

NSDC signs MoU with Shobhit University to impart Work Integrated Degree Programs in IT and Management sectors

Chennai March 20 2024: National Skill Development Corporation (NSDC), under the aegis of Ministry of Skill Development and Entrepreneurship (MSDE) signed a MoU with a renowned higher education institute, Shobhit Institute of Engineering and Technology to jointly provide Work Integrated Degree Programs in IT and management sectors to the aspiring students.

The program is designed to empower students with domain-specific skills and cutting-edge technologies by seamlessly integrating academic knowledge with practical exposure to meet the growing demand for skilled workforce across industries. It focuses on providing structured internships, apprenticeships, and on-the-job training to the Indian youth that helps them to cultivate their capabilities and opens avenues for them to pursue a successful career. The MoU was exchanged between Shri Ved Mani Tiwari, CEO, NSDC and MD, NSDC International and Kunwar Shekhar Vijendra, Co-founder & Chancellor, Shobhit University and Chairman, ASSOCHAM National Education Council

Speaking on the collaboration, Shri Ved Mani Tiwari, CEO, NSDC and MD, NSDC International said, "In an era marked by rapid technological



advancements and digitalization, the demand for skilled workforce in the IT and management sectors has surged significantly. Therefore, it is imperative that we equip the youth with industry relevant skills which enables them to apply their theoretical knowledge into real-life settings and open avenues for job opportunities in domestic and global markets. I am confident that the Work Integrated Degree Program stands as a transformative initiative in empowering the youth with the knowledge and capabilities which needed to forge meaningful pathways for employment and internships and prepares them for future of work".

Kunwar Shekhar Vijendra, Co-founder & Chancellor, Shobhit University and Chairman, ASSOCHAM National Education Council said "The partnership with NSDC is a testament to our commitment to fostering a skilled workforce that resonates

with Hon'ble Prime Minister's vision for skill development in India. It transcends our institutional boundaries, aiming to fortify the nation's human resource capabilities. We are confident that this collaboration will not only empower our students but also contribute significantly to the national agenda of creating a skilled and employable youth demographic."

Under this partnership, students will be imparted industry-relevant skills in the IT and management sectors that will bolster their fundamentals and basics helping them gain a competitive edge in the evolving job landscape. Some of the topics which will be covered includes artificial intelligence, cyber security, Agri waste management, marketing, business analytics, data science and Global Business Management.

Furthermore, the collaboration will provide high quality education to our youth

with multiple entry and exit points that contributes to creating a flexible learning pathways and opens avenues for youth to re-enter the workforce and enhances employability. By leveraging its network of training partners, NSDC ensures a widespread and effective implementation of the skill modules to provide a valuable learning experiences to the students.

The online training will be delivered through Skill India Digital Hub (SIDH) that makes skill development more interactive, accessible and engaging for a diverse range of learners. It provides practical exposure to the students via internships which will be followed by the placements on the completion of the programme. The partnership aspires to equip students with practical skills, industry exposure, and a deep understanding of market dynamics, enabling them to seamlessly navigate the evolving professional landscape.

Jaideep Hansraj Appointed as Group President - One Kotak Shripal Shah to Lead Kotak Securities Limited



Chennai March 20 2024: Kotak Mahindra Bank Ltd. ("KMBL" / "Bank") today announced the appointment of Jaideep Hansraj as Group President - One Kotak. This marks a pivotal move towards leveraging the Group's financial conglomerate model and delivering holistic propositions to customers. Jaideep will spearhead a cultural shift towards driving collaboration to unlock internal synergies across the Bank and its

subsidiaries. Shripal Shah, currently President and COO at Kotak Securities will take over from Jaideep as the new Managing Director & CEO for Kotak Securities, subject to receipt of necessary approvals. Jaideep will move into the new role on receipt of such approvals or April 1, 2024, whichever is later.

