

DMK has first copyright on corruption, entire family is looting TN: Modi Attacks Congress on Katchatheevu, Shakti remarks

Chennai, April 10 2024: “The DMK has the first copyright on corruption, the entire family is looting Tamil Nadu,” Prime Minister Narendra Modi said at an election rally here, while addressing a public meeting in Vellore to support two partners in the National Democratic Alliance (NDA)--Pattali Makkal Kachi’s Dharmapuri candidate Soumya Anbumas well as the New Justice Party’s Vellore candidate AC Shanmugam, who is contesting on the BJP symbol. Prime Minister Narendra Modi on Wednesday launched a scathing attack on Congress and its ally, the ruling DMK in Tamil Nadu, on Katchatheevu and

‘Shakti’ remarks, accusing them of keeping the “country in the dark” over the former and charged them with ill-treatment of women.

He especially singled out the DMK over alleged corruption, saying the Dravidian party had the “first copyright” on the issue and added the “family” was intent on looting the state, in an apparent reference to the party’s first family, headed by its president and Chief Minister M K Stalin.

“The DMK has the first copyright on corruption, the entire family is looting Tamil Nadu,” he said at an election rally here, while canvassing votes for NDA candidates,



including BJP nominees for the April 19 Lok Sabha elections in the state.

He further charged the DMK with being “a family company,” that was impeding the

progress of the state’s youth with its “old mindset.”

“DMK divides people over language, region, faith and caste. DMK knows that the day people see through

this, it will not get a single vote. I have decided to expose the decades-old dangerous politics of DMK,” Modi, whose BJP is making a spirited fight to make significant

electoral inroads in the Dravidian heartland, said.

Once again targeting the Congress and DMK, both of whom were at power in the Centre and the state,

respectively, in 1974 when Katchatheevu islet was ceded to Sri Lanka, he asked in which cabinet meeting was such a decision arrived upon and to ‘benefit’ whom. The Congress had not provided answers to these.

Post its ceding, Indian fishermen from Tamil Nadu were arrested and their boats seized and the “Congress and the DMK show fake compassion,” to them, he alleged.

However, the NDA government was ensuring their “permanent release,” even as he saved five fishermen from the gallows in Sri Lanka, Modi said. Attacking

the Congress over its “prince Rahul Gandhi’s” Shakti remarks, Modi claimed the former talked of “destroying Shakti of Hindu faith.” “That is the mentality of DMK as well. They speak ill of Sanatana Dharma, boycott Ram temple inauguration (in Ayodhya),” besides the installation of the “sacred Sengol,” in the new Parliament building, he added. The INDI alliance people “ill-treat” women and everybody knows how the DMK treated the late “Ammamma Jayalithaa,” when she was alive. “Your blessings for the BJP and the NDA will protect Sanatan Shakti and ensure women’s honour,” the PM said.

IT Dept busts Rs. 200 crore hawala

Chennai, April 10 2024: Officers of the Income Tax (I-T) Department nabbed a

key player of a major hawala transaction identified as Vinod Kumar Joseph, at

Chennai International Airport on Tuesday late evening. The I-T officials said the

network was planning to transfer Rs.200 crore from Dubai to Chennai through Hawala for a

prominent political party based in Tamil Nadu for Lok Sabha Polls.

Vinod Kumar Joseph, an Indian national deported from Malaysia, was detained at Chennai International Airport on 7th April 2024. Investigations by the agencies revealed that he was involved in a huge hawala network operating from Dubai and Malaysia to transfer illegal money from Dubai to India.

It has been revealed from reliable sources that the income tax department has seized Joseph’s mobile phone, iPad, and laptop and



recorded his statement. He planned to bring money to a political party from Tamil Nadu through Hawala from Dubai to Chennai and that information was available on his mobile

WhatsApp chat. Found from chat. In the last few days, he spoke to Selvam, who lives in Dubai, and it seems that Rs 200 crore is being transferred from Dubai in connection

with the parliamentary elections. Vinayakavelan alias Appu was closely related to Joseph. He is said to be campaigning for a prominent politician.

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Ramzan to be celebrated tomorrow: Chief Kazi

Chennai April 10 2024: Ramzan is to be celebrated on Thursday, April 11 as the Shawwal month moon could not be sighted on Tuesday evening in Chennai.

Chief Kazi Qazi Salahuddin Mohammad Ayub has announced that Ramadan will commence on Thursday, April 11th. He made the announcement on Tuesday, stating that the crescent moon marking the new Islamic month of Shawwal was not sighted on Tuesday. According to Islamic tradition, Ramadan is observed on the 30th day after the start of fasting, regardless of whether the crescent moon is visible. Consequently, Chief Kazi Qazi Salahuddin Mohammad Ayub declared that Ramadan would be observed throughout Tamil Nadu starting on Thursday, April 11th. Muslims observe a 30-day fast every year, which began on March 11th this year.

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Ujaas Menstrual Health Express Van Reached the coast of Tamil Nadu to Drive Menstrual Health Awareness and Distribute Free Sanitary Pads

Chennai April 10 2024: Ujaas, an initiative of Aditya Birla Education Trust, marks a significant milestone in its mission to raise awareness about menstrual health and hygiene. Guided by the vision of Ms. Advaitesha Birla, the Founder of Ujaas, the initiative is poised to bring positive change and empowerment in the state of Tamil Nadu. Collaborating with the esteemed local NGO Centre for Rural Education Research and Development Association and Nirmaan Organization, Ujaas has launched the first phase of its engagement, reaching out comprehensively to adolescent girls and women through local community outreach and government schools. This strategic partnership signifies the initiation of a year-long campaign, showcasing Ujaas' unwavering commitment to work closely with the community with the aim to actively drive awareness, dismantle taboos, and foster positive conversations around menstrual health



and hygiene throughout the region. In the first phase of the campaign the Ujaas team undertook age appropriate awareness sessions on menstrual health and Hygiene management as well as distributed Sanitary napkins

As part of this outreach, Ujaas will also collect critical data about the diverse cultures, practices, and beliefs surrounding menstruation in the state. This data will undergo thorough analysis to identify practical interventions and solutions, addressing the myths and stigmas associated with menstruation. As the year unfolds, the impact of this collaborative campaign is expected to be

profound, leaving a lasting impression on the menstrual health landscape in Tamil Nadu and its various cities

The 'Ujaas Menstrual Health Express' is a unique initiative, the first of its kind in India, designed to cover 25 states and 107 cities, spanning over 25,000 kilometres travelled by road. At the heart of the initiative lies the specially designed Menstrual Health Express Van that will navigate diverse regions and communities, engaging with local NGOs to gain insights into the rich tapestry of cultures, practices, and beliefs surrounding menstruation.

In collaboration with local NGOs, the initiative aims to distribute over 250,000

menstrual pads nationwide as part of its comprehensive campaign - reflecting Ujaas' unwavering commitment to addressing menstrual health challenges, empowering women, and creating a positive impact within communities.

Speaking about the initiative, Ms. Advaitesha Birla, Founder of Ujaas Menstrual Health Express is not just a van; it is a symbol of change, breaking barriers, and fostering a society where menstrual health is a right, not a taboo. In the state of Tamil Nadu, we have reached out to local communities and government schools through informative age appropriate awareness workshops delivered by trained professionals.

Ujaas invites the media, community leaders, and the public to join hands in supporting this transformative initiative and contribute towards building a society that is more informed, aware, and supportive of menstrual health and hygiene.

