







VOLUME - 3 CHENNAI | **DAILY | 4 Pages** Tuesday, July 09 2024 Rs.2/-**ISSUE - 360**

Cozy, warm rapport at private meet Celebrate friendship built on sharing, cooperation Modi, Putin discuss ways to enlarge trade, energy, defence deals Diplomatic efforts win-win for mutual growth

Chennai, July 09 Putin.

anticipated summit will see discussions during the India-Russia commencing around Annual Summit in noon Russian time, Moscow, President featuring private Putin warmly conversations and congratulated Prime formal talks over an Minister Modi on his official breakfast, recent electoral victory, according to Kremlin securing a third spokesman.

While the official meetings and scheduled for Tuesday, there is widespread governance on India. anticipation and and key focal points.

The key areas of 2024: On the second focus are expected to day of his visit to include trade, energy, Russia, Prime Minister a n d d e f e n c e Narendra Modi will co- cooperation. The statechair the 22nd India- owned TASS news Russia annual summit agency highlighted alongside Russian Peskov's comments, President Vladimir underscoring the significance of this This highly high-level engagement.

In a casual exchange

"Congratulations on the summit's agenda Prime Minister. Your two powerful leaders at pivotal moment for regional issues, with a leadership and vision



remarked.

speculation regarding your re-election as exchanges between the Russia is seen as a international and

Through his translator, India and its people, Annual Summit global outreach and cooperation. Putin praised Modi's demonstrating your highlights a long- access new markets. statements are leadership and the ability to deliver standing friendship Both leaders are positive impact of his tangible results," Putin built on mutual sharing expected to deepen and cooperation.

bilateral ties and The casual Modi's visit to address pressing

strong focus on defense

Under Modi's leadership, India has diversified its international relationships and trade partnerships, reducing dependency on any same period.

To address the benefit. consecutive term. have clearly benefited the India-Russia India to expand its and energy longstanding trade imbalance, Kwatra is the highest emphasiSed India's institutional dialogue efforts to boost exports mechanism in the to Russia, targeting key strategic partnership sectors such as between the two pharmaceuticals, countries. The last telecommunications, summit saw both sides iron and steel, marine sealing 28 MoUs and products, and agreements.

single nation. Russia machinery. India's remains a crucial imports from Russia, partner, particularly in including crude oil, the defense and energy petroleum products, sectors. In the 2023-24 coal, pearls, precious financial year, India-stones, fertilizer, Russia trade soared to vegetable oil, gold, and nearly \$65 billion, silver, underscore the driven by robust energy strategic economic ties cooperation. Indian between the two Foreign Secretary nations. This summit Vinay Mohan Kwatra marks a significant step recently announced in strengthening the that imports from bilateral relationship Russia reached \$60 between India and billion, while India Russia, with both exported goods worth \$ nations poised to 4 billion during the explore new avenues of cooperation and mutual

The annual summit

holds discussion o

high-level meeting Meena, Home

What We Do

Projects in Coimbatore

Projects in Bangalore

Chennai, July 09 at the state secretariat and ADGP (Law and Armstrong, the BSP MK Stalin convened a Secretary Shiv Das Devasirvatham. situation. The meeting Commissioner A Arun,

with senior police Secretary P Amutha, also the DMK Armstrong's officials to discuss the DGP Shankar Jiwal, president, visited the Ayanavaram state's law and order Chennai Police residence of K residence, the CM paid

2024: Chief Minister was attended by Chief Order) Davidson state president who was brutally murdered Earlier, CM Stalin, on Friday. At floral tributes to his

Our Clientele

-JMR

Projects in India

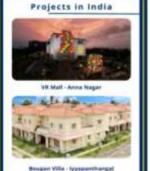
JIVIR 150'-

Oasis Grace

laidapet, Channal-600015

Build Your Future With Us

RTN.DR.R.SATHYANARAYANAN











accompanied him Armstrong has sparked murder. during the visit.

listened to Porkodi's allegations of over Armstrong's Police Commissioner account of the events deteriorating law and death, noting that eight Sandeep Rai Rathore leading up to the order. Opposition individuals were was transferred on murder and assured her parties have arrested within hours Monday, with A Arun that the culprits would particularly criticized of the incident. He appointed as the new be brought to justice. CM Stalin, who holds promised that the Commissioner of

criticism of the DMK

portrait and offered steps the State BSP president punished. However, condolences to government is taking Mayawati, who paid opposition leaders, Armstrong's wife, to investigate the her respects to including VCK Porkodi, and other crime. Former DMK Armstrong's remains president Thol family members. HR MLA B Ranganathan on Saturday, has Thirumavalavan, and CE Minister PK was present during the demanded a CBI claimed that the real Sekarbabu visit. The murder of inquiry into the perpetrators had not

The CM had earlier He also outlined the the home portfolio. culprits would be Chennaicity.

yet been apprehended.

