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**ISSUE - 2** 

## **BSP Leader Armstrong Murder: Accused Thiruvengadam Shot Dead in Police Encounter Chennai**

assault police police officer. personnel and flee said.

When the accused, brought dead. K Thiruvengadam, a location in north the 11 accused arrested complete deterioration

Chennai, July 16 Chennai as part of the in the Armstrong

He was taken to a

2024: A key accused investigation to murder case and is a in the murder of BSP unearth weapons history sheeter. A Tamil Nadu chief K concealed in a spot, he couple of days ago, a Armstrong was shot assaulted a policeman court here had granted dead here on Sunday and tried to escape and police five-day after he attempted to he was shot at by a custody of the accused persons.

On July 5, from custody, police hospital, where he was Armstrong was hacked declared by doctors as to death here by a gang and the murder led to Thiruvengadam, in outrage and opposition was taken by sleuths to his thirties, is one of parties alleged

of law and order.

assured stern measures police had shot dead a The police and the to bring the culprits to history sheeter in the government had book. On July 11, Pudukottai district.

#### Narendra Modi, Prime Minister laid the Foundation Stones and Dedicated to the Nation multiple Railway Projects worth Rs 956 crore in Mumbai, PM laid Foundation Stone for Kalyan Yard Remodelling and Gati Shakti Multi Modal Cargo Terminal at Turbhe PM dedicated to the Nation New Platforms at Lokmanya Tilak Terminus and Extended Platform nos. 10 & 11 at Chhatrapati Shivaji Maharaj Terminus

Chennai, July 16

Ramesh Bais. 2024: Narendra Modi Governor of Prime Minister, laid the Maharashtra, Eknath Foundation Stones for Shinde, Chief Minister Kalyan Yard of Maharashtra, Remodelling and Piyush Goyal, Union Turbhe Gati Shakti Minister of Commerce Multi Modal Cargo and Industry, Ramdas Terminal and Athawale, Union Dedicated to the Minister of State for Nation New Platforms Social Justice and at Lokmanya Tilak Empowerment, Terminus and Devendra Fadnavis, Extended Platform nos. Deputy Chief Minister 10 & 11 at Chhatrapati of Maharashtra, Ajit Shivaji Maharaj Pawar, Deputy Chief





dignitaries also graced the occasion.

Project wise details:

Laying of Foundation Stone for Kalyan Yard Remodelling

Project Cost -Rs.813 crore

station is one of the operations. major and busiest railway stations in Mumbai region.

Benefits:

•Kalyan Yard remodelling will help in the segregation of Rs.26.80 crore long distance & suburban traffic.

Goods Yard will an infrastructure improve the efficiency. upgrade which would

•Will provide seamless connectivity to lakhs of passengers each day

•The remodelling will increase the yard's capacity to handle more trains, reducing congestion and improving the Kalyan railway efficiency of train

> Laying of at Turbhe

Project Cost -

The project covers an area of 32,628 sqm. •Unification of The project will lead to

rail level island traffic. platform, concrete approach road and provision of paved stacking area of approx. 9,788 sqm.

Benefits:

• Additional employment opportunities to the local people

•Increase in revenue from Freight Earning.

•One additional terminal for handling of cement and other commodities to cater to Mumbai's growth

Dedication to the Nation of New Platforms at Lokmanya Tilak Terminus

Project Cost - Rs.64

The project was Foundation Stone for completed recently. It Gati Shakti Multi includes new fully Modal Cargo Terminal length platforms of 600 m along with cover shed & washable apron and also

wide Foot Over Bridge.

Benefits:

can accommodate passengers.

include extension of longer trains, allowing ballast siding line by for more passengers 180 m, provision of per train and improving new half rake length the station's capacity to handling line, concrete handle increased

• Extended platforms will provide more space for passengers to board and alight, reducing crowding and improving the flow of passengers

Dedication to the Nation of Extended Platform nos. 10 & 11 at Chhatrapati Shivaji Maharaj Terminus

Project Cost – Rs.52

The project was completed in June 2024. The platforms were extended by 382 m with a cover shed and washable apron.

