

Former Chief Minister Karunanidhi remembered on sixth death anniversary
TN CM M K Stalin led a peace march in remembrance of the Dravidian stalwart, after paying floral tribute

Chennai August 07 2024: Late DMK president and former Tamil Nadu Chief Minister M Karunanidhi was remembered on his sixth death anniversary in the state on Wednesday.

Karunanidhi's son and chief minister M K

Stalin led a peace march of his partymen in remembrance of the Dravidian stalwart, after paying floral tributes to a decorated portrait of his father at the Omandurar Government Estate, where a statue of the leader is installed.

The CM's sister and



Lok Sabha MP Kanimozhi, his son and state minister Udhayanidhi, senior

cabinet colleagues and party leaders accompanied Stalin, the incumbent DMK president.

Many party leaders were clad in black. DMK workers raised slogans hailing Karunanidhi.

Stalin also paid floral tributes at the

memorial of DMK founder and late chief minister C N Annadurai at the Marina.

Karunanidhi (1924-2018), a Dravidian stalwart, was a five-time chief minister and helmed the party for nearly five decades till his death.

Nobel laureate Yunus named head of Bangla interim Govt
Students-backed dispensation to take charge soon

Chennai August 07 2024: Nobel laureate Muhammad Yunus was named as the chief of the interim Government on Tuesday night, hours after Bangladesh President Mohammed Shahabuddin dissolved the 12th Parliament following the resignation of Prime Minister Sheikh Hasina and her fleeing

to India a day ago.

The selection of Yunus' name was made at a meeting of a 13-member delegation of the Students Movement Against Discrimination with the President and the chiefs of the three defence forces at Bangabhaban, a day after the fall of Sheikh Hasina.

President's press

secretary Joynal Abedin confirmed the news saying that the rest of the members of the interim Government would be finalised later in consultation with political parties and other stakeholders, unb.com.bd reported.

Emerging from the meeting, Nahid Islam, head of the Students Movement Against

Discrimination, told journalists in front of Bangabhaban that they have finalised the name of Professor Muhammad Yunus as the chief of the interim Government.

He said that they placed a list of 10-15 members for the interim Government. "We will finalise the list consulting other stakeholders. It will be

completed in 24 hours or a few hours more," Nahid said.

He said that Professor Yunus would return to Bangladesh tonight or tomorrow.

Earlier in the day, the office of Yunus confirmed that he had accepted the proposal made by the protesting students to lead the interim government.

"Professor Muhammad Yunus, now staying abroad, has accepted the protesting students' proposal to lead the interim government. He is expected to arrive in Dhaka at midnight today or tomorrow," Yunus Centre spokesperson Lamiya Morshed told New Age on Tuesday.

She said that the student coordinators contacted Yunus over the phone.

"Muhammad Yunus initially was reluctant, but at the insistence of the students, he accepted the proposal of playing a role in rebuilding the nation," Lamiya added.

Yunus, 84, received the 2006 Nobel Peace



Prize for pioneering the use of microcredit to alleviate poverty. He had faced a slew of what he says are politically motivated legal charges under the government of Prime Minister Sheikh Hasina, and had left the country.

Earlier on the day, a press release from the President's office confirmed that a decision to dissolve the Parliament was made in line with the President's discussions with the chiefs of three defence services, leaders of different political parties, representatives of civil society and leaders of the Students Movement Against Discrimination on Monday.

Sheikh Hasina's

Awami League held the majority in the Parliament, formed after the January 7 general election, and most of the other members, who won as independent candidates, were her party leaders. Most Opposition parties, including the main opposition Bangladesh Nationalist Party, did not contest the election.

The Bangabhaban press release also confirmed the release of Bangladesh Nationalist Party chairperson Khaleda Zia from her long house arrest.

The President's move came in response to an ultimatum from student protest leaders, who had set a deadline of 3 pm for the dissolution of

parliament. The press release also confirmed that the process to release the students and others arrested between July 1 and August 5 in different cases had started, and many had already been released.

According to court officials, over 2,200 politicians and students were released from jail.

The arrested politicians and students secured bail a day after Awami League president Sheikh Hasina's resigned as prime minister on Monday and left the country, ending her 15-year rule amid an unprecedented student-led mass uprising against her regime.