As a result of the The Chief Minister government, with expressed condolences incident, Chennai



PASSPORT | MSME | PAN | AADHAAR

Taiwan expo in Delhi features 24 renowned brands

Chennai July 09 2024: products from 24 India and Taiwan. renowned brands.

City Government; Pu Lalduhoma, Chief Minister of Mizoram; Sujeet Kumar, MP of Odisha; Manish Sharma, chair of FICCI, and Bollywood personality Shakti Mohan.

to 10.

Taiwan Expo, The Taiwan organised annually by Excellence Pavilion the International Trade made a significant Administration MOEA impact on the opening in partnership with day of Taiwan Expo TAITRA, aims to India 2024, featuring enhance ties between

The pavilion's The inauguration inauguration included was attended by James a product launch C.F. Huang, chairman session, unveiling of the Taiwan External HERO products from Trade Development brands such as Council (TAITRA); A D V A N T E C H, Tih-Ju Chu, deputy GIGABYTE, Mbran mayor of New Taipei Filtra, MSI, and Zyxel.

Additionally, 19

other brands, including

AVer, CHIMEI MOTOR, CyberPower, EverFocus, Everlight decade, Taiwan officials in Taiwanese Chemical, CYBO, GW Excellence has Instek, HCP, Plimates, promoted Taiwanese Hua-Jie, KANFON, smart solutions in of the strategic T a i w a n e s e and with advanced The pavilion Lanner, Mean Well, India. The Taiwan showcases innovations M i c r o B a s e , government is actively in AI, ICT, industrial MODERNSOLID, cultivating strong applications, lifestyle JUSTIME, Transcend, bilateral trade relations and medical Waterson, and Wellell, with India, evidenced technology from July 8 are showcasing their by the growing interest



For more than a consumers and and businesses.

innovations.

There is increasing

construction sectors."

He stated, "India is demand from Indian already recognised for Brian Lee, director stakeholders for its quality healthcare, marketing department in novations, technology, it can at TAITRA, said, motivating us to bring a chieve global reducing the carbon "India's rapid the best of Taiwan to leadership. Both the footprint with a tree economic growth India. Taiwan can construction and ICT plantation drive. presents an significantly sectors have also exceptional market for contribute to India's experienced introduced the "Go a m o n g I n d i a n Taiwan's government healthcare, ICT, and substantial growth and

natural resources.

pivotal role."

Recent trade figures show a significant upward trajectory in bilateral ties between offers \$ 20,000 prizes India and Taiwan, with to the top three entries, preliminary talks on a with submissions open free-trade agreement until August 31. underway. Taiwanese enterprises have invested over USD four billion in India, spanning industries from footwear and machinery to a u t o m o b i l e components petrochemicals, and ICT products.

Visitors at the pavilion engaged in the ESG initiative, "Pedal for Progress," aimed at

Excellence has also innovation.

transformation in Green with Taiwan" India, where campaign, technology will encouraging proposals continue to play a integrating Taiwanese sustainable green products with innovative solutions.

The campaign

Beyond being a showcase platform, the TE Pavilion fosters international partnerships and facilitates market entry for Taiwanese brands, contributing to global innovation and sustainable development efforts.

The Taiwan Excellence mark is globally recognised as a prestigious symbol of quality and design, showcasing Taiwan's impressive product

Climate change major global crisis, says President

2024: Indian culture stories, mountains and has always emphasised trees move and animals a lifestyle compatible even talk to each other. with nature, said This means that nature President Draupadi is not inert, it also has Murmu here on the power of Monday.

Divine Retreat Centre of thoughts of Indian Brahma Kumaris in philosophers for the Haridamada village protection of nature." near here, Murmu said, "Indian culture has "Mother Nature is full always emphasiszed a of bounties. Forests, lifestyle compatible mountains, rivers, lakes, with nature. In our seas, rain, air - all are philosophy, the earth essential for the survival indulgence and by doing has also been given the abundance in nature is has been called life. We their greed. Human nature-friendly life is Natural disasters like incidents, she stated. worship rain as Lord beings are exploiting the need of the hour."