Benefits:

•Operations of the trains with upto 24 coaches thus increasing the number of passengers carrying

• Extended platforms provide Extended 6-metre more space for passengers to board and alight, reducing crowding and •Longer platforms improving the flow of

PASSPORT | MSME | PAN | AADHAAR **FSSAI | PATTA | LEGALHEIR** 2,4 WHEELER INSURANCE **PROPERTY TAX, EB - NAME TRANSFER** STATE AND CENTRAL GOVT AUTHORISED FRANCHISEE ALL ONLINE SERVICES



# CM M K Stalin launches expansion of breakfast scheme to Govt-aided schools Benefits 1.14 lakh students in 1,545 schools



2024: Chief Minister Ministers, senior the scheme was was expanded and Kitchadi, Pongal along Nutritious Meal Scheme' was proclaimed, "We are M.K. Stalin on government officials launched in 2022 and subsequently launched with Chutney and Programme continue in augurated at willing to make any Monday launched the and district authorities. ruling DMK's pioneering and the flagship Chief Minister's Breakfast Scheme government-aided schools for students of Classes 1 to 5 at Keezhacheri in neighbouring Tiruvallur district, coinciding with the 122nd birth anniversary of former Chief Minister in the State Assembly K.Kamaraj.

After paying floral tributes to a portrait of Mr Kamaraj to mark the ocasion, Mr Stalin launched the third phase of this pathbreaking scheme at a 3,995 governmentschool in the district in

Chennai July 16 the presence of

Stalin personally served the breakfast to par took with them.

He also interacted with them and enquired about their well being after expanding this revolutionary scheme in line with the announcement made in the Budget presented in February this year scheme was first by Finance Minister launched on Thangam Thennarasu.

Official sources said the scheme would benefit a total of 2,23,536 students in aided primary schools.

the second phase in

According to a the students, fed and study by the State PlanningCommission, this revolutionary scheme, introduced by the DMK's Dravidian Model government, has not only increased the enrollment ratio, but also improved attendance and aptitude.

> September 15, 2022 and a total of 1.14 lakh students in 1,545

This path-breaking

in Tirukuvalai, the birthplace of late Chief Minister and DMK Patriarch M.Karunanidhi, by Mr Stalin on August 25, 2023. It has benefitted 18.50 lakh students studying in 30,992 government primary

Stalin further expanded this scheme to government-aided schools benefitting 2,23,536 students in the third phase.

schools across the

State.

Under the scheme, schools benefitted students of Classes 1 to from it in the first 5 will be given phase. Buoyed by the breakfast on all encouraging response working days with the received from the menu ranging from

Sambar.

The scheme is aimed at improving nutrition, increasing enrollment and scholars and attendance, besides improving learning ability among students.

It may be recalled that Mr Thennarasu while presenting the 2024-25 Budget said And today Mr "Nothing is more powerful than an idea whose time has come".

> This timeless phrase of French literary doyen, Victor Hugo, has been brought to life by Mr Stalin in the 21st century.

> The flagship schemes of Mid-Day

The first phase of people, the scheme Idli, Uppuma, Meal scheme and Minister's Breakfast Minister, who implemented in the birth anniversary of widespread access to

> However, several nutritionists for long have been requesting to introduce a breakfast scheme as many students attend school without having breakfast, resulting in malnutrition and an inability to concentrate in studies.

scheme of this students. Dravidian model

to be effectively Madurai in 2022 on the sacrifice to ensure Perarignar Anna (late school education, Chief Minister and foster enjoyable DMK Founder C N learning experiences, Annadurai), and later and ensure students expanded in 2023 to all learn without hunger", the 30,992 the scope of this Government schools scheme will be from classes I to V, broadened to benefiting more than e n c o m p a s s 15 lakh students", he Government-aided

Research studies indicate that the "But, Time waited implementation of this for our Chief Minister scheme has led to an to script history. improvement in Founded on the attendance, nutritional principles of social levels and learning justice, the flagship outcomes of the year, an allocation of

To uphold the noble Government, the Chief vision of the Chief

schools in rural areas of the State starting from the upcoming academic year, thus benefiting around 2.5 lakh students enrolled from Classes I to V.

