

**Maha CM reviews rain impact, seeks help from Army, Navy**

Chennai July 25 2024: Amid heavy and torrential rain in Maharashtra's Mumbai, Raigad and other districts, Chief Minister Eknath Shinde on Thursday said he has sought help from the Army and Navy to help with rescue and relief operations, especially in Pune and surrounding areas.

CM Shinde, who took an extensive review of the rainfall across the state, said the district and civic administration are on alert mode and in the field to conduct rescue and relief works in the

flood-hit areas.

"There is no reason to worry, I appeal to citizens to venture out only if necessary. I also appeal to them not to panic," he said.

"I have spoken to the Army and Navy officials related to Pune. I have asked for deploying helicopters to rescue people trapped in various places due to floods," said Shinde.

"The units of NDRF, SDRF, Army, Navy, Police, Fire Brigade, Health System have been directed to coordinate with each other and lend help,"



said CM Shinde, adding that these agencies need to work as a team and shift the flood affected people safely, provide them with food packets, arrange medicines and water. Instructions have been given to take the help of NDRF, Army, and Navy," the CM said.

"Pune, Maval and Mulshi have received heavy rainfall in the dam area, therefore Pune has been affected. There is also heavy rain in Mumbai city and suburbs. The administration is fully alert to deal with any calamity in Mumbai and

I am in touch with Pune, Raigad, Mumbai Collectors and Municipal Commissioners," said CM Shinde.

In Mumbai, the work of clearing the rainwater in Kurla, Ghatkopar was underway through 255 pumps, he said.

CM Shinde said the Central Western and Harbor Railway systems have been put on standby due to increased rain in Mumbai. Holidays have been declared for schools and colleges in areas with rain and flood conditions.

**Karnataka cabinet approves resolution to scrap NEET**

Chennai July 25 2024: Shri. The Karnataka Cabinet on Monday approved a resolution to scrap the National Eligibility-cum-Entrance Test (NEET) in the state, replacing it with a new entrance exam for undergraduate and postgraduate medical students.

In a late-night session on Monday, the

Cabinet, led by Chief Minister Siddaramaiah, also approved two additional resolutions: one concerning the delimitation of state legislative assemblies and Lok Sabha constituencies, and another opposing the concept of 'One Nation, One Election'. These resolutions are expected to be



presented during the current legislative session, possibly as early as Tuesday, sources told news agency PTI. This development comes amid growing concerns surrounding NEET. Last week, Karnataka's Deputy Chief Minister DK Shivakumar urged the central government to scrap NEET and allow states to conduct their

own entrance examinations.

"The irregularities in the NEET exam are serious. It is a question of the future of lakhs of students. The Centre must scrap NEET and allow states to conduct their own entrance tests. Students from across the country can participate in the tests conducted by states," Shivakumar stated.

**Manali Atal tunnel blocked due to cloudburst**

Chennai July 25 2024: A cloudburst on Thursday morning wreaked havoc in Himachal Pradesh's Manali area in Kullu district. The Manali-Leh highway, accessed via the Atal Tunnel, was blocked by debris, including large rocks, an official said.

Manali region's Palchan area, near Anjani Mahadev and Solanganala, experienced widespread destruction, the official said. The cloudburst caused a house to collapse in Palchan and inflicted



significant damage on a nearby power project.

On the Manali-Leh highway, vehicles were stranded on both sides, according to local Sub-Divisional Magistrate Raman Sharma.

Although

machinery has been deployed, the exact timing for reopening the road remains uncertain, said an official. Emergency response teams, including officials from the Border Roads Organization (BRO), were at the site, clearing debris.

The cloudburst has also severed the connection between Lahaul Valley and Manali through the Rohtang Tunnel, though the road via Rohtang Pass remains functional, as confirmed by the Manali SDM.

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## HDFC Life's latest campaign drives the need for financial preparedness among parents to secure their child's future

Chennai, July 25 2024: HDFC Life, one of India's leading life insurers, has consistently aimed to strengthen its connection with audiences through relevant and insight-based communication. With its latest campaign, HDFC Life seeks to expand its brand presence and reach deeper into the southern states of Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, and Telangana.