What We Do

- Project Management
- Residential Construction
- Commercial Construction
- Industrial & Factory Construction
- Structural Design
- Architectural Design
- FEED and HVAC Works

Key Members

Our Projects

Build Your Future With Us

RTN.DR.R.SATHYANARAYANAN
 Director Business Development

+91 9360136897
 +91 8148231942

Oasis Grace
 Engineering projects Pvt Ltd

No.15, North Media Street,
 Srinagar Colony,
 Saidapet, Chennai-600015

25⁺ Locations 500⁺ Projects 20⁺ Years of Excellence

www.oasigrace.in business@mgrgroup.org

Who We Are

Our Clientele

JMR

Projects in India

VR Mall - Anna Nagar

Projects in India

Power Plant jam Nager - Reliance

Projects in India

Woods - Chennai

Projects in India

Bougan Villa - Iyyampenthangal

Projects in India

Aqua Design India Pvt Ltd

Projects in India

Orchid Spring - Alliance

Projects in Coimbatore

Projects in Coimbatore

Projects in Bangalore

Projects in Bangalore

Projects in Chennai

Vetruvengal

Projects in Chennai

Iyyampenthangal

Projects in Chennai

Tharupukkam

Projects in Chennai

Adambakkam

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

இ-சேவை மையம்
 ஸ்டார் ரெயின்போ சர்வீசஸ்
 11, SOUTH PERUMAL KOIL STREET, VADAPALANI, CHENNAI - 600 026.
8148231942 / 8144337349
வாது இ-சேவை மையம்

Tata Motors disrupts the mid SUV segment with India's first SUV Coupe Launches Curvv.ev at an attractive starting price of Rs.17.49 lakh

Chennai August 07 2024: Defining a new era of SUV design, Tata Motors, India's leading automotive manufacturer, today, officially launched the Curvv.ev and showcased the Tata Curvv. Built on 5 key pillars of 'Shaped to Stun', 'Shaped for Grandeur', 'Shaped for Performance', 'Shaped for Innovative Technology' and 'Shaped for Absolute Safety', the Curvv marks the Company's entry in to the highly competitive mid-size SUV segment. This new addition to the Tata Motors' SUV range is a unique product blend of SUV robustness and Coupe elegance. Breaking the clutter in a space dominated by boxy-SUV body styles, Tata Motors is proud to be the first OEM to bring this innovative body style to India, with the Curvv India' first SUV Coupe.

As promised in 2022, today, the Company is launching the Curvv.ev first, which will soon be followed by the launch of its ICE avatar. Being the second product on Tata Passenger Electric Mobility's (TPEM) advanced Pure EV architecture acti.ev, the



Curvv.ev represents the next leap in India's electric vehicle journey. Available in three distinct personas Creative, Accomplished and Empowered+, the Curvv.ev embodies the perfect fusion of Comfort, Spacious interior features, Safety and advanced technology - All of this coupled with its long range, fast charging capability and an accessible price parity with its Mid SUV ICE counterparts in the industry. With a long driving range of 585 km on a single charge for the 55kWh battery pack and 502 km for the 45kWh (ARAI certified, MIDC Part 1), the Curvv.ev will be available at a starting price of Rs. 17.49 lakh for the Curvv.ev 45 and at Rs. 19.25 for the Curvv.ev 55.

Furthermore, with

the launch of this premium SUV, the Company also announced the debut of Tata.ev originals - a new line of EV accessories that offers personalized customization. TPPEM also introduced the Tata.ev Charge Point Aggregator a consolidation of India's Widest network of 9000+ charging points with live status availability integrated into the iRA.ev connected car app.

Speaking at the launch, Mr. Shailesh Chandra, Managing Director, Tata Motors Passenger Vehicle and Tata Passenger Electric Mobility Ltd., said, "Today, marks an important milestone in our SUV journey with our foray into the fast-growing mid SUV segment. We are very proud to launch our most

