

**Modi plays Cong on Pitroda's US tax remark**

Chennai, April 24 2024: Prime Minister Narendra Modi sharpened his criticism of the Congress on Wednesday over what he described as its "dangerous intentions", armed with opposition functionary Sam Pitroda's comments on an inheritance tax in the US that added fuel to a raging debate over wealth distribution in India's politically charged election season.

In remarks that drew intense scrutiny by the BJP and prompted the Congress to distance

itself from them, Pitroda could be heard talking in a video about a US law that "says...you must leave your wealth for the public [upon death] not all of it, half of it which to me sounds fair". Pitroda was prompt to post a clarification with his comments snowballing into a major controversy. Congress leader Jairam Ramesh, too, tried dousing the flames in an X post, saying Pitroda "expresses his opinion freely" and they "not always reflect the position" of the party.



But PM Modi kept up the political pressure on the Congress, using Pitroda's remarks to launch a fresh offensive. "Now, the Congress is saying there will be an inheritance tax on inheritance from parents... [If the Congress is voted to power] they will hit you with a higher tax rate till the time you are alive. And after that, they will impose an inheritance tax," he said at an election rally in Chhattisgarh.

"The people, who have considered the Congress as their ancestral property and given it to their children, don't want Indians to give their property to their children," PM Modi said, in what is being seen as a reference to the Nehru-Gandhi family. "Your hard-earned property will not go to your children but to the Congress hand," he added, referring to the party's poll symbol.

Pitroda's comments add a new chapter to the ongoing wealth distribution debate. The Prime Minister has earlier asserted that the Congress aims to redistribute public wealth among Muslims, while the BJP has questioned the promise of a "nation-wide socio-economic and caste census" in the Congress manifesto. The opposition party has said its election manifesto does not mention any wealth redistribution survey, but the BJP has pointed to a video of Congress leader Rahul Gandhi's speech on April 6, when he made a similar statement at the manifesto launch event.

**Southern Railway's concerted efforts for smooth supply of Economy meals**  
**34 Meal Counters operational near GS Coaches at Various Railway Stations in SR**

Chennai, April 24 2024: Indian Railways along with Indian Railways Catering and Tourism Corporation (IRCTC) is stepping up to serve passengers during the summer season, particularly those in unreserved coaches. A

new initiative has been launched to offer hygienic meals and snacks at affordable prices. These meal counters are now operational at over 100 stations and nearly 150 counters in total across IR. To ensure easy access, these meals will

be available at counters conveniently located near general second class (GS) coaches on platforms.

Southern Railway's concerted efforts

In line with IR's initiative, Southern Railway has set up



Tiruchchirappalli a n d Division, 4 stations in Thiruvananthapuram Salem Division, 2 divisions respectively. The above exercise has Division, 9 and 11 commenced in stations in Palakkad Southern Railway with

effect from 17.04.2024 (Assortment of South Indian Rice Varieties) – 350 gms @ RS 50/-

Economy meals at affordable rates

The exclusive counters set up on Platforms near GS coaches offer:

Ø Janatha Khana (Poori bhaji - 07 Poori – 175 gms & Bhaji – 150 gms.) @Rs 20/-

Ø Rice Based Economy Meal (Curd/Lemon/Tamarind Rice) – 200 gms @ Rs 20/-

Ø Snack Meals

Ø Sealed water glass - 200 ml @ Rs.3/-  
 This initiative during the summer season offers a significant benefit for passengers, particularly those travelling in General Class coaches. The readily available, affordable meals and snacks ensure travelers can stay comfortable throughout their journeys.

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## Eaton's Mobile Tech Day, an exclusive roadshow unveils state-of-the-art solutions across 12 States and 74 cities Showcased its Mobile Tech Day in Tamil Nadu

Chennai, April 24 2024: Intelligent power management company Eaton showcased its Mobile Tech Day 2024 in Tamil Nadu this month. The roadshow aimed to exhibit Eaton's state-of-the-art solutions in electrical, mobility, and aerospace technologies that are set to revolutionize industries. The 40-foot advanced trailer traveled the length and breadth of India, connecting Eaton's industry experts with customers face-to-face.

This exciting journey began in April 2023, with a grand flag-off ceremony in Haryana. In Tamil Nadu, the trailer was stationed at Sriperumbudur, SIPCOT Industrial Park, Chennai, Salem, Namakkal, Tiruchengodu, Oragadam Industrial Corridor, Tindivanam, Erode Madurai and Aruppukkai.

This unique initiative has already made its mark—covering 12 states and extending its reach to over 74 cities.

Commenting on Eaton's portfolio of Electrical solutions, Syed Sajjadh Ali, Managing Director, Electrical

Sector, India, Eaton, said, "At Eaton, we recognize the enormous potential that India holds and are eager to explore opportunities to collaborate in the country's infrastructure and commercial growth. As a leader in electrical products, systems, and services for power quality, distribution, control, and wiring, our electrical business offers technology-driven solutions that address the critical needs of diverse markets such as industrial, utility, commercial, residential, and information technology. This Mobile Tech Day campaign brings an exciting opportunity for Eaton to showcase our industry-leading technology solutions and product offerings to customers and end-users in the region."