As consumers continue to evolve, localised marketing strategies are crucial for driving stronger connections and affinity among audiences. The campaign has been tailored to capture cultural nuances and regional references that resonate locally. Aligning with the

organisational strategy to extend its presence, the campaign aims to engage audiences in Tier 2 and Tier 3 markets through regional language communication, fostering affinity in these markets.

The campaign is built on the insight that discipline and preparation are essential for achieving one's goals. Recognising that a child's education is a significant trigger for life insurance purchase, especially in the target markets, this narrative becomes highly relevant. The film tells a life lesson where a father teaches his daughter the value of discipline in achieving success.

Click the links below for the ad:

1. Tamil : <https://youtu.be/4cfv17ZBLuQ>

2. Telugu : <https://youtu.be/8z9Ek e3wqUA>

Speaking about the campaign, Vishal Subharwal Chief Marketing Officer and Group Head, Strategy at HDFC Life, said, "As we continue to grow in Tier 2 and Tier 3 markets and expand deeper into regions with stronger distribution and new branches, our goal is to build deeper connections with audiences through tailored regional communication. This campaign is our first step in that direction, focusing on the southern markets. Parents are our core target audience, and with this film, we aim to encourage and enable them to prepare financially to support their children's future."

The campaign will be available across multiple media platforms, including television, digital, and other mass media. Adding to this, Vikram Pandey Chief



Creative Officer Leo Burnett, South Asia, said, "In life, we inherently overvalue winning - everyone is focused on the end result of a task. With this poignant new father-daughter story, HDFC Life reiterates the importance of focusing on giving our 100% efforts to any task. The rest will follow."

The campaign will be available across multiple media platforms, including television, digital, and other mass media.

## Nick and Space Kidz India take kids on an exciting space odyssey with Abhimanyu!

Chennai, July 25 2024: Nick is on a mission to make learning an out-of-this-world adventure! In an exciting partnership with Space Kidz India in Chennai, the kids of the city were in for an exciting ride as Alien Abhimanyu from Nickelodeon's 12th homegrown IP Abhimanyu Ki Alien Family made a grand visit to Chennai to say hello to the earthlings and this time, give them a glimpse into his extraordinary world.

Joined by enthusiastic kids of the Hope Foundation, Abhimanyu and his new friends dove into the wonders of space, stars, galaxies, satellites and space research almost immediately!

In an age where technology and space exploration captivate the imagination of young minds, it is crucial to nurture their curiosity and inspire them to dream big. This partnership underscores their commitment to fostering a love for learning and exploration in children, inspiring the next generation of astronauts, engineers, and innovators. By bringing Abhimanyu to Space Kidz India, the aim was to ignite a



passion for discovery and demonstrate that the sky is not the limit, but just the beginning.

Sonalika Bhattacharya, Head of Marketing, Kids TV Network, Viacom18, states "We at Nickelodeon believe in the power of imagination and the importance of inspiring young minds. Our collaboration with Space Kidz India is a testament to our commitment to making learning a fun and engaging experience. By getting Abhimanyu from 'Abhimanyu Ki Alien Family' to interact with the children at Space Kidz India, we hope to ignite their curiosity about space and science, encouraging them to dream big and explore the endless possibilities that lie beyond our planet. This initiative not only entertains but also educates, which underscores Nickelodeon's commitment to promote learning and education through

thoughtfully crafted activities."

Dr. Srimathy Kesan, Founder and CEO, Space Kidz India said, "Here at Space Kidz India, our aim is to inspire and engage children in the wonders of space science and technology. We are thrilled to collaborate with Nick, the pioneers in their space, where we aim to further ignite curiosity and encourage the next generation to reach for the stars. By combining entertainment with education, we hope to make learning about space accessible and exciting for children everywhere. Nick's Abhimanyu is a prodigy in himself, it was a great experience having him at the center, taking kids through his world. At Space Kidz India with 26 Satellites to our belt, we're always looking to induct as many kids into the greatness of the world of space and the workshop with Abhimanyu only allowed us to widen our reach"

So don't miss out on this space adventure and tune in to Nickelodeon to catch the new episodes of Abhimanyu Ki Alien Family and join Abhimanyu on his thrilling adventures as he explores the cosmos and beyond. Let's inspire our young stars to reach for the sky!