GenZ Ditches the Fear and Embraces the Fun: Reveals ITC Fima Mental Wellbeing Survey

Chennai April 10 2024: In India, attitudes towards mental wellbeing have been gradually evolving with increased awareness towards reducing the stigma that is commonly associated with this issue. Insights from the Feel Good with Fima Mental Wellbeing Survey 2023* sheds light on GenZ redefining their outlook towards a happier state of mind and a sense of contentment. Commissioned with NielsenIQ, the survey covers a gamut of beliefs, behaviours and major stressors for GenZ and Millennials towards mental health while identifying de-stressors that bring them happiness and a sense of calmness.

Contrary to the 'Fear of Missing Out' on social events and activities, GenZ embraces a fresh perspective towards FOMO as 'Fun of Missing Out'. This shift in perspective empowers individuals to set boundaries, prioritize their well-being, and engage in what truly brings them joy and fulfillment. The survey illustrates that despite the varied causes of stress and increasing anxiety, 51% Indians who believe social media has a positive impact turn to online counselling as a treatment option. Yoga, meditation, and exercise emerge as popular



choices among 86% of Indians to combat stress, highlighting the importance of physical activity in maintaining mental balance. 75% Indian GenZ watch a pick me up series or a feel-good movie to unwind.

Dr. Raghu Appasani, Founder and CEO, MINDS Foundation states, "The first step to Happiness for adults in the busy lives that we all live now, is to understand what is stopping it and then trying to work on it whether internal or external. Fima in collaboration with Minds Foundation provides subsidized virtual therapy. The therapy sessions are designed for people who are committed to make personal changes for greater life satisfaction and help them gain a better understanding of themselves."

As mental wellbeing in recent years has gained some prominence in broadcast content, the Feel Good with Fima Mental Wellbeing survey also throws light on attitudes towards mental

health portrayal; 79% believe positive mental health portrayals in movies can aid in addressing stigma and 81% also feel that celebrities create strong impact as mental health advocates.

Sameer Satpathy, Divisional Chief Executive, Personal Care Products Business, ITC Limited, added, "Emotions are at the core of being human and the pursuit of happiness is non-negotiable. This is corroborated further by the Feel Good with Fima Mental Wellbeing Survey with Fun of Missing Out emerging as the new perspective. Mental well-being is an integral part of our psychological, emotional and social well-being. ITC Fima is committed to enabling proactive conversations on mental wellbeing in India."

Rashmi Mandanna, ITC Fima's brand ambassador comments, "In today's fast-paced world, safeguarding our mental health is paramount, given the relentless

pressures we face. My daily life often spans odd hours with hectic schedules and travels but I believe in living in the moment and find little joys in the smallest of things, be it small gestures of kindness that I witness around me, or just a quick indulgence of my K-drama or Anime. In my opinion, doing what you like and indulging yourself with small breaks helps destress quicker. I'm proud to be associated with ITC Fima in their effort to not only acknowledge everyday stressors, but also make mental wellbeing a more proactive conversation today."

ITC Fima, in collaboration with The Minds Foundation, has also launched its first Virtual Clinic. The Virtual Clinic is designed to enable affordable access to mental health therapy delivered by licensed professionals. It is an appropriate platform that encourages individuals to seek help in an intimate virtual space without the fear of embarrassment or the prevailing stigma. The MINDS Foundation has specially put together a team of highly qualified therapists for the Virtual Clinic, thereby offering expert advice, therapy, and counselling at the convenience of one's own privacy.

HP introduces AI-enhanced gaming & creation laptops in India

Chennai April 10 2024: HP has introduced its range of AI-enhanced laptops designed for gamers and content creators in India. The newly launched laptops include the Omen Transcend 14 and HP Envy x360 14. Both the new series of laptops are equipped with Intel® Core™ Ultra processors to help with high-end gaming and creation experience of users.

At HP, our mission is to empower users by capitalizing on the power of AI, redefining how they work, live and play," said Ipsita Dasgupta, Senior Vice President & Managing Director, HP India. "We are proud to present the industry's broadest portfolio of AI-enhanced PCs. Through AI-driven personalization, we are creating more personalized and meaningful user experiences, revolutionizing the way we interact with technology."

Omen Transcend 14: First AI-enhanced Omen laptop by HP

AI-enhancements for better gaming experience: Crafted for gamers who indulge in both playing and creating content, the OMEN Transcend 14 comes with NVIDIA® GeForce® RTX™ 4060 graphics, that powers AI features for accelerated gameplay experience and enhanced graphics. The Intel Core Ultra processors in the new Omen Transcend 14 help gamers effortlessly engage with the latest games or handle compute-intensive tasks. OMEN Transcend 14 offers both local AI capabilities through its



Intel® and NVIDIA® processors, as well as built-in AI with Otter.ai for features like live transcript and real-time captions during meetings or classes, a record function for transcribing audio, and AI-generated notes.

Coolest 14-inch gaming laptop in the world: To help OMEN Transcend 14 run at peak performance is a new cooling system co-engineered with Intel. The chassis pulls in air and, using a vapor chamber, creates a pressurized zone to blast heat out through the rear vents. This system makes it the coolest 14-inch gaming laptop in the world.

Thin & Light design: The powerful Omen Transcend 14 is also HP's lightest gaming laptop. This device weighs in 1.637 kg with up to 11.5 hours battery life and a type-C PD 140W adapter to make charging on-the-go easier than ever before.

World's First Gaming Laptop with Audio tuned by HyperX: The keyboard is its first lattice-less design, so the keycaps are essentially edge to edge. However, the keycaps are modeled after HyperX's pudding caps for mechanical keyboards, which gives each key a bright glowing border.

"At HP, our

commitment is to deliver the best experience to our customers. Our new lineup, including the Omen Transcend 14 and HP Envy x360 14, is equipped with AI-enhancements designed to improve productivity. The Omen Transcend 14 offers elevated gaming experiences with superior graphics and personalized gameplay, with its AI-enhanced features. Additionally, the AI-enhanced audio and video capabilities of the HP Envy x360 14 are set to revolutionize content creation, providing users with unparalleled creative capabilities," said Ganesh T, Category Manager, Consumer PC, HP India.

HP Envy x360 14: AI-enhanced companion for users

AI-enhanced for seamless creation: The new Envy 14 laptops are equipped with Intel® Core™ Ultra processors to facilitate high-end creation experience with apps such as Adobe Photoshop. The laptops also come with a Neural Processing Unit (NPU) that helps with battery optimization by 65% for uninterrupted creativity and productivity. The new Envy x360 14 is HP's first laptop with a Microsoft CoPilot button on the keyboard

to enable generative AI features such as assisted search, content generation and more.

Better audio & video features with AI: The HP Envy x360 14 laptops are equipped with Windows Studio effects for better video features. Enabled by the NPU, the Windows Studio effects provide AI-based features such as automatically zooming and cropping the image as you move around. It also helps maintain eye contact during video calls and provides effects such as background blur and AI noise removal for a smoother collaboration experience. Presence Sensing helps with AI-enhanced privacy features including automatically locking the screen as you get up and dimming the screen when someone is standing behind.

Sleek & stylish: Weighing just 1.4 kgs, the HP Envy x360 14 laptops come with a 14-inch OLED touch display that can be adjusted to the ideal position for working, writing, watching, and playing. It is a full aluminum chassis that comes with a x360 hinge that gives a premium experience along with the freedom to create anywhere.

