Uber's new feature to track CO2 emissions saved on every Uber Green ride

Chennai, March 15 2024: Uber today announced a whole new way for riders to track their contribution in reducing carbon emissions to the environment with the launch of 'Emission Savings'. This new feature will give Uber riders visibility on how many kilograms of CO2 emissions they saved by riding in Uber Green vehicles.

The feature is live across Delhi-NCR, Mumbai and Bengaluru where riders can choose to book Uber Green - an all-electric vehicle ride

category on the Uber app. The initiative is an attempt by Uber to nudge towards a behavioural shift to sustainable choices by informing riders about their contributions and encouraging them to embrace the low-emissions lifestyle.

Speaking about the launch of the new feature, Nitish Bhushan, Head of Central Operations, Uber India said, "We understand that often it is tough for people to realise exactly how much they contribute to the environment by

taking a single ride in a vehicle running on sustainable energy. The scale of that impact is an important tool to have at their fingertips in order for them to make more informed decisions around sustainability in their day-to-day lives. Emission Savings is designed to do just that!"

Uber popularised rider ratings in an effort to promote respectful behaviour during rides, and this feature comes as a fun way to promote the desire in riders to be conscious of the environment and strive



to keep adding the number of kilograms of CO2 emissions they prevented.

Samsung Launches Galaxy A55 5G and Galaxy A35 5G with Flagship-Like Camera Innovations and Samsung Knox Vault Protection

Chennai March 15 2024: Samsung, India's largest consumer electronics brand, today announced the launch of Galaxy A55 5G and Galaxy A35 5G with awesome innovations. The new A series devices have multiple flagship-like features including Gorilla Glass Victus+ protection, camera features enhanced by AI, and a tamper-resistant security solution, the Samsung Knox Vault, amongst many other new features.

Flagship like Design and Durability

The Samsung Galaxy A55 5G and Galaxy A35 5G feature several design innovations.

Galaxy A55 5G: Gets a metal frame for the first time.

Galaxy A35 5G: Gets premium glass back for the first time.

These phones have a flagship-inspired floating camera design along with a linear layout. These premium and sturdy phones are available in three trendy colours - Awesome Lilac, Awesome Iceblue and Awesome Navy.

Durability is a key strength of these smartphones. These devices are rated IP67, which means they can withstand up to 30



minutes in 1 meter of fresh water. They are also built to resist dust and sand, making them ideal for any situation. The Galaxy A55 5G and Galaxy A35 5G are additionally designed to withstand slips and falls due to the Gorilla Glass Victus+ protection on the front and back.

Camera Features: Enhanced by AI

These new A series smartphones come with multiple innovative AI enhanced camera features to take the user's content game to the next level. Once a picture is captured, AI suggested edits like photo remaster lets the user glam up their images, portrait effect helps focus on what is

truly important and the object eraser feature can be used to remove all the photo bombers and reflections that you just cannot escape. The extremely popular image clipper, lets one clip the subject of any image and use it as a sticker. The adjust speed feature is also phenomenal since it helps dynamically change the speed of the videos and create dramatic outputs similar to professionally shot clips.

Not just this, with enhanced Nightography, Galaxy A55 5G and Galaxy A35 5G take clearer and more vibrant photos even in poor lighting conditions with up to 50% less

noise. That means every nighttime photo can reach awesome new levels. Galaxy A55 5G's advanced AI Image Signal Processing (ISP) produces stunning low-light images never seen before on Galaxy A series. It's not just scenery that looks amazing. The AI powered Portrait mode and Super HDR video ensure the people in every frame look great so that capturing memories with friends and family is never dependent on the perfect lighting.

Both Galaxy A55 5G and Galaxy A35 5G offer incredible photography capabilities that Samsung Galaxy is renowned for, including features such as 4K stabilization due to VDIS + adaptive VDIS (video digital image stabilization) and OIS (optical image stabilization) that keep photos and videos crisp even when filming on the go.

The Galaxy A55 5G comes with 50MP Main with OIS and 12MP Ultra-Wide, while Galaxy A35 5G comes with 50MP Main with OIS and 8MP Ultra-Wide. Both feature a 5MP Macro. The Galaxy A55 5G features a 32MP Front Camera, while Galaxy A35 5G comes with a 13MP Front Camera.