In the next financial Rs.600 crore will be earmarked towards this initiative, he had

# Stalin condemns Karnataka for not releasing water, calls for all-party meet

Chennai July 16 action.

refusal to release water issue. to Tamil Nadu is statement.

Tamil Nadu 2024: Chief Minister Minister for Water M.K. Stalin on Resources Monday, July 15, Duraimurugan will 2024, condemned the chair the all-party Karnataka government meeting, which for not releasing the includes all parties water due to Tamil represented in the Nadu from the Tamil Nadu Cauvery River. He has legislature, at the also called for an all- Secretariat campus in party meeting at the Chennai at 11 a.m. on Secretariat in Chennai July 16 to discuss the on July 16 to decide on future course of action. the future course of The meeting will also include inputs from "Karnataka's legal experts on the release 1 tmcft (11,500

strongly condemnable. Karnataka decided to The Tamil Nadu release Cauvery water government will not at the rate of 8,000 accept actions that cusecs daily to Tamil affect the welfare of Nadu following a Tamil Nadu farmers directive from the any Cauvery Water 2024, while the total circumstances," Mr. Regulation Committee storage in the four Stalin said in a (CWRC), which had main dams of



cusecs) of water. Earlier, on July 14, Karnataka also decided to appeal the CWRC order to the Cauvery Water Management Authority (CWMA).

As on July 15, instructed the state to Karnataka is 75.586



in Tamil Nadu's Mettur instead of the one TMC reservoir is a mere ft till the end of this 13.808 TMC ft, he said month, as directed by in a statement here.

Moreover, as per

Cauvery Water water. Regulation

On Sunday, Duraimurugan. Karnataka Chief Cauvery river every government.

never accept it.

TMC ft, the water level day to Tamil Nadu the CWRC.

Stalin said he has the IMD's forecast, convened a meeting of there is scope for floor leaders of parties adequate rainfall. represented in the state Hence, Karnataka Assembly to deliberate declining to release on the steps to be taken water according to the to secure Cauvery

The meeting will be Committee's (CWRC) held at 11 am on July directive is a betrayal 16, 2024 at the state of Tamil Nadu's secretariat here, under farmers, Stalin said, the leadership of adding the state will Minister for Water Resources

Also, the views of Minister Siddaramaiah legal experts will be had said the state obtained and the next government was ready course of action to be to release 8,000 cusecs pursued will be of water from the decided by the

## **Inner samctum of Puri temple opened after 46 years Ornaments shifted, ASI to begin restoration work**

Chennai, July 16 2024: After a gap of 46 years, the Bhitar Ratna Bhandar of the 12th-century Sri Jagannath temple was opened on Sunday following the SOP finalised by the Odisha government.

An eleven-member committee entered the Sri Jagannath temple to open the Bhitar Ratna Bhandar (inner compartment of the temple treasury).

The ornaments and jewelry stored in the Bahar Ratna Bhandar were shifted to a nearby temporary strong room known as SJTA chief Changada Ghar, the administrator said the storeroom of the team entered the deities for keeping Bhitar Ratna Bhandar, clothes.

magistrate to enter. strong room. They saw almirahs and Bhandar but returned as there was little time left to shift the huge

Bahar Ratna Bhandar Ratna Bhandar." was opened with available keys, the will examine and discussed the SOP. ornaments were conduct repairs on the shifted to the Bhitar Ratna Bhandar temporary strong room