During the visit, the students of Hope Foundation had the unique opportunity to interact with scientists, engineers, and researchers at Space Kidz India. Led by Mr Keerthan Chand - Lead Software engineer and Ms Haashika Raj - Academic Program Coordinator, and of course, their favourite Abhimanyu, the kids learnt about the various stages of satellite development, the intricacies of space missions, and the innovative technologies that make it all possible. The kids were blown away by the technology and asked questions ranging from 'why is space exploration necessary?' to 'can we go to space?' This hands-on experience only gave them a chance to ignite a passion for science and technology, encouraging kids to dream big and pursue careers in these exciting fields.

So don't miss out on this space adventure and tune in to Nickelodeon to catch the new episodes of Abhimanyu Ki Alien Family and join Abhimanyu on his thrilling adventures as he explores the cosmos and beyond. Let's inspire our young stars to reach for the sky!

## HMA Agro Industries Ltd. Enters in to Facilities Agreement with ALM Food Products

Chennai, July 25 2024: HMA Agro Industries Ltd. a leader in handled foods and agro products, has announced that it has entered into Facilities Agreements with ALM Food Products Limited (ALM Food), Punjab & ALM Industries Limited (ALM), Saharanpur respectively for availing facilities for slaughtering, chilling, processing, freezing and packing of frozen Halal boneless buffalo meat.

Earlier, the company announced earnings for the quarter and year ended 31 March 2024. For the



year ended 31 March, the company reported a 49% growth YoY in its total revenue, which grew from Rs. 32560.91 Mn (FY23) to Rs. 48618.72 Mn (FY24).

Despite the impressive revenue growth, the company experienced a decline in profit margins. This downturn is attributed to the increased domestic prices of raw materials and the impact of the Red Sea

crisis. However, the management remains optimistic about the future and anticipates an improvement in profit margins as international conditions stabilize.

HMA Agro Industries Ltd. operates as a food trade organization. The Company offers handled food and agro products including frozen fresh buffalo meat, prepared and frozen natural products,

fruits, vegetables, and cereals. HMA Agro Industries serves customers worldwide. The company has a production capacity of 1472 MT per day. The company's State-of-manufacturing facility is spread across 6 City in Agra, Unnao, Punjab, Aligarh, Mewat & Prabhani. It has a fully integrated infrastructure for manufacturing & retailing with complete automation. The company is strategically reducing sales to low margin countries and gradually shifting towards higher margin markets.

## STATE-WISE BUDGETARY OUTLAY FOR TAMIL NADU & KERALA IN SOUTHERN RAILWAY FOR FY 2024-25

Chennai, July 25 2024: Shri Ashwini Vaishnav, Hon'ble Minister of State for Railways, Information & Broadcasting and Electronics & IT convened a Press conference and announced the state-wise budgetary allocation for the railway projects in the states of Tamil Nadu and Kerala for the financial year 2024-2025 announced in the General Budget tabled on 23rd July 2024.

Following the Hon'ble Union Minister's Press Meet announcing the budgetary allocation for the states of Tamil Nadu and Kerala, Shri R.N. Singh, General Manager, Southern Railway

conducted a Press Meet and briefed the Press on the various rail development projects in Southern Railway. Shri Kaushal Kishore, Additional General Manager, Shri Viswanath Eerya, Divisional Railway Manager, Chennai, Principal Heads of Departments of Southern Railway were present at the Press Meet held at Southern Railway Headquarters. The Divisional Railway Managers of Salem, Tiruchchirappalli, Madurai, Thiruvananthapuram and Palakkad divisions participated virtually from the respective Divisional Headquarters.

