

**Palaniswami releases AIADMK manifesto for LS polls  
 Rs. 3,000 for women; to stop Mekedatu; waiver of edu loans**

Chennai, March 23 2024: AIADMK general secretary Edappadi K Palaniswami on Wednesday held meeting with district secretaries and senior leaders at the party headquarters.

In this meet, Palaniswami released the party election manifesto for the upcoming LS poll.

AIADMK leaders Tamil Magan Hussain, K.P. Munuswami, Dindigul Srinivasan, Natham Viswanathan, C.Ponnaiyan, former ministers, MLAs were present at the headquarters.

The manifesto delved into several

crucial topics, encompassing women's empowerment, housing for the underprivileged, education reforms, and enhanced representation for the states.

The AIADMK pledges to prioritise women's welfare by advocating for an increase in financial assistance from Rs 1,000 to Rs 3,000 for women heading households

The party promised to champion the cause of housing for the underprivileged, vowing to push for government-funded housing schemes that provide homes free of



cost to those in need.

AIADMK will take all action to make Tamil as official language of the Madras high court.

Criticizing the

National Eligibility cum Entrance Test (NEET) as biased, AIADMK vowed to push for medical college admissions to

be based on Class 12 marks.

AIADMK advocates for greater regional inclusivity in national governance

urging for the Parliament's winter session to be held in Chennai.

The party asserted that all necessary

measures will be taken to stall the construction, citing concerns over its potential adverse impacts on Tamil Nadu's water resources and agriculture.

Furthermore, AIADMK emphasized the urgent need for reducing the prices of life-saving drugs. With healthcare costs skyrocketing and access to essential medications becoming increasingly challenging for many.

AIADMK will strongly advocate for increased naval security measures to safeguard the lives and livelihoods of Tamil Nadu fishermen

The Central

government should guarantee a minimum support price for agricultural products.

Provision of dual citizenship should be extended to Sri Lankan Tamils residing in India as refugees.

Introduction of a pension scheme for farmers.

Establishment of Indian Institutes of Technology (IIT) and Indian Institutes of Management (IIM) in Madurai. Construction of an International Cricket Stadium in Coimbatore.

Establishment of an AIIMS hospital in Coimbatore.

**Media can not be a registered, recognized or unrecognized political party, underlines VP  
 Media will emerge the nation's conscience keeper if it takes care of its conscience, emphasises VP**

Chennai, March 23 2024: Underlining the nation's rich history as a pluralistic and democratic nation, the Vice-President Jagdeep

Dhankhar today stressed that "CAA does not deprive any Indian citizen of his or her citizenship". He underlined that recent

steps by way of CAA are aimed at providing relief to persecuted religious minorities in neighbourhood without infringing upon the

rights of any existing citizens.

Addressing the gathering at the 'NDTV India of the Year Awards 2023-2024', Shri

Dhankhar expressed his pain over the the failure of some sections to realise the soothing impact of steps like CAA guided by the values of secularism, equality, and justice enshrined in our constitution.

"It is unfortunate that some failed to recognise the historical context and soothing impact from human rights perspectives to persecuted minorities in neighbourhood," he added.

Recognizing the role of media as fourth pillar of democracy and its influence over social discourse, the Vice-President stressed upon the need for a independent and objective media. "Media should be an agent to convey right perspectives to understand India rather than be a prey to orchestrated narratives seeking to taint and tarnish our image", he added.

Touching upon the issues of media credibility and self regulation, Shri Dhankhar emphasised that media credibility "lies solely within its own control, by being objective and not getting involved in politics." Media will emerge the nation's conscience keeper if it takes care of its conscience, he added.

Cautioning against the politicization of media, VP reflected, "media can not be a registered recognized or unrecognized political party" cautioning that media should take all precautions so as not to become a battleground for partisan politics.

Referring to the challenges of misinformation and fake news, Shri Dhankhar underlined the responsibility of media to be a watchdog and curb such misinformation. "Informed public is spinal strength of



democracy", he added.

Further in his address, VP appealed to all sections of industry to practice economic nationalism. Praising the work being done by the young journalists working in tier two & three cities, Shri Dhankhar for handholding them.

Tracing the journey of Indian economy from fragile five to big five Shri Dhankhar, emphasised that "National mood is one of Hope and Possibility". He further underscored the unprecedented economic rise, exponential infrastructural growth,

and technological penetration in the country.

Acknowledging India's constitutionally structured vibrant democracy with robust justice system, Shri Dhankhar noted "Democratic Values optimally blossom and flourish with there being equality before law; accountable and transparent governance".

Shri Sanjay Pugalia, Editor-in-chief NDTV, Shri Amitabh Kant, Shri Amjad Ali Khan, awardees and other dignitaries were also present on the occasion.