After that, Padhi

said, following the Standard Operation Procedure (SOP) set by the Government, all after the completion of three locks of the repairs, the valuables Bhitar Ratna Bhandar and jewelry will be were cut as they could kept inside the Bhitar not be opened with the Ratna Bhandar in their keys provided by the original place. administration. The saw almirahs and huge The team had to cut wooden chests, but the three locks of the returned as there was Bhitar Ratna Bhandar no time to shift the in the presence of the wealth to a temporary

treasure chests in the importance is to ensure festival), followed by the structural stability Suna Vesh of the of the temple and its deities on July 17, and Ratna Bhandar. the Niladri Bije of the Though the deities on July 19. Committee Archaeological convenor, Aravind Survey of India (ASI) Kumar Padhi, also the superintendent was chief administrator of with our team, the ASI Sri Jagannath Temple team will begin work Administration, told after we shift all the the media that the wealth from the Bhitar

and its doors were for its conservation after all the valuables and jewelry are shifted from the Bhitar Ratna Bhandar.

He said that soon goddess.

Padhi further stated that a fresh inventory and tallying with the 1978 inventory will be made at a suitable date be fixed by the government. He mentioned that the administration has a tight schedule since Monday is Bahuda He said, "Our prime Yatra (return car

Gefore entering the Sri Jagannath temple, the team visited Gundicha temple and offered prayers to the presiding deities. They had a meeting at the temple office Padhi said the ASI conference hall and

Jagannath came from 2024: temple was performed by Pundits to invoke the blessings of the

administration has brought six huge to follow, temple Ladakh border row. sources said.

Odisha Law Minister Prithviraj Hrichandan arrived at the Sri Jagannath temple at about 2:30 PM and, after offering prayers to Devi Vimala and Mahalaxmi, told the media that everything would go well as per the wish of Lord Jagannath.

Justice Rath stated that the temple and district administration are in a tight position because of the Rath Yatra schedule. After consultation with concerned people and the government, a date will be fixed for shifting the treasure from the Bhitar Ratna Bhandar to Changada Later, Ajnamallya Ghar, the temporary

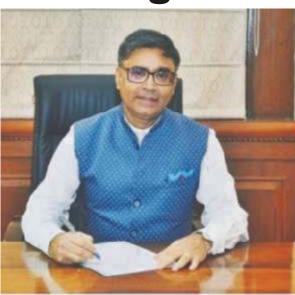
(permission of the strong room.

## Vikram Misri takes charge as new foreign secretary

Chennai July 16 Seasoned the Gundicha temple diplomat Vikram and Sri Lokanath. As Misri, regarded as an per the temple manual, expert on China, Sri Lokanath is the assumed charge as custodian of the India's new foreign temple treasury. secretary on Monday. Chandi Patha A 1989-batch Indian (recitation of holy Foreign Service hymns of Devi officer, Misri Chandi) in Vimala succeeded Vinay

Misri assumed charge of the key position at a time India The temple is looking to navigate various foreign policy challenges, including traditional wooden its frosty ties with chests for storing the China following the wealth, with nine more lingering eastern

> "Shri Vikram Misri assumed charge as



Foreign Secretary Jaiswal said on X. today. #TeamMEA extends a warm welcome to Foreign Secretary Misri and wishes him a successful tenure ahead," External Affairs Ministry

Misri was serving as the deputy national security advisor in his previous assignment.

He has the rare distinction of serving as private secretary to

Inder Kumar Gujral, Manmohan Singh and Narendra Modi.

Before he was appointed as the deputy NSA, Misri served as India's ambassador to China from 2019-2021.

Misri is believed to have played a key role in talks between India and China after tensions flared significantly following the Galwan Valley clashes in June 2020. The ties between the two countries nosedived following a fierce clash in the Galwan Valley that marked the most serious military spokesperson Randhir three prime ministers conflict between the two sides in decades.