ICICI Prudential Life Insurance launches ICICI Pru Guaranteed Pension Plan Flexi with Benefit Enhancer

Chennai March 15 2024: ICICI Prudential Life Insurance has launched ICICI Pru Guaranteed Pension Plan Flexi with Benefit Enhancer, industry's first annuity plan that provides customers with the option to receive a 100% refund of premiums paid at any time starting from the date of purchase.

This product comes loaded with features which address all apprehensions customers may have around retirement planning. Customers can choose from an array of annuity options such as single life option, in which the income is paid for as long as they live, or a joint life option, where after one passes away, the income is paid to the spouse, child, parent or sibling - known as the secondary annuitant.

Notably, the Joint Waiver of Premium option. In this feature, in case of the unfortunate demise of the customer all future premiums are waived off and the secondary annuitant receives a life-long guaranteed regular income.

Retirement planning is a non-negotiable goal and unexpected financial emergencies have the potential to disrupt this goal. To enable customers to tide over unexpected financial obligations, the product provides a loan facility, enabling customers to remain invested in the product and achieve the retirement planning goal.

Significantly, this product is in line with the proposed regulations, which aim to ensure customers receive a fair and

appropriate surrender value, particularly in the event of an early exit from the policy.

Mr. Amit Palta, Chief Distribution Officer, ICICI Prudential Life Insurance, said, "We are delighted to introduce ICICI Pru Guaranteed Pension Plan Flexi with Benefit Enhancer, a versatile annuity product designed to address the uncertainties that individuals may face when planning for their retirement. What sets this annuity product apart is the flexibility to get a 100% refund of the premiums paid at any time if they are unable to continue paying premiums.

This industry-first feature is in alignment with the regulator's proposal and our belief that insurance products should not only nudge customers towards

long-term savings but also provide an exit route for customers facing financial constraints.

This product offers guaranteed life-long income ensuring financial independence in the golden years. Particularly, the waiver of premium benefit ensures continuity of income for the spouse in case of the unfortunate demise of the policyholder.

Given the increasing life expectancy, changing family structures and rising healthcare costs, individuals must plan for retirement with products that provide guaranteed income throughout their lives. ICICI Pru Guaranteed Pension Plan Flexi offers customers the certainty needed for a financially secure retired life."

Brajesh Kumar Singh assumes charge as Executive Director of Indian Bank

Chennai, March 15 2024: Brajesh Kumar Singh has assumed charge as Executive Director of Indian Bank on 10th March 2024.

He has over 28 years of extensive banking experience which includes an overseas tenure at Durban, South Africa. Prior to his elevation, he held the position of Chief General Manager HR of

Bank of Baroda. Additionally, he has also served as Director in the Board of Bank of Baroda UP Gramin Bank.

During his career, Brajesh Kumar Singh has worked in various strategic positions viz. Credit Officer, Branch Head, Loan Factory Head, Regional Head, Zonal Head. He also served as the convener of State Level Bankers

Committee. He has headed Retail Assets and Human Resource Management departments at Corporate Office, Bank of Baroda.

Brajesh Kumar Singh is a graduate in Agriculture, MBA (Finance), and a Certified Associate of Indian Institute of Bankers. He has also completed Executive



Leadership Development Programme at IIM Bangalore.

Swaraj Tractors launches 'Josh Ka Swaran Utsav', a nationwide campaign honouring Indian farmers

Chennai March 15 2024: Swaraj Tractors, a part of the Mahindra Group, proudly commenced a nationwide van campaign 'Josh Ka Swaran Utsav' coinciding with brands Golden Jubilee. Through the campaign Swaraj Tractors aims to pay tribute to Indian farmers instrumental in the brands success, while introducing Swaraj's new range of tractors - 'Naya Swaraj' to forge stronger connections with farmers across the country.

To symbolize 50 years of excellence, Swaraj has launched 'Josh ka Swaran Utsav' campaign, embarking on an extensive journey across the country, starting from North India. This initiative will serve as a dynamic platform for direct engagement with



farmers and spread awareness about Naya Swaraj.