Commenting on Eaton's Mobility portfolio, Shailendra Shukla, Managing Director, Mobility Group, India, Eaton, said, "Eaton's power management & eMobility solutions position us as an ideal partner for leading players and vehicle OEMs in India's focused

segments, enabling their growth and success. We are also the preferred choice for the aftermarket space, and we partner closely with our distributors, resellers, and users for our aftermarket products and solutions. We take pride in the fact that we engineer to meet the specific needs of each segment with industry best practices. By doing so, we help our customers manage power more safely, reliably, efficiently, and sustainably. Our eMobility business provides a robust portfolio of solutions by combining elements from our Mobility and Electrical businesses."

The Tech Day highlighted Eaton's innovative products spanning business sectors—Electrical, Mobility, and Aerospace. Within the exhibit, Eaton's electrical division boasted diverse solutions tailored to meet individual customer needs. The electrical solutions included a comprehensive suite of medium voltage switchgear solutions. The products from Eaton's electrical business, caters to a wide range of

applications, offering both standardized and customized options to meet specific customer needs. The key solutions featured include medium voltage switchgear: Xiria, RVAC, Low voltage switchgear: ACB, MCB, MCCB, RCD, Fusegear: Bussmann range of HV/LV/EV fuses, Power Quality: 9PX and DXRT (1-ph online UPS), 93PR (3-ph UPS), EV Chargers: 22kW AC charger, and Software Solutions: Brightlayer.

In the mobility technology space, Eaton showcased Clutch Assemblies, Transmission: 9-speed and 4-speed (compatible with EVs), Traction control: MLD NoSpin Differential, and Air management: engine valves and valve actuation.

In Eaton's aerospace solutions, the highlighted are complete aircraft electrical power solutions: circular and rectangular connectors, back-shells, signal and power contacts, fiber optic solutions, cable assemblies and conduits, power conversion, and hold down and release actuators.

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

Chennai, April 24 2024: Kotak Mahindra Bank ("KMBL" / "Kotak") associates with Manipal Academy of BFSI to launch the Kotak NextGen Bankers Programme to skill and foster industry-ready talent to address the evolving needs of the banking industry. The 12-month Post Graduate Diploma in Relationship Management will train banking aspirants in customer experience and culminate in securing an assured\* job as a Branch Relationship Manager (Deputy Manager) at Kotak Mahindra Bank Ltd.

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



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

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

Robin Bhowmik,

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

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

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

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

## Nissan Magnite achieves 30,000+ annual sales for 3rd consecutive year, crosses 1 lakh domestic sales milestone

Chennai, April 24 2024: Nissan Motor India Pvt. Ltd. (NMIPL) recently celebrated its third consecutive year of achieving 30,000+ sales with its Big, Bold, Beautiful SUV, the Nissan Magnite. This remarkable milestone reaffirms the Magnite's position as a game-changer in the Indian automotive market. Nissan extends its heartfelt gratitude to its valued customers, dedicated dealers, suppliers, the Alliance plant in Chennai and the entire Nissan team for their unwavering support and commitment towards this significant milestone in India.

Since its debut in December 2020, the Nissan Magnite has captured the hearts of Indian consumers, boasting over 100,000 domestic Magnite customers in India, a milestone the company crossed in January 2024. Additionally, the Nissan Magnite has also made a substantial impact on the international stage, with over 30,000 units exported till date. It has firmly established itself as the preferred choice in India's B-SUV segment. The Magnite embodies Nissan Motor India's manufacturing



philosophy of 'Make-In-India, Make for the World', seamlessly blending design excellence from Japan with efficient production in India.

Saurabh Vatsa, Managing Director, Nissan Motor India, commented, "We are immensely proud of how the Nissan Magnite has defied conventions and disrupted the B-SUV segment in India. But our success wouldn't be complete without acknowledging our loyal customers—their trust and unwavering support have been our driving force. Building on the remarkable achievements of the Magnite, we are now embarking on an exciting journey. Our focus is on creating a new product lineup that will resonate with the discerning Indian market."

Frank Torres, President, Nissan India Operations said, "We extend our heartfelt gratitude to our valued

customers and dedicated dealers for their unwavering support. The Nissan Magnite has truly been a game-changer in the Indian automotive market, redefining the B-SUV segment for the industry. As we continue this journey, we remain committed to delivering excellence and innovative products, always keeping in mind the true philosophy of our Japanese DNA."