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## Harsha Hinduja inspires environmental harmony through Bonsai A Spectacular Display of Art and Nature Blooms by IFBS Cinestar, Ms. Rakul Preet Singh Bhagnani inaugurated the event

Chennai March 23 2024: Mrs. Harsha Hinduja, President of the India Friendship Bonsai Society (IFBS) and Trustee of the prestigious Hinduja Foundation, and wife of prominent business tycoon - Ashok Hinduja, and Urvashi Thacker, Vice President India Friendship Bonsai Society joined hands with Jamnabai Narsee School to ceremoniously inaugurate the highly anticipated Bonsai exhibition - "Bonsai Bonanza", on March 22nd, 2024.

Through this event, Mrs. Harsha Hinduja stressed the deep bond between humanity and mother nature, urging for holistic education to nurture environmental awareness. She emphasized the critical need for collective efforts to protect our planet's ecosystems. Mrs. Hinduja advocated for embracing sustainability through the art of Bonsai and wise use of natural resources.

The event saw the presence of a multitude of esteemed guests, including the cinestar, Ms. Rakul Preet Singh Bhagnani, who was the chief guest, and Indian studio potter and craftsman, Padma Shri B R Pandit. The members of the Hinduja family, Mr. Ashok Hinduja, Chairman - Hinduja Group of Companies



(India), Mr. Prakash Hinduja, Chairman - Hinduja Group (Europe), Mr. Sanjay Hinduja, Chairman - Gulf Oil International and Mr. Shom Hinduja, President of Alternative Energy and Sustainability Initiatives, also graced the occasion.

Mrs. Harsha Hinduja, reflecting on the event's significance, expressed her gratitude, stating, "Enthusiasm, passion and dedication are the pillars of practicing the Bonsai art. I encourage all of you to take up this activity and see for yourself how your world changes and your hobby becomes your innate passion. Ikebana, Bonsai and Gardening are like the Triumvirate - 3 paths emerging from and converging on the same source "Mother Nature". This Triumvirate has many inherent life lessons which open up to us with regular practice - Teamwork, Patience, Aspiration to give

expression to the best in us, commitment to action, present moment awareness, reflection which brings clarity and in review which leads to growth. Connecting with Mother Nature helps us build an attitude of gratitude towards her. It is a beautiful spiritual practice that we all should inculcate especially in today's times where mental health upkeep is as important as physical health."

Ms. Rakul Preet Singh Bhagnani, brand ambassador of Telangana State Beti Bachao, Beti Padhao programme, and the event's esteemed chief guest shared her appreciation for Bonsai art, remarking, "I am coming back to the school after so many years, it's so nice to see the kids performing and with so much energy early morning. This cause is so beautiful and congratulations to all of you for completing two decades. It's amazing

that you have this event annually and there is so much to learn and ponder upon."

Ms. Urvashi Thacker, Vice President India Friendship Bonsai Society, who started this initiative with the venue - Janmabai Narsee School, said "Bonsai and Ikebana are the twin green corridors of the cultural highway between India and Japan. The presence of Rakul Preet inspires youngsters to take them up as hobbies and build ecological sensitivity in them. I would like to thank and appreciate our President Mrs. Harsha Hinduja for promoting the art of Bonsai. She has always been encouraging and her dignity, simplicity and dedication is commendable. The Hinduja family has always stood with us for this noble cause."

The India Friendship Bonsai Society, established in 2003, is one of the prominent Bonsai clubs in India. The society completed two decades in 2023, displaying its dedication to preserving the environment and nurturing plants. With Mrs. Harsha Hinduja as the President and gardening enthusiast, the society is sure to bring a unique and memorable experience to the attendees of the 'Bonsai Bonanza' event.

## DCB Bank offers payment facility for Good and Service (GST)

Chennai March 23 2024: DCB Bank, a new-generation private sector bank, today announced that it had successfully implemented and integrated with the Goods and Service (GST) payment portal. This complements the tax payments facility offered from DCB Bank that include Income tax, Advance tax, Direct tax and Tax Deduction at Source (TDS) payment. The Direct Tax payment facility was launched last year upon the Bank's empanelment as an Agency Bank for conducting Government business.

Integration with GST portal enables both customers and non-customers use DCB Bank branch

network to submit GST payment. Additionally DCB Bank customers enjoy the benefit of online GST payment via DCB Internet Banking facility. DCB Bank has explained that at the branch, GST payment can be made using cash (up to INR 10,000) or via cheque or demand draft (from any bank). This is applicable for both customers of DCB Bank and non-customers alike.

Customers can generate challans on the Goods and Services Tax portal with GSTIN details and make tax payments anytime, anywhere, with a few clicks. Any individual can swiftly complete tax payments, by accessing the portal - <https://www.gst.gov.in>

Next, proceed by signing in and entering your GSTIN ID. Subsequently, navigating to "Services" followed by "Payment" and opting for "Create Challan" option. Finally, provide the necessary challan details along with the amount and the mode of payment. It could be either be E-Payments or over the counter and select DCB Bank.