Chennai July 09 Lord Varuna. In our consciousness within it. Inaugurating the All these are beautiful

The President said. Indra and the ocean as nature for their



floods, landslides,

has been called mother of living beings. But this, are becoming climate change, global earthquakes, forest daily lives pave the way and the sky has been humans should victims of nature's warming and fires, and tsunamis are for big changes in called father. The river remember that wrath. She stated that uncertainty of weather no longer occasional, society. We have to establishing harmony are big challenges that and ow these have change our habits to title of mother. Water for their needs, not for with nature and living the world facing today. become frequent ensure minimum use of it."

during the day." "

habit of leaving some or conferences. food on plates. She emphasised that it is not associated with the enough to just discuss campaign to go to nature-friendly different parts of the lifestyle, we have to country and make The President said avalanches, "Small changes in our make it a part of our people aware, daily life. She urged especially, the rural everyone to make a people about the habit of saving natural environment. She also resources to conserve launched a national

The President said, Often, drinking water appreciated all Brahma Kumaris.

gets wasted due to the associated with the taps being left open. national campaign Lights remain on even 'Lifestyle for Sustainability'. She said She remarked, it is a praiseworthy step "Similarly, be it at home in the direction of or office, we do not pay connecting people with attention to switching nature. She stated that off the fans or lights. We this campaign should have not been able to not be limited to free ourselves from the meetings, committees,

She urged all campaign 'Lifestyle for The President Sustainability' of

The Council of Scientific and Industrial Research (CSIR) and MS Swaminathan Research Foundation (MSSRF) signs Memorandum of understanding (MoU)

communities. The MoU the grassroot level. was signed by Dr. N. Kalaiselvi, DG, CSIR Swaminathan, and Dr. Soumya Swaminathan, Chairperson, MSSRF. Senior officials from a n d CSIR representatives of MSSRF witnessed the signing of the MoU.

Kalaiselvi, DG, CSIR CSIR laboratories as a the SHGs/NGOs/FPOs

Dr Soumya resources. Chairperson, MSSRF creating a framework Foundation, in its association for the select low-cost, societal relevance Speaking on the technologies and CSIR laboratories /

Chennai July 09 CSIR labs disseminate partner under this 2024: The Council of technologies developed umbrella MoU since the Scientific and Industrial in the labs to potential tribals or various other Research (CSIR) and users, the outreach, such groups are not able the M. S. A Research especially in the to directly approach Foundation (MSSRF) societal sector, would CSIR labs due to many entered an MoU to work be enhanced through inherent reasons such as together for livelihood joining hands with geographical location, generation among rural, organizations such as 1 a n g u a g e o f tribal, and farming MSSRF, which works at communication and lack of required

The MoU entails stated that the and meaningful efforts to reach out to transfer of affordable, the tribal and vulnerable proven and selected communities, is seeking technologies with affordable and potential available across the expressed that although technology facilitating and other voluntary



organizations selected population. by MSSRF for and empowerment of women, tribal

occasion, Dr. N. technical support from institutes and mentoring livelihood generation to pursue science which strives for global

impact, technology that enables innovationdriven industry and Water. n u r t u r e transdisciplinary

MSSRF, a non-profit

leadership thereby trust registered under catalysing inclusive the Indian Trusts Act economic development 1882 and recognised by for the people of India, the Department of undertakes R&D in Scientific and Industrial outcome driven mode in Research, Government diverse areas such as i) of India as a Scientific Healthcare; ii) Agri, and Industrial Research Nutrition & Organisation, focuses Biotechnology; iii) specifically on tribal Energy and Energy and rural communities devices; iv) Chemicals, with a pro-poor, pro-Leather and women and pro-nature Petrochemicals; v) approach. The Mining, Minerals, Foundation applies Metals and Materials; appropriate science and vi) Civil infrastructure technology options to & Engineering; and vii) address practical Aerospace, Electronics problems faced by rural and Instrumentation & populations in Strategic Sector; viii) agriculture, food and Ecology, Environment, nutrition through its Earth Sciences and Sub-Centres and Field Stations across the



Five Eyes accuses China of hacking Govt agencies



beyond.

by the Australian well as government regularly conducted Signals Directorate in and private sector reconnaissance against collaboration with networks in the region,

