

Commission dedicates violence-free polls to the Father of the Nation Mahatma Gandhi's message of non-violence inspired our commitment towards peaceful and violence-free elections: CEC Rajiv Kumar

Chennai, June 06 2024: The Commission paid homage to the Father of the Nation at Rajghat this evening, after handing over the names of elected members to the 18th Lok Sabha to the Hon'ble President of India. Model Code of Conduct ceases to be in operation with immediate effect except in the Graduates' and Teachers' Constituencies of Karnataka, Maharashtra and Telangana where MCC is in-force due to biennial /bye-elections to Legislative Council from Graduate and Teachers

constituencies. Statement from the Commission after paying tributes to the father of the nation at Rajghat: "We stand here paying homage to the father of the nation after the conclusion of the sacred task that the nation assigned us, the conduct of the General Election to the 18th Lok Sabha. We stand here with humility in our hearts having catalyzed the will of the people of India in an almost non-violent manner. "There is no room for violence in democracy", was the upfront commitment with which the 18th



Lok Sabha elections were announced on March 16, 2024. Our inspiration behind this pledge to keep the electoral exercise free from violence was the Father of Nation Mahatma Gandhi. He

championed equality amongst human beings and espoused democratic rights for all. In Mahatma's thoughts, adult suffrage "enables to satisfy all the

reasonable aspirations of all kinds of classes". The long queues at polling stations in a festive mood and the determination to decide their future through the ballot were testament to

Mahatma's cherished ideals and India's civilizational heritage. The Commission has, with all sincerity of heart and mind, made its best efforts to make sure that: the right to franchise of the

most ordinary Indian is not denied at any cost, and rather it gets vigorously enabled; that the world's largest electoral contest creates democratic surpluses; and that violence of any form is not allowed to cast even the smallest shadow in the intense activity involving the crores of people over our large landscape. All States of India and Union Territories, including Jammu & Kashmir, and Manipur have set an example with their mature conduct that bodes well for the future. Ballots and not bullets are the way to peace and development.

pledge that Election Commission of India's service to the nation, now in its 76th year, will go on with unflinching dedication. We rebuffed all attempts to vitiate the electoral process with rumors and baseless doubts which could have fomented unrest. The 'Will' and 'Wisdom' of the common man who has enormous faith in democratic institutions of India have prevailed. We are morally and legally obliged to always uphold the same by conducting free, fair and inclusive elections. **Jai Hind!"**

We sign off with the

India and Qatar hold first meeting of Joint Task Force on Investment in New Delhi today



Chennai, June 06 2024: In line with the vision of the leaderships of the Republic of India and the State of Qatar and with the objective of strengthening investment cooperation, the first meeting of the Joint Task Force on Investment (JTFI) between India and Qatar was convened today, in New Delhi, India.

and H.E Mohamed bin Hassen Al-Malki, Undersecretary of Ministry of Commerce and Industry, Government of the State of Qatar. In the spirit of fostering mutual growth and prosperity, the Joint Task Force on investment has reaffirmed the commitment of both the Nations to strengthen bilateral relations and to leverage the collective potential for accelerated growth, investment opportunities and synergistic



The Joint Task Force was co-chaired by Shri Ajay Seth, Secretary, Department of Economic Affairs, Ministry of Finance, Government of India,

collaboration across diverse sectors ranging from infrastructure and energy to technology and innovation. The JTFI has underscored the significance of the

robust economic relationship between India and Qatar, rooted in shared values, common objectives, and a shared vision for inclusive development.

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HERO MOTOCORP LAUNCHES THE LATEST GENERATION SPLENDOR+

Chennai, June 06 2024: Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, has launched the latest generation of the iconic Splendor the Splendor+ XTEC 2.0 to celebrating the 30th anniversary of the world's highest-selling motorcycle.



This premium and tech-laden Splendor keeps its iconic design while integrating modern elements such as LED headlights with HIPL (High Intensity Position Lamp), a unique H-shaped signature tail lamp that gives it a distinctive appearance and multiple convenience & safety features. Showcasing its all-around dominance, the motorcycle boasts excellent fuel efficiency of 73 kmpl.

The Splendor+ XTEC 2.0 includes a digital speedometer

with Eco-indicator for better fuel efficiency, RTMI (Real Time Mileage indicator), Bluetooth connectivity for call and SMS alerts, and hazard lights for enhanced safety. Additionally, the longer seat offers increased comfort, while a larger glove box with a hinge-type design provides added convenience for riders. The bike offers an exclusive feel and is instantly recognizable through its dual-tone colour theme.