For e-payments, user needs to input its DCB Internet banking login credentials, verify the tax details and authorize the tax payment. For over-the-counter payments, users need to submit the printed challan at the nearest DCB Bank branch along with cash,

cheque or Demand Draft from any bank.

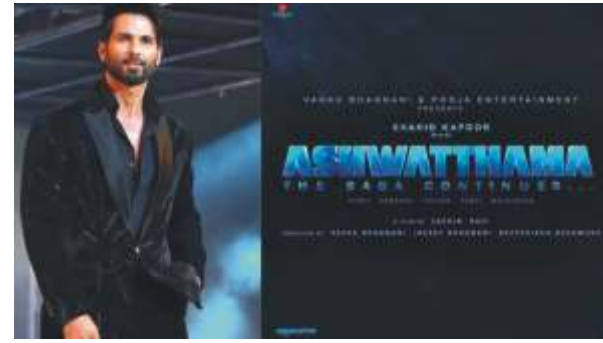
After successfully completing the tax payment, users can download acknowledgments/receipts from the GSTN portal.

DCB Bank, Head Retail & Agri Banking, Mr. Praveen Kutty said, "DCB Bank provides taxpayers with a quick, secure and efficient tax filing and GST payment facility. This online facility is convenient and enables taxpayers to submit the payment from the comfort of their home or office, resulting in substantial time and cost saving. Our grateful thanks to the xyz, Government of India for their support in this endeavour."

## Ancient Warrior in a Modern World - Shahid Kapoor Dons the Mantle of 'Ashwatthama' for Pooja Entertainment's magnum opus 'Ashwatthama The Saga Continues'

Chennai March 23 2024: Pooja Entertainment is gearing up to take the audience on a thrilling journey where ancient legend meets modern marvel. Headlined by Shahid Kapoor, the magnum opus is helmed by Sachin Ravi. Kapoor takes the stage in his most monumental role yet, in 'Ashwatthama The Saga Continues' - a magnum opus that tells a gripping tale which blurs the lines between myth and reality. The magnum opus 'Ashwatthama The Saga Continues' to be released in 5 languages - Tamil, Hindi, Telugu, Malayalam and Kannada.

The film delves into the Legend of The Immortal Warrior Ashwatthama from the Mahabharata, believed to walk among us even today. Set in the present era marked by rapid technological advancements and



humanity's remarkable capabilities, Ashwatthama confronts the challenges of modernity, facing off against formidable adversaries in a high-octane, action-packed narrative. As the mystery of a legendary figure thrust into the chaos of the present day unravels, the film explores the inner psyche of an immortal being, revealing how he perceives the world he has witnessed for thousands of years.

In the title poster, the makers promise us an adrenaline-fueled clash of titans as ancient valor clashes with contemporary might. It

will be an electrifying ride where the past and present collide, and the true essence of heroism is put to the ultimate test.

Producer Jacky Bhagnani says, "Every project we undertake is not just about entertainment; it's about creating an experience that resonates deeply with audiences, leaving a lasting impact on their hearts and minds. After Bade Miyan Chote Miyan, I wanted to do an unexpected film and that's when this came our way. It is a modern-day spin on a story we all know and the interpretation of the legend has been a joy to achieve."

Director Sachin Ravi tells us, "For me, immortality is an intriguing concept that evokes a plethora of emotions and dramatic scenarios. The story of Ashwatthama from the Mahabharata, an immortal being believed to be living even today, is what fuelled my desire to delve into his narrative. My aim was to bring this tale to life, placing him in the present timeline and navigating the intricate psyche of an immortal being, exploring how he perceives a world he has witnessed for thousands of years. I sought to present his story within the grandeur of an epic-scaled action film."

The film is produced by Vashu Bhagnani, Jacky Bhagnani, and Deepshika Deshmukh under their banner Pooja Entertainment and directed by Sachin Ravi, is a magnum opus that will release in theatres across the world.

## Airbnb Data Reveals a Surge in Searches for Beach, Mountain getaways and European Destinations for the upcoming Holi and Easter Long Weekend

Chennai March 23 2024: As we approach the festive Holi and Easter long weekend, the latest search data[1] from Airbnb unveils a dynamic shift in travel preferences among Indian travellers. Whether it's the tranquil beaches of South Goa or the historic charm of European cities like Athens and Istanbul, Indian travellers are broadening their horizons, driven by the desire for diverse and enriching travel experiences.

Domestically, South Goa has emerged as the top Indian destination with a nearly 330%

increase in searches for stays for the upcoming long weekend, highlighting its appeal as the preferred beach destination. Additionally, the cultural allure of Varanasi, Jaipur, and Pondicherry as well as popular hill stations like Mussoorie, Ooty and Manali are also driving diversified interest for short getaways during the upcoming long weekend[2].

On the international front, Athens leads the way with an approximately 400% spike in searches, earning its place at the top of the wishlist for

Indian explorers, closely followed by Istanbul, Bangkok, and Rome. These cities represent a blend of historical richness and cultural vibrancy that resonates deeply with Indian travellers[3].