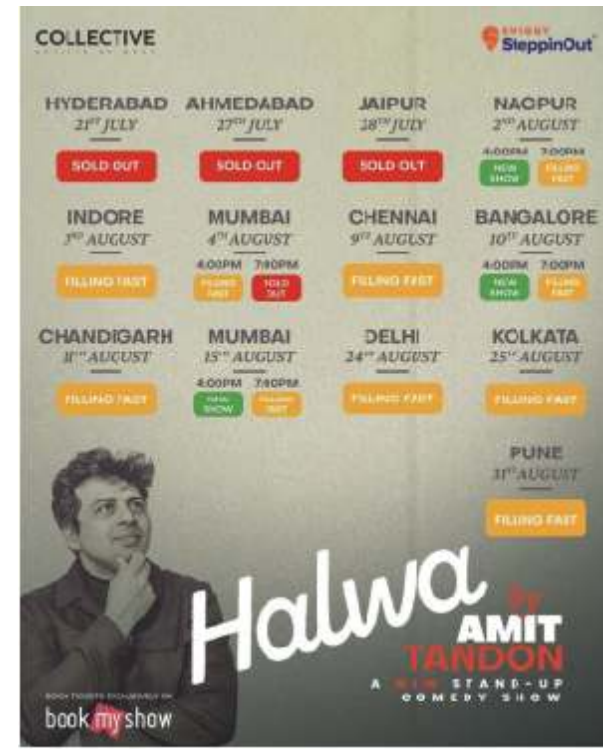
innovative SUV yet with a new typology India's very first SUV Coupe. With the Curvv, we are pushing further the boundaries of design, safety and technology. The Curvv also takes forward our established strategy of offering choice to discerning customers with its multiple powertrain offerings in EV, Petrol and Diesel.

The Curvv.ev being launched today, offers an impressive estimated real-world range of 400-425km with its largest battery pack of 55kWh. Further, its specially designed fast charging capability ensures a top-up of 150km range in just 15-minutes. With a starting price of Rs. 17.49 lakh for the Curvv.ev 45, we are boldly bringing price parity between EVs and equivalent ICE vehicles. The extended range and attractive pricing of this product extraordinaire makes EVs an even more compelling proposition by breaking several perception barriers. Its tech-rich features, advanced safety and exhilarating infotainment will delight every EV buyer and enthusiast."

Swiggy SteppinOut Brings Amit Tandon's Rib-Tickling 'Halwa' Comedy Tour To Chennai on August 9, 2024

Chennai August 07 2024: Swiggy SteppinOut is bringing ace comedian Amit Tandon to India with his 'Halwa India Tour'. Starting in Hyderabad, Amit will be performing across 10 cities including Ahmedabad, Jaipur, Indore, Chennai, Bangalore, Chandigarh, Mumbai, Delhi and Kolkata.

Audiences can look forward to an evening filled with laughter as Amit Tandon shares his unique take on the aging of a marriage. With his signature style, Amit will humorously delve into the evolution of relationships, shedding light on the amusing trajectory based on couples' commitment or fatigue. While the characters in Amit's



stories are real, the jokes remain intentionally fictional ensuring a delightful and relatable comedy experience. Don't miss this occasion to laugh your hearts out.

Amit is getting Halwa to Chennai on 9th August from 4 pm -

7 pm at Rasika Ranjani Sabha

About the Artist: Amit's observational humor is refreshing and contemporary and has hit a chord with audiences across India.

As one of the first three Indian comedians on Netflix, he captivated

viewers in the 'Comedians of the World series'. Amit has performed more than 1400 shows in 25 countries, including the USA, UK, Australia, and Singapore. He launched Grandmasters of Comedy, a unique platform bringing comedy into the corporate world, and was instrumental in introducing 'Fight Comic' in India. An MBA and engineer, Amit's journey from HR consulting to comedy has made him a beloved figure in the entertainment industry.

Tickets can be purchased from:

Halwa By Amit Tandon - India Tour Comedy Shows Event Tickets - BookMyShow.

Revolutionary Lifesaving Brain Tumor Surgery Waking Up A 51-Year-Old Woman from Coma at MGM Healthcare

Chennai August 07 2024: MGM Healthcare proudly announces a landmark achievement in medical history with the successful completion of a critical brain tumor in the skull base surgery on a 51-year-old woman from the Andaman and Nicobar Islands. This groundbreaking procedure highlights our commitment to advancing medical science and providing exceptional patient care.

The complex and timely surgery was performed by a team of neurosurgeons under the guidance of Dr. Roopesh Kumar, Director of Neurosurgery at MGM Healthcare, along with Dr. L. S. Harishchandra and Dr. Saranyan, both consultants in neurosurgery at MGM Healthcare, and Dr. Arulvelan, Neuro Anesthetist, MGM Healthcare. The patient, Ms. Sheela (name changed), was airlifted from a private hospital in Andaman to MGM Healthcare, Chennai, in an unconscious state.