The campaign promises a series of exciting events, including tractor rallies and customer meets, bringing together the Swaraj sales team, local farmers, channel partners and influencers. The initiative is expected to attract enthusiastic participation, enabling Swaraj to connect with over 50,000 customers directly.

Flagging off the 'Josh ka Swaran Utsav'

Mr. Harish Chavan, CEO - Swaraj Division, Mahindra & Mahindra Ltd., highlighted the trust between Swaraj and its customers, stating, "At Swaraj we have the privilege to experience the unwavering trust and loyalty of our customers and the 'Josh ka Swaran Utsav' campaign is a gesture to acknowledge and thank farmers and the farming communities for their contribution in our success. By introducing Naya Swaraj, we aspire to continue our endeavour of empowering farmers and deepen our bond with them."

During the campaign, Swaraj will showcase its latest range of tractors and farm equipment, while also seizing the opportunity to raise awareness about sustainable agriculture practices.

Voltas announces its signature summer campaign 'Shor Kam, Kaam Zyada' for its new range of Voltas SmartAir ACs, along with the comeback of its main protagonist, Murthy, after 6 years

Chennai March 15 2024: Voltas, India's undisputed leader in Cooling Products and India's No. 1 AC brand, has launched its summer campaign titled 'Shor Kam, Kaam Zyada' to promote the company's new Voltas SmartAir AC series. The campaign was created keeping the consumer insights, which clearly voted for connectivity, comfort and convenience as the main drivers for their AC purchase.

The new Voltas SmartAir AC is 'Super Silent' AC, with a unique sleep mode and IoT connectivity. The campaign is intended to emphasize the AC's 'Super Silent' feature in a distinctive and nostalgic way. This innovative air conditioner is specifically developed to give cooling, convenience, and comfort to the user through its 'Super Silent' operations, which ensures lesser operating noise, combined with 'Sleep Mode,' which is provides adaptive cooling as per changing body temperature of

people sleeping in the room. The new AC range also includes add-on features such as temperature control via smartphones (once connected to the Voltas Smart App or through Amazon Alexa or Google Homes), making it a one-of-a-kind offering.

This summer, scorching heat isn't the only thing making a return! Voltas, India's No.1 Air Conditioner brand, has reintroduced the endearingly humorous yet intelligent protagonist Murthy in an exciting new campaign. Murthy, who has won many hearts with his calm persona and his witty dialogues, has returned to promote Voltas' latest line of SmartAir ACs, which feature super-silent operation, an innovative sleep mode, and a cutting-edge, IoT-enabled design.

The new campaign features Murthy keeping his cool when faced with his chatty brother-in-law, emphasizing the striking contrast between him and the noiseless efficiency of

Voltas ACs. The tagline "Shor Kam, Kaam Zyaada" brilliantly catches the core of the campaign and delivers the message without creating a fuss. The campaign, which revolves around two quirky advertisements, is a delight to watch, with Murthy's timeless charm taking centre stage alongside Voltas' SmartAir ACs.

Commenting on the new campaign, Deba Ghoshal, Vice President & Head of Marketing, Voltas Limited, said, "Yes he is back! Quietly and effortlessly like our new product offering. And this time, more witty, more sharper and more contemporary. Check out our teasers to get an idea of what is planned ahead for this summer. Voltas ACs have always been a popular and a leading choice among consumers, and over the past decade, Murthy has become synonymous with the brand. However, this time it's all about being smart, yet silent - Shor Kam, Kaam Zyada!"

Ritu Sharda, CCO, Ogilvy India (North)

says, "Bringing back Murthy felt natural - given the fact that Voltas and Murthy have always clicked and Murthy's witty aura left a lasting impression last time around. With Summers approaching at warp speed and Murthy's chatterbox brother-in-law ready to turn up the heat, the campaign seemed like a perfect way to break the ice."

The campaign, besides being on television and digital, will find its way across various print, radio and OOH opportunities this summer. Voltas is all geared up to further drive its brand salience this summer, with a thematic as well as a tactical campaign, driven by Murthy.

For its tactical campaign, like every year, Voltas offers a variety of consumer finance programmes like attractive Cashback offer, Zero Down Payment, extended warranties, and other promotional incentives like Fixed EMI, to make the products more affordable, and lower the barriers to adoption.