The Splendor+ XTEC 2.0 is available at Hero MotoCorp dealerships across the country at an attractive

price of Rs. 82911 (Ex-showroom, Delhi).

Commenting on the launch, Ranjivjit Singh, Chief Business Officer India BU, Hero MotoCorp, said, "Splendor is an iconic brand with an unmatched leadership spanning 30 years. The motorcycle has won millions of hearts and continues to encourage India's growth by empowering people through accessible mobility. Splendor's enduring success is a testament to Hero MotoCorp's continuous innovation, brand trust and product reliability. A perfect blend of

iconic design, latest technology, and practicality, the Splendor is an emotion, a symbol of progress, and the unwavering aspirations of 40 million happy customers."

Splendor+ XTEC 2.0

Engine

The next-gen Splendor boasts a 100cc engine offering 7.9 BHP @ 8000rpm and a max torque of 8.05Nm @ 6000 rpm. It delivers best-in-class fuel economy of 73kmpl, boosted by the i3s (Idle Stop Start System). The higher fuel economy along with a low maintenance cost and enhanced service interval of 6000 km, bring down the running cost significantly. The motorcycle is an embodiment of trust, accessibility, and performance.

Renault Nissan Automotive India Private Limited (RNAIPL) Expands Environmental Commitment: 5 Additional Waterbodies to Undergo Rejuvenation

Chennai, June 06 2024: On the occasion of World Environment Day, Renault Nissan Automotive India Private Limited (RNAIPL) is proud to announce its plans to rejuvenate five additional waterbodies in and around Oragadam where the company is located. These waterbodies are in addition to the ten lakes and ponds in the Oragadam / Kanchipuram area that RNAIPL had already committed to revitalise in 2023, bringing the total number of water bodies protected and enhanced by RNAIPL as part of its environmental commitment to 15.

As part of its latest commitment, RNAIPL will rejuvenate five more water bodies in the locality of Ezhichur, Kaduvanchery,



Vanchuvanchery, Nariyampakkam villages during FY2024. These lakes will undergo comprehensive restoration measures aimed at improving water retention, enhancing biodiversity, and providing local communities with access to fresh drinking water.

Commenting on this initiative, Keerthi Prakash, Managing Director, RNAIPL, said, "At RNAIPL, water management is a core focus of our manufacturing operations. By revitalising these water bodies, we aim to not

only enhance biodiversity but also support local communities and enhance their well-being by preserving natural resources. We believe in the power of collective action and initiatives like these can create a lasting positive impact on the ecosystem and the lives of people around us."

Last year, RNAIPL initiated work to restore and rejuvenate ten lakes and ponds in and around Oragadam, Kanchipuram district, where its manufacturing plant is located. Today, significant progress has been made with

rejuvenation efforts completed in nine out of the ten lakes and successfully handed over to the local authorities, enhancing the water resources and bio-diversity for the neighbouring communities.

Work on the lake at Oragadam is progressing steadily and is expected to be completed in 2024. Additionally, RNAIPL has decided to undertake beautification work at this lake, including the installation of park benches, to create a serene and welcoming space for the community to enjoy at Oragadam lake.

In total, RNAIPL's efforts helped enhance water storage capacity of over 170 million litres of water across the various water bodies around Oragadam.

In the spirit of fostering mutual growth and prosperity, the Joint Task Force on investment has reaffirmed the commitment of both the Nations to strengthen bilateral relations and to leverage the collective potential for accelerated growth, investment opportunities and synergistic collaboration across

diverse sectors ranging from infrastructure and energy to technology and innovation. The JTFI has underscored the significance of the robust economic relationship between India and Qatar, rooted in shared values, common objectives, and a shared vision for inclusive development.

WESTIN HOTELS & RESORTS PRESENTS AN EXCLUSIVE WELLNESS EXPERIENCE & MARRIOTT BONVOY MOMENTS WITH US PARALYMPIC GOLD MEDALLIST AND ARTIST, GREGORY BURNS



Chennai, June 06 2024: Westin Hotels & Resorts, part of Marriott Bonvoy's portfolio of over 30 extraordinary hotel brands, is pleased to announce an exciting opportunity for its members to be a part of a limited-time, Marriott Bonvoy Moments experience with Paralympic gold medallist and artist, Gregory Burns, at select Westin Hotels & Resorts in India from 14 26 June, 2024.