Budget Outlay for Tamil Nadu

The Union Minister stated that a record allocation of Rs.6,362 Crores has been allocated for the state of Tamil Nadu for FY 2024-25 which is 7 times the average outlay of Rs.879 Crores in 2009-2014. 22 projects spanning across 2,587 kms at a cost of Rs. 33,467 Cr are in progress, the Minister added.

The Minister mentioned that 77 railway stations in Tamil Nadu are being redeveloped under the Amrit Bharat Station Scheme. 1,302 Km new tracks, 2,152 Km of Electrification and 687 flyovers/Under passes,

have been completed in the state of Tamil Nadu in the last decade, the Minister added.

Budget Outlay for Kerala

For the state of Kerala, the Union Minister stated that a record allocation of Rs 3,011 Crores has been made which is 8 times more than the average outlay of Rs.372 Crores in 2009-2014.

In Kerala, 106 flyovers/Underpasses have been completed in the last 10 years. 100% of the State's Railway network has been fully electrified. Further, 35 stations are being redeveloped in the state of Kerala under Amrit Bharat Station Scheme.

**A.M. Jain College, a leading institution in Chennai hosted a vibrant prelude named 'AMJC Salutes The Olympians' for the Paris 2024 Olympics. The event was honoured by**

**of Padmashri V. Baskaran, the Gold-winning captain of the 1980 Moscow Olympics Hockey team and French representative Mme. AnnieClaude Demagny, French National Centre for Scientific Research, Paris. Five hundred students represented over hundred countries with colourful flags and face masks and personally wishing all Indian sportspersons who will be part of the 2024 Summer Olympics. Dr B Mahavir, Principal, A.M. Jain College, stated, "Our students celebrated the spirit of the Paris 2024 Olympics with an exciting mock procession, showcasing our enthusiasm and honouring this global event."**





## Kotak Mahindra Bank focused on building an ecosystem for driving SME growth

Chennai, July 25 2024: Kotak Mahindra Bank is set to expand its SME business in Tamil Nadu, recognizing the southern region as a growing opportunity. Shekhar Bhandari, President-SME, emphasized that SME banking at Kotak is about building the entire ecosystem and partnering in their growth journey, rather than just about funding. The Bank has associated with IIT Madras for "Kotak IIT Madras Save Energy Mission", with a primary objective of enabling energy efficiency in the SME segment by providing various types of energy assessment services resulting in the decarbonisation of the manufacturing sector via energy conservation and making SMEs efficient, cost effective



and sustainable.

The program has so far conducted detailed energy audits for 161 SMEs across 23 different manufacturing sectors resulting in recommendations of annual energy cost savings of Rs. 123 crores\*. 19% of the SMEs belong to Tamil Nadu from the Textile and Engineering sectors showcasing Kotak's Commitment to supporting SMEs in the region by guiding

them towards adopting environment-friendly & sustainable practices.

While speaking to reporters, Shekhar Bhandari, President-SME, Kotak Mahindra Bank said, "SMEs are integral to our growth strategy, and Tamil Nadu along with Southern region is central to our vision for SME growth. We are happy to support sustainability and energy efficiency amongst SMEs in the

region resulting in cost savings. SME banking at Kotak is about offering comprehensive sustainable solutions across trade, collections, working capital management, estate planning, wealth and salary, thereby building the entire ecosystem which helps foster their development."

For Kotak Mahindra Bank, Tamil Nadu is a vital market with significant growth potential and the bank has identified key locations such as Chennai, Coimbatore, Tirupur, Selam, and Erode leveraging local insights and opportunities for growth. Currently, the bank has 114 branches across 47 locations which it plans further increase in near future.

## Samsung Records Tremendous Response from Customers for Galaxy AI powered Galaxy Z Fold6, Z Flip6 in India

Chennai, July 25 2024: Samsung, India's largest consumer electronics brand, announced record pre-orders for its sixth-generation foldable smartphones Galaxy Z Fold6 and Galaxy Z Flip6. In the first 24 hours, pre-orders for Galaxy Z Fold6 and Z Flip6 jumped 40% higher as compared to the previous generation foldables, making the new Z series the most successful in India.



range of unique mobile experiences across communications, productivity and creativity. The success of Galaxy Z Fold6 and Galaxy Z Flip6 will help us consolidate our premium segment leadership in India," said Raju Pullan, Senior Vice President, MX Business, Samsung India.