Since its launch, Nissan has introduced multiple variants of the Magnite to meet the evolving needs of Indian customers, including the Turbo, MT, the most affordable AMT, and the CVT. Last June, the Magnite achieved a significant production milestone—the rollout of its 100,000th Magnite from its Alliance plant (RNAIPL) in Chennai and it recently completed the sale of the 100,000th domestic sale of the same in January 2024.

The Big, Bold, and Beautiful Nissan Magnite isn't limited to India alone—it's making

waves globally. Currently exported to 15 countries, including recent launches in Seychelles, Bangladesh, Uganda, and Brunei, this remarkable achievement reflects the brand's commitment to delivering high-quality products and services while tapping into India's potential as a major automotive manufacturing hub. In recent years, Nissan India has strategically shifted its primary export market from Europe to Middle Eastern countries, including Saudi Arabia, the United Arab Emirates, Oman, Qatar, Bahrain, and Kuwait.

The Magnite has received several prestigious accolades since its launch, including the recently awarded '2023 ICONIC Brand of the Year' at the Dainik Jagran INext ICONIC Awards; 'Compact SUV of the Year 2021' by Top Gear; 'Game Changer' award by Motor Octane; and 'Value for Money' by Autocar India, amongst others. Adding to this list, the recently launched Nissan Magnite Kuro Edition has emerged as the winner in the Variant of the Year Award 2024 at the recent Carbike360-2024 Awards.

## Samsung Announces New Era of AI TVs in India, Launches Neo QLED 8K, Neo QLED 4K and OLED TVs with Powerful AI Features

Chennai, April 24 2024: Samsung, India's largest consumer electronics company, today announced a new era of AI TVs with the launch of its ultra-premium Neo QLED 8K, Neo QLED 4K and OLED TVs at the 'Unbox & Discover' event at Samsung Opera House in Bengaluru. The 2024 line-up of Neo QLED 8K, Neo QLED 4K and OLED TVs elevate your home entertainment experience with powerful, AI-driven solutions.

"Samsung is bringing the transformative power of Artificial Intelligence (AI) across product categories to improve consumers' lifestyles. That's why we have integrated AI to home entertainment to offer exceptional viewing experiences for our consumers. Our 2024 range of Neo QLED 8K, Neo QLED 4K and OLED TVs redefine the home entertainment experience and offer new innovations across accessibility, sustainability and enhanced security with the power of AI," said JB Park, President and CEO, Samsung Southwest Asia.

"Televisions have emerged as the centerpieces of modern living, seamlessly



integrating technology and lifestyle. The rising demand for larger screen sizes in India reflects consumers' preference for premium TVs. We are launching AI TVs that have been designed to set a new standard in visual immersion and sound quality. With the launch of our new range of AI-powered 8K Neo QLEDs, 4K Neo QLEDs and OLED TVs, we are confident of extending our market leadership in India," said Mohandeep Singh, Senior Vice President, Visual Display Business, Samsung India.

Neo QLED 8K with new NQ8 AI Gen3 Processor for Clarity, Sound and Smart Experiences

Samsung's flagship TV - Neo QLED 8K is equipped with the advanced NQ8 AI Gen3 processor, marking a significant leap in AI TV technology. The NQ8 AI Gen3 processor features a Neural Processing Unit (NPU) that delivers twice the speed of its

predecessor, along with an eight-fold increase in neural networks from 64 to 512 ensuring an exceptional viewing experience with crisp details, regardless of the input source.

Several AI features come together to redefine the big screen experience on the 2024 Neo QLED 8K:

**AI Picture Technology** brings out the finest details with outstanding clarity and naturalness, including facial expressions and other subtle nuances.

**AI Upscaling Pro** transforms content to closely match the 8K display.

**AI Motion Enhancer Pro** utilizes a sophisticated motion detection algorithm to enhance clarity during motion-intense content, such as sports, helping users enjoy every moment. During a match, it helps in tracking the ball without any distortion, making users feel they are watching the match LIVE in a

stadium.

**Real Depth Enhancer Pro** adds a lifelike depth to the picture and pulls viewers into the scene.

**AI Sound Technology** helps deliver precise audio with Active Voice Amplifier Pro, which detects background noises and adjusts volume automatically. **Object Tracking Sound Pro** enriches the audio experience by syncing the sound with on-screen action, creating a more dynamic and engaging viewing experience. **Adaptive Sound Pro** further refines the audio experience by intelligently adjusting the audio to the content and room acoustics, for a genuinely rich and lifelike sound.

**AI Auto Game Mode** recognizes both the game and the genre and automatically tailors the picture quality and sound quality settings.

**AI Customization Mode** adjusts the picture for each scene based on user preference basis the content type.

**AI Energy Mode** saves power without compromising picture quality.

The Neo QLED 8K is available in two models, QN900D and QN800D, and in sizes of 65, 75, and 85 inches.