Ms. Sheela was unaware of the large, 8 cm brain tumor of the skull base, which came to light after she underwent a uterus removal surgery for a separate issue. The doctors in Andaman



performed the surgery using spinal anesthesia, which was successful, but the change in the brain fluid dynamics following spinal anesthesia caused a sudden increase in brain pressure, which led to brain herniation and coma.

Within two days of the uterus removal surgery, Ms. Sheela became very drowsy and unresponsive. The doctors in Andaman and Nicobar Islands performed a brain scan, which revealed the large brain tumor inside her skull. Concerned for her condition, Ms. Sheela's family approached the neurosurgery team at MGM Healthcare for further consultation. The doctors immediately recommended airlifting her from Andaman to Chennai for brain tumor removal surgery.

Upon arrival, the neurosurgery department decided to go

ahead with an emergency brain tumour removal surgery, which was the only option to save the patient's life. Dr. Roopesh Kumar and team performed the surgery using a complex skull-based approach, successfully removing the 8 cm tumor involving major blood channels on the right side of the brain while preserving the surrounding vessels.

Dr. Roopesh Kumar shared his thoughts on the surgery: "This case presented significant complexities due to the tumor's size, requiring meticulous planning and precision under the background of a decompensated brain pressure. Utilizing advanced surgical techniques and state-of-the-art technologies, we achieved remarkable accuracy in targeting and excising the tumor completely. The patient's right side of the brain was swollen and pushed

over the left side due to large edema, making it a life-threatening situation. Her timely arrival saved her life; even a one-day delay could have been fatal. The patient's recovery has been promising, reflecting the efficacy of our approach. This case underscores the importance of continual advancements in neurosurgery and the dedication of our medical team. We are optimistic about the patient's future and committed to supporting her ongoing recovery."

Ms. Sheela was discharged on her fifth postoperative day and is advised to stay in Chennai for another week for observation before flying back to Andaman. Her family thanked the doctors and MGM Healthcare management for providing timely state-of-the-art healthcare facilities.

Max Life expands into 75 new Tier 3 & Tier 4 Cities under 'Aarohan' initiative

Chennai August 07 2024: Max Life Insurance Co. Ltd. ("Max Life/Company") announces the launch of the 'Aarohan' initiative to expand its distribution footprint by adding 75 new offices in Tier 3 and Tier 4 Indian cities. The initiative aims to enhance protection penetration in these underserved markets through consumer-focused insurance awareness programs, and life advisor recruitments.

With a current outreach to approximately 44 lakh customers through 300+ branch offices, and more than 10,000 bank partner branches across the country, Max Life is dedicated to protecting the financial future of its customers. Expanding its distribution footprint by recruiting and training local life advisors, Max Life under the 'Aarohan' initiative seeks to build a robust distribution network reaching new and underserved demographics across India. This targeted approach aims to connect with communities that have traditionally limited access to comprehensive life

insurance services, enhancing financial security and inclusion in these regions.

Sumit Madan, Chief Distribution Officer, Max Life, said, "Max Life's Aarohan initiative aligns with IRDAI's vision of 'Insurance for All by 2047,' empowering grassroots communities. It aims to make insurance accessible to India's farthest reaches, ensuring financial security for emerging markets. By expanding into less-explored territories, Aarohan grows our distribution network and delivers trust, excellence, and innovation. This initiative underscores Max Life's foresight and recognizes the untapped potential in rural and semi-urban regions, highlighting our commitment to inclusive growth."

Key Aspects of the Aarohan Initiative:

- Regional Health Camps: With a strategic focus on 'health and wellness,' Max Life is conducting extensive customer health camps across 75 new offices in two phases. These camps aim to serve over 2,000 consumers, fostering vital discussions

around health, wealth, and lifestyle management. By seamlessly integrating health awareness with insurance, Max Life is committed in creating a comprehensive approach to financial and physical well-being, ensuring the customers lead healthier and more prosperous lives.

Localized Awareness Campaigns: Establishing a localized distribution network is a critical component of the Aarohan initiative. By hiring life advisors who are part of the local communities, Max Life aims to ensure that its products are accessible and relevant to local needs.

Targeted Recruitment Drives: To be held across 75 priority cities, the initiative will implement targeted recruitment drives to attract over 6,000 potential life advisors.

As per the Max Life India Protection Quotient Survey 5.0 rural edition conducted in 2023, the life insurance ownership gap is significantly pronounced in rural India, with only 22% of the rural population owning life insurance

products compared to 73% in urban areas. Recognizing the insurance gap within rural and semi-urban India, the Aarohan initiative is designed to cater to the unique needs of these communities as well as boost job creation in these markets.