As part of this exclusive experience, bespoke itineraries at The Westin Resort & Spa, Himalayas and The Westin Goa, will be available through Marriott Bonvoy Moments, the platform where members can use points earned from travel and everyday activities to redeem either fixed-price or auction-style experiences. Three packages at both resorts will be up for auction from 31 May to 9 June each inclusive of a 3-night stay and experiences for two guests.

The curated itineraries will see guests embark on an artistic exploration of breathtaking landscapes and vibrant cultures of the two regions interspersed with wellness activities and have the opportunity to engage in insightful conversations with Gregory, all complemented by the luxurious hospitality of Westin Hotels & Resorts.

Gregory Burns, a three-time Paralympic gold medallist and world record holder in swimming, is celebrated globally as a distinguished athlete, acclaimed artist, motivational speaker

and author. Known for his resilience and discipline in Paralympic sports and unique artistic expression, Gregory will host guided artistic wellness itineraries and inspirational, interactive group sessions.

Sharing his thoughts on his upcoming India visit, Gregory Burns said - "India remains one of Angie and my favorite travel destinations with its rich tapestry of color and imagery. I first entered India in 1985 with a backpack, spending 9 months crisscrossing the country while capturing scenes and sacred sites with pencil and paint. Its truly exciting to revisit the Himalayas and Goa where I experienced and learned so much so many decades ago. These unique Marriott Bonvoy Moments planned for Westin Resort & Spa, Himalayas and Westin Goa will combine the magnificence of nature and wellness awareness with a dash of culture and culinary exploration. Our distinctive forays into the mountains where art meets spirituality will compliment the ethnic overview gleaned from our explorations of Goa. We look forward to these once in a lifetime adventures".

On curating this exclusive experience with Gregory, Khushnooma Kapadia, Vice President of Marketing, South Asia at Marriott International says "Through Marriott Bonvoy, our goal has always been to offer our members unique, once-in-a-lifetime experiences that connects them to the

people, places, and passion they love. We are thrilled to have Gregory Burns lead our members on this holistic wellness journey, whether in the serene hills of Uttarakhand or the picturesque beaches of Goa. Mr. Burns perfectly embodies the spirit of holistic wellness, a core value of the Westin Brand, recognized as hospitality's global leader in well-being for over a decade. Our ambition is to elevate the array of captivating experiences that Marriott Bonvoy provides to our discerning members, ensuring each engagement is memorable and transformative".

The 4 day/ 3 night itineraries at The Westin Resort & Spa, Himalayas and The Westin Goa promise an immersive experience filled with engaging activities. Nestled in Rishikesh, renowned for its spiritual ambiance and tranquillity, The Westin Himalayas Resort & Spa will offer adventure led activities such as the Kunjapuri trek focused on heightening spiritual awareness. Gregory will also join guests as they visit Rishikesh's most famous spots including Ram Jhula, German Bakery, Tattva Cafe, Bharat Mandir and Beatles Ashram. Gregory's hands-on Himalayan painting manifestation is a must-do along with a sound-based healing meditation. Alternatively, soak in the sunlight and crisp mountain air at Akasa, the all-day dining restaurant, while savouring Himalayan-inspired culinary delights throughout the

trip. Likewise, at The Westin Goa, located just 700 meters from the picturesque Anjuna beach, guests will have the opportunity to participate in a chef-led masterclass session, immersing themselves in the rich flavours of local Goan cuisine. This will be followed by a thoroughly engaging studio painting session lead by Gregory. Guests can also look forward to an expedition to the Goa Art Gallery and museum, followed by a dialogue with Gregory, where he shares some profound life experiences.

At Westin Hotels & Resorts, signature wellness programs and tailored experiences empower guests to maintain their routine, no matter where they travel, transcending the rigors of travel while on the road through the brand's Six Pillars of well-being: Sleep Well, Eat Well, Move Well, Feel Well, Work Well, and Play Well.

Marriott Bonvoy members are invited to bid for a chance to be part of this extraordinary experience by visiting the Marriott Bonvoy Moments site.

Westin Himalayas: <https://moments.marriottbonvoy.com/en-us/moments/17154>
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To enrol for free or know more information about Marriott Bonvoy, and a variety of such experiences and more visit marriottbonvoy.com.