2024: The Five Eyes the Five Eyes partner pose to our networks is identify vulnerable, spy alliance-Australia, states of Germany, ongoing... This group end-of-life, or no Canada, New Zealand, Japan, and South conducts malicious longer maintained the United Kingdom, Korea claimed that the cyber operations for devices and deploy and the United States- Chinese Ministry of the PRC [People's exploits. APT40 has aaccused China on State Security was Republic of China] allegedly been Tuesday of using the Advanced Ministry of State scouring for orchestrating Persistent Threat 40 Security," it read. cyberattacks on (APT40) cybergroup Government agencies to hack up "networks "APT40 Advisory: in Australia and of interest." "APT40 PRC MSS Tradecraft A report published Australian networks as that the cybergroup

Chennai, July 09 security agencies in and the threat they networks of interest to

has repeatedly targeted in Action," claimed

vulnerabilities since The report, entitled 2017. China has continuously denied accusations of cyberattacks by statebacked actors and reportedly accused the US of conducting its own attacks.

Chennai, July 2024: Rotary Club of Mugapaire and the Goodwill Trust jointly organized a Road Safety Awareness program at Government Higher Secondary School, Villivakkam. Students were educated on traffic rules, seat belt usage, avoiding phone use while driving, speed control, pedestrian safety, and weather awareness. They also took oaths to follow traffic rules. A total of 90 students benefited from this awareness program.









25th Prime Minister's Science, Technology & Innovation Advisory Council (PM-STIAC) Meeting Discusses Carbon Capture Utilisation & Storage (CCUS) and Carbon Credit in India

Chennai July 09 2024: The 25th Prime Minister's Science, Technology & Innovation Advisory Council (PM-STIAC) meeting was chaired by Professor Ajay Kumar Sood today (July 9, 2024) at Vigyan Bhawan Annexe in New Delhi.

Along with the PM-STIAC members, the meeting brought together key and technologies. government officials and industry players to discuss robust policy formulation for effective Carbon Capture, Utilization, and Storage (CCUS) in India. They discussed the reports prepared by inter-ministerial technical committees constituted by NITI Aayog's Advisory Committee on developing a policy framework for implementing CCUS initiatives in India. The meeting also discussed India's carbon market and carbon credit scheme to reduce emissions, pursue a low-carbon path, and provide market support for mitigation methods



to achieve a 45% reduction in emission CCUS one of the Secretary (Coal) Shri meeting. important measures to Amrit Lal Meena; decarbonization from the hard-to-abate

The meeting was joined by Dr. V.K. Saraswat, Member S&T, NITI Aayog, Scientific Secretary Dr. Parvinder Maini, Office of the Principal Scientific Adviser to the Government of India and the Secretaries of all relevant departments including Secretary (Power) Shri Pankaj Agarwal; Secretary Department of feasibility for installing

(Defence Research and

from the Ministry of measures, institutional Environment, Forests & arrangements, and Climate Change, the technological

(Department of Scientific and Industrial Aayog noted that India has set a target Chemicals and Research, the Ministry technical committees Petrochemicals) Ms. of Steel, and the were established by Nivedita Shukla Verma; National Council of NITI Aayog for intensity by 2030 and is Secretary (Earth Cement and Building adopting CCUS aiming for Net Zero by Sciences) Dr. M Materials also technologies. He 2070. This makes Ravichandran; participated in the highlighted the need for presentations by and life-cycle remarks, Prof. Sood

> (Biotechnology) Dr. widespread adoption Secretary (Department deployment of CCUS of Health Research) Dr. technologies, focusing on economic feasibility,

emphasized the role of Advisor/Head, Energy, India. carbon markets in NITI Aayog outlining investments in emission CO2 capture; CO2 reduction technologies utilisation; CO2 among others. Dr. V.K. Saraswat,

Member S&T, NITI Development emission reduction. He suggesting measures India. Organisation) Dr. Samir discussed the such as incentivization V Kamat; Secretary opportunities for to industry to foster its the Department of development. Science and Secretaries and Rajesh Gokhale; and and large-scale Additionally, Dr. Technology and Dr. representatives of Saraswat recommended Vikram Vishal, ministries gave their that hub and cluster Professor, Department inputs on how various approach may be of Earth Science, IIT ministries and Representatives supportive policy a dopted for Bombay presented the departments of development of the various initiatives in the Government of India CCUS ecosystem in the R&D sector of the can work together to positively by the

transportation and storage; and safety and technical standards development. He highlighted the need for the formulation of the CCUS policy

framework in India. It was followed by prioritizing R&D, industry experts on assessment of CCUS emphasised the need to In his opening regulatory framework synthesizing a complete projects. It was also foster nationwide a c h i e v e Chairman (Indian address, Prof. Sood and the way forward to CCUS value chain in discussed that while adoption of CCUS Space Research highlighted the large-scale capacity the Indian context and standards for carbon technologies and take Organisation) Dr. S. government's plants. He asserted the the efforts of power capture and storage are this initiative forward Somanath; Chairman prioritisation of CCUS significance of the generation companies in place, standards for through a missionas a solution for CO2 carbon credit market, to promote CCUS in carbon utilisation and mode approach. He