For Indian consumers, Galaxy Z Fold6 and Z Flip6 are being manufactured at Samsung's Noida factory. The new foldables are the slimmest and lightest Galaxy Z series devices ever, and come with perfectly symmetrical design with straight edges. The Galaxy Z series is also equipped with enhanced Armor Aluminum and Corning Gorilla Glass Victus 2, making this the most durable Galaxy Z series yet.

Galaxy Z Fold6 and Flip6 are equipped with the Snapdragon® 8 Gen 3 Mobile Platform for Galaxy, the most advanced Snapdragon mobile processor yet,

combining best-in-class CPU, GPU, and NPU performance. The processor is optimized for AI processing and offers enhanced graphics along with improved overall performance.

The Galaxy Z Fold6 offers a range of AI-powered features and tools - Note Assist, Composer, Sketch to image, Interpreter, Photo Assist and Instant Slow-mo - to maximize the large screen and significantly enhance your productivity.

Galaxy Z Fold6 now comes with 1.6x larger vapor chamber for longer gaming sessions and ray tracing supports life-like graphics on its 7.6-inch screen that offers a brighter display of up to 2,600 nit to deliver more immersive gaming.

The Galaxy Z Flip6 now offers a range of new customization and creativity features so you can make the most of every moment. With the 3.4-inch Super AMOLED

FlexWindow, you can use AI-assisted functions without even needing to open the device. You can reply to texts with suggested replies, which analyzes your latest messages to suggest a tailored response.

FlexCam now comes with the new Auto Zoom to compose the best framing for your shot by detecting the subject and zooming in and out before making any necessary adjustments. The new 50MP Wide and 12MP Ultra-wide sensors provide an upgraded camera experience with clear and crisp details in pictures. The new 50MP sensor supports 2x optical zoom for noise-free photos, while offering AI zoom for an advanced shooting experience with up to 10x zoom. Galaxy Z Flip6 now comes with enhanced battery life and gets a vapor chamber for the first time.

Samsung Knox, Samsung Galaxy's defense-grade, multi-layer security platform built to safeguard critical information and protect against vulnerabilities with end-to-end hardware, real-time threat detection and collaborative protection, secures Galaxy Z Fold6 and Z Flip6.

## Specialty Fashion Brand Big Hello Now Has Two Retail Stores in Chennai

Chennai July 25 2024: Big Hello, a specialty fashion brand for plus-sized people, has recently inaugurated its second retail experience store in Chennai. The Big Hello stores in Chennai's City Centre and Pandy Bazaar offer stylish and high-quality fashion clothing and accessories for the city's plus-sized men and women. The brand also has plans to open additional stores in Hyderabad, Vijayawada, and Guntur. The brand also runs an e-commerce store and plans to open more stores in Chennai soon. Big Hello is owned by Absolute Brands and Retail Private Limited (ABRPL), a fast-growing fashion retailing company founded by Vishnu Prasad.



experience.

With this launch, Big Hello has taken its total retail footprint to 18 locations across Chennai, Bangalore, Hyderabad, Vijayawada, and Guntur. The brand also runs an e-commerce store and plans to open more stores in Chennai soon.

The two Chennai stores are designed as 'Experience Stores' and feature vibrant interiors with dancing mannequin and excellent customer service, representing the lively and happy spirit of the brand. Big Hello is the first brand in India to provide a dedicated lounge for its customers to sit and shop comfortably, enhancing their retail shopping

experience. Modita Tripathi, Brand Head at Absolute Brands says, "We are excited to introduce Big Hello's fashionable and inclusive clothes and accessories to Chennai's discerning fashion buyers. Our first two stores bring

local people easy access to Big Hello's well-fitting, stylish and thoughtfully designed fashionwear, allowing them to boldly express their style and individuality without compromise."