Ashok Vaswani, Managing Director & CEO, Kotak Mahindra Bank said, "Jaideep's appointment underlies

the faith in and the importance of driving a One Kotak mindset in the way we think for our customers. With his rich experience amassed over three decades, through building and scaling various businesses of Kotak in a collaborative manner Jaideep is poised to lead this transformative journey for Kotak to identify and execute the opportunities available to us as a Group. I am also thrilled to welcome Shripal as the new leader for Kotak Securities,

further highlighting the deep talent pool within the organization."

Jaideep Hansraj said, "This is an exciting opportunity to build upon our legacy of innovation and growth across the group. I look forward to pursuing new avenues of growth and collaboration across our businesses. This will not only elevate our propositions but also help create lasting value for our customers, stakeholders and communities."

KEI Industries Ltd. becomes Principal & Sustainability Partner with Royal Challengers Bengaluru (RCB) for the upcoming T20 cricket festival

Chennai March 20 2024: KEI Industries Ltd., one of the India's leading wires and cables manufacturer today announced its strategic association with Royal Challengers Bengaluru as Principal Partner for the upcoming T20 season and also the Sustainability Partner for the same. The association will help KEI Industries strengthen its growing brand and business presence nationally. The cricketing season is set to begin from 22nd March 2024 at M. A Chidambaram Chepauk Stadium, Chennai.

Aligned to the association, the players and official members of Royal Challengers Bengaluru franchise will be sporting the KEI logo on the back of their official match jersey. The logo will also be prominently visible during the on-ground matches of the franchise. The brand will have the right to use player images and team logo for internal use and promotional purposes. The association will also be amplified across, print, outdoor, television, digital and social media platforms which will run through the entire duration of the tournament.

Team RCB (Royal Challengers Bengaluru) is proud to announce its forthcoming match in which the team will don green jerseys as a symbol of our commitment to supporting sustainability initiatives. This conscious decision aims to raise awareness about environmental protection and the importance of fostering greenery. By leveraging our platform and influence, we seek to inspire fans, partners, and the wider community to join us in championing this noble cause.

KEI, a renowned leader in innovative



solutions, has unveiled its next generation living eco-friendly solutions designed to promote sustainability. These cutting-edge advancements signify a significant stride towards building a greener and more sustainable future.

Speaking on the association, Mr Anil Gupta, Chairman -Cum- Managing Director, KEI Industries Ltd. said, "We are delighted to announce our partnership with Royal Challengers Bengaluru, which is one of the most popular and strongest cricketing brands. KEI is one of the leading wires & cables player serving customers across 60 counties globally and we see a great synergy between both the brands. The players of international stature and their consistent bold performance gives a synergy with the product features of brand KEI. India is a cricket frenzy nation and with this partnership, we aim to leverage the upcoming cricketing festival to build and strengthen our brand awareness and connect with our target audience across the globe."

Speaking on the occasion, Rajesh Menon, Head & Vice President of Royal Challengers Bengaluru, said, "We are

pleased to continue our partnership with a well-established robust company like KEI Wires & cables. Moreover, KEI is known for their sustainability related initiatives and RCB does 1 green match every season to promote sustainability. This partnership will offer the brand a pathway to the massive engaged RCB fan base, and we are confident that we can transmit huge value to KEI Wires & Cables."

Speaking on the association, Mr. Manoj Kakkar, Executive Director (Sales & Marketing), KEI Industries Ltd. said, "KEI has been actively involved in promoting regional sports, cricket, and their association with the T20 league goes back to 2016. This partnership with Royal Challengers Bengaluru will help brand KEI to instantly connect with the millions of viewers watching the event across India and abroad. The brand has also planned a series of fan engagement activities and meet & greet sessions for key channel partners with players during the tournament and in multiple cities."

Sharing his thoughts on the association, Mr Akshit Diviaj Gupta, Director, KEI Industries Ltd. said, "I am delighted

to announce our partnership with Royal Challenges Bengaluru. We are committed towards encouraging and elevating the realm of sports in India. The lovability and fan following of RCB will help to increase KEI brand recognition across the nation. This engagement will further strengthen our relationship with the customers, and we are positive about exploring more opportunities to expand our business."