Pricing & Availability:

The HP Omen Transcend 14 is available in HP World Stores and HP Online stores at a starting price of Rs. 174,999 in two colours Ceramic White and Shadow Black

The HP Envy x360 14 is available in HP World Stores and HP Online stores at a starting price of Rs. 99,999 in two colours Meteor Silver and Atmospheric Blue.

Gensol Engineering records highest ever revenue of Rs. 960 Crores in FY24, growing 141% YoY

Chennai April 10 2024: Gensol Engineering Limited a leading player in the renewable energy sector specialising in solar power engineering, procurement, and construction (EPC) services and electric mobility solutions, recorded its highest ever revenue from operations, surpassing Rs. 960 Crores (provisional and unaudited) in the financial year ending on March 31, 2024. This remarkable achievement represents an extraordinary growth rate of 141% compared to the previous financial year. The corresponding figure for the previous year was at Rs. 398



GENSOL ENGINEERING LIMITED

Crores. Gensol's exceptional performance emphasises its position as a frontrunner in the industry, demonstrating its ability to capitalise on emerging opportunities and deliver value to its stakeholders.

Upon achieving this notable revenue in FY24, Mr. Anmol Singh Jaggi, Chairman and Managing

Director, Gensol Engineering Ltd. said, "This financial performance of the company reflects robust and commendable growth trajectory exceeding the guidance given in our last earnings conference call in January 2024. This achievement solidifies our status as a frontrunner in the renewable energy industry, emphasising our

unwavering commitment to growth. I thank all the shareholders, customers and the Gensol family for their continued support that is vital to our success, and we remain dedicated to delivering value and sustainable growth."

Earlier, Scorpius Trackers, a leading solar tracking technology company and subsidiary of Gensol Engineering Ltd., proudly announced the achievement of reaching a significant milestone of 1000 MW + in contracted orders across India, Japan, Saudi Arabia and Uganda solidifying its position as a key player in the global solar tracking industry.

Madras Sanskrit College unveils new Digital Campus Identity and its Digital Campus Site amidst prestigious Sanskrit conference

Chennai April 10 2024: The Madras Sanskrit College, an esteemed institution renowned for its rich heritage and dedication to Sanskrit education spanning over 117 years, proudly announced the unveiling of the new identity for its Digital Campus in the city today. This auspicious event coincided with the revealing of the new Microsite of the Digital Campus of the College - marking a significant advancement in leveraging technology to disseminate Sanskrit knowledge.

The unveiling ceremony took place amidst the backdrop of a prestigious Sanskrit Conference titled "Sanskrit and Beyond," where luminaries from various fields converged to explore the multifaceted impact of this ancient language. The conference delved into the intersection of Sanskrit and technology, with discussions on robotics, AI, and the future trajectory of Sanskrit in modern society. Additionally, Mr. Krishnan Venkatraman spoke on using Dharmashastra in today's world - providing insights into its relevance as a framework for law. The list of speakers included Mr. D.K Hari who spoke on Communication of Science in Sanskrit, Mr. Sampadananda Mishra who spoke on Digital Sanskrit - Preservation, Analysis, and Utilization of Sanskrit Texts in the Age of



Technology.

The college firmly believes that Sanskrit is essential to modern knowledge society. Rooted in traditional methodologies, the college imparts education through intensive study, upholding the highest standards in classical works and sastras. The unveiling of the new identity and the launch of the Madras Sanskrit College Alumni Site marks a significant milestone in the college's journey towards global leadership in imparting authentic knowledge of the Sanskrit language. The structured and systematic Learning Path at The Madras Sanskrit College makes the journey of learning Sanskrit, smooth and enjoyable

Held at the MMA auditorium on Mount Road, the conference was a landmark event in the annals of Sanskrit scholarship, with over 250 esteemed guests, including management, trustees, faculty members, alumni, students, industrialists, opinion builders, and media representatives. The college has produced several

eminent scholars and educators and many alumni occupy high positions in institutions of higher learning in India and abroad.

The Madras Sanskrit College's Digital Campus, established in 2017, has witnessed remarkable growth, boasting a student base of over 10,000 individuals. With the widespread adoption of digital learning platforms, the college felt the need to revitalize and expand the Digital Campus, beginning with the creation of a new logo and an enhanced vision and mission. The new logo and the vision and mission for the Digital Campus was revealed today at the Sanskrit conference. The purpose of the Digital campus is to share the glory of this great language with the world and reach out to aspiring students. The Digital Campus offers several courses while charting a learning path for students. Today, we have a large community of students who are able to come together, share and learn.

Mr. Ramesh Mahalingam, spokesperson for Madras Sanskrit

College, expressed his enthusiasm for the event, stating, "Our new identity symbolizes our commitment to embracing technology while preserving the rich heritage of Sanskrit. Through our digital initiatives, we aim to make Sanskrit education accessible to all, transcending geographical and cultural boundaries. At Madras Sanskrit College, we are not just teaching a language; we are unlocking the doors to a wisdom that transcends time and borders. With our heritage and rich legacy, we believe in imparting education based on the traditional methods of intensive study - delivered to the highest standards in the classical works and sastras. We are uncompromising on our traditional methods and values. In doing so we are continuously evolving the way we work and deliver on our education, based on our traditional methodologies, to an ever changing world."

At Madras Sanskrit College, the curriculum is well researched, structured and is based on authentic learning methodologies, delivered by top notch faculty. The College has built a strong reputation over a hundred years of having produced some of the best scholars in Sanskrit. The Sanskrit Conference was also attended by students and teachers of Classes 10 and 11 from prestigious schools of Chennai.

Staying hydrated is key to making crucial decisions on the field, says CSK captain Rituraj Gaikwad

Chennai, April 10 2024: Staying hydrated is a key element of unleashing peak performance for a world-class athlete, according to newly-minted Chennai Super Kings Indian Premier League captain Rituraj Gaikwad. The 27-year-old took over as the captain of the Chennai Super Kings, succeeding the club legend MS Dhoni at the start of the latest season. The team has made a resounding start to their title defense under Gaikwad's leadership this season and sits atop the league tables, having won both matches they have played so far.

The highly-rated Gaikwad's rise to the CSK captaincy has been earned on the back

of consistently strong performances. Like all athletes, Gaikwad has had to work on numerous aspects to perform at such a consistently high level. These include physical fitness, mental resilience, nutrition, and even hydration.

"I'm often asked what the key to success on the field is, and I can't emphasize the role of hydration enough," said Gaikwad, who is an ambassador for Amrutanjana Healthcare's Electro+. "Everyone talks about fitness and nutrition and so on, but maintaining the right level of hydration and the optimum electrolyte balance aids everything from reaction time and post-match recovery to



on-field mental acuity. In high-stakes matches, like the ones we play in the IPL, as captain, I often have to make decisions on the fly. For that, I need my mind to stay sharp. Hydration, therefore, I would say, is absolutely essential to making those make-or-break calls that can either win or lose you a game."

Cricket, and especially the fast-paced T20 format of the IPL, is a grueling sport. Coupled with the Indian subcontinent's notoriously warm summers, the season in which the IPL is played, hydration becomes all the more important.

Amrutanjana Electro+, the electrolyte drink from the house of Amrutanjana Healthcare, provides essential electrolytes required by athletes like Gaikwad, fitness enthusiasts, and everyone in the right proportions. This helps combat dehydration, prevents muscle cramps, and keeps the mind fresh and agile in high-pressure situations.