## INDIAN SWIMMERS, BHARAT SACHDEVA AND SHAASHWAT SHARMA COMPLETE ONE-WAY RAM SETU OPEN WATER SWIMMING EXPEDITION

Chennai, April 24 2024: Celebrating the spirit of athleticism, grit and determination, two celebrated Indian swimmers, Bharat Sachdeva and Shaaswat Sharma today swam across the 32-Km challenging stretch of Palk Strait (Ram Setu) within the clocked time of 10 hrs. 30 minutes.



At the heart of this extraordinary expedition lies a noble cause of promoting adventure sports and open swimming to athletes in India, fostering universal brotherhood and friendship among neighboring countries. Additionally, the expedition aims to raise awareness about water safety and the prevention of drowning incidents.

The expedition commenced at 5:00 am on April 14th, 2024, from Talaimannar in Sri Lanka and concluded at Dhanushkoti, India. The swim was conducted under the supervision of an expert crew that helped the swimmers navigate and provided nutrition during the swim. An external observer also

joined the crew to ensure adherence to the rules and regulations.

Commenting on the occasion, Bharat Sachdeva said "This is as big as winning a medal for the country. Shaaswat and I have been working towards realising this dream for a few years, and we are glad it has finally come true. Besides promoting the spirit of unity, our aim is to draw attention towards the dire support this sport needs in our country, be it the right infrastructure or investments. Our efforts will be successful when we will see more young talent from India opting for swimming and representing the country at prestigious national and international platforms."

Shaaswat Sharma added, "For me, this achievement has a very high spiritual and cultural significance. As a national swimmer, I have participated in several challenges, but crossing the Ram Setu is one for the country. While we were swimming the stretch, we were filled with mixed emotions, of celebrating the spirit of universal brotherhood and on the other hand, calling out to the nation to nurture swimming as a key sport in the country."

Bharat is a celebrated Health and Wellness Consultant, an International Swimmer and an Ironman Triathlete. As part of the high-performance coaching unit with the Indian Boxing Team preparing for Tokyo Olympics, Bharat got

the opportunity to work with and train the likes of MC Mary Kom, Amit Panghal, Vikas Krishan Yadav etc. in the space of Visualisation and Breathwork.

A technical architect by profession, Shaaswat Sharma is a national medalist in swimming, a national water polo player, ultra long-distance swimmer, and a triathlete. He boasts a collection of over 500 medals and trophies with multiple all India records to his name. Shaaswat is the title holder for the fastest 2K swimmer in the Goa Swimathon 2024. He also holds the title for 10KM swimming in the Delhi International Swimathon.

The swimmers received permissions from relevant authorities like Ministry of External Affairs, India (MEA), Ministry of Defence, India (MoD), Ministry of Health, India (MoHFW), High Commission of India in Sri Lanka, Ministry of Defence, Sri Lanka, and other government bodies to undertake the initiative.

## Toyota Kirloskar Motor Announces the Launch of Fortuner LEADER EDITION - A Signature Style to 'Lead in Power'

Chennai, April 24 2024: The Toyota Fortuner needs no introduction, and to celebrate the success of this most admired SUV, Toyota Kirloskar Motor (TKM) today launched the LEADER EDITION of the Fortuner in the India market. Building upon its renowned features, Fortuner LEADER EDITION brings distinctive design with many add-on features.



The Fortuner LEADER EDITION stands out with its commanding presence, accentuated by varied style elements. Featuring a dynamic front and rear bumper spoiler, this vehicle exudes an aura of boldness and sophistication, reflecting the true essence of leadership. One of the key highlights of the Fortuner LEADER EDITION is its prominent dual-tone exterior, available in a palette of 'black, white, and clarity'. This unique combination not only enhances the exterior appeal but also underscores its premium craftsmanship. The interior boasts dual-tone seats that offer unmatched comfort and elegance, elevating the driving experience to

new heights. With every detail meticulously curated, from the plush upholstery to the ergonomic design, the Fortuner LEADER EDITION makes every journey, filled with awesomeness.

In addition to its perfect styling, the Fortuner LEADER EDITION is equipped with an array of advanced features designed to enhance convenience, safety, and connectivity. From a wireless charger and TPMS (Tire Pressure Monitoring System) to auto-folding mirrors, this vehicle is aimed at fulfilling the diverse needs of the aspiring customers. Moreover, the Fortuner LEADER EDITION comes with black alloy wheels that make a bold statement with every turn. These wheels not only enhance the vehicle's aesthetics but also reinforce its status as a true leader on the road. Certain accessories

developed by TTIPL will be installed by authorised dealers, including rear and front bumper spoilers, to enhance the exterior appeal of the vehicle.