### **Jio Financial Services Q1 results:** Net profit down 5.72% at Rs 313 crore

2024: Jio Financial gain on fair value cr on healthy NII account (CASA) Services on Monday changes in Q1FY25 growth reported a 5.72 per stood at Rs 218 crore cent decline in the as against Rs 174 consolidated net profit crore. at Rs 313 crore in Q1FY25, as against Rs 332 crore in the corresponding period a Finance – a NBFC year ago, according to the company's

exchange filing. down 19.8 per cent to mutual funds as well as Rs 162 crore in auto and two-wheeler Q1FY25 as against Rs digital insurance in 202 crore in Q1FY24. July. Going forward, it However, it reported a plans to venture into marginal increase in loan against property total income at Rs 418 as well as loan against crore due to higher net securities. gain on fair value

company's investor which is 100 per cent launched new products Interest income was such as loan against

changes over the same BoM Q1 results: Net million current

Chennai, July 16 period last year. Its net up 46.64% to Rs 1,293 account savings

Further, the company has launched the beta version of the channel expansion, According to the "JioFinance App".

Additionally, Jio presentation, Jio Leasing Services, another 100 per cent subsidiary of Jio subsidiary of JFS -- has Financial Services, has commenced the business of leasing Broking-is looking to AirFiber devices.

The company also stated that Jio Payments Bank, which is majority owned by Jio Financial Services with the rest being owned by State Bank ALSO READ: of India, has over 1

customers. Further, the payments bank is looking to focus on drive transactions through channels, and launch cross sell products.

The company's

insurance broking arm - Jio Insurance come up with new product offerings on the digital channel, expand the portfolio of embedded insurance products, among other things. Jio Financial Services' shares ended at Rs 355.25, up 1.40 per cent on the BSE.

#### Thailand FM moots stronger partnership with India

Chennai, July 16 2024: The Foreign Minister of Thailand Sangiampongsa, who was on an official visit to India, held talks with External Affairs Minister S. Jaishankar during which the two sides reaffirmed the mutual desire for a stronger India-Thailand partnership, in keeping with the vision of their two Prime Ministers.

bilateral meeting with connectivity, science the Thai Minister of and technology Foreign Affairs on July collaboration, health 12 and hosted a lunch cooperation, culture in his honour.

meeting, the two statement said. Ministers reviewed progress across also exchanged views various areas of on issues of mutual partnership covering interest and reiterated



i n v e s t m e n t multilateral fora. EAM held a opportunities, and people-to-people During the interaction, a Thailand partnership.

The two Ministers political exchanges, commitment to closer

ties, trade and regional, regional and

In accordance with the vision of the two Prime Ministers, the Ministers reaffirmed the mutual desire for a stronger India-

Thailand is a key partner of India in the ASEAN. The 'Act East' Policy of India which marks its 10th year in 2024, finds

defence and security cooperation in sub- convergence with the 'Act West' Policy of Thailand. Interactions between External Affairs Minister and Thai Minister of Foreign Affairs have contributed to further strengthening of bilateral ties, the statement added.

The Thai Foreign Minister also attended the 2nd BIMSTEC Foreign Ministers' Retreat in New Delhi.

Chennai, July 16

our state's interests," on Sunday.

The CWRC had release water only after GT Deve Gowda. 2024: In a significant earlier directed good rains, and we Chief Minister reservoirs stands at 63 leaders from various interests. Siddaramaiah, who percent of the total political parties, stated, "We want to capacity, and releasing including the Leader of Minister D.K. make it clear that our more water would the Opposition R Shivakumar noted,

decision is not driven compromise the state's Ashok, former Chief "We have a 30 per cent by stubbornness, but needs. As Chief Minister DV deficit in water by the need to protect Minister Siddaramaiah Sadananda Gowda, inflows, and we need to explained, "Our legal and Janata Dal (S) Core prioritise our state's he told reporters here team has advised us to Committee chairman needs."