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The Habitats Trust to Organise its Grants Symposium in Chennai

Chennai, June 06 2024: The Habitats Trust, a not-for-profit organisation dedicated to the protection and conservation of India's natural habitats and native species, is set to organise its Grants symposium in Chennai on June 7th, from 6:00 PM to 8:00 PM, at Shiv Nadar School, Chennai. Following the successful symposium in Jaipur, where The Habitats Trust addressed queries of the passionate conservationists present and helped them in refining and strengthening their proposals, they aim to build on this momentum in Chennai, a city known for its expansive biodiversity.

This year's symposiums are aimed at helping grass-roots conservationists learn to design and develop effective and time-bound conservation project proposals that can attract grants. Despite India's rich biodiversity that accounts for 7% - 8% of all recorded species in the world and houses four of the 34 globally identified biodiversity hotspots (The Himalayas, the Western Ghats, the North-East, and the Nicobar Islands), conservation often takes a back seat to immediate human needs, leading to

limited support for the conservationists who are doing seminal work on-ground. The Habitats Trust seeks to address this by equipping conservationists secure institutional support and foster networking among the conservation organisations in India.

Rushikesh Chavan, Head of The Habitats Trust, emphasising the importance of the symposium series, said, "Chennai's unique biodiversity and active conservation efforts make it an ideal venue for our symposium. We look forward to engaging with Chennai's conservationists to share insights, develop impactful projects, and strengthen the network of those dedicated to protecting India's natural heritage. We aim to drive significant progress in preserving the region's rich biodiversity."

The Habitats Trust's application portal for its annual The Habitats Trust Grants will remain open till 1st July and can be accessed at <https://www.thehabitats.org>. The grants, worth Rs 2.75 crores, aim to support holistic, innovative, and replicable projects dedicated to the conservation of India's endangered wildlife and natural

habitats. Experts including scientists and subject-matter specialists, conduct a thorough screening of applications. Criteria such as relevance, expected conservation impact, stakeholder engagement, scalability, replicability, and sustainability will guide the selection process, reflecting the organisation's commitment to nurturing conservation efforts.

Prospective grant recipients and non-profit organisations working towards conserving India's biodiversity are invited to apply under the following categories:

□ T H T Conservation Grant: Supporting organisations with a proven track record in wildlife conservation for at least five years, this grant aims to address critical challenges such as habitat degradation, loss of biodiversity, and human-wildlife conflict. Two selected projects will receive a grant of Rs 1 crore each and a span of three-year period to maximize the impact.

□ THT Action Grant: This grant aims to support urgent conservation interventions for lesser-known species and habitats. Three

individuals or organisations will be selected to receive grants of Rs 25 lakhs each, with projects running for a minimum of two years.

The Habitats Trust is engaged in impactful projects nationwide including marine, eco-restoration, tech for conservation, and on-ground terrestrial and freshwater initiatives. Besides partnering with NGOs possessing area-specific expertise to facilitate knowledge exchange and tailored conservation efforts, the organisation also works closely with government bodies such as the Government of Uttar Pradesh and the Indian Navy. In Dudhwa Tiger Reserve situated in Uttar Pradesh, the organisation works very closely with the state forest department and provides them with mobility and on-request conflict mitigation support in addition to the major conservation and restoration efforts in the area. The Habitats Trust is also working on conserving Hoolock Gibbons, an elusive, endangered species in the Northeastern states of India. The organisation believes in addressing the root cause of conservation issues, engaging with key stakeholders, and using technology for conservation.

POND'S SKIN INSTITUTE WELCOMES KEERTHY SURESH AS THEIR NEW BRAND AMBASSADOR

Chennai, June 06 2024: Pond's Skin Institute, the globally renowned beauty brand with over 177 years of rich legacy, is thrilled to introduce Keerthy Suresh as their new brand ambassador. This exciting partnership aims to deepen the brand's connection with consumers across South India and reaffirm its position as a leader in the beauty and wellness industry.



impactful presence in Indian cinema, perfectly represents the brand's dedication to elegance and quality. This collaboration is set to elevate the brand's narrative through cutting-edge science, engaging storytelling, and strong consumer relationships, while continually advancing skincare innovation.

Commenting on her

new role as Pond's Skin Institute's ambassador, Keerthy Suresh said, "I am thrilled to join hands with Pond's Skin Institute, a brand I have long admired. Pond's holds a special place in the hearts of many across the country, including mine. I can't wait for everyone to see what we have in store through this exciting partnership."