Additionally, as part of Max Life's 'DigiSaarthi' project, the aim is to make the 75 new branches under Aarohan 100% digital. Initially launching with 16 digital branches equipped with Kiosk machines for customer video assistance, the plan is to expand this to 100 Agency Partner Channel (APC) and Greenfield offices. The Customer Experience Team (CET) will transition from a physical to a virtual presence, providing services such as query resolution, document upload, cheque deposit services, self-service areas, and enhanced digital customer support. This initiative shall benefit customers with easy on-call support, advisors with quick virtual assistance, and offices with enhanced sales and service efficiency, ensuring a seamless and modern branch experience.

Kobelco CE India launches SK80 Excavator The Made-in-India mid-category excavator cements Kobelco's position as a 'True Solution Provider'

Chennai, August 07 2024: Kobelco Construction Equipment India Pvt Ltd launched the SK80 Excavator, in Chennai today. The Made-in-India 8-ton category mid-segment excavator was unveiled by Mr. Takemichi Hirakawa, Managing Director, Kobelco Construction Equipment India Pvt Ltd in the presence of channel partners.



The SK80 Excavator boasts of several innovative features like superior technology, advanced hydraulic system, fuel efficiency, operator comfort, durability, maintenance and versatility which set it apart from its competitors and underlines its commitment to sustainability. Coming with a range of attachments, the SK80 Excavator can be easily adapted to perform a variety of tasks – be it digging, lifting or grading.

Sharing more details about the new product, Mr. Takemichi Hirakawa, Managing Director, Kobelco Construction Equipment India Pvt Ltd, said, "The launch

of the SK80 Excavator is a significant milestone in the 17-year journey of our company in the Indian CE industry and is a testament to the company's ongoing commitment to innovation, excellence and to the Make in India drive. We have a long-standing reputation of delivering high-quality excavators that meet the growing demand of the Indian customers. The SK80 Excavator will also address the need for advanced machinery that can handle diverse tasks with ease and efficiency. The cutting-edge technology and robust engineering of SK80 Excavator will be a game changer in the mid-category excavator market."

Equipped with Yanmar Engine which reflects Japanese technology, the excavator aims to provide best-in-class performance. The eco-friendly engine reduces fuel consumption and emissions, lowers operational costs and minimizes environmental impact. The state-of-the-art hydraulic system ensures smooth and precise operation. This system enhances the machine's digging and lifting capabilities, making it ideal for a variety of applications. The SK80 excavator has been designed with a spacious and ergonomic cabin with adjustable seating, touchscreen colour monitor and intuitive

controls that ensure operators' well being and comfort. The robust built of the machine make it the preferred choice when working conditions are the toughest. The SK80 Excavator requires minimal maintenance, ensures maximum uptime and productivity.

Kobelco Construction Equipment India Pvt Ltd is a subsidiary of Kobelco Construction Machinery Co., Ltd. (part of Kobe Steel Group), a global leader in the manufacture of construction equipment. Kobelco's product range includes excavators and cranes - all designed to deliver superior performance and reliability.

Allu Arjun releases Dheeran-starrer 'Saala' trailer, fans appreciate trailer

Chennai, August 07 2024: People Media Factory, a leading production house in Telugu cinema, is releasing its third Tamil film titled 'Saala' after giving a blockbuster hit "Vadakkupatti Ramasamy" on a grand scale.



'Saala' stars Dheeran (Debut), Reshma Venkatesan (Debut), 'Madras' fame Charles Vinod, Aruldoss, Srinath, Sampath Ram, and IT Arasan in pivotal roles. The shoot of 'Saala' film has received U/A certificate from the Censor.

The movie is gearing up for theatrical release in Tamil on the 23rd of Aug 2024. The film's trailer was released by Allu Arjun. The trailer has received positive response from

audience. Speaking about the film, director Manipaul said, "The movie 'Saala' is an action-packed drama that explores the themes of power struggles, prestige, and social activism. The setting of the famous Parvathi Bar in Royapuram, which has been shut down for 20 years due to gang wars, creates a rich backdrop for the story.

The two gangs, eager to claim the bar to its former glory, are pitted against each other in a battle for

control. Meanwhile, Punitha, a socially conscious school teacher, is determined to shut down the bar for good, adding a third dimension to the conflict. The triangular fight between the two gangs and Punitha sets the stage for a thrilling narrative, full of twists and turns."