Commenting on the launch of Fortuner LEADER EDITION, Mr. Sabari Manohar Vice President, Sales-Service-Used Car Business, Toyota Kirloskar Motor said, "Our customers are at the heart of everything we do. Their evolving preferences and desires for enhanced features and driving experiences motivates our relentless pursuit of excellence. The Fortuner LEADER EDITION is crafted to elevate its bold style statement with more add-on features, while imparting an unparalleled sense of power and distinction. The Fortuner LEADER EDITION is a testament to Toyota's resolute commitment in providing best-in-class offerings, leading the way with power &

style. We extend our sincere gratitude to the passionate Fortuner fan base in India, for their trust in our brand. We will continue to excite the SUV enthusiasts with the Fortuner LEADER EDITION offering bold exterior design, eye-catching and comfortable interiors, and advanced high-tech features, positioned to 'Lead in Power'" he added.

Since its debut in 2009, the Toyota Fortuner has been the most-loved SUV in the country for over a decade, maintaining its unrivalled position in the segment. With its premium features, sleek and trendy interiors, top-notch safety standards, and robust performance, the Fortuner has consistently set the benchmark, captivating SUV passionate across generations.

A true leader starts with a bold presence! Bookings for the Fortuner LEADER EDITION is now open. Customers can either book the Fortuner LEADER EDITION online Toyota India | Official Website (toyotabharat.com) or visit their nearest Toyota dealership.

## Medtronic launches advanced NeuroSmart™ Portable MER Navigation System in India for Deep Brain Stimulation procedure to manage Parkinson's

Chennai, April 24 2024: India Medtronic Private Limited, a wholly owned subsidiary of Medtronic plc (NYSE:MDT), today announced the launch of India's first NeuroSmart™ Portable Micro Electrode Recording (MER) Navigation system for Parkinson's treatment. Deep brain stimulation (DBS) is a treatment for symptoms of Parkinson's disease, including tremors, stiffness, and difficulty walking. DBS is a therapy in which a small pacemaker-like device sends electrical signals through very thin wires, known as 'leads', to a targeted area in the brain related to the symptoms. Advanced DBS implants are designed to capture brain signals using the implanted DBS system. The NeuroSmart™ Portable MER Navigation system revolutionizes DBS (Deep Brain Stimulation) therapy by enhancing precision during surgery.



Parkinson's disease is a progressive disorder that eventually causes severe disability due to the increasing severity of both treatment-resistant motor problems and non-motor symptoms. In 2016, it was estimated that 6.1 million people worldwide had Parkinson's disease. The prevalence in India was estimated to be 10% of the global burden, that is, 5.8 lakhs.1

Medtronic has been at the forefront of DBS therapy since 1987, with over 185,000 DBS devices implanted worldwide. The

NeuroSmart™ Portable MER Navigation system, developed by Alpha Omega Engineering, is a groundbreaking treatment for neurological and psychiatric diseases. Featuring advanced neurophysiological navigation mapping, it enables accurate electrode placement while recording neural activity. Its advanced capabilities for enhanced target localization, based on HaGuide automatic navigation, help identify the most effective target for the patient, ensuring optimum symptom relief.

The Neurology team at Fortis Hospital, Bengaluru, comprising of Dr. Raghuram G, Additional Director Neurosurgery and Dr. Guruprasad Hosurkar, Additional Director Neurology, became the first to use this technology for Parkinson's patients. The case in point was a 68-year-old patient who had been suffering from

Parkinson's for over a decade. The condition led to restrictions in movement, causing challenges in performing daily chores. It also became challenging for the patient's family to take care of him. While initially medications provided relief, over time these became ineffective, calling for alternative management options. With the implications of new advancement in NeuroSmart™, doctors were able to identify the right target that was stimulated to manage this patients' uncontrolled symptoms with minimal side effects.

Dr. Raghuram G, said, "This technology is a game-changer. AI and real-time feedback mean that the new MER Navigation system has revolutionized our approach to targeting brain structures during DBS procedures. This advancement significantly elevates our precision,

enabling us to tailor treatments with unprecedented accuracy. Ultimately, this precision optimization translated directly into improved patient outcomes, offering newfound hope and efficacy in our efforts to manage Parkinson's disease and other neurological conditions."

Dr. Guruprasad Hosurkar, said, "DBS therapy is a transformative intervention, enabling enhanced motor function and granting patients newfound independence. Through the precision of the new and advanced AI enabled MER Navigation system, electrode placement is meticulously optimized, offering profound relief from debilitating symptoms such as tremors and stiffness."

"Aimed at enhancing patient and clinician experiences, Medtronic's legacy of innovation in DBS spans over two decades. Our advanced DBS systems foster confidence in the operating room by empowering healthcare professionals with precise data for procedural planning and verification. The NeuroSmart™ MER Navigation system integrates seamlessly, providing real-time feedback to ensure accuracy and reliability throughout the DBS procedure," said Prateek Tiwari, Senior Director, Neuroscience & Specialty Therapies, Medtronic India.