Pratik Ved, Skincare Head, Beauty & Wellbeing, Hindustan Unilever Limited, commented on the partnership, "At Pond's Skin Institute, we believe in the power of innovation to create timeless beauty solutions. Welcoming Keerthy as our new brand ambassador is a significant step in our

journey to form stronger connections with our consumers. Her elegance, talent, and genuine commitment to beauty and wellness resonate deeply with our brand values. We are excited to embark on this new chapter with her, continuing our legacy of excellence and innovation in skincare."

Keerthy Suresh will star in Pond's new TV commercial, set to debut across traditional and digital platforms nationwide soon. Pond's Skin Institute products are available in modern and traditional retail outlets, online through e-commerce and quick-commerce platforms.

Nissan Motor India registers consolidated wholesales of 6204 units in May 2024

Chennai June 06 2024: Nissan Motor India Pvt. Ltd. (NM IPL) has announced wholesale figures of 6204 units for May 2024, showcasing a substantial surge from 3043 units in April 2024.

Compared to May 2023 sales, Nissan Motor India registered a growth of 34% with the total sales increasing from 4631 units in May 2023 to 6204 units in May 2024.

Of these, domestic wholesales accounted for 2211 units in May 2024, as against 2404 units in April 2024 and 2618 units sold in May 2023.

This month, export sales figures witnessed an impressive surge, reaching 3993 units, as against the April 2023

export wholesales of 639 units and 2013 units in May 2023. This impressive performance showcases Nissan's resilience to delivering exceptional service quality and experiences to the customers.

Mr. Saurabh Vatsa, Managing Director, Nissan Motor India, said, "The optimistic mindset and a super solid effort by our team have played a pivotal role in driving our growth. It is truly inspiring to witness such collective effort leading to exceptional results. As we move forward, our commitment to putting our customers first remains intact. We are dedicated to further expanding our reach and enhancing our offerings in the Indian market as we strive to

exceed our customers' expectations at every step."

Nissan Motor India has been on an upward trajectory with the Nissan Magnite, which continues to captivate consumers across the country and abroad. Since its launch in December 2020, the Magnite has garnered immense popularity, with over 140,000 units sold in the Indian market domestically and abroad. The Magnite, blending design excellence from Japan with efficient production in India, embodies Nissan Motor India's 'Make-In-India, Make for the World' manufacturing philosophy.

As part of its growth strategy, Nissan Motor India has been expanding its network footprint

across the country. With recent additions in Srinagar, Salem, Delhi and Durgapur, Nissan now boasts a network of 272 touchpoints, providing quality sales and service experiences to customers nationwide. Nissan will continue to expand its network footprint in the coming fiscal year and go closer to where its customers are coming from across India.

The Big, Bold and Beautiful Nissan Magnite is exported to 15 global markets, with recent launches in Seychelles, Bangladesh, Uganda, and Brunei. In recent years, Nissan Motor India has focused on exports to Middle Eastern countries such as Saudi Arabia, the United Arab Emirates, Oman, Qatar, Bahrain, and Kuwait.

CHAMPIONING SUSTAINABILITY, HERO MOTOCORP BECOMES 100% ZERO-WASTE-TO-LANDFILL

Chennai June 06 2024: Hero MotoCorp the world's largest manufacturer of motorcycles and scooters has emerged as a champion of sustainability, with all its eight facilities including all the six manufacturing plants - in India being certified as 'Zero-Waste-to-Landfill'(ZWL).

Making this announcement on the occasion of the World Environment Day, Niranjana Gupta, CEO, Hero MotoCorp, said

"Sustainability is a commitment in our journey to be an environment-friendly business. Our zero-waste-to-landfill policy is rooted in our belief that to be a sustainable business, manufacturing with an unflinching commitment to the environment is as important as providing quality and fuel-efficient products and creating an engaging customer experience," says.

"A booming economy with its ever-increasing manufacturing prowess, our country is still grappling with solid waste management, resulting in overflowing landfills in the hearts of mega cities. These landfills

have been a source of multiple diseases and public health emergencies apart from posing a detrimental threat to the environment and groundwater reserves. Therefore, as the market leader, we at Hero MotoCorp took up this ambitious initiative to become completely zero waste-to-landfill, thereby setting a guiding example for the industry to follow," he adds.

Sunil B. Medge Regional Manager, M/s Intertek India Pvt. Limited, the certifying body, said "Hero has shown tremendous success in reducing its waste output via segregation at source, promoting reusable packaging, adopting methods to utilize waste as an alternate source of energy, and creating resources from waste. One such unique example is of upcycling of grinding sludge which is converted to Ferric Alum, a useful resource in textile and other water treatment industries."