Big Hello offers Western and Indian ethnic wear for men and women with perfect and highly technical fits and finishes for every body type, occasion, mood, and moment. The range includes shirts and t-shirts, trousers, jeans, chinos, shorts, blazers, kurtas, ethnic bottom-wear, and bandh galas. The brand also offers a wide range of accessories including belts, tummy tucker, scarves, ties, pocket squares, and suspenders.

Indian plus-size fashion apparel market, estimated at ₹88,000 crore, has a 12% share in the overall fashion market. Of this, the share of the organised market is estimated at 33%, or about Rs.29,000 crore. This market is further projected to grow at a CAGR of 25% over the next five years.

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## Coca-Cola India Wins Award for Circular Economy Initiatives at Indian Circular Economy Forum 2024

Chennai, July 25 2024: Coca-Cola India has been honored with an award for its circular economy initiatives at the Indian Circular Economy Forum 2024, a testament to its innovative approach in sustainable packaging, held on 12th July. The award acknowledges Coca-Cola India's eco-friendly packaging innovations, notably its launch of 100% recycled PET bottles a first in India's beverage sector. This initiative is a cornerstone of Coca-Cola India's World Without Waste campaign, aiming to foster a circular economy for plastic packaging.



The forum, which took place at the Indian Habitat Centre, Delhi witnessed notable speakers such as Smt. Rupinder Brar, Additional Secretary, Sustainability India & Ministry of Coal; Smt. South West Asia, The Roopa Mishra, Joint Secretary, Ministry of Housing and Urban Affairs (MoHUA); Sh. Dinesh Jagdale, Joint Secretary at Ministry of New and Renewable Energy (MNRE); and Mr. Michael Bucki, Counsellor & Head of Section - Sustainable Modernization, Delegation of the European Union.

Rupinder Brar, Additional Secretary, Sustainability India & Ministry of Coal; Smt. South West Asia, The Roopa Mishra, Joint Secretary, Ministry of Housing and Urban Affairs (MoHUA); Sh. Dinesh Jagdale, Joint Secretary at Ministry of New and Renewable Energy (MNRE); and Mr. Michael Bucki, Counsellor & Head of Section - Sustainable Modernization, Delegation of the European Union.

Speaking about the achievement, Neeraj Porwal, Senior Director Technical &

Supply Chain initiative. This recognition strengthens our resolve to build a more sustainable future for the beverage industry." Our commitment to driving a circular economy for our packaging is central to reducing waste and carbon emissions. We are focused on increasing the recycled content in our packaging, expanding the use of refillable bottles, and enhancing our recycling efforts through the World Without Waste

Coca-Cola India is the first company in India to launch 1 litre Kinley bottles made from 100% recycled PET (rPET), followed by rPET Coca-Cola bottles in 250 ml and 750 ml, further underscoring its focus on reducing carbon footprint and promoting environmental responsibility.



## Costa Coffee's Indian baristas to shine Olympic Games Paris 2024 as Official Coffee Partner

Chennai July 23 2024: Costa Coffee is thrilled to be the Official Coffee Partner at the Olympic Games Paris 2024, marking a significant milestone in promoting coffee culture and providing a centre stage to Indian baristas globally. With six kiosks and over 110 self-serve Pacto machines, 130 Costa Coffee team members from six countries will deliver exceptional hot and iced beverage experiences to fans and athletes at seven venues across Paris.

As part of this collaboration, Costa Coffee introduces three exceptional Indian baristas: Ameer Fayiz, Mallika Tripura, and Abhishek Kumar. These talented



individuals underwent rigorous training to refine their skills and embody Costa Coffee's values of teamwork and excellence. The team members will ensure seamless operation of these sites and will host coffee masterclasses designed exclusively for the athletes and spectators. Adding to the Olympics excitement, selected

Costa Coffee's team members will have the incredible opportunity to be a torchbearer at the Olympic games.

Vinay Nair, General Manager, India & Emerging International, Costa Coffee at the Coca-Cola Company, commented: "We are proud to be the Official Coffee Partner for the Olympic Games Paris 2024. This opportunity not only allows us to

showcase the skill and artistry of our Indian baristas on a prestigious international platform, but also underscores our commitment towards our talented team members. By providing them with this extraordinary opportunity, we are investing in their growth, embracing an inclusive culture, and celebrating their dedication to excellence."