> Representative from developed. CCUS landscape. They address this important Secretary, Ministry of

In the second During their promoting CCUS by the findings of the inter- session, the Bureau of interventions, the PMexploring options such ministerial technical Energy Efficiency STIAC members as pricing on carbon committees' reports on presented on the Indian emphasized the need for emissions and driving four identified areas of carbon market and institutional carbon credit scheme.

> is a need to identify discussed. adoptable technologies transportation are being echoed the suggestion

Thereafter, The first session of highlighted the R&D issue. It was suggested Power.

CCUS projects in the meeting interventions and the that a national portal for industries like Power, commenced with the Government of India's CCUS projects may be Iron & Steel, Cement, presentation by Mr. support aimed at developed to bring all and Chemicals. He also Rajnath Ram, promoting CCUS in stakeholders on a common platform.

> mechanisms for CCUS A f t e r t h e R&D, implementation, presentations, the Chair and policy framework. invited interventions Further, community f r o m t h e awareness and outreach representatives of the for CCUS were inter-ministerial emphasized. The need technical committees. It for mapping of was discussed that there emission data was also

> > In his concluding

made by many participants including Dr. Saraswat that the mission for CCUS may be led by the Ministry of Power as the nodal agency along with other relevant line ministries. This proposal was taken

Murmu pens thoughts on communion with Nature



on Monday morning.

Later, she penned yesterday." her thoughts about the communion with the "The result is for all show us the way.

places that bring us in than us, that sustains closer touch with the us, and that makes our areas. essence of life and lives meaningful.In

surroundings - the to see; this summer,

Chennai July 09 gentle wind, the roar of many parts of India coastal areas, for A day after the waves, and the suffered a terrible example, know the participating in the immense expanse of series of heat waves. language of the winds annual Rath Yatra of water. It was a Extreme weather and waves of the sea. Lord Jagannath and his meditative experience. events have become Following our siblings in Puri, It brought me a more frequent around ancestors, they President Draupadi profound inner peace the globe in recent worship the sea as Murmu spent that I had also felt years, and the situation God." sometime at the sea when I had a darshan is projected to be far beach of the holy city of Mahaprabhu Shri worse in the decades to are two ways, I Jagannathji come. "More than believe, to meet the seventy percent of the challenge of protection She continued, "I Earth's surface is made and conservation of experience of being in am not alone in having up of oceans, and the environment: close communion with such an experience; all global warming is broader steps that can Nature. On her X of us can feel that way leading to a rise in c o m e from handle, the President when we encounter global sea levels, governments and wrote, "There are something far larger threatening to international submerge coastal organisations, and

remind us that we are the hustle and bustle of the rich variety of flora citizens. The two are, part of nature. the daily grind, we lose and fauna found there of course, Mountains, forests, this connection with have suffered heavily complementary." She rivers, and seashores Mother Nature. due to different kinds called upon the people appeal to something Humankind believes it of pollution. to pledge to do what deep within us." has mastered nature Fortunately, people they can do -Murmu stated, "As I and is exploiting it for living in nature's lap individually and walked along the its own short-term have sustained locally-for the sake of seashore today, I felt a benefits. traditions that can a better tomorrow

"The inhabitants of children."

She opined, "There

smaller, local steps "The oceans and that we can take as "We owe it to our

Abbott Drives Vertigo Understanding With its New Survey and "Chakkar ko Check Kar" Campaign Chennai July 09 Coimbatore,

2024: 9th July 2024 Abbott, the global healthcare leader, launched its 'Chakkar Ko Check Kar' campaign in India to highlight an oftenoverlooked balance disorder, vertigo, which affects close to 70 million people in India. Vertigo is a condition that can make people feel like the world is spinning around them. Through this campaign, Abbott aims to help people take control of their not uncommon. There health and better manage the condition.