BRING HOME AUSPICIOUSNESS WITH MIA BY TANISHQ'S EXCITING PUTHANDU OFFERS

Chennai, April 10 2024: Welcoming the celebration of new beginnings, Mia by Tanishq, one of India's trendiest precious fine jewellery brands, is running an exciting offer to enhance the festive spirit of Puthandu for its customers. To celebrate the festive cheer, customers can now get Flat 50%* off on making charges on diamond purchases worth Rs. 15,000/* or above. The offer is valid till 14th April, 2024.

Mia stores offer an extensive array of collections and designs tailored to resonate with the women of today. Puthandu is revered as a significant day, symbolizing peace and serenity, with its roots in the auspicious beginnings of the universe by Lord Brahma. The day is celebrated with great enthusiasm and fervor by people, marking it as a memorable occasion. This Puthandu,



experience the essence of prosperity through Mia's unique collections with fine blend of tradition & modernity, where each piece embodies the spirit of the occasion.

Immerse yourself in Mia's exquisite offerings, celebrating the essence and

aspirations of every woman. Featuring designs crafted in 14-karat gold, with vibrant coloured stones, dazzling gold, sparkling diamonds, and shining silver, the collection stands out as the preferred choice for those seeking to express affection with the perfect gift for their

partners, symbolizing auspiciousness and offering an ideal opportunity for new beginnings. Ideal for gifting during this festive season, our extensive range of earrings, studs, finger rings, bracelets, ear cuffs, pendants, neckwear, and Mangalsutras caters to various tastes and preferences, boasting over 2500 designs. Let's celebrate the star in you with this new beginning.

Embrace new beginnings this Puthandu by honoring those who stand with you, by gifting your loved ones modern and trendy jewellery pieces from Mia, thereby imbuing your home with an aura of auspiciousness. Mia welcomes Puthandu with a fresh perspective, paying homage to the grandeur and richness of the culture, perfect for gifting your loved ones on the new year!

Biryani reigns supreme this Ramzan with close to 6 million orders: Swiggy order analysis

Chennai, April 10 2024: Swiggy, India's leading on-demand convenience platform, has unveiled its Ramzan order analysis, revealing the nation's continued love affair with Biryani during the holy month. Close to 6 million plates of Biryani were ordered during this period, marking a 15% increase compared to regular months. Hyderabad stood out by ordering over a million plates of Biryani and 5.3 lakh plates of Haleem. Traditional favorites like Biryani, Haleem, and Samosa continued to dominate the Iftar table, showcasing their enduring popularity



during Ramzan.

During Ramzan, Swiggy witnessed a 34% increase in Iftar orders between 5:30 to 7 pm. The top items ordered nationally for Iftar were Chicken Biryani, Mutton

Haleem, Samosa, Falooda and Kheer.

During Ramzan, there was a significant increase in orders for popular dishes across the nation compared to normal days. Haleem saw a huge increase of

1454.88%, followed by Phirni with an 80.97% increase. Malpua orders went up by 79.09%, while Falooda and Dates saw increases of 57.93% and 48.40% respectively.

Ramzan's Sweet Spot Mumbai, Hyderabad, Kolkata, Lucknow, Bhopal and Meerut saw a drastic increase in orders placed for Iftar sweet dishes including Malpua, Dates and Phirni.

Note: The above findings are based on an analysis of orders placed on Swiggy from March 12th to 8th April 2024.

Director Hari's Goodluck Studios enters second year

Chennai, April 10 2024: Director Hari, who has set his own style in commercial cinema and is continuously increasing his number of hit movies, started Goodluck Studios last year with state-of-the-art facilities for filmmakers to carry out post-production works including dubbing, mixing, and editing. Goodluck Studios, which has been effectively providing the above

services for the past one year, has successfully entered its second year today. To celebrate the occasion, director Hari opened a new studio with 5.1 mixing and dubbing facilities. Director Hari said that the aim of launching Good Luck Studios is to provide the film industry with state-of-the-art technical facilities at a low cost and quality. He thanked the producers, directors and technicians for their continued



support. Meanwhile, after the super hits 'Thaamirabharani' and 'Poojai', actor Vishal and director Hari have reunited for 'Rathnam', a film produced by Stonebench Films' Kaarthikeyan

Santhanam and Zee Studios South. Invenio Origin's Alankar Pandian and Kalyan Subamian are the co-producers of the film. Priya Bhavani Shankar is the heroine of the movie, while music is by Devi Sri Prasad. Songs have already become hits. With the film gearing up for theatrical release on April 26, Hari has expressed hope that Rathnam will be liked by all sections of the audience.

NECC Ltd. Board Approves Allotment of Equity Shares and Warrants on Preferential Basis

Chennai, April 10 2024: North Eastern Carrying Corporation Ltd. a leading player in domestic, international, commercial, and industrial goods transportation, has announced that its Board of Directors approved the allotment of 6,70,000 Equity shares and 39,55,062 Share warrants convertible into equity shares on preferential basis of face value of Rs. 10/- at a price of Rs. 32.05/- which includes a premium of Rs. 22.05/- per Equity Share, to Promoters and other non-promoter group person for cash consideration by way of preferential issue on a private placement basis in accordance with the



Companies Act, 2013, SEBI (ICDR) Regulations and other applicable laws.

Earlier, the company announced that it bagged an order from GAIL (India) Ltd. for transportation of polymer under a contract value of Rs. 52.48 Crores for a period of three years. The company had recently entered into MOU with SG logistic Management Pvt Ltd. to invest up to Rs. 20 Crores for up to 20% of shares/ Securities for the purpose of trucking through Electric

Vehicles.

Since its inception, North Eastern Carrying Corporation has been providing clients with flexible, responsive, and affordable services that they deserve. The company utilizes its deep operating knowledge to offer extraordinary solutions tailored to the unique needs of its clients. Specializing in domestic, international, commercial, and industrial goods transportation, along with warehousing services, North Eastern

Carrying Corporation has established itself as a leading freight forwarding company in India.

For those seeking to transport goods from one destination to another, North Eastern Carrying Corporation offers cost-effective solutions. Its services encompass a wide array of freight management and customized logistics solutions, supported by an automated ERP-based software system. Leveraging its operational expertise, extensive transportation network, and advanced technology, the team is dedicated to providing nationwide transport services in Nepal, Bhutan, and India.

Kalpathi S. Aghoram, Kalpathi S. Ganesh, Kalpathi S. Suresh to produce this new film directed by Ashwath Marimuthu with Pradeep Ranganathan as protagonist

Chennai, April 10 2024: 'Love Today' bankrolled by South India's leading production company AGS Entertainment and directed by Pradeep Ranganathan, who had also played the lead, emerged a blockbuster by winning the praise of audience from all walks of life. This success combo is joining forces once again.



yet-to-be-titled movie, which will have popular actors in its cast, will commence shooting from May. This is the 26th production of AGS Entertainment.

The team has released an announcement video, which is making huge waves on the internet. The fun-filled video reflects the real-life friendship of Pradeep Ranganathan and

Ashwath Marimuthu and it has won widespread acclaim within minutes of its launch.

Archana Kalpathi is the Creative Producer of this lively emotional film. Aishwarya Kalpathi is the Associate Creative Producer. Music is by Leon James, cinematography by Niketh Bommi, and editing by Pradeep E. Ragav. Executive

Producer: SM Venkat Manickam.

Speaking about the film, Creative Producer Archana Kalpathi said, "AGS Entertainment is happy to bring together Pradeep Ranganathan, who won the hearts of people with 'Love Today', and Ashwath Marimuthu, who impressed the fans with 'Oh My Kadavule.' This new project will surely find a place in AGS Entertainment's list of super hits."