During the occasion, Mr. Govind Sharma, Marcom Head (CMO) of KEI Industries, emphasized the growing consumer inclination towards sustainable solutions. He stated that consumers increasingly prioritize eco-friendly products when given the option. "At KEI Industries, we are deeply committed to environmental stewardship and strive to leave a positive impact on the world. Our latest range of eco-friendly products underscores our dedication to sustainability and the creation of a better future for generations to come." Mr. Sharma also highlighted that the association of KEI Industries with RCB serves as a strategic pathway for us to achieve these sustainability goals.

IIM Sambalpur invites online applications for Executive MBA Program (2024-2026)

Chennai March 20 2024: To integrate innovative ideas across functional areas, to solve complex business problems, to acquire deeper insights on managing people and to act as strong organizational leaders -- IIM Sambalpur, one of the premier management institutions, invited applications for two-year Executive MBA program (ExeMBA) 2024-2026 at IIM Sambalpur. The last date for the submission of the online application is 31 March, 2024.

The ExeMBA course has been designed in the blended mode for working professionals and provide a one-of-a-kind opportunity for those with a minimum of 50% graduation marks and at least 3 years of

professional experience. The live sessions by faculty will facilitate interactive experiential learning among participants. The program is offered on high definition, video conference based virtual classroom (VCR) online platform and offline mode. ExeMBA will benefit those having a strong entrepreneurial mindset and those who wish to leverage various GoI initiatives like Atamanirbhar Bharat, Make in India, and Start-up India.

Prof. Mahadeo Jaiswal, Director, IIM Sambalpur informed, "The goal of the ExeMBA program is to help the participants enhance their entrepreneurial skills and strategies, to activate their personal

development, to take organizations to the next level, and emerge as responsible leaders. The uniqueness of this program lies in its cutting-edge curriculum to build leaders with an entrepreneurial mindset, and specialisation in forthcoming areas such as digital transformation, sustainability, responsible leadership, data analytics and corporate entrepreneurship, among others. The entire course structure is to make the program contemporary and relevant."

Eligibility: The candidate must hold:

Bachelor's Degree or equivalent in any discipline with a Minimum of 50% marks.

3 Years of Managerial / Entrepreneurial / Professional Experience.

Admission Process:

Shortlisting based on the Selection Criteria and Personal Interview (PI) Round

Final Merit List will be prepared based on Candidate's Overall Performance in PI, Academic Qualifications and Work Experience.

Submission of "No Objection Certificate"/ "Consent letter" from the employer.

Key Information:

Application Deadline for Executive MBA Program: March 31, 2024

For any inquiries, please contact at +91 9777132258 / 9811210611.

Haworth Strengthens its Presence in India; Announces Ground-breaking of its Second State-of-the-Art Manufacturing Plant in India

Chennai March 20 2024: Haworth, a 2.57 billion US dollar company, offering premium global workspace solutions, marks a significant milestone with the groundbreaking of its second state-of-the-art factory in Chennai, India. The company's expansion underscores its commitment to the Indian market and the broader Asia-Pacific region. With an investment of \$8 - \$10 million Haworth is set to double the space of its current plant, totalling an impressive 113,000 sq. ft..

The second state-of-the-art factory signifies Haworth's dedication to enhancing its manufacturing capabilities and commitment to meeting the growing customer demands for innovative workspace solutions. The new factory will serve as a hub for producing some of the key Haworth products reducing reliance on imports, fulfilling export demands and optimizing delivery schedules.

Haworth's outlook continues to remain robust, with strong profitability driven by a diverse product line. The company has strategically focused on premium seating, while capitalising on emerging opportunities in systems and pods. Haworth also further exploring new markets in emerging Tier II cities and has recently onboarded new dealers in



Delhi NCR, Ahmedabad and Pune. Haworth continues to bag orders from multinational clients, further reinforcing its position as a preferred workspace solutions provider.