## Tata Motors celebrates 4 lakh happy customers of the Magic; introduces first-in-its-segment, Magic Bi-Fuel

Chennai, April 24 2024: Tata Motors, India's largest commercial vehicle manufacturer, celebrates the remarkable milestone of 4 lakh happy customers of the Tata Magic India's most preferred van. On the momentous occasion, the company has introduced a new variant, the Magic Bi-Fuel, to further increase the convenience of its customers. Renowned for its reliability, efficiency and affordability in the last-mile transportation, the 10-seater Tata Magic has been the ideal choice of commuters and operators. The sleek design, safety and passenger comfort of the Tata Magic have been pivotal to its continued successes over the years.



The Tata Magic comes equipped with an array of value-added features such as an Eco switch, gearshift advisor and enhanced driver ergonomics, all aimed at reducing the total cost of ownership. The Magic is perfectly suited for

student and staff transportation, and last-mile mobility. The Magic-Bi-Fuel is powered by a 694cc engine and comes with 60-litre CNG tank along with 5-litre petrol tank, with a cumulative range of ~380 kilometres on a single fill. Offering unparalleled performance and low maintenance costs, the Magic comes with an exceptional warranty of 2 years or 72,000 km.

Commenting on the milestone, Mr. Anand S, Vice President & Head Passenger Business, Tata Motors Commercial Vehicles said, "We are elated to achieve the milestone of 4 lakh

happy customers of the versatile Magic brand. Celebrating 4 lakh journeys of trust, efficiency and comfort, the Magic continues to be the heartbeat of India's bustling mass mobility. To commemorate this milestone, we are happy to introduce the first-in-its-segment Magic Bi-Fuel that couples the benefits of CNG with an extended range of petrol. The new variant is engineered to address the evolving transportation needs and further improve the profitability and convenience for our customers. We are thankful for the support

and loyalty of our customers and we remain dedicated to continue providing superior mobility solutions."

As a comprehensive mobility solutions provider, Tata Motors commercial vehicles come with advanced features, efficient powertrains and richer value-additions. Fleet owners benefit from better fuel efficiency, lower operating costs, high vehicle uptime, real-time tracking and analytics through Tata Motors Fleet Edge. Its Sampoorna Seva 2.0 initiative provides unmatched vehicle lifecycle management services, including fleet management solutions, annual maintenance contract and roadside assistance amongst others. With the widest service network of 2500+ touchpoints, staffed by trained specialists and backed by Tata Genuine Parts, Tata Motors ensures unparalleled quality and service commitment.

## Yamaha launches AEROX 155 Version S equipped with Smart Key

Chennai, April 24 2024: India Yamaha Motor (IYM) Pvt. Ltd., in alignment with 'The Call of the Blue' brand campaign, has today launched the AEROX 155 Version S embodying the spirit of performance, style, and innovation. The latest version of the Maxi-Sports Scooter comes with the advanced Smart Key technology aimed at enhancing convenience and security for riders manoeuvring through urban settings. The AEROX 155 Version S, will be exclusively available at Blue Square showrooms, in two captivating colour shades - Silver & Racing Blue at a price of Rs. 1,50,600 (Ex-showroom, Delhi).

The Smart Key feature of the AEROX 155 Version S is crafted to redefine urban mobility and provide a seamless experience to the riders. Notably, its answer-back capability assists in locating the scooter amid bustling city environments, activating flashing blinkers and a buzzer sound for easy identification in crowded areas. Additionally, the keyless ignition streamlines the startup procedure, enabling riders to effortlessly start their scooter through proximity detection,



eliminating the hassle of manual key insertion. The rider can smoothly start the vehicle by rotating the knob to ignition position and simply push the start button.

This innovation not only enhances convenience but also bolsters security by reducing the risk of unauthorized access or theft. The smart key incorporates an immobilizer function, ensuring the scooter's protection when the key is out of range, providing riders with peace of mind against potential threats. Ultimately, the Smart Key functionality of the AEROX 155 Version S redefines the user experience by seamlessly integrating convenience, security, and advanced technology, offering a smoother and more enjoyable journey for riders in today's bustling urban landscapes.

Speaking on the

and the introduction of the Version S signifies an important stride in our ongoing dedication to enhancing the rider experience.

"The AEROX 155 flaunts a bold body size, sleek athletic proportions, and striking X Centre motif, making it a preferred choice for urban mobility and highway cruising alike. It features Traction Control System (TCS) and is powered by a new generation 155cc Blue Core engine equipped with Variable Valve Actuation (VVA). Mated to a CVT transmission, the liquid-cooled, 4-stroke, SOHC, 4-valve motor produces a max power output of 15 PS at 8,000rpm with 13.9 Nm of peak torque produced at 6,500rpm. The Maxi-sports Scooter by Yamaha is E20 fuel compliant, has an on-board diagnostics (OBD-II) System and also gets hazard system as a standard feature.