The Zero Waste-to-Landfill pilot project was initiated at the company's manufacturing facility at Neemrana in Rajasthan in the fiscal year 2018-19. Since

then, the amount of waste generated has reduced by 40% and all the plants have achieved a diversion rate of more than 99.9% - well before the target timeline of 2025.

With six state-of-the-art plants in India (Dharuhera and Gurugram in Haryana, Haridwar in Uttarakhand, Neemrana in Rajasthan, Tirupati in Andhra Pradesh, and Halol in Gujarat) and the world-class Global Parts Centre (GPC) located in Neemrana and the world-class Centre of Innovation and Technology (CIT) in Jaipur - Hero MotoCorp took up the ambitious goal of being zero-waste-to-landfill by 2025.

With a vast network of manufacturing facilities spread across the country producing more than six million units of motorcycles and scooters annually, going zero-waste-to-landfill required a holistic approach and a plan of action to achieve the ambitious targets the Company set for itself.

To begin with, the Company adopted an innovative water-based painting system that resulted in zero Volatile Organic Compounds

(VOC) emissions, zero paint sludge, and low water consumption, thereby substantially reducing the creation of toxic and hazardous waste.

The Company also quickly switched over to the robotic painting process at all its plants, that resulted in higher paint transfer efficiency with a significant reduction in paint consumption and sludge generation.

Some of the other innovative best practices that have fast-tracked Hero MotoCorp's journey to becoming zero-waste-to-landfill include upgrading the chemical components used in the paint pre-treatment process - from zincphosphate-based treatment to zirconium-based that led to the elimination of hazardous phosphate sludge with a significant reduction in water and thermal energy usage.

The best management of waste also involved recycling and reuse. Upcycling of grinding sludge to a useful product alum is another example of how the Company has been continuously innovating to sustain a circular economy.

MAGGI inspires change with first-of-its-kind edible fork

~ Adds another milestone to 'MAGGI Desh ke liye 2 minute' initiative ~

Chennai June 06 2024: 2024MAGGI's 'Desh ke liye 2 minute' initiative, launched in 2020, aims to create a significant impact through small actions. One of its goals is to offer sustainable alternatives to single-use plastic. In line with this objective, MAGGI has introduced an edible fork in partnership with Nestlé R & D India (a subsidiary of Nestlé S.A and a part of Nestlé's global R&D network) and an Indian start-up Trishula. Made from wheat flour, this innovative fork enhances the delightful experience of savoring MAGGI Cuppa Noodles, adding to its soupy, slurpy, and masaledar charm.

Earlier in 2023, MAGGI also launched foldable, compostable forks in India which was jointly developed in collaboration with



Nestlé's Institute of Packaging Sciences in Lausanne, Switzerland, Kaneka India Pvt. Ltd., and Nestlé India R&D. The introduction of the foldable, compostable forks could result in annualised plastic reduction of approximately 35 MT.

Commenting on the test launch of the edible forks, Mr. Rajat Jain, Director, Foods, Nestlé India, said "At Nestlé, it is our continuous endeavor to discover ways to build a better future for our consumers and the planet. The launch of edible fork in Cuppa

noodles marks a significant milestone in our commitment towards environmental responsibility while pioneering consumer-centric initiatives. This innovation is a testament of our global R&D capabilities showcased in the use of cutting edge technology to develop first-of-its-kind two-piece fork design. We are confident that this launch will also set a strong precedent for greater greener solutions."

Mr. Jagdeep Marahar, Head of Nestlé R&D Centre

India Private Limited (a wholly owned subsidiary of Société des Produits, Nestlé SA), said "Our global packaging expertise, combined with the insights of our local packaging experts allows us to discover and test innovative ways to reduce plastics. Our teams are constantly exploring novel packaging materials and cutting-edge technologies to optimize use of plastics across the value chain and create sustainable alternatives that are accepted by local consumers."

The launch of the edible forks is currently planned as a limited period offering. MAGGI Masala Cuppa noodles with Edible Fork is available in major metro cities starting May'24, priced at INR 50 for a 79.5 g pack.