Karnataka to release 8,000 cusecs to TN

development, the Karnataka to release 1 have decided to release comes a mid an Karnataka government tmcft (11,500 cusecs) 8,000 cusecs daily ongoing dispute has decided to release of water to Tamil Nadu, based on our current between Karnataka 8,000 cusecs of but the state water storage and Tamil Nadu over Cauvery water daily to government has situation." He added, the sharing of Cauvery Tamil Nadu, following decided to appeal "We have already water. The CWRC's a directive from the against the order in the released 5 tmcft of directive had sparked Cauvery Water Cauvery Water water to Tamil Nadu tensions between the Regulation Committee Management this season, and we are two states, with Authority (CWMA). willing to release more Karnataka arguing that The move comes A c c o r d i n g t o if the rainfall is good." it cannot release more after an all-party Karnataka, the current The all-party meeting water without meeting chaired by water storage in its was attended by compromising its own

#### Vijay Adiraj's directorial venture 'Nodikku Nodi' starts rolling with pooja **Produced by Nox Studios with Ashwin Kumar, Shyam and Narain in lead roles**



Chennai July 16 Nodi' will be a fully- other, fans will be in Mekha Rajan. Top Vijay Adiraj, loaded action for a delight." talents like who once ruled entertainer with Speaking further, Cinematographer television as an Actor Ashwin Kumar of Vijay Adiraj said, Gopinath, Art Director and Anchor made his 'Sembi' fame, Shyam "Amresh is composing R a m a l i n g a m, mark as a director with and Naren in lead music for this film. He Choreographer Raju the film 'Puthagam'. roles. Speaking about is a very talented Sundaram, and Action After directing the film, Vijay Adiraj musician and his full Choreographer Dinesh n u m e r o u s said, "My dream of potential will be felt in Kasi have joined commercials he is making a complete this film. Kevin, who forces for this film. back after a hiatus to entertainer with a racy made his debut as The Executive pursue his passion in screenplay is coming editor with my film Producers: of the film the movie industry. He true with 'Nodikku 'Puthagam' and is now are G Kannan & Balu has now started his Nodi'. The film has an a leading editor in the K Nimo. We are next directorial exciting plot and film industry, is planning to wrap up venture titled 'Nodikku popular actors are handling editing for the shoot at the earliest Nodi'. The project playing key 'Nodikku Nodi'." The and planning to bring started rolling with a characters. There are female leads include 'Nodikku Nodi' to the pooja. Produced by other surprises too debutant Namritha, screens early next year, Arokiadoss of Nox When they are A b h i r a m i says Vijay Adiraj. Studios, 'Nodikku revealed one after the Venkatachalam &

### **Rotary Club Of Nanganallur Elite Continued Blood Donation Camp**



The President Rtn Sathish and members of Rotary Club Of Nanganallur Elite have inaugurated the continuous blood donation camp at Yoga Hall, Independence Day Park, Nanganallur and this will be conducted every 1st Sunday of the month.

The inauguration is done by Chandran- Ward Committe Chairman Zone 12, Great Chennai Corporation along with Durga Devi Natarajan -Ward Committe Member Ward 167 Greater Chennai Corporation. From the Rotary District 3234 Rtn Suryanarayana Rao -Chair Person Blood, Organ & Eye Donation also graciously join as our special guest for this inauguration.

#### **Athulya Senior Care Hosts A One-Day Death Doula Workshop**

Chennai July 16 2024: Athulya Senior Care proudly hosted the "Embrace the Journey: A One-Day Death Doula Workshop" on Sunday, 14th July  $2\ 0\ 2\ 4\ ,\quad a\ t\quad i\ t\ s$ Maduravoyal facility. This transformative event saw the participation of 50 compassionate individuals eager to deepen their understanding and skills in end-of-life

from 8:30 am to 5:30 pm, was led by FPM, MSe.PallMed., offer. PhD, Founder President of the International Death Doula Foundation, and Mr. Avtar Singh Cheema, Founder Secretary of the International Death Doula Foundation. Their extensive expertise and dedication to the field of palliative care provided invaluable insights and guidance to all attendees.

about the holistic and spiritual needs. process.