The participation of our Barista's from India in the Olympic Games Paris 2024 is a transformative journey that will add invaluable experiences and forge meaningful connections.

## Samsung India Reveals the First Shortlist of 100 Teams of 'Solve For Tomorrow'

Chennai July 25 2024: Samsung, India's leading consumer electronics brand, has announced a shortlist of 100 teams for its flagship CSR initiative - 'Solve for Tomorrow', designed to foster an innovation ecosystem in the country. This shortlist includes 50 teams each from the 'School' and 'Youth' track who will now compete further in the national education and innovation competition.

This year, the shortlists have been done regionally, which has helped the competition reach out to the next generation of Indian Innovators residing in the remotest towns of the country, such as Khurda in Odisha Kachar and Kamrup Rural, in Assam and Amreli in Gujarat. The top 50 ideas submitted in the Youth Track covering the 'environment and sustainability' theme are not only unconventional but also extremely future-focused. Issues like deforestation, plastic waste management, marine pollution, carbon emissions, unsustainable packaging, and poor water management came across as the areas most critical to the youth.

The 'School' track,



on the other hand, submitted their ideas under the 'community and inclusion' theme. Their ideas focus on out-of-the-box solutions for critical issues such as mental illness among school students, lack of an inclusive environment for the LGBTQ community, poor access to digital literacy among economically weaker sections of the society, and the existing gap between academic learning and technical skilling to become job-ready.

A total of 232 participants representing the 100 teams will now gear up for the next phase of the 'Solve For Tomorrow' competition, where they will be equipped with presentation and effective communication skills through expert training and mentoring. This will help them prepare for the regional rounds commencing mid-July.

"Samsung believes that our youth possesses immense

power and potential to drive positive social change. Our flagship CSR programme 'Solve for Tomorrow', has, for the first time this year, created a category for school students to cater to their unique skills and ideas. The improvement in the quality of ideas is a testament to the creativity and innovative mindsets they possess. For the first time this year, we also decided to go deeper into the five regions North, South, West, East and North-East - to ensure we have a more broad-based participation from some of remotest regions of the country. We have received some really well-articulated ideas, and it is incredibly inspiring to see such presentations and clarity of thought coming from the young lot", said SP Chun, Corporate Vice President, Samsung Southwest Asia.

Samsung Solve for Tomorrow has grown purposefully this year

by supporting themes such as the environment, community and inclusion. The separate tracks youth and school - have given equal opportunities and a level-playing field to all the competing teams. It is incredible to see such thought-provoking ideas coming from young minds across the nation. Together with Samsung, our endeavour is to encourage a problem-solving mindset in the next generation that will act as a catalyst in improving the start-up ecosystem in the country," said Prof. Preeti Ranjan Panda, MD, FITT, IIT-Delhi.

The next stage will witness two teams from five regions north, east, west, south, and north-east - being selected in each track, forming a national pool of 20 teams. The Top 20 teams will undergo an intensive series of training along with rigorous mentorship programmes by Samsung and industry experts to enhance their technical and soft skills. These teams will also attend an 'Innovation Walk' at the Samsung Regional Headquarters in Gurugram and Samsung R&D Centres across India.

## DP World receives the Authorized Economic Operator-Logistics Operator (AEO-LO) program accreditation administered by the Central Board of Indirect Taxes and Customs (CBIC)

Chennai July 25 2024: DP World, a leading provider of worldwide, smart, end-to-end supply chain solutions, has received the prestigious AEO-LO (Authorised Economic Operator for Logistic & Terminal Operators) certification. The certification, under the aegis of the World Customs Organisation (WCO) SAFE Framework of Standards, is awarded to companies whose operations strengthen global supply chain security and facilitate movement of legitimate goods.

In today's volatile environment of global trade, this certification will underline and enhance DP World's credentials as a reliable and secure logistics provider with deep expertise in ensuring efficient cross-border trade.