Announcements including the title of the film, information about other actors and actresses will be made officially by AGS Entertainment in due course.

Rela Hospital Launches Movement Disorder & DBS Troubleshooting Clinic for Parkinson's Patients

Chennai, April 10 2024: Rela Hospital, a leading multispecialty hospital in the city, has inaugurated Movement Disorder & DBS (Deep Brain Stimulation) Troubleshooting Clinic for Parkinson's patients. The clinic will evaluate and provide advanced care like IMAGE GUIDED PROGRAMMING for optimal results after DBS, Botulinum toxin, and Apomorphine therapy for those in need.

Prof. Mohamed Rela, Chairman and Managing Director, Rela Hospital presided over the inaugural function while Sri Sannyasi Shiva Rishi, Founder of Satyananda Yoga Centre, took part as the Guest of Honour. Mr. Pavan Kumar Reddy IPS, Deputy Commissioner of Police, Tambaram, and Mr. Pugazh, an actor and comedian were the chief guests.

The inauguration was followed by a yoga session in which about 100 patients and their family members performed therapeutic yoga asanas designed exclusively for motor and neurological conditions. To mark World Parkinson's Day, which falls on April 11, annually, Rela Hospital has announced free consultations for Parkinson's and Movement disorder patients till April 30, 2024. For appointment: 044-6666 7777.

Parkinson's disease is a brain disorder that causes unintended or uncontrollable movements, such as shaking, stiffness, and difficulty with balance



and coordination. It occurs when nerve cells in a part of the brain - known as the basal ganglia, responsible for controlling movement, become impaired and or die.

Although there is no cure for Parkinson's disease, there are medications, and surgical treatments to provide relief to patients. Implantation of DBS is usually recommended when patients do not respond well to medications. DBS is like a pacemaker for the brain. While pacemakers send electrical signals to the heart, DBS sends signals to the brain. These signals can help in getting the symptoms under control and thus improve the quality of life of patients. However, DBS may develop snags, produce unwanted effects or require optimization. Troubleshooting clinics will help in maximizing the benefits of deep brain stimulation.

In his comments Prof. Mohamed Rela, said, "Parkinson's is an age-related progressive disorder of the brain. It affects one in a hundred people who are 60 years or above. Though there is no permanent cure for the condition, patients affected with this disease can lead a normal life with

advanced medical intervention. We have an exclusive Movement and Mobility department in our hospital which is run by a team of specialists. We provide all advanced treatments including the implantation of DBS. The newly-opened DBS troubleshooting clinic will help us enhance our care. At Rela, we also integrate yoga asanas in the treatment that gives excellent medical outcomes for our patients."

Sri Sannyasi Shiva Rishi commented, "Only a holistic approach to healthcare can bring qualitative relief to patients with chronic and lifestyle disorders. These conditions demand attention not only to the repairing of the body but also mental and emotional rejuvenation. Yoga asanas increase the flexibility of the body, relaxes the stiffened muscles and joints, eliminates toxic, and soothes the mind. I am happy that Rela Hospital is open to such an integrative treatment for the management of Parkinson's and other neurodegenerative conditions. Patients and the public should come forward to make yoga asanas an integral to their life and benefit from the ancient wisdom."

He added that this disease is primarily genetic but exposure to toxic air, water, and metals in food is also linked to its development. Besides medical treatment, it is important for the patients to undergo physical, occupational, and speech therapies, have a healthy diet, exercise regularly to strengthen muscles and improve balance, flexibility, and coordination. They can also try massage therapy to reduce tension, and yoga to increase stretching and flexibility.

In his address, Dr. Shankar Balakrishnan, Clinical Lead, Department of Intervention Neurology, Rela Hospital, said that early diagnosis and treatment are important for the better medical outcomes in Parkinson's patients.

"Although most people with Parkinson's first develop the disease around age 60 or older, about 5% to 10% experience its onset before the age of 50. Some cases of Parkinson's disease appear to be hereditary, and a few cases can be traced to the environment. We should pay special attention to the people who are in the at-risk age group for the four main symptoms: 1) tremor in hands, arms, legs, jaw, or head; 2) muscle stiffness, where muscle remains contracted for a long time, 3) slowness of movement, and 4) impaired balance and coordination, sometimes leading to falls."

He added that this disease is primarily genetic but exposure to toxic air, water, and metals in food is also linked to its development. Besides medical treatment, it is important for the patients to undergo physical, occupational, and speech therapies, have a healthy diet, exercise regularly to strengthen muscles and improve balance, flexibility, and coordination. They can also try massage therapy to reduce tension, and yoga to increase stretching and flexibility.

'Vangala Viriguda - Kurunila Mannan' Music and Trailer Launch Event - Birthday of the film's producer, director and actor Gugan Chakravarthiyar who has handled 21 crafts, was celebrated at the event

Chennai April 10 2024: 'Vangala Viriguda Kurunila Mannan' is a film that stands out due to being the brainchild of a single individual, Gugan Chakravarthiyar, who has honed his skills in 21 different departments. These include Story, Screenplay, Lyrics, Songs, Music, Cinematography, Art, Dance, Fight Training (Individual), Costumes, Stills, Makeup, Playback Singer, Background Music, Production Design, Titling, Hairstyling, Outdoor Set Manager, Production, and Direction. This cinematic experience, inspired by Abdul Kalam's dream, promises to bring the essence of our culture to the big screen. The audio and trailer launch took place in Chennai Monday, with several distinguished guests in attendance. Here are some highlights from the event. Writer-Director TK Shanmugham said,

"This is an extraordinary event indeed. A delightful ceremony. Gugan Chakravarthiyar has excelled in 21 different crafts. As a graduate of film institute, he has explored various artistic pursuits. He has showcased his talent in cinematography, lyric writing, and delivering profound philosophical songs, showcasing his incredible abilities. I am uncertain about the genre of this movie; initially, I believed it to be a mystery. But 'Vangala Viriguda Kurunila Mannan' provokes numerous thoughts. It is evident from the trailer that it touches upon social themes. The Bay of Bengal, once governed by monarchs, is now under the reign of Gugan Chakravarthiyar. May this film achieve tremendous success. Art should be beneficial to people, and I hope this film fulfills that

purpose. Congratulations to Gugan Chakravarthiyar." Writer Kalaimamani Prabhakaran said, "Gugan Chakravarthiyar strongly believes in the principle that hard work always pays off. Every time we have a conversation, he never fails to mention this movie. His dedication and effort towards this project have been truly commendable. When Bharathiraja introduced Karthik, the son of the late actor Muthuraman, he advised him to be like a clown and entertainer, following the director's instructions to win over the audience. Gugan has taken this advice to heart and delivered a stellar performance in the film. It is essential to wholeheartedly commit to our beliefs, just like Gugan, who has poured his heart and soul into this project, hoping for its immense success. This



film is poised to be a major hit, and we are grateful for all the hard work put into it." Lyricist Snehan said, "This stage is special and dear to me because of my close friend Gugan. His perseverance has been unwavering, serving as a great source of inspiration. Despite facing various obstacles, his passion and hard work in the field of cinema have led him to this remarkable achievement. Gugan's positive outlook and relentless efforts have allowed him to overcome challenges and create this

film. In an industry where success is not easily attained, Gugan's dedication has set him apart. A diligent individual like him always wins." Shankar, Netflix Tamil Nadu, said, "Gugan's capabilities are limitless, as he has single-handedly achieved remarkable accomplishments. His abundant talent continues to impress, and we extend our best wishes for his continued success." Producer Jessica said, "Many individuals find themselves confined