The quest for beachfront stays, amazing views, and amazing pools dominates the search trends, pointing towards a collective yearning for scenic beauty and relaxation. An approximate 70% increase in bookings for non-urban destinations[4] coupled with around a 20% rise in family-centric

searches[5] underlines a significant shift towards tranquillity and shared experiences.

"Indian travellers are increasingly seeking unique and memorable experiences, moving beyond traditional holiday seasons to embrace every opportunity for exploration," states Amanpreet Bajaj, General Manager at Airbnb India, Southeast Asia, Hong Kong, and Taiwan. "Airbnb is at the forefront of this shift, offering diverse and enriching travel experiences that cater to the evolving preferences of Indian travellers."

## IPQ 6.0 reveals South Zone leads in Financial Security with 8 in 10 urban residents Insured

Chennai March 23 2024: Max Life Insurance Company Ltd. ("Max Life"/"Company") today unveiled the South zone findings of the sixth edition of its flagship survey, the India Protection Quotient Survey (IPQ)\*, conducted in partnership with KANTAR, the world's leading marketing data and analytics company. Tapping 4,700 respondents across 25 Indian cities, this widely inclusive survey uncovers urban India's pulse on financial protection. Marking its 6th edition, the IPQ stands as one of the most

comprehensive and long-running financial studies, covering varied cohorts, including Generation Z, women, and millennials, carrying forward the theme of 'Protection for All'.

As per the survey, South India continues to be India's most financially protected zone with a Protection Quotient of 49, with progress made across all three aspects - Knowledge Index at 65 points (increase of 8 points), Life Insurance ownership levels at 80% (increase of 2%), and Security levels at 77% (equal to IPQ 5.0). 8 in

10 urban respondents own life insurance in South India, while 4 in 10 urban respondents in South India own one or more life insurance savings products.

The survey also revealed the degree to which Chennai's respondents are financially prepared for life's uncertainties. Chennai's protection quotient is at 40 points in IPQ 6.0, with the city's knowledge index at 47 and overall Security Level at 68%. From a city perspective, Chennai showed a significant uptake in life insurance ownership reaching 92%.

Prashant Tripathy, CEO and Managing Director, Max Life Insurance said, "South India's urban population has set a great example by consistently making proactive strides in safeguarding their future by investing in life insurance. While the progress is reflected in the zone's consistent leadership in financial preparedness, there remain areas of improvement necessitating initiatives that target underserved segments. This requires participation from all stakeholders to make insurance accessible and affordable for all."

## Crimson Education Sees Significant Growth in Study Abroad Aspirants from Chennai

Chennai March 23 2024: Crimson Education, world's leading college admissions consultant, announced a significant surge in the number of study abroad aspirants in Tamil Nadu, with a growing number of aspirants hailing from Chennai. The company witnessed over 250% growth in the number of students joining Crimson Education from Tamil Nadu in the last academic cycle. It is followed by the city of Mumbai with 100% growth in the last one year.

This surge reflects a growing trend of students seeking international educational opportunities and underscores Crimson's pivotal role in facilitating their academic journeys. The rise in study abroad aspirants from Chennai can be attributed to several factors including increasing awareness about international education, a desire for exposure to diverse cultures, and the growing demand for high-quality, research-oriented academic programs amongst aspirants.

In the last academic cycle, Crimson Education successfully supported their students from Tamil Nadu in securing admissions in leading US and UK universities. 41% number of their students from Tamil Nadu also secured admissions at Top 10 US Universities, University of



Pennsylvania, Stanford University Georgia Tech, and 100% Top 30 amongst others.

Crimson Education has been at the forefront of guiding students through this transformative journey, offering personalized consulting services tailored to each student's unique goals and ambitions. The company leverages the expertise of Former Admission Officers of prestigious universities like Harvard and Stanford in guiding their students at every step of their study abroad journey, aligning their complete college application, so students can put their best foot forward in this competitive admissions game.

Speaking at a press briefing while addressing the media in Chennai today, Benito Rodriguez, Former Admissions Officer at Harvard University and Ivy League Admissions Consultant at Crimson Education said, "In today's competitive academic landscape, students must

strategically position themselves to stand out. By focusing on academic excellence as a foundation, demonstrating passion in extracurricular and leadership pursuits, crafting a compelling personal statement, and consistent social impact-driven volunteering, students can increase their chances of admission to an IVY League college and pave the way for their transformative educational journey."

In India, Crimson Education witnessed growth in study abroad aspirants from other regions such as Maharashtra, Karnataka, Andhra Pradesh, and Punjab. During the previous admission cycle of 2022-2023, the company successfully supported over 700 students globally in gaining admissions in the top 10 universities of the USA, including Stanford, Cornell, MIT, Caltech, Duke, Chicago, Johns Hopkins and UCLA, Northwestern and many others.