Mr. Franco Bianchi, President & CEO, Haworth Inc., said, "Haworth continues its growth streak with \$2.57 billion in global sales last year, a 3% increase. We have been in India since 1997 and have played an integral part in the development of high-grade office furniture. With the expansion of Grade A spaces across India, we are expecting double-digit sales growth this year in the region. With continuing focus on traditional MNC businesses, we expect to increase our business in Indian national business and emerging markets. Localization of key products in India, supply chain optimization, implementation of a new ERP system, onboarding new dealers, market expansion and investment in new showrooms are our strategic imperatives."

"Our primary focus

has been to provide ergonomic furniture for emerging metropolitan spaces including Banking, IT, Manufacturing, Managed Spaces, Global Capability Centers, Educational and Financial Services. We set up our first owned manufacturing plant in Chennai during 2014. Since then, Haworth has expanded our range of products produced in India to include the premium segment thereby reducing the dependency on imports and improving delivery timelines. This second plant will not only take care of our local requirements but potentially manufacture products for exports. Plans are underway to expand the manufacturing footprint by investment in both logistics and manufacturing at the new facility in Chennai," said Mr. Henning Figge, President of Haworth International.

Haworth goes beyond being just a workplace furniture manufacturer the company is actively looking to partner with

clients and discover the most optimal workplace solutions tailored to their specific needs. The workplace is not a one size fits all environment. Haworth has a high level of customisation and a dedicated workplace advisory team for ideation, equipped with the expertise to understand clients' unique requirements and assist in orchestrating a workplace transformation journey. Haworth products showcase the company's focus on design thinking and consistently offer innovative solutions for evolving market trends and customer needs.

As hybrid working models continue to gain traction, the demand for flexible and adaptable workplace solutions is on the rise. Haworth remains at the forefront, offering a diverse range of furniture solutions designed to meet the emerging needs of today's workplaces. Recent success in pods is a reflection of understanding market needs and providing relevant solutions.

Haworth has its presence across 150+ countries, employing over 8,000 professionals worldwide. In India, Haworth has 5 showrooms and offices employing over 300 employees and also established a global Shared Services Centre (SSC) in Chennai as part of the company's best shoring initiative.

Honda Motorcycle & Scooter India inaugurates BigWing in Vellore (Tamil Nadu)

Chennai March 20 2024: Marking a momentous stride towards redefining the premium motorcycle landscape in the region, Honda Motorcycle & Scooter India (HMSI) proudly inaugurated an all-new premium motorcycle sales and service outlet, Honda BigWing, in Vellore, Tamil Nadu.

Initiating a transformative era for motorcycle enthusiasts, the BigWing dealership promises an unparalleled immersive experience for riders who seek nothing but the best. Located in the heart of Vellore, this state-of-the-art facility aims to elevate the #GoRidin spirit amongst new as well as prospective customers.

Expanding their last mile presence to cater to the aspirational customers, the differentiated BigWing can be now experienced at more than 130 operational touchpoints across India.

Premium Experience Adorned with the



black & white monochromatic theme, BigWing showcases the displayed vehicles in their full glory. The highly trained and knowledgeable professionals at BigWing assist customers in resolving their product or accessories related queries. Easing the journey from search to purchase, the dedicated website (www.HondaBigWing.in) is available for detailed information. The online booking option on the website ensures a quick, seamless, and transparent booking experience for customers at their fingertips. Capturing real-time customer feedback, Honda BigWing is also actively available across all social media platforms.

Ensuring safety and convenience of customers, Honda BigWing offers Immersive Digital Experience. The virtual platform - <https://virtualshowroom.hondabigwing.in> allows customers to experience the entire fun motorcycle line-up, riding gears and accessories in granular detail while sitting in the comforts of their home.

Diverse Product Portfolio

Honda's premium motorcycle retail format is led by the BigWing Topline - for entire premium motorcycle range (300cc - 1800cc) in top metros and BigWing - exclusively for mid-size motorcycle segment (300cc - 500cc) in other demand centers. Its diverse range of motorcycles includes the all-new CB350, H'ness

CB350, CB350RS, CB300F, CB300R, NX500, XL750 Transalp, Africa Twin and Gold Wing Tour.