#EasyToEV campaign by Tata.ev makes switching to EVs effortless

~Tata.ev hits the myths out of the park with its #EasyToEV campaign

Chennai June 06 2024: Tata Passenger Electric Mobility Ltd. (TPEM), a subsidiary of Tata Motors Ltd. and the pioneer of India's electric vehicle (EV) revolution, launched its #EasyToEV campaign a myth busting campaign devised to educate customers and demystify several hearsays around EVs, fostering confidence among fence sitters and potential owners. This campaign was launched across platforms and was also showcased during the Tata IPL 2024 to capture a vast set of

audience.

This campaign is an extension to the Tata.ev's 'go.ev' series of videos launched during last year's Tata IPL 2023, which addressed various reasons for adopting an EV. Aimed at empowering the next generation of EV buyers in India, this year's #EasyToEV campaign tackles key barriers through a series of relatable, light-hearted vignettes, ensuring maximum impact and resonance. As a testament to innovation and the pursuit of a sustainable future, this

campaign has sparked continuous conversations about EV adoption.

Leveraging the power of short but simple storytelling, the videos from the series tackle basic myths associated with EVs.

In alignment with Tata.ev's core pillars of community, technology and sustainability, this campaign epitomizes its commitment to democratizing EVs. By interacting and engaging with fence-hitters and naysayers, the #EasyToEV campaign

highlights how 'Life is easy, with an EV'.

Furthermore, this campaign is also catalyzing the next phase of growth for Tata.ev in India by boosting confidence amongst prospective buyers. From Metros to emerging markets, the EV segment is clearly witnessing a spurt of growth, with 90% year on year growth in FY 24. The company aims to leverage this opportune moment in India's sustainable mobility journey to increase adoption of EVs in the country.

Hellmann's and SOCIAL launch limited-edition 'Mood Burgers' menu to fuel cricket fans' match-viewing experience during the cricket season

Chennai June 06 2024: Today, with cricket fever gripping the nation ahead of India's first match, Hellmann's in collaboration with SOCIAL and BOSS Burger announces the first-of-its-kind

Curated with insights from Certified Mind-Body Eating Coach, Counselling Psychologist & Integrative Health Coach, Ridhi Golechha, the



"Eyes on the Prize Burger" will fuel you up; the "Get Charged Up Burger" is for those truly exciting matches; and for the big nerve-racking games, the

"Drop the Jitter Burger" will help you get into a delightful match-viewing mood.

She adds, this exclusive collaboration, we have reflected on how to design certain food items to enhance the match-watching experience of our consumers by offering them a burger that is akin to their moods. Packed with certain ingredients that are nutrient-dense,

these burgers are the perfect companions for the cricket fever season."

"At Hellmann's we're committed to delicious creamy taste, and believe great tasting food adds richness to people's lives,"

comments Priyanka Ganguly, Head, Foods & Unilever Foods Solution India from Hindustan Unilever,

"Food has the power to elevate your mood and we're proud to be partnering with SOCIAL to bring great tasting burgers that support India's cricket fans when they need it most."

With India's matches falling so close to dinner time, what better way to get match ready

and dinner ready than with a mouth-wateringly rich and delicious Mood Burger.

Divya Aggarwal, Chief Growth Officer, Impresario Entertainment & Hospitality Pvt Ltd, explains

"SOCIAL is the #DoostraStadium for all cricket lovers, offering an electrifying atmosphere where fans can enjoy their favourite game with good food and drinks. As we innovate and strengthen the F&B experience

this cricket season with our new burger menu, we're committed to making every match moment even more memorable. With this partnership with Hindustan Unilever's Hellmann's, we are redefining the ultimate cricket-watching experience at SOCIAL."

Samsung India Unveils 2024 Lineup of Odyssey OLED, ViewFinity and Smart Monitors With AI Powered Features

Chennai June 06 2024: Samsung, India's largest electronics brand, today unveiled its 2024 lineup of Odyssey OLED gaming monitor, Smart Monitors and ViewFinity monitors with features that unlock next-level experiences and new AI capabilities for consumers. The Odyssey OLED G6, and the Smart Monitor M8 powered by AI and the ViewFinity lineup boosts connectivity to create a complete workstation.

"Through the introduction of our 2024 lineup of Odyssey OLED gaming monitor, ViewFinity and Smart Monitors, we want to unlock better experiences for consumers. Powered by groundbreaking AI Technologies and multi-device experience, the Odyssey OLED gaming monitor and Smart Monitors respectively will redefine visual excellence and creativity. Equipped with the OLED Safeguard+, the world's first proprietary burn-in protection technology, the OLED gaming monitor prevents image burning by applying a pulsating heat pipe",



said Mr. Puneet Sethi, Vice President, Consumer Electronics Enterprise Business, Samsung India.