Kunal Mehra,

Managing Director and CEO, Crimson Education India said, "We are thrilled to witness such a remarkable surge in interest among students from Tamil Nadu, especially Chennai, towards pursuing their higher education abroad. At Crimson, we are committed to empowering students to unlock their full potential and pursue their dreams of studying abroad. Our mission is to provide them with the necessary tools, guidance, and support to navigate the complex landscape of international admissions successfully."

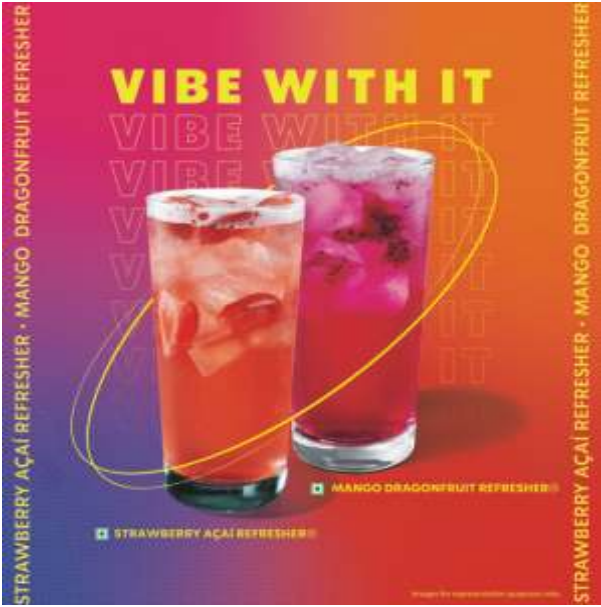
On the back of such growth potential in Tamil Nadu, Crimson Education is also organizing informative workshops for students and parents with Current Harvard Admissions Interviewer and Former Harvard Admission Officer, as the chief guest. At the session, Crimson experts will offer insights on a range of topics critical for success in foreign admissions, including tips to increase admission chances in Ivy League colleges, availability of scholarship and financial aid, and importance of extracurricular activities and social volunteering alongside academic excellence. Similar workshops are also organized on 24th March in New Delhi, 6th April in Bengaluru and 7th April in Mumbai.

## TATA Starbucks launches global favorite Refreshers™ in India

Chennai March 23 2024: TATA Starbucks, today announced the availability of its global favorite handcrafted Starbucks Refreshers™ Strawberry Acai Lemonade Refresher and Mango Dragon Fruit Lemonade Refresher, the innovative line of refreshingly vibrant and iced fruity beverages that will set the tone for a summer experience unlike any other for Indian consumers. Coming to India after having launched globally and taking the Instagram community by storm with its vibrant colors. These beverages are inspired by irresistible flavourful bursts from strawberry, acai, mango and passionfruit – 'Refreshers' offers a fun, lifestyle beverage to the Indian consumer.

Offering a unique twist to the daily coffee ritual, the innovation behind Starbucks Refreshers lies in the use of green coffee extracts made from unroasted arabica coffee beans promising a burst of freshness with fruits.

As Starbucks continues its growth trajectory, the category launch enables it to go deeper into newer younger consumer segments and demand spaces. The beverage



offers consumers a chance to experience a light, non-dairy, low caffeinated beverage which caters to the evolving lifestyle of today's youth.

The globally celebrated phenomenon delivers a delightful explosion of flavors. Whether it is the lively Strawberry Acai Lemonade Refresher or the Mango Dragon Fruit Lemonade Refresher, each beverage is complemented with colorful hues and a freshness, perfect for those craving newness with an unparalleled summer spirit.

Strawberry Acai Lemonade Refresher: Made to sip and savor, the

sweet Strawberry Acai Lemonade Refresher is a delightful concoction crafted with strawberries and acai berry extracts. This refreshing beverage comes with sweet flavors, accentuated by subtle acai notes. Shaken with ice and infused with strawberry pieces\*, it offers the perfect blend of sweetness and rejuvenation, making it an irresistible choice for those seeking a refreshing beverage.

Mango Dragonfruit Lemonade Refresher: A whole new take on a mango drink - it's not your traditional mango drink, it's mango with a twist. Crafted with mango and dragon fruit extracts, this beverage boasts a clever

combination of vibrant lemonade, sweet mango, and refreshing dragon fruit flavors. Hand-shaken with ice and complemented by diced dragon fruit, it offers a burst of tropical goodness, making it the perfect companion for those seeking a renewed drink of choice. Transporting you to a tropical sojourn the Mango Dragonfruit Lemonade Refresher is the ultimate pick me up.

Speaking about the launch of Refreshers, Sushant Dash, CEO, TATA Starbucks shared, "The introduction of Starbucks Refreshers in India, a global favorite, signifies our testament to connect with the younger generation of today, who are demanding more diverse choices and options. The innovation behind the beverages lies in the use of green coffee extract adding to the consumer's need for seeking refreshing moments and offers a new lifestyle beverage for the Indian consumers at the onset of summer!"