Offering new experiences to customers with the All-New 'NX500'

HMSI kickstarts the calendar year 2024 with the launch of all-new 'NX500' adventure tourer at an attractive price of Rs. 5,90,000 (ex-showroom New Delhi). Directed by the design theme of 'Daily Crossover', this new model makes its way to the Indian market through the CBU* route (*Completely Built-Up).

Powering the all-new Honda NX500 is a 471cc, liquid-cooled, 4-stroke DOHC engine with a parallel twin-cylinder layout that offers a well-proportioned balance of enjoyable performance with an energetic high-revving character and zappy top end. This motor churns out 35kW power at 8,600rpm and 43Nm of peak torque at 6,500rpm, paired with a slick-changing 6-speed gearbox.

A.M. Jain College Hosts Recycle Renaissance: Awakening Manjapai to Environmental Consciousness



Chennai March 20 2024: A.M. Jain College, a leading institution in Chennai dedicated to academic excellence, in association with the Tamil Nadu Pollution Control Board (TNPCB), conducted an awareness program titled "Recycle Renaissance: Awakening Manjapai to Environmental Consciousness" in celebration of Global Recycle Day on 18th March 2024.

Organised by the college's Department

of Tourism and Travel Management and AMJ Yuva Tourism Club, Recycle Renaissance: Awakening Manjapai to Environmental Consciousness event aims to raise awareness about the importance of recycling and environmental conservation among the students and community. Over 500 students participated in this event, featuring a variety of engaging activities like a flash mob, mime act, therukoothu to educate and inspire on recycling and environmental

consciousness.

Speaking about the event, Dr M M Ramya, Dean, A.M. Jain College, said, "We are excited to host this event in association with the TNPCB to promote environmental consciousness among our students and the wider community. The concept of Recycle Renaissance, signifies interest and commitment to recycling practices. We hope to inspire positive change and instil a

sense of responsibility towards our environment,"

The event will not only raise awareness about recycling and environmental conservation but also inspire individuals to adopt more sustainable practices. Going forward, A.M. Jain College is poised to make more such meaningful impact in fostering environmental stewardship and move towards a more sustainable conscious future.

NSDC, IIT Guwahati collaborate with Rooman Tech to offer new-age skills courses

Chennai March 20 2024: National Skill Development Corporation (NSDC) under the aegis of the Ministry of Skill Development and Entrepreneurship (MSDE) signed a tripartite Memorandum of Understanding (MoU) with Indian Institute of Technology (IIT), Guwahati and Rooman Technologies to provide India's first microcredit advanced certificate courses in new age skills to the youth.

NSDC has forged this strategic alliance to expand the potential of India's youth in Industry 4.0 and cutting-edge technologies. The partnerships aim to create a workforce equipped with the skills and readiness demanded by today's evolving job market by making India's premier institute, IIT Guwahati accessible to the youth.

The partnership will offer the transfer of earned credits, through these initiatives, to degree programs as per the guidelines of National Education Policy (NEP) 2020. This



credit-based curriculum will cover futuristic domains such as VLSI, Data Science, AI-ML, Cyber Security, and Cloud Computing.

The MoUs were exchanged between Ved Mani Tiwari, CEO, NSDC and MD, NSDC International and Manish Kumar, CEO, Rooman Technologies.

Speaking on the occasion, Shri Ved Mani Tiwari, CEO, NSDC and MD, NSDC International said, "We, at NSDC, are committed to equipping individuals with the skills needed to excel in today's dynamic environment. Our collaboration with Rooman Technologies

is a progressive step in this endeavour. The

initiative will develop a proficient talent pool that meets the demand for skilled professionals within the semiconductor industry while also offers

tech enthusiasts with abundant opportunities to expedite their professional growth and development"

Furthermore, the partnership is poised to strengthen the semiconductor industry India and elevate the skill sets of students enrolled in BTech/BE/BSc/BCA/MCA programs for completion of the short-term VLSI program, the students will be able to unlock entry-level positions across roles like VLSI design engineers,

verification engineers, and physical design engineers.