Attendees were educated on the highlighted Athulya necessary to support The workshop, held care for those who to better the quality of stages of life. We are provide end-of-life life for seniors through proud to see such support, as the well- its Palliative Care enthusiastic esteemed faculty being of caregivers Unit, which plays a participation and are members Dr. Abhijit directly impacts the crucial role in offering confident that the Dam, MD, FCCP, quality of care they can compassionate and insights gained here

The workshop journey. explored in depth, and their families. Participants learned highlighting the

importance of self- Senior Care's promise those in their final comprehensive end- will have an impact on of-life care. Athulya's the lives of many. At covered techniques Palliative Care Unit is Athulya, we believe and practices to dedicated to that the end of life support individuals alleviating suffering should be as beautiful through their grief and improving the and dignified as the quality of life for those beginning. Our Understanding the with serious, chronic, Palliative Care Unit is stages of grief and how or terminal illnesses. central to this mission, to offer appropriate The unit provides a ensuring that every support during each multi-disciplinary individual receives the stage was a significant approach, integrating utmost care and focus. The essential m e d i c a 1, respect in their final functions and psychological, and days." responsibilities of a spiritual care to

individuals with the peace.

The event skills and knowledge

Athulya Senior death doula were support both patients Care remains devoted to its mission of Commenting on the offering a wide range pivotal role they play success of the of services, including approach to providing in ensuring a dignified workshop, Mr. assisted living, relief from the and peaceful end-of- Srinivasan G, CEO & palliative care, and symptoms and stress life experience. Founder of Athulya specialized programs of serious illness, Strategies for Senior Care said, "We designed to meet the emphasizing the providing are deeply committed unique needs of the importance of comprehensive to providing the elderly. With a focus palliative care. The emotional and spiritual highest standard of on holistic well-being, workshop underscored care were shared, palliative and end-of- Athulya strives to how essential it is to along with the life care. This provide an treat the person as a significance of rituals workshop was held to environment where wholeaddressing and creating a sacred e q u i p p i n g seniors can live with physical, emotional, space for the dying compassionate dignity, comfort, and

#### Yamaha Organises The Call of **Blue Weekend in Trichy**

Trichy July 16 2024: Yamaha Motor Pvt. Ltd. (IYM), under its exhilarating brand campaign, hosted - "The Call of the Blue" (COTB) Weekend activity in Trichy today. The venue, SPS Mahal Parking Area, was abuzz with excitement as over 470 ardent Yamaha fans gathered to be part of this extraordinary event.

The event immersed Yamaha fans and riders in an experience featuring the brand's premium two-wheelers, highlighting cuttingedge technology, performance, and safety features. activities like the riding enthusiasts were



motorcycling.

Alongside the display of Yamaha's Alongside, the beloved bikes, the Gymkhana Ride and treated to the

Wooden Plank mesmerizing presence Challenge allowed of Supersport - R3 and participants to the hyper-naked MTshowcase their skills 03 bikes, two additions and get expert tips to to Yamaha India's refine their abilities. lineup, poised to This interactive redefine performance platform fostered and style standards in camaraderie and their respective community among categories. Attendees attendees, uniting also participated in an them in their passion array of experiences for Yamaha and right from exploring exclusive brand accessories and apparel while also enjoying the ambiance of the Biker's Café. Another standout

"Gaming Zone", where visitors could indulge into virtually playing the thrilling MotoGP race on the tracks, adding an extra layer of excitement and engagement to the event.

The company will continue to organise such events across several locations in India throughout the year to raise awareness on the brand's commitment towards promoting riding culture as a part of the customers' lifestyle. With "The Call of the Blue" Weekend Activity, Yamaha aims to engage with a wider audience across India and promote their exciting product range.