The Starbucks Refreshers are available throughout the year beginning this summer across all stores in India starting at INR 275.

## "iSTEEL Unveils iSTEEL Zinc, Next-Gen Galvanized XLS TMT Bars, offering Three Times Longer Life for Constructions"

Chennai March 23 2024: Viki Industries, which markets iSTEEL, a brand synonymous with premium TMT bars across South India, has launched iSTEEL Zinc, a groundbreaking zinc-coated TMT bar offering up to three times higher life for constructions than traditional TMT bars.

Manufactured based on an advanced galvanizing technology, iSTEEL Zinc is best suited for constructions in corrosion-prone regions such as coastal areas within a 50-kilometer radius, locales near water bodies and industrial zones. The zinc coating provides reliable protection against corrosion, making them perfect for coastal or humid environments. This is backed by proven and time-tested laboratory tests.

Essential for construction in coastal areas and diverse applications such as foundations, industries and water tanks, iSTEEL Zinc, galvanised XLS TMT bars offer unmatched durability and resilience. It is to be noted that galvanised steel has stood the test of time. Iconic structures like the



Burj Khalifa in Dubai, the Brooklyn Bridge in New York, and the Lotus Temple in New Delhi stand as a testament to its enduring reliability.

The launch event witnessed the addresses of experts from the industry, including Mr. L. Pugazhendhi, Executive Director of India Lead Zinc Development Association, New Delhi; Dr. T. Venugopal, Former Chief Technology Officer of TATA Steel; and Dr. A.R. Santhakumar, Former Emeritus Professor at IIT Madras, and Mr. T. V. Subramaniam, Head of Quality Control, iSTEEL.

Speaking at the launch function, Mr. G. Gautam Reddy, CEO of Viki Industries, said, iSTEEL Zinc innovation is in line with our core purpose, which is to create exceptional building

materials that are ahead of the times, thus protecting every home we touch. The new product is set to redefine the standards of construction materials and transform the landscape of construction in the country. Buildings constructed with iSTEEL Zinc, galvanised XLS TMT bars can expect a lifespan of up to 150 years, compared to 50 years with regular TMT bars.

Commenting on the launch in Tamil Nadu, he said: "It is estimated that corrosion leads to losses worth Rs 6,00,000 crores annually in India, translating to 4% of the national GDP. Tamil Nadu is highly prone to corrosion, given its coastal nature and heavy industrialization; hence an ideal geography to launch iSTEEL Zinc, Galvanized XLS TMT Bars. This is our way of

contributing to reducing corrosion losses to society in India and the world."

Mr. Reddy added that despite the initial higher investment, iSTEEL, Zinc, and Galvanized XLS TMT Bars offer long-term cost savings with reduced maintenance needs and fewer replacements. Featuring recyclable zinc coatings, these bars contribute to reducing environmental impact through fewer replacements and repairs.

Viki Industries has over 30 years of expertise in manufacturing and marketing construction steel bars. It has consistently delivered 'best in class products' with a strong commitment to sustainability. The launch of iSTEEL Zinc marks a major milestone in the company's journey towards innovation-driven growth and expansion plans. "We are proud that over 3,00,000 homes have been built with iSTEEL and we are confident of growing this number exponentially. We have ambitious plans to take our turnover from Rs. 650 crore at present to Rs. 2000 crores"

## Flipkart signs MoU with IIT Delhi for joint research on personas to enhance personalized recommendations

Chennai March 23 2024: Flipkart, India's homegrown marketplace, has signed a memorandum of understanding (MoU) with the Foundation for Innovation and Technology Transfer (FITT), the industry interface organisation of the Indian Institute of Technology, Delhi (IIT-D) as part of its ongoing industry-academic alliance initiatives.

Mayur Datar, Chief Data Scientist at Flipkart, said, "As a home-grown brand, Flipkart has been committed to solving for India. We have developed numerous industry-first capabilities over the years and continue to focus on

innovations that will enhance the experience of customers by making their online shopping journey simple through personalised recommendations. Through our collaboration with IIT Delhi, we hope to find a data-driven solution that will enable us to understand our customers requirements and preferences better thereby, allowing us to elevate the shopping experience by offering persona-based recommendations. This will also provide an opportunity for academicians to work on challenges that the industry is grappling with and build innovative solutions that

will help in transforming the e-commerce industry."

Prof. Preeti Ranjan Panda, Dean Corporate Relations, Indian Institute of Technology, Delhi, said, "By combining Flipkart's industry expertise with the academic prowess of IIT Delhi, this collaboration is poised to contribute significantly to the advancement of e-commerce technologies, ultimately enhancing the way businesses engage with and cater to their diverse customer base."