to a single domain, hindering their ability to function effectively. Gugan has mastered 21 different crafts. It is imperative that his skills are recognized and shared with the public. Your support is crucial in ensuring the success of this film. Thank you." Miracle Movies Producer Thirunavukarasu said, "Gugan has performed 21 tasks in this remarkable film. Beyond his impressive feats, the underlying message urges viewers to strive for a better life. Having watched the movie, I must say that the songs are exceptional and the overall concept of the film is truly remarkable. I thoroughly enjoyed it. We had the opportunity to discuss the film with Red Giant, who said they would take a decision on releasing this film soon. Congratulations to

everyone involved and thank you for your efforts." Garudananda Swamigal said, "All glory to Lord Shiva. Our expertise lies in excelling in the specific industry we operate in, and Gugan has mastered 21 different crafts within the film industry. I have been acquainted with Gugan for a considerable period of time, and despite being an atheist, he is remarkably amiable (towards believers). Chakravarthiyar said, "The concept behind this movie is to unite Periyar, Anna, Kalaignar, Stalin, and Abdul Kalam in a single poster. The movie revolves around Abdul Kalam's visionary dream. The film conveys a powerful message: Instead of emulating my lifestyle, strive to live like the individuals portrayed in it. The Bay of Bengal serves as a home to influential figures such as

MGR, Jayalalithaa, Kalaignar and Anna. This movie will leave a lasting impact. Within the film, I have made a plea to the Chief Minister. Moreover, I have depicted a personal opinion towards Abdul Kalam, which has garnered widespread disapproval. However, watching the movie will reveal the reasons behind it. I take pride in addressing the audience today on the same platform where Kalaignar once stood. It is not easy for someone with financial resources to create a film; knowledge is essential. A great film with a compelling story and memorable songs will be appreciated by the audience. Success does not come without hard work. I am dedicated to my work and grateful for the support and congratulations. Thank you."

One of India's Biggest Retinal Conference Reticon 2024 attracts around 1500 Ophthalmologists

Chennai April 10 2024: Reticon 2024, the 14th edition of one of India's biggest annual retinal conferences, organized by the Retina Department of Dr Agarwals Eye Hospital here today, shed light on cutting-edge techniques, technologies, and methodologies for addressing vitreoretinal disorders, an important cause of blindness in India. A sought-after event, the conference attracted the participation of around 1500 ophthalmologists and vitreoretinal specialists from India and abroad.

Dr. J. Sangumani, Director of Medical Education and Research, Health and Family Welfare Department, Government of Tamil Nadu, inaugurated the conference in the presence of His Excellency Mr. Malaiappan Nagalingam, Honorary Consul, The Honorary Consulate of the Republic of Mauritius, and Dr Ashar Agarwal - Vitreo-Retinal Surgeon & Chief Business Officer, Dr Agarwals Eye Hospital.

The keynote address was provided by Dr. Lalit Verma, Director, Vitreo-Retina Services at Centre for Sight, Delhi, and the past president, of All India Ophthalmological Society. List of speakers, including "Pioneer in Vitreo-Retinal Surgery in India" Prof. Dr. S. Natarajan, Medical Director & Head: Vitreo-Retinal Surgery, Dr. Soundari S,



Regional Head - Clinical Services- Chennai, Dr Agarwals Eye Hospital, and Dr. Parveen Sen, Senior Consultant, Dr Agarwals Eye Hospital, addressed the attendees.

Thanks to the tremendous efforts of Prof Dr. Amar Agarwal and Dr. Ashvin Agarwal, Reticon has been one of the most prestigious events for retinal surgery in India since 2011. Reticon places emphasis on the presentation of the latest advancements in retinal surgery, as opposed to conventional conferences that predominantly center on discussions about the anterior segment and cataract. This platform facilitated the exchange of knowledge among specialists, with an emphasis on India's industry contributions, and surgical demonstrations of the most recent developments in the field of Retina.

In his comments, Dr. Ashar Agarwal, Vitreo-Retinal Surgeon & Chief Business Officer, Dr Agarwals Eye Hospital said, "Vitreoretinal disorders present formidable challenges to vision health, impacting

millions worldwide. Reticon brings together experts and professionals in this field and fosters an environment for the exchange of knowledge, sharing of best practices, and exploration of innovative approaches in diagnosing and treating these diseases. With focused sessions on medical retina and vitreo-retinal surgeries, Reticon offers a comprehensive overview of state-of-the-art techniques and therapies. This conference serves as a vital platform not only for seasoned ophthalmologists but also for postgraduates seeking insights into the latest advancements in vitreoretinal diagnostics and treatments. Furthermore, the conference symbolizes a beacon of hope for retinal patients, assuring them of the unwavering dedication of professionals towards enhancing outcomes and restoring vision."

Vitreoretinal diseases are conditions that affect the retina, the light-sensitive layer in the back of the eye, and vitreous, a clear gel that fills the space between

the lens in the front of the eye and the retina. Some of the main vitreoretinal disorders are: diabetic retinopathy, a complication of diabetes; retinal degeneration, which involves the degeneration of the retina due to the death of its cells; macular degeneration, a condition in which the cells of the macula, which is the most sensitive part of the retina, deteriorate; macular hole, a hole in the macula; retinal detachment, a condition where the retina is torn and is pulled away from the back of the eye.

Floater, eye flashes and sudden onset of blurry vision are the most common symptoms that can scream of a retinal problem. Repairing the retina could be quite a challenge and requires great skill and competency. From sophisticated intravitreal injections to laser to vitrectomy, the type of treatment can be decided by the specialists after thorough investigation, on a case-by-case basis.

Shopsy's Wedding Store Launch Marks 2x Surge in Top Categories

Chennai, April 10 2024: Shopsy recently launched a dedicated wedding storefront, curated with trendy and affordable essentials for wedding goes in Bharat. Understanding the unique requirements and aspirations of the customers in tier 2 and tier 3 cities, where weddings hold immense cultural significance, the hypervalue platform selected an expansive product portfolio that is both trend and value driven.

Consumers this season are especially on the lookout for value and variety across categories. With Shopsy, they can



seamlessly explore the wide range of trendy and customised collections for all wedding ceremonies, like Haldi, Mehendi, Wedding, Reception, and more. It further features an expansive catalogue including ethnic jewellery, apparel, footwear, wedding decor for home as well as gifting essentials thus catering to the growing customer needs for the season.

The launch of the Wedding Store led to a remarkable surge in customer visits on Shopsy particularly for top categories like Fashion, Beauty, Accessories and Gifting. Uttar Pradesh, Maharashtra & West Bengal contributed to the highest demand. Customers aged 15-34 years increasingly took to shopping for a variety of deals, with jewellery starting at Rs. 45/-, beauty and

grooming from Rs. 49/-, and gifting options from Rs. 99/-, ethnic and party wear from Rs. 149/-, and sarees from Rs. 169/-. Customers from cities like Salem, Medinipur, Bhagalpur, Bankura and many more were among the top shoppers for wedding season.

With the launch of the Wedding Store, Shopsy enabled cross-cultural buying, giving users access to an expanse of fabrics and designs. Products like Shararas and Kanjivarams were bought across various states, thus offering the customer a great selection at affordable prices.