Odyssey OLED Series: Visual Excellence With New Burn-In Prevention Features

The Odyssey OLED G6 is a 27" QHD (2560 x 1440) resolution monitor, supporting a 16:9 aspect ratio. Its 360Hz refresh rate and 0.03ms GtG response time make it easy for gamers to keep up with fast-moving gameplay.

The new Odyssey OLED model features Samsung OLED Safeguard+, a new proprietary burn-in protection technology. This technology is the first in the world to prevent burn-in by applying a pulsating heat pipe to the monitor. Additionally, the Dynamic Cooling System evaporates and condenses a coolant to diffuse heat five times more effectively than the older graphite sheet method, which prevents burn-in by reducing temperature at the core. The monitor also detects static images

like logos and taskbars, automatically reducing their brightness to provide another means of burn-in prevention.

The Odyssey OLED G6 delivers unmatched OLED picture quality with a brightness of 250 nits (Typ.), while FreeSync Premium Pro keeps the GPU and display panel synced up to eliminate choppiness, screen lag and screen tearing.

Samsung's new OLED Glare Free technology also preserves colour accuracy and reduces reflections while maintaining image sharpness to ensure an immersive viewing experience, even in daylight. The OLED-optimized, low-reflection coating overcomes the trade-off between gloss and reflection thanks to a new, specialized hard-coating layer and surface coating pattern.

The monitor features a super slim metal design that gives it a distinct identity, while Core Lighting+ enhances entertainment and gaming experiences with

ambient lighting that synchronizes with the screen. The ergonomic stand also makes long sessions more comfortable with adjustable height, plus tilt and swivel support.

The new Odyssey OLED monitor is the next entry to expand Samsung's OLED monitor market leadership. The OLED monitor unveiling comes after Samsung achieved the top position in global sales in the OLED monitor market within only one year of launching the first OLED model. This achievement underscores Samsung's rapid ascent in the competitive landscape of OLED monitors while reinforcing its commitment to diversifying its gaming monitor lineup with models that leverage the company's proprietary OLED technology.

Smart Monitor M8: AI Processing for Crystal Clear Video and Audio

The updated Smart Monitor lineup brings together a complete multi-device experience into one hub for smarter entertainment and greater productivity. The upgraded 2024 models include the M8 (M80D model), M7 (M70D model) and the M5 (M50D model).

Magniflex India makes a sustainable leap forward with the launch of Magnigeo

Chennai June 06 2024: On the occasion of World Environment Day, Magniflex, a luxury mattress brand, has launched Magnigeo, a mattress that offers superior comfort while prioritizing environmental sustainability. Our planet is at a critical tipping point, facing unprecedented challenges with rising global temperatures and environmental degradation. With the launch of Magnigeo, Magniflex India marks a pivotal moment in the journey towards a more sustainable future. Magniflex also pledges to plant a tree for every Magnigeo purchase on behalf of the customer, and will issue a certificate in their name or their nominee's name.



"Climate change is no longer a distant threat but a present reality, urging us to reassess our choices and embrace a more sustainable lifestyle. This growing awareness has led to a shift in consumer behavior, with individuals actively seeking out products that align with their eco-conscious values. We have come up with something that not only caters to comfort, but also caters towards environmental responsibility. We have set our mind towards implementing the 17 Sustainable Development goals set

up by the UN for a more sustainable future. Magnigeo is our contribution to building a more sustainable future for all."

Magnigeo mattresses are crafted from regenerated foams, which are free from harmful expanding agents. They offer firm support for spine alignment, while the Memoform padding adjusts to body shape. The breathable fibers enhance comfort, while the 'No Waste' fabric ensures a soft touch.

Magnigeo's commitment to

environmental and social responsibility is further underscored by its OEKO-TEX® Standard 100 and OEKO-TEX® STEP certifications, which guarantee the absence of harmful substances and responsible manufacturing practices. Moreover, the company's innovative vacuum packaging technology minimizes transport emissions, while its dedication to research and development ensures both product performance and a minimum lifespan of 10 years, contributing to resource conservation.

Magnigeo mattress will be available across Magniflex stores and on their website. Customers can take advantage of the Magniflex Investment Plan (MIP), a hassle-free EMI option, to bring home the comfort of Magnigeo mattress.