Prof. Sayan Ranu, Department of Computer Science and Engineering, Indian Institute of Technology, Delhi, said "Beyond conducting

cutting-edge research in machine learning, which IIT Delhi is already engaged in, it is crucial to translate these technologies into tangible products that can make a real-world impact. Through our collaboration with Flipkart, we aim to achieve precisely that. This research partnership aims to enhance personalized recommendations by incorporating user personas. In addition to persona-fortified product recommendations, this collaboration is poised to have a far-reaching impact by advancing machine learning models capable of handling large-scale real-world data effectively."

## Affordable and gift-worthy products from HP for Holi 2024

Chennai March 23 2024: With the festival of colors, Holi, just around the corner, it's the perfect time to gift your loved ones something special. HP laptops offer a blend of affordability, functionality, and style, making them ideal gifts for the occasion. This festive season, go beyond traditional gifts and choose something that will excite the tech-savvy enthusiasts in your life. Here's a curated list of Holi-ready HP products that are both pocket-friendly and impressive:

HP Chromebook 15.6: Embrace the vibrant spirit of Holi with the HP Chromebook 15.6, featuring a sleek design and ample screen space. It stands out as a powerful

and affordable laptop, specifically designed to cater to the needs of GenZ. It is built with an Intel Celeron N4500 processor and an immersive 15.6" HD Display. Enjoy the festivities without worrying about battery life, thanks to its long-lasting battery that keeps you connected all day. With Chrome OS, experience seamless performance for everyday tasks, whether it's browsing the web or streaming your favorite Holi songs at a starting price of INR 28,999.

HP Pavilion X360: Get ready to unleash your creativity this Holi with the versatile HP Pavilion X360. Its 360-degree hinge allows you to



switch between laptop, tablet, and tent modes effortlessly, adapting to your needs during the festival. Powered by 13th Gen Intel® Core™ processors, it effortlessly handles multiple applications and complex software. Experience immersive visuals and crystal-clear audio, perfect for enjoying Holi-themed movies or video calls with friends and family starting at INR 57,999.

A computer with a stylus

Description automatically generated

HyperX Cloud Stinger Core: If your loved one enjoys gaming or appreciates high-quality audio experiences, then HyperX Cloud Stinger Core gaming headset is an excellent choice for Holi gifting. With compatibility across multiple gaming platforms and 40mm directional drivers, it delivers clear and immersive sound quality for gaming, music and more. The in-line audio controls and swivel-to-mute microphone feature add convenience during gameplay. Surprise them with this headset this festive season, available for INR 3590 (with discount).

## Aditya Birla Housing Finance Launches 'ABHFL-Finverse' to Redefine Home Loan Experience

Chennai March 23 2024: Aditya Birla Housing Finance Limited ("ABHFL"), a fully owned subsidiary of Aditya Birla Capital Limited, India's leading, diversified financial services company, has announced the launch of 'ABHFL-Finverse', a unified digital lending platform aimed at re-imagining the home loan experience for customers. The platform will digitise the entire lending process from prospecting to disbursement, providing customers with a seamless experience journey, faster turnaround of loan application, greater transparency of loan status and real-time updates.

ABHFL conducted extensive research with customers and partners to understand the nuances of home

buying experience and the challenges faced in the home loan journey. Through this platform, ABHFL has sought to make the home loan process simple and hassle-free for customers while enabling them to stay in control of the journey.

With a seamless digital interface ABHFL-Finverse serves as a holistic digital ecosystem, connecting customers, partners, employees, and vendors on a common platform, thus resonating ABHFL's focus on customer satisfaction and convenience.

Mr. Pankaj Gadgil, MD & CEO, Aditya Birla Housing Finance Ltd., said, "At ABHFL, we are building all our solutions and offerings with customers at the centre of everything. Through ABHFL-Finverse, we are empowering customers

with benefits like home loan tracking feature which enables real-time updates, seamless navigation, and a completely paperless experience. All our solutions are aimed at transforming customer journeys by significantly reducing turnaround time, and making home loan experiences simpler, faster, and accessible to a wider customer segment."

ABHFL-Finverse has been co-created in collaboration with Tata Consultancy Services (TCS), leveraging their combined experience in technology solutions and deep understanding of financial services to develop a robust and efficient platform.

Being a prominent player in the full stack housing finance space, the launch of ABHFL-Finverse marks a significant step in

ABHFL's commitment to providing innovative and customer-friendly financial solutions. It is available on Google Play Store and will soon be available on Apple App Store.

ABHFL Finverse - Features & Benefits

- Integration of data-driven algorithms with over 120 API integrations

- Paperless log-in facilitated through digital forms and file modules.

- Real-time updates providing transparency throughout the home loan journey.

- Improved loan disbursement Turn-around Time

- Location-based business tracking for enhanced efficiency

- Zero downtime, ensuring uninterrupted service.

- Leveraging India Stack, DPI.

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

Coimbatore March 23 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 Aditya Babbar, Vice President, 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.