All the courses will be conducted through online training sessions led by esteemed faculties from IIT Guwahati. This innovative program caters to tech enthusiasts, providing them with comprehensive knowledge and practical skills necessary to thrive in the digital age.

These partnerships will give students global and centralized opportunities to equip themselves with advanced training in innovative concepts and techniques and will motivate them to explore cutting-edge technologies in India's Techade.

Samsung to Consolidate Leadership in Mid-Premium Segment with Launch of Galaxy A55 5G, Galaxy A35 in India

Chennai March 20 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. "Galaxy A series has been the highest-selling smartphone series in India for the last two years, showcasing its immense popularity among India's MZ consumers. The launch of Galaxy A55 5G & A35 5G reinforces our commitment to make flagship-like innovations accessible to all. Galaxy A55 5G & A35 5G will help us consolidate our leadership in the 5G smartphone segment and the fastest-growing mid-premium (INR 30,000-INR 50,000) segment in the country," said Akshay Rao, General Manager, MX Business, Samsung India.

Flagship like Design and Durability: For the first time, Galaxy A55 5G gets a metal frame and Galaxy A35 5G gets a premium glass back. These phones are available in three trendy colours - Awesome Lilac, Awesome Ice blue and Awesome Navy, and



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.

With a 6.6-inch FHD+ Super AMOLED Display and minimized bezels, the 120Hz refresh rate provides extremely smooth performance. These smartphones come with Flagship like durability with Corning Gorilla Glass Victus+ protection on the front and back. Flagship like Camera Innovations: These new A series smartphones come with multiple innovative AI-enhanced camera features to take the user's content game to the next level. These features include Photo Remaster, Image Clipper and Object Eraser among many others. Galaxy A55 5G and A35 5G come with a 50 MP Triple camera with Nightography enhanced by AI Image Signal Processing (ISP) which produces stunning low-light images never seen

before on A-Series. Flagship level Security: Samsung Knox Vault Security comes for the first time in A-Series making Flagship level Security accessible to more people. The hardware-based security system offers comprehensive protection against both hardware and software attacks. It can help protect the most critical data on a device, including lock screen credentials, such as PIN codes, passwords and patterns.

Best ever Performance: The all-new Exynos 1480 processor built on 4nm process technology powers the Galaxy A55 5G while the Galaxy A35 5G has been upgraded to the Exynos 1380 processor built on 5nm process technology. These power-packed phones come with several NPU, GPU and CPU upgrades along with a 70%+ larger cooling chamber that ensures a smooth output whether you game or multi-task.

All these awesome enhancements coupled with the introduction of the 12GB RAM in Galaxy A55 5G, truly make this device a game changer in this price segment.

Awesome Experiences: Galaxy A55 5G and Galaxy A35 5G buyers will get access to Samsung Wallet, which is a mobile wallet solution that lets you carry your essentials conveniently and securely in your Galaxy device. Add your payment cards, digital ID, travel tickets and more. These devices also have the hugely popular Voice Focus feature that lets users make and receive calls without worrying about ambient noise. With Galaxy A55 5G and Galaxy A35 5G, Samsung will provide up to four generations of Android OS upgrades and five years of security updates, optimizing the lifecycle of the devices by keeping them equipped with all the latest Galaxy and Android features.

Propelld To Fund Dream Education Abroad for Students in Metros, Tier 2 and Tier 3 Indian Cities

Chennai, March 20 2024: Buoyed by their success in the domestic market education lending fintech startup Propelld announced their Study Abroad Loans to fund significant demand for education loans from students living in metros and also in Tier 2 and Tier 3 cities in India.