The AEO-LO certification will streamline clearance procedures for DP World at all customs stations across India for a period of five-years.

Shri. Rajesh Pandey, Chief Commissioner of Customs, Mumbai Zone-II, Jawaharlal Nehru Custom House (JNCH) handed over the certification to DP World, represented by Akash Agrawal, Vice-President, Freight

Forwarding, India subcontinent.

By adhering to AEO-LO's stringent standards, DP World ensures secure multi-channel and multi-region movement of cargo for its customers and benefit from the ease of facilitation which is available in countries with whom India has signed the Mutual Recognition Agreement (MRA) like South Korea, Taiwan and Hong Kong Customs.

The certification also provides DP World with access to Direct Port Delivery (DPD) for import containers and Direct Port Entry (DPE) for export containers, thus reducing turnaround time and enabling faster movement of goods through customs stations in the country.

The AEO-LO certification is particularly beneficial for businesses involved in export-import activities, including freight forwarding and operations in Free Trade Warehousing Zones (FTWZs). The benefits of AEO certification include faster processing and clearance of cargo, deferred payment of duty, direct port delivery/entry, and benefits under Mutual Recognition Arrangements (MRA).



**The State Minorities Commission's Chairperson Rev. Fr. Joe Arun, and other members met the Chief Minister M.K. Stalin. Members Rameet Kapoor, M.M. Abdul Kuthoos alias Iraianban Kuthoos the Vice Chairperson, Hamilton Welson, A. Sornaraj, Nagore A.H. Nazimuddin, Praveen Kumar Thatiya, Rajendra Prasad, J. Mohammed Rafi and S. VasanthC were present. Fernandas Rathina Raja the chair of the Tamil Nadu Minorities Economic Development Corporation.**

## HP launches its powerful AI PCs with Copilot+ for businesses & retail customers

Chennai July 25 2024: Today HP unveiled its most powerful AI PCs aimed at empowering large enterprises, startups, and retail consumers to enable a never before PC experience. The newly launched laptops include the HP EliteBook Ultra and HP OmniBook X, being HP's first Copilot+ PCs. Both laptops are designed and engineered around the Snapdragon® X Elite processor[v] and its dedicated Neural Processing Unit (NPU)6, capable of 45 trillion operations per second (TOPS) to run language models and generative AI locally on the device.

Ipsita Dasgupta, Senior Vice President & Managing Director, HP India, said, "We're at the beginning of a new era of AI PCs that will redefine what a personal computer can do. We believe this innovation is all set to

unlock new possibilities and transform the future of work. Our next-gen AI PCs are designed to enhance work efficiency, boost security, and offer personalized experiences for hybrid workstyles. We are excited to see how these innovative devices will drive India's digital transformation and economic growth."

As the way we live and work continues to evolve beyond the traditional desk, the EliteBook Ultra is crafted to be business-ready for the modern, on-the-go leader. These leaders, who interact with clients regularly, need stylish and mobile devices. They seek unique AI capabilities to boost productivity, enhance collaboration, and ensure top-tier security. The HP EliteBook Ultra features the thinnest design in its class and

boasts a powerful battery. It is equipped with enterprise-grade endpoint security to safeguard data, especially in an era where cyberattacks are becoming more sophisticated.

The HP OmniBook X is designed specifically for retail customers including creators and freelancers, who need a powerful and versatile device to support their dynamic lifestyles. The HP OmniBook X series is packed with advanced AI features, which significantly improve video quality and collaboration experiences. This makes them ideal for creators who are constantly on the move, needing reliable performance for tasks such as video editing, graphic design, and remote meetings.

"We are thrilled to unveil our first fully loaded AI PCs in India



with the HP EliteBook Ultra and HP OmniBook X. These AI PCs are designed to create more personalized and meaningful user experiences, revolutionizing the way we interact with technology. By integrating advanced AI capabilities, we are setting a new standard in the industry, making technology smarter, more intuitive, and more responsive to individual needs," said Vineet Gehani, Senior Director - Personal Systems, HP India.