These exciting updates reinforce Yamaha's dedication to innovation and customer satisfaction, setting new benchmarks in the scooter segment. As the AEROX 155 continues to captivate riders nationwide, Yamaha remains at the forefront of revolutionizing urban experience on two-wheels.

occasion, Mr. Eishin Chihana, Chairman, Yamaha Motor India Group of Companies said, "Since its launch, the AEROX 155 has been a resounding success, captivating dynamic customers with its impressive performance and extraordinary design. As Indian cities evolve, the need for efficient transportation solutions has grown substantially, prompting Yamaha to lead with innovations that not only address but surpass the evolving demands of riders. The integration of Smart Key technology into the AEROX 155 exemplifies this commitment. Seamlessly blending convenience and utility, the new Smart Key feature sets a new standard for urban mobility experiences. The Yamaha AEROX 155 has long been celebrated for its performance and style,

## Lorenzi Apparels Ltd. Receives Trading Approval for listing of its Bonus Shares

Chennai April 25 2024: Lorenzi Apparels Ltd. a prominent player in the realm of manufacturing, designing, and marketing readymade garments, has announced that it has received the trading approval for listing its bonus shares from NSE and BSE effective 16 April 2024.

Lorenzi Apparels Ltd. is a prominent player in the realm of manufacturing, designing, and marketing readymade garments, catering to the diverse fashion needs of both men and women. With a comprehensive array of formal, semi-formal, and casual wear, it prides itself on delivering quality attire that resonates with contemporary trends



and timeless styles. Operating through retail outlets and e-commerce platforms, the company ensures accessibility and convenience for its clientele.

At the heart of its operations lies a meticulous garment manufacturing process encompassing cutting, stitching, sewing, finishing, inspection, and packing. While maintaining stringent quality standards,

Lorenzi Apparels Ltd. also engages in strategic partnerships with third-party contractors for garment production on a job work basis. These collaborations involve the dissemination of detailed technical specifications, including designs, patterns, quality standards, and fabric preferences. By leveraging the expertise of external manufacturers and providing precise

guidelines, the company ensures the realization of its vision for exceptional apparel, while fostering a network of trusted collaborators.

Lorenzi Apparels Ltd. is not only committed to delivering superior quality garments but also places a strong emphasis on sustainability and ethical manufacturing practices. The company actively seeks to minimize its environmental footprint by implementing eco-friendly production processes and sourcing materials responsibly. Moreover, it upholds fair labor standards throughout its supply chain, fostering safe working conditions and equitable treatment for all involved parties.

## Redevelopment works of Varkala Sivagiri railway station under ABSS reviewed

### Station Entrance to be provided on both sides of the new station

Chennai, April 24 2024: Varkala Sivagiri Railway station, located at Varkala Town, serves under the Thiruvananthapuram Division of Southern Railway. The station has a footfall of 9,480 passengers on an average daily.

Review of Varkala Sivagiri station works

Varkala Sivagiri station is proposed to be redeveloped under Amrit

Bharat Station Scheme (ABSS) at a revised estimated cost of is Rs. 133.5 Crores and the contract was awarded in January 2024. Station Redevelopment under Amrit Bharat Station Scheme is a flagship project of Indian Railways to upgrade our Railway stations at par with world-class standards with a 40 year horizon. Keeping

modern commuter who

visits these revamped stations will benefit from augmented convenience, airport-like feel and pleasing ambience coupled with novel amenities and facilities.

Now, the works are progressing at a steady pace. The ongoing works were reviewed at Southern Railway Headquarters level and it is decided to provide entrance on both sides of the upcoming new

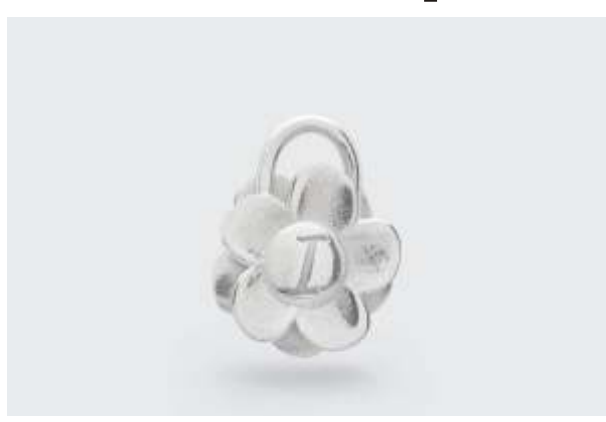
station building.

Upon completion of redevelopment work, Varkala Sivagiri station will sport upgraded passenger amenities, aesthetically designed interiors, improved ambience, beautiful landscaping in the frontage, inter-model access, airport-like illumination, parking facilities and better intermodal transport facilities.

## HP powers INDO-MIM to mass produce metal 3DP parts in India

Chennai April 25 2024: The world's leading Metal Injection Molding (MIM) company Indo-MIM today operationalize HP's two metal jet binder 3D printers in India. With HP's 3DP technology, INDO-MIM is the first company to enable large-scale production of 3D printed high-precision metal parts for automobile, aerospace, defense, consumer electronics, and medical equipment segments. These machines installed at the Bengaluru facility of Indo-MIM will be catering to both domestic and international markets.