## PVR INOX's pocket-friendly Passport is now available across India with unbeatable features

Chennai, March 23 2024: India's largest multiplex chain, has launched the second edition of its monthly cinema subscription service, Passport, redesigned based on valuable consumer feedback. This iteration of Passport, which is now available

across the country, including the South Indian states, is even more user-friendly and is loaded with exciting new features and fewer conditions. Commencing from 18th March, subscribers will have access to watching movies at an affordable price. From Mondays to Thursdays, subscribers can watch up to 4 movies per month for just Rs. 349/- . Subscribers also have the option to purchase and redeem tickets for someone else through Passport. If subscribers wish to watch movies on recliners, or in premium & experiential formats, like IMAX, P[XL], ICE, ScreenX, MX4D or 4DX, they can pay an additional fee of Rs. 150 over and above the Passport coupon and have an enjoyable experience. However, this feature would not be available in South



Indian markets.

Movie lovers can acquire their PVR INOX Passport 2.0 on the PVR & INOX app or website and through PayTM. Subscribers will also have an option of buying a 3-month subscription by paying a total of Rs 1047 upfront, which will offer them food vouchers worth Rs 350. With just 50,000 PVR INOX Passports up for grabs this time, movie buffs better hurry to secure theirs for the ultimate cinematic journey, as bookings will remain open only for 3 weeks.

Expressing his excitement about the launch of PVR INOX Passport 2.0, Gautam Dutta, Co-CEO of PVR INOX Ltd., said, "While our first edition of the PVR INOX Passport was met with much love and appreciation from moviegoers, there was

a lot of meaningful feedback from users on how we could make it better, and add to Passport's capability to revolutionize cinema going in the country. We can now proudly claim to have curated a refreshed version, which is absolutely consumer friendly, overcomes the challenge of price-friction, and would allow us to truly transform the cinema going habits in our country. While allowing audiences to explore more content from more genres, a proposition like this also holds potential to bring in more audiences for movies, big or small.

Gautam also adds, "This time, PVR INOX Passport will be available in the southern states as well, making it truly pan-India. We have already received a lot of love

and an overwhelming response, with impressive pre-registrations for PVR INOX Passport. We look forward to seeing you all more frequently at the movies."

With a stellar lineup, subscribers for Passport will have an access to a wide array of content choices in the coming months at truly affordable prices. The highly anticipated titles include films such as Bade Miyan Chote Miyan, Pushpa 2, Singham Again, Maidaan, Jigra, Welcome to the Jungle, and Stree 2, among others. The Hollywood movie lineup comprises much-awaited titles like Godzilla x Kong: The New Empire, The Fall Guy, Furiosa: A Mad Max Saga, Deadpool & Wolverine, Kingdom of the Planet of the Apes, and A Quiet Place: Day One.

## National Pharmacy Education Day observed at SRM College of Pharmacy Govt. keen on increasing spread of Jan Aushadhi Medical Stores in India

Chennai March 23 2024: The Government of India was keen on increasing the number of Jan Aushadhi Kendras (Government of India's low cost drug outlets) in all parts of the country, especially in rural areas, Dr. S.Kavimani, Professor and Head, Department of Pharmacology, Mother Teresa Post Graduate and Research Institute of Health Sciences, Puducherry said recently.

Delivering his address at Pharma Anveshan 2024 National Pharmacy Education Day at SRM College of Pharmacy at Kattankulathur, Dr. Kavimani said since its re-launch in 2015, the number of such outlets in India had now increased to more than 10,000, with the stores selling nearly 2,000 generic medicines, and nearly 300 medical equipment. With a huge discount enabling people to get medicines at rates 50% to 80% lower than drugs elsewhere, these outlets were a boon to people, especially those



belonging to low-income groups, he added.

Dr. Kavimani, who is also State Government of Puducherry's nominated member of the Central Council of Pharmacy Council of India, said that one of biggest stumbling blocks in expanding the coverage of Jan Aushadhi outlets was availability of land especially in villages. To overcome this, the Government of India had decided to open such stores in Primary Agricultural Credit Societies which were functional in nearly all villages and rural areas.

While the government would supply Rs. 2 lakh worth of drugs at the time of opening of these stores, an additional sum of Rs. 1.5 lakh would also be handed over to the

upgrade pharmacy teachers.

Medicines were procured only from World Health Organisation Good Manufacturing Practices (WHO-GMP) certified suppliers for ensuring safety and each batch of drugs was tested at National Accreditation Board for Testing and Calibration accredited laboratories, Dr. Kavimani pointed out.

The event was sponsored by Pharmacy Council of India on the occasion of Mahadeva Lal Schroff's birth anniversary on the theme, "Leveraging Synergism: Industry Academia Partnership for Implementation of National Education Policy." Prof. Schroff is regarded as India's founder of pharmacy and education.

Dr. V.Chitra, Dean, SRM College of Pharmacy, welcomed the gathering and leaders and executives of various pharma companies took part and spoke on the occasion.