Varthana Successfully Acquires India School Finance Company's (ISFC) School Portfolio

Chennai, April 10 2024: In a significant development for the education finance landscape in India, Varthana Finance, a leading Non-Banking Finance Company (NBFC) that provides loans to affordable private schools and students to pursue higher education, today announced the successful completion of its acquisition of Indian School Finance Company's (ISFC) School Portfolio.

This transaction marks a pivotal turn in the sector representing a meaningful passing of the torch from ISFC to Varthana, echoing a legacy of commitment and a vision for the future of affordable education in India.

This acquisition unites the top players' dedication in serving India's 400,000 private schools while strategically expanding their reach and impact to a wider network of educational institutes. The involvement of Varthana's founders in ISFC's launch and early years transcends the conventional business transaction, adding a significant depth to the collaboration. This sale signifies a heartfelt exchange of

stewardship, with Varthana poised to carry forward ISFC's mission of enhancing affordable education development in India.

Commenting on the acquisition Steve Hardgrave, CEO & Co-founder of Varthana says, "Taking the ISFC portfolio under Varthana's wing is another significant step in our journey to ensure that India's schools are well supported to deliver quality education to the country's 350 million young people. It is particularly special that our relationship with ISFC has come full circle, and we are honoured to take that legacy forward. We also know how uniquely committed Bob is to invest in new and impactful ideas. We are thrilled to play a small role in helping to recycle this catalytic capital toward the next generation of pioneering initiatives that require support to take flight."

Central to this transaction is the pivotal role played by Bob Pattillo, founder of Gray Matters Capital, a US 501 (c)3 foundation that is focused on impact investing. Recognizing the early

need for specialized financing for affordable private schools in India, he founded ISFC in 2009, Bob has also influenced the establishment of school finance banks globally. Today, school finance in the affordable school segment serves as a catalytic force for developing quality education in low-income communities.

Reflecting on the sale Bob Pattillo says, "The combining of ISFC's rich legacy with Varthana will multiply what can be achieved in the realm of education finance in India, ensuring that future generations can access the education they merit. It fills me with great pride that through ISFC, we have supported 5 million children from low-income families over 15 years, sparking a movement that has led mainstream commercial lenders to recognize the value of this segment. Our foundation's mission is accomplished, and while ISFC has navigated successfully through the trials of COVID, our choice reflects our considered judgment of what will serve the best interests of the families with kids in these schools. This sale signifies more than a transaction; it's a demonstration not only how capital can be transformative when aligned with a market need, driven individuals, and a clear vision but also when to pass on the torch to others who are best suited to carry the mission forward."

Sandeep Wirkhare, ISFC CEO adds, "This may be an exemplary transaction where an impact institution helps create a product segment, stabilize and hands over a growth baton to the most like-minded institution to continue customer and employee relationship."

This sale is not just an exchange of assets; it represents a heartfelt transfer of stewardship, with Varthana well-positioned to carry forward ISFC's mission of advancing affordable education development in India. The combined strengths and shared dedication of both entities set the stage for a promising future, ultimately contributing to the enhancement of the educational landscape in the country.

Digital Locks revolutionize household management: A Godrej Locks Study Unveils Insights

Chennai, April 10 2024: In India, the role of house help goes beyond mere assistance; he/she is integral to millions of households' daily functioning. A recent study conducted by Godrej Locks & Architectural Fittings and Systems unveils the deep-rooted reliance of Indian households on domestic help. Titled 'Live Safe, Live Freely,' this comprehensive research sheds light on the profound connection between families and their domestic helpers, with startling statistics indicating a willingness to compromise punctuality for the sake of household assistance.

The study, encompassing 2,000 respondents across major Indian cities including Mumbai, Delhi, Kolkata, Bangalore, and Bhopal, underscores a remarkable trend: 49% of participants admitted to waiting for their



house help for over half an hour, even when scheduled for important appointments. Moreover, 15% of respondents emphasized the paramount importance of their domestic help in their daily lives, revealing an emotional bond that transcends mere assistance.

Commenting on these insights, Shyam Motwani, Business Head at Godrej Locks & Architectural Fittings and Systems, remarked, "The findings of our

study are not just revealing but indicative of a larger societal trend. We recognize the challenges of a modern Indian household and the various complexities involved in managing disrupted plans. Hence, we are proud to introduce a solution that prioritizes safety and convenience with differentiated Digital Locks by Godrej Locks."

Engineered to address concerns regarding misplaced keys and offer controlled access, Digital Locks provide seamless solutions for household management. Through a user-friendly app, homeowners can grant access to family members and domestic help from anywhere across the globe, ensuring smooth adherence to schedules without disruptions. Moreover, this technology enables homeowners to monitor entry into their premises, enhancing security and peace of mind.

The 'Live Safe, Live Freely' study is aimed to not only understand human behaviour regarding household assistance but also to explore the adoption of smart-home devices for safety and convenience. With its extensive reach and insightful findings, this study serves as a cornerstone for redefining household management in contemporary Indian society.

RJ Vishnu Priya from Chennai felicitated by Nirmala Sitharaman, Minister of Finance and Corporate Affairs, at Swiggy 'She The Change' initiative

Chennai, April 10 2024: Swiggy recently launched "She The Change", an initiative aimed at recognizing and celebrating women entrepreneurship in the food and beverage industry. Among various women entrepreneurs applauded at the event, was RJ Vishnu Priya from Chennai. She owns Kai Manam and is running a successful business contributing to the food and beverage industry of India.

With over 50,000 women-run restaurants on its platform, Swiggy



believes in the transformative potential of these entrepreneurs who are estimated to generate approximately three hundred thousand jobs, as each restaurant employs an average of six direct employees. Swiggy believes that

workforce, aligning with the Honourable Prime Minister's the vision of 'Nari Shakti.'

The event, attended by distinguished figures from economics and academia, as well as Swiggy's leadership, including Sriharsha Majety, Group CEO of Swiggy, and Rohit Kapoor, CEO of Food Marketplace at Swiggy, celebrated the remarkable contributions and inspiring journeys of women entrepreneurs in India in creating a difference through their ventures.

this is merely the beginning of their contribution to the food and beverage sector, which accounts for around three per cent of the country's GDP. The initiative also received praise for its role in promoting women's inclusion in the

KFC launches International Burger Fest inspired by global flavours ~ Features 5 distinct Zinger Burgers starting at INR 179/- ~

Chennai, April 10 2024: The KFC Zinger burger is legendary. But what if there were five different types of Zinger burgers, each with a unique taste and flavour inspired by a different part of the world?

Yes, you heard that right! No matter what your craving is, there is a juicy & crispy KFC Zinger for you.

Presenting the KFC International Burger Fest featuring not one, not two but five distinct Zinger Burgers, starting at Rs. 179/-.



and so much more - KFC's variety of Zinger burgers features a global flavours to satisfy any and every craving you have.

Chicken lovers, be prepared to treat yourselves with a range of options made with 100% REAL CHICKEN.

Enjoy the timeless American Classic Zinger which brings together a crunchy fillet, veggies and creamy mayo sauce in a soft sesame bun or take

a spicy ride with the Caribbean Spicy Zinger which has a golden fillet, crunchy veggies, melted cheese & three chilli sauce in a peri-peri bun.

You can indulge in the bold flavours of the Mexican Zinger Pro featuring a crispy fillet, veggies, Habanero sauce & melted cheese in a sesame bun. Or enjoy the Indian Tandoori Zinger featuring the crispy Zinger fillet, crunchy veggies along with two

zesty sauces - tandoori & mayo in a soft sesame bun.