As part of a global partnership, INDO-MIM has invested in three cutting-edge HP Metal Jet S100 printers. Two of its advanced Metal Jet S100 printers will provide localized support for Indian clients and expand production capabilities. One of them will focus on new material development, while the other will be driving application development and cater to customers in India,



the Middle East, the rest of the Asia-Pacific region. Third printer has been installed at Indo-MIM facility in Texas, USA.

Savi Baveja, President of Personalization & 3D Printing, HP Inc, said "We are proud to partner with INDO-MIM to create new possibilities for their customers leveraging HP's metals additive manufacturing capabilities. We are ready to transform the landscape of metal parts production in India by manufacturing locally and exporting worldwide. We are confident that by working together, we can drive innovation, boost adoption, and enhance India's presence in the global manufacturing arena."

Krishna Chivukula

Jr, CEO at Indo-MIM also expressed his excitement about the collaboration, noting, "Our partnership with HP signifies a milestone in our journey to provide cutting-edge production ready 3D metal binder jet solutions to our customers. The acquisition of HP's Metal Jet S100 printers equips us with the latest technology, enabling us to meet the growing demands of our customers with efficiency and precision, as well as expand the library of materials qualified on the HP printer platform."

Through this partnership, HP's advanced technology enables INDO-MIM to create top-quality, consistent metal parts

for both Indian and US markets. With the latest 3D printing metal binder jet technology, HP helps INDO-MIM meet the rising demand for intricate metal parts, ready for large-scale production. Together, HP and INDO-MIM are also testing new HP Metal Jet materials like M2 tool steel. These new materials improve properties and precision, making metal 3D printing even better.

The Metal Jet S100 solution, the world's leading 3D metal production solution, was introduced in the fall of 2023, and since then has enabled companies around the world to both efficiently design and produce metal parts and transform their supply chain. Both HP and INDO-MIM are committed to advancing innovative technology and sustainable manufacturing. They are well-positioned to unleash the full potential of metal additive manufacturing, helping transform markets across industries.

## Lentra, MakeMyTrip, and Redington Limited lead LinkedIn's debut 'Top Midsize Companies' list in India

Chennai, April 24 2024: LinkedIn, the world's largest professional network, today launched the 2024 Top Companies list for India. This eighth annual edition highlights the top 25 large companies and, for the first time, introduces a list of the 15 best midsize companies, where professionals can grow their careers. Based on the activity of millions of professionals on the platform, the list provides insights on in-demand skills, top locations, and the largest job functions within these companies, helping job seekers find their next opportunity.

The list is derived from LinkedIn data and the ranking of companies is based on eight pillars that have shown to lead to career progression such as the ability to advance; skills growth; company stability; external opportunity; company affinity; gender diversity; educational background and employee presence in the country.

Amongst large companies (500+ employees in India), Tata Consultancy Services (#1) retained its top spot this year, followed by Accenture (#2) and Cognizant (#3). Continuing the trend from last year, Financial Services dominated the 2024 list with 9 out of 25 companies from this sector including Macquarie Group (#4), Morgan Stanley (#5) and JPMorgan Chase & Co. (#6). This was followed by companies from the Technology sector, including HCL Enterprise (#12), Amazon (#15) and Mastercard (#17). Companies from the Pharmaceutical industry were also well represented with Bristol Myers Squibb (#8), Novo Nordisk (#24) and Viartis (#25) making the list.

On the top midsize companies list (250-500 employees in India), SaaS platform Lentra (#1) took the top spot. The list also features several made in India companies including MakeMyTrip (#2), Professional Assistance

For Development Consulting, Analyst, Sales, Operations and Finance. Bengaluru continues to lead as the top location where these Top Companies are based and looking to hire talent, followed by Hyderabad, Mumbai Metropolitan Region, and Pune.

LinkedIn data reveals that the in-demand skills that the Top Companies are looking for in the Financial Services sector include Investor Relations, Capital Markets and Investment Banking. Companies in the Technology sector are looking for skills such as Enterprise Software, Data Storage Technologies, Software Development Life Cycle (SDLC), and Artificial Intelligence (AI). Other skills that are on the rise include Revenue Analysis, Nonprofit Management and Mobile Application Development.

Some of the largest job functions that these Top Companies are investing in include Engineering, Senior Managing Editor.

"Professionals in India are exploring diverse career paths and seeking top companies that align with their career goals, whether they are large or mid-sized. The 2024 Top Companies list reflects a variety of companies and locations, emphasising strong local culture, growth, and direct impact opportunities. This year's list highlights how companies are investing in employee experiences by initiating upskilling programs, particularly in AI, and offering flexible work arrangements to position themselves as leaders in attracting and retaining talent in today's dynamic job market," says Nirajita Banerjee, LinkedIn Career Expert and India Senior Managing Editor.