Loans up to 50 lakhs will be available for deserving students travelling to abroad countries for a maximum tenure of 10 years through a unique underwriting approach tailored to the students'/parents' creditworthiness. This initiative will also help employed individuals seeking a faster and more seamless financing process, as well as self-employed individuals.

"At Propelld, we are committed to our

vision of democratizing access to education. A comprehensive approach to catering to a large segment of the underbanked population will train and hone the skills of future leaders who will cater to India's ambition of becoming a \$7 trillion economy by 2030. For this, it is important that Indian students train with the best in the world. We are looking at a 100 Crore disbursement this year to equip deserving students,"

said Brijesh Samantaray, co-founder, Propelld.

Propelld's product offerings cater to meritorious students seeking admissions to all institutions - even non-premier ones; employed individuals seeking faster and seamless financing processes; and SME and MSME owners and self-employed individuals who benefit from the unique underwriting approach tailored to their creditworthiness in cases where formal documentation may be lacking.

Propelld will offer collateral-free loans, ensuring quick approvals, and cutting through cumbersome processes by asking for minimal documents.

Propelld is strategically partnering with Educational Direct Selling Agents (DSA) and Education

Loan DSAs to broaden the reach of abroad education financing. These alliances benefit both Propelld and DSAs by extending financing options to a wider audience - particularly individuals often rejected by traditional lenders due to stringent underwriting or lengthy approval processes - and enhancing customer satisfaction and loyalty.

"Propelld is also helping DSAs broaden their customer base to reach even Tier 3 cities due to the faster approval process, minimum documentation and unique underwriting involved. The lower turnaround time and broad scope also helps them to cater to broader profiles of employed and self-employed people," said Ravi Goyal, VP - Strategy, Propelld.

Blue Star launches a new range of energy-efficient deep freezers from 60 to 600 litres

Chennai, March 20 2024: Blue Star Limited, announced the launch of a comprehensive new range of energy-efficient and eco-friendly deep freezers varying in capacities right from 60 to 600 litres to cater to a wide set of customer segments for diverse applications.

New Range of Deep Freezers for 2024

The new range deep freezers offer higher storage, enhanced cooling capacity and are embedded with superior technologies which ensure greater heat transfer for efficient cooling. Further, they are super tropicalised and designed to work even in 47°C ambient temperatures. A few other features include wide range of elegant control panels with smart eye and square design with LED light, QuadraCool technology that ensures uniform and optimum cooling from four sides, and a wide operating voltage range right from 160V to 270V. With an extensive range of storage capacities, the Company is in a position to cater to a wider customer segment for applications right from dairy and ice cream, frozen food, restaurants, convenience stores, hospitality and supermarkets, among others. These deep freezers start at an attractive price point of Rs 16,000/- onwards.

Strengthening 'Make in India' Strategy



The entire deep freezer range is now manufactured completely in Blue Star's modern manufacturing facility at Wada, reaffirming the Company's commitment to the 'Make in India, Make for the Globe' initiative. Two years ago, this new plant at Wada was commissioned to manufacture deep freezers from 300 to 600 litres, and in the current financial year, an additional capex was invested to manufacture the entire range starting from 60 litres. This facility is well-equipped with the latest automation technologies and has also received BIS certification for deep freezers. The new plant has an installed current production capacity of 3 lakh deep freezers and 1 lakh water coolers.

In addition to Wada, the Ahmedabad Plant is dedicated to the manufacturing of deep freezers.

Cold Chain Products and Solutions

Apart from deep freezers, the Company has ambitious plans to grow its Commercial Refrigeration business

to leverage the rising opportunities in the country. With a rich legacy of over 80 years and expert domain knowledge, Blue Star has developed a wide portfolio consisting of cold chain products and solutions that cater to the entire spectrum of segments, which include Horticulture, Floriculture, Banana Ripening, Dairy, Ice Cream, Poultry, Processed Foods, Quick Service Restaurants, HoReCa, Sericulture, Marine, Pharmaceutical and Healthcare.