As part of the International Burger Fest, KFC is introducing the Paneer Zinger. The all-new Paneer Zinger has a crispy & juicy paneer patty, crunchy veggies and a deliciously tangy sauce enveloped in a sesame bun.

There's something for every burger lover at the KFC International Burger Fest. So, get ready to experience a world of flavours in every bite of the new range of Zinger burgers at International Burger Fest. Rush to your nearest KFC restaurant, or order online through the KFC India app or website www.online.kfc.in.

Khaitan & Co unveils KAI, a revolutionary leap in legal innovation

Chennai April 10 2024: In a strategic move towards innovation and tech integration, Khaitan & Co, a leading full-service law firm, has unveiled ask.KAI and DocInsight as part of its artificial intelligence (AI) initiative, KAI (Khaitan & Co AI). The initiative represents a strategic integration of AI across the firm's operations, aimed at enhancing efficiency, augmenting professional capabilities, and leading innovation in the legal domain.

Rohit Shukla, Chief Digital Officer, Khaitan & Co stated, "The launch of ask.KAI and DocInsight represents a significant step in our commitment to transform legal practices through innovative AI solutions. Its approach combines a unique



self-learning architecture, prompt standardisation and a meticulously curated database, that can set a new standard for legal innovation in India."

At its core, KAI deploys high-impact AI applications that streamline legal processes and elevate client service. It leverages Microsoft Cloud and Azure OpenAI Services for enhanced security and reliability.

ask.KAI is a virtual generative AI assistant that allows secure testing of conversational Large Language Model (LLM). Since it's firm-wide launch, ask.KAI has engaged multiple unique users with different user prompts

submitted. The tool will provide continuous workforce training, embed AI within workflows through process re-engineering, and ensure rigorous data privacy and compliance protocols, actively collaborating with clients to co-create solutions, and foster a culture of experimentation from the executive level.

DocInsight is a proprietary retrieval-augmented generative AI solution. It enables foundational LLM models to provide accurate responses even for specialised topics that may not be present in the original training data. DocInsight augments responses to user queries with relevant

structured data from our comprehensive data and knowledge platform, and user specified databases to provide contextual and tailored answers attuned to nuances.

Khaitan & Co plans to automate tasks and empower legal professionals, thereby ushering in a new era of legal transformation. Leveraging its comprehensive AI integration strategy, advanced data analytics, and customized AI solutions, KAI aims to responsibly leverage AI while harnessing the firm's knowledge, continuously training its users on ethical AI usage and improving clients' service experience.

Polycab India launches Silencio Mini Advanced BLDC fan: A revolution in ceiling fan technology

Chennai, April 10 2024: Polycab India Ltd., a leading electrical goods company, introduces the Polycab Silencio Mini Advanced BLDC Fan, setting a ground-breaking standard for energy efficiency and performance coupled with superior design in ceiling fans. This modern fan combines contemporary design with advanced BLDC technology that saves up to 65% electricity*, reduces motor noise and operates at full efficiency even at low voltages without compromising on-air delivery. Silencio Mini Advanced BLDC Fan helps save up to Rs. 2,500/-* on your electricity bills annually. It comes in variants of sizes 1200mm, 900mm and 600mm and 9 different colours to suit the needs of every customer.

Renowned for its excellence in manufacturing cables and wires, Polycab has expanded its horizons to provide a comprehensive suite of electrical solutions for the modern, digitally connected home. The introduction of the Silencio Mini BLDC Fan reflects this vision, aligning perfectly with the company's new tagline 'Ideas. Connected.'

The Polycab Silencio Mini BLDC Fan proudly boasts an impressive 5-star BEE rating, reaffirming Polycab's unwavering commitment to energy efficiency. Silencio Mini comes with the latest RF Point Anywhere Remote. This is a new technology that works even when you point the remote away from the



fan. Also, you can pair up to 50 fans with a single remote with this technology. So, if you are using Polycab BLDC fans in your house, all the fans can be paired with the same remote. Silencio Mini comes with Ultimate 25 Speed Setting which lets you set your personalised fan speed.

At its Boost++ Mode, this fan operates at a remarkable 380 RPM high-speed delivering superior air circulation with an air delivery capacity of 235 CMM, ensuring a cool and comfortable living space throughout the year. Crafted with a compact BLDC motor, it enhances the fan's aesthetics and makes the blades appear longer, providing both durability and superior performance. The fan also features a reverse rotation mode, a perfect companion for winters and for air-conditioned rooms, as it just circulates the air without throwing a blast of air.

Silencio Mini is manufactured in Polycab's world class manufacturing facility in Roorkee. Polycab believes in investing in backward integration to ensure excellent product quality and hence, it has developed in-house strength of PCB manufacturing required for the Silencio Mini BLDC Fan. Polycab stands behind the Silencio Mini BLDC Fan with 50%

(FMEG and Power), Polycab India, said:

"The introduction of Polycab Silencio Mini BLDC Fan underscores our steadfast dedication to leading the way in energy-efficient electrical solutions. Beyond being a mere product, this innovative fan stands as evidence of our commitment to transforming the landscape of home comfort. Setting elevated industry benchmarks, the fan seamlessly integrates cutting-edge technology and sophisticated design to complement the aesthetics of any home. Reinforcing over 40 years as the safest electrical brand, we now bring comfort and convenience with the Silencio series BLDC fans. Our BLDC fans feature Boost++ technology within the Silencio series uniquely delivering more air while consuming less energy. Moreover, we offer a great experience with free installation and assurances of best-in-class customer care promise."

Available in nine captivating colours, including Natural Walnut Wood, Natural Wood, Birkin Gold, Cool Grey, Matt Espresso Brown, Pearl Beige, Pearl Brown, Matt Satin White, and Matt Black, the Silencio Mini comes in sweep sizes of 1200mm, 900mm, and 600mm. This comprehensive range of options complements any interior décor, whether it's for your living room, bedroom, or workspace. The fan is designed to enhance the visual appeal of your space.

The Polycab Silencio Mini BLDC Fan is now available at your nearest authorized Polycab retailer. The price of the fans ranges between INR 3200 to 4500. Experience the perfect blend of style, efficiency, and advanced technology to make your living spaces more comfortable and energy efficient.

Ishwinder Singh Khurana, Executive President and Chief Business Officer

^Total Warranty Period is 4 Years with 3 Years of Product Warranty and 1 Year of additional warranty on registration.

Swiggy Appoints Suparna Mitra as an Independent Director to its Board

Chennai April 10 2024: Swiggy, India's pioneering on-demand convenience platform, today announced the appointment of Suparna Mitra as an Independent Director to its Board.

Sriharsha Majety, Group CEO of Swiggy said "We are excited to welcome Suparna as an independent director to our board. With her remarkable career and extensive experience in lifestyle and retail industries, along with her refreshing perspectives as a leader, we are confident that she will bring valuable insights and expertise to our Board as our business enters its next era of growth."

"Having seen



Swiggy revolutionize through innovation and on-demand convenience customer-centricity, I'm

excited by this opportunity. I look forward to collaborating with the Board members and management team of Swiggy; aimed at value-creation and values-based governance," said Suparna Mitra on her appointment.

Suparna Mitra joins Swiggy's distinguished list of independent directors that includes Anand Kripalu - MD & Global CEO at EPL Limited and Chairperson of the Swiggy board, Shailesh Haribhakti - Chairman of Shailesh Haribhakti & Associates, and Sahil Barua - Managing Director & CEO at Delhivery.