To give the world a window into the disorienting reality of vertigo, Abbott kickstarted the campaign through a digital film, which features Bollywood actor and UNICEF India Ambassador, Ayushmann Khurrana. It paints a vivid picture those who resonate with these experiences

to take action. Ayushmann Khurrana, sharing his personal experience with vertigo, said, has been a challenge, but it taught me the Diagnosed in 2016, every sudden world spin around me. Amidst demanding film schedules, the constant fear of an impending dizzy spell right medication

completely. While it understand the



can feel like a tough realities of people condition to manage living with vertigo in but it's crucial to India. This survey was remember that it's a conducted across battle you can win. I Mumbai, Delhi, hope my journey Chennai, Bangalore, inspires others to seek and Kolkata, with the help they need and insights from 1,250 navigate life with respondents. These renewed confidence."

His experience is

are millions suffering from this condition silently and confusing it for a normal chakkar. Getting the right diagnosis and treatment at the right Significant Struggle time and making key lifestyle changes is important to manage this condition and stay in control of your health.

sudden spinning Director, Abbott India The Abbott and IQVIA episodes can throw life added, "Around 70 survey sheds light on off balance, urging million Indians how this condition experience vertigo. impacts people's lives, While this balance personally, and for the far-reaching disorder can affect people around them people's quality of life, too. it can be managed. Abbott aims to simplify the journey of "Dealing with vertigo people living with vertigo by raising awareness and power of resilience. empowering them with knowledge and tools that can help movement made the recognize signs of the condition, to get timely damage to their with vertigo. medical advice and relationships with support and live fulfilling lives."

An integral part of was daunting. the campaign is the However, finding the survey conducted by Abbott i n and embracing collaboration with meditation helped me IQVIA. The survey manage my condition findings help

included vertigo patients and caregivers as well as people with family members experiencing dizziness only 48% of people and are not yet

Vertigo: A

condition.

diagnosed with the

Imagine a world that spins uncontrollably, causing headaches, double vision, and a blackout feeling. This J e j o e is the reality for those of how vertigo's Karankumar, Medical living with vertigo.

> important events, 33% episode. This data and 26% fearing faced by those living family members.

> leading triggers of initiated an online changes in weather identify vertigo (30%).

Symptoms: Each vertigo episode can

bring a range of symptoms, including headaches (52%), double vision (43%), a blackout feeling (40%), heaviness in the head (37%), and neck pain (28%).

Family Life and Travel: Vertigo can affect patients' abilities to look after their family (23%) and reduces family quality time (23%). It also creates discomfort when using public transport or air travel (19%).

Despite its effects,

reporting dizziness get tested for symptoms. On average, vertigo is diagnosed at 38 years of age, with around one fourth of patients experiencing an attack once a month. Certain myths persist around vertigo, with 21% of patients believing that this condition only affects the elderly, and 15% feeling that it is untreatable and contagious. Only half of vertigo patients take medication, despite impact on their personal lives, which Personal Life: can include avoiding Vertigo doesn't just to travel in vehicles cause spinning. It has (34%), and reducing significant impact on screen time (30%) to personal lives, with minimize the 34% cancelling likelihood of a vertigo experiencing frequent paints a vivid picture anger or annoyance, of the hidden struggles

As part of this awareness initiative, Triggers: The Abbott has also vertigo are anxiety or assessment tool. This stress (39%), is a chatbot based travelling (34%), and survey, to help people symptoms and support early detection.



The President Rtn PHF Sathish and Secretary Rtn PHF Sivashanmugam from Rotary Club Of Nanganallur Elite participated in the District Event organized by RID 3234 and distributed the above kit to 100 students.

Madame Introduces Bridgerton Collection, Merging Netflix Regency with Contemporary Fashion

Bengaluru, July 09 2024: Madame, the premium womenswear fashion brand, has dropped yet another buzz for its customers with the unveiling of its collaboration with Shondaland at Netflix; the brand has launched their latest capsule collection inspired by the highly popular Bridgerton series. The announcement comes post the launch of Bridgerton's Season 3. One of its kind, this collaboration marks a fused with the brand's contemporary allure. The Bridgerton Series has ignited among its viewers, a resurging preference for regal elements like embroidered dresses, empire waists, crystal encrustments, floral showcase dresses patterns, luxurious adorned with graceful fabrics, corsets, flowy A-line silhouettes in

The offerings

their everyday outfits. Bridgerton's regency The workwear shirts, while making a modern designed with statement in today's ornamentally adorned continuously evolving buttons, bring a fashion scene."