Blue Star's value proposition for its refrigeration products and solutions is 'Enhancing Life'. The products and solutions are designed to preserve the produce and retain efficacy, freshness and flavour throughout the storage period; extending the shelf life of perishables and reducing wastage during the cold chain process.

The products are divided into multiple categories and solutions:

Merchandising solutions offer products like deep freezers, bottle coolers, visi coolers, and supermarket

refrigeration equipment such as multideck chillers/freezers, pastry cabinets, chocolate coolers and upright freezers. Water Dispensing solutions include storage water coolers and bottled water dispensers. Further, Commercial Kitchen Refrigeration solutions include products such as reach-in coolers/freezers, undercounters, saladettes, back bar chillers, blast freezers and ice cube makers. Recently, the Company launched its minibars range as well. Integrated Cold Room solutions envisage engineered PUF insulated panels along with hermetic, semi-hermetic, and rack refrigeration systems. The Company has also launched inverter based-technology refrigeration units, cold chain solutions for warehousing and logistics segments and IoT systems to strengthen its portfolio in this category. Additionally, Healthcare Refrigeration solutions offers products such as blood bank refrigerators, ice-lined refrigerators (+2°C to +8°C), medical freezers (up to -20°C), pharma refrigerators (+2°C to +8°C), ultra-low temperature freezers (-86°C), vaccine transporters (+8°C to -20°C) and mortuary chambers.

Gulf launches Unstoppable Army Campaign: Excuses CSK Players and Fans Take Center Stage

Chennai March 20 2024: Gulf Oil Lubricants India, a leading player in the Indian lubricant industry, is thrilled to announce its innovative campaign for this T20 season, titled "Gulf Unstoppable Army". In a groundbreaking move, Gulf Oil has decided not to feature Chennai Super Kings (CSK) players in its advertisements this season. Instead, the brand has launched an announcer film on digital platforms to highlight this novel approach, empowering CSK's passionate fan base to create the advertisements, thereby giving the players more time to train and aim for their 6th title.

The campaign's launch was made by a revealing behind-the-scenes film, offering a glimpse into this innovative approach. Picture a bustling set, filled with anticipation.

As CSK's beloved players, led by MS Dhoni, step onto the scene, there is a palpable energy. Yet, Ravi Chawla, MD & CEO of Gulf Oil Lubricants India Ltd, unveils a different agenda - one centered around giving the players the space they need to excel. "This season, Gulf is giving you the gift of time," he declares, stressing the importance of their undivided attention on the game.

Kashi Viswanath, CEO of CSK, underscores the significance of this decision, providing the players with an opportunity to refine their skills. The film concludes with a call to action for fans, inviting them to join the #GulfUnstoppableArmy by creating their own Gulf ads, highlighting the brand's commitment to both the team and its loyal supporters.

Ravi Chawla, MD & CEO of Gulf Oil Lubricants India, commented, "This year, we are taking a fresh approach by celebrating the true spirit of cricket and its passionate fans. The Gulf Unstoppable Army campaign is a tribute to the unwavering support and passion of the CSK fan base. We believe that by giving our beloved CSK players the gift of time, we are not only supporting their quest for another title but also engaging the fans in an unprecedented way, making them an integral part of our journey."

Ajeet Shukla, Group Executive Creative Director, Dentsu Creative West adds, "The T20 season is that challenging phase of advertising where you'll have to & must do something disruptive and good to get noticed. That's what our attempt has been

this time with the idea of not using CSK players for Gulf Ads. Instead giving back the time to practice and hopefully emerge as Champions for the 6th time. Now you must be wondering who'll be making ads for us. Fans will. Something super interesting is coming soon."

The Gulf Unstoppable Army campaign is a unique initiative that fosters a deeper connection between the brand, the fans, and the team. Leveraging digital platforms for the campaign's launch and subsequent fan-generated content, Gulf aims to create a cohesive and engaging narrative that celebrates the spirit of cricket and its supporters. While primarily digital, the campaign will also extend its reach to TV and outdoor, ensuring widespread visibility and engagement.