Manipaul, who had worked under director Prabhu Solomon, added: "North Chennai is my favorite place. I am very happy that my desire to record its people and their life in cinema has been fulfilled in my first film

itself. Not only the people of North Chennai, but audience of all sections will appreciate 'Saala', I hope," he said.

V. Shree Natraj is the Creative Producer of the film, and Vijaya Rajesh is the Executive Producer. Ravindranath Guru has taken care of cinematography for 'Saala', while music has been composed by Theeson. Art direction is handled by Vairabalan, editing by Bhuvan, stunts by Mahesh Mathew and Rugged Ram, and choreography by Noble. Sound Mixing: Lakshmi Narayanan. Anthony Dasan and Saindhavi have crooned for the songs. Production Executive: V.K. Duraisamy.

Produced by People Media Factory.

Rushil Décor Ltd. Reports Stellar Earnings for Q1FY25, PAT Grows 36% QoQ

Chennai August 07 2024: Rushil Decor Limited one of the leading suppliers of eco-friendly sustainable MDF Boards, Laminates and Plywood has announced its unaudited financial results for the quarter ended 30th June 2024.

Commenting on the performance Mr. Krupesh Thakkar, Chairman & Managing Director said:

"In the latest quarter, the company reported a substantial 15.9% year-over-year growth in revenue, reflecting a positive financial performance. Compared to the previous quarter, Profit after Tax margins increased to 5.5% an improvement of 1.6%. We have also benefited an improvement in our MDF Boards export markets,



contributing positively to our overall financial results. Furthermore, our MDF value-added products, have contributed positively in terms of revenue and profitability by achieving 45% and 55% in quantity and value respectively.

The expansion of our laminates division is progressing well, with the new facility for jumbo-size sheets set to commence operations by the third

quarter of FY2025. We have received Board approval for preferential funding amounting to Rs. 122.66 crores through the issuance of convertible warrants. To date, we have received 40% of the warrant funding amount, with 75% of the total funds being allocated to developing the new jumbo-size laminate facility in Mansa, Gujarat. This facility is expected to produce an

additional 2.8 million sheets annually, positioning us well to meet increasing demand. Additionally, we are proceeding with the stock split at 10:1 ratio to encourage the wider participation from retail investors and enhance liquidity.

In alignment with our commitment to sustainability and corporate social responsibility, we are actively engaging in a agroforestry initiatives. By encouraging agroforestry best practices, we aim to create a more sustainable supply chain for timber usage and ensure the long-term availability of raw materials. This holistic approach underscores our dedication to fostering sustainable growth and supporting the communities in which we operate."

Early screening for foot problems in people with diabetes is the need of hour: 'Save the Feet, Keep Walking campaign' in India

Chennai, August 07 2024: Dr. Vijay Viswanathan, Managing Director & Chief Physician MV Hospital for Diabetes and Prof M Viswanathan Diabetes Research Centre Royapuram led a national drive "Save the Feet, keep walking campaign" in 2022 across India with the National Research Society for Study of Diabetes in India (RSSDI), the largest organisation of Diabetes Care professionals in the world. The main aim of the campaign was to assess the foot for Loss of Protective Sensation (LOPS) in people with diabetes to detect neuropathy at early stage to prevent Diabetic Foot complications. The HCPs across India joined this 1-month long campaign to raise awareness among people and educate them towards regular foot assessment.

As part of this campaign, a total of 54000 people with diabetes had undergone foot examination. Dr Vijay Viswanathan and his co-authors reported



the data for 33259 participants in the article published in the journal BMJ Open Diab Res Care.

The authors found about one-fourth of the population who underwent examination had high risk feet. The risk was classified as high risk based on the presence of LOPS or Peripheral Artery Disease and one or more of the other risk factors such as history of DFU or lower extremity amputation or end-stage renal disease) as per International Working Group on the Diabetic Foot (IWGDF) guidelines 2023.

Dr. Vijay Viswanathan said that

nearly 3/4th of the study population who had HR feet were found to have renal and retinal complications. Heel fissures was found to increase 4.6 times the odds of having HR feet. Presence of callus or corn, age > 45 years, smoking habit, poor glycemic control, male gender were other factors associated with the presence of HR feet.

Low- and Middle-income countries including India face high burden of diabetes and hence foot related problems among them. Poor foot care practices mainly barefoot walking and poor management of foot ulcer may lead to amputation. Wound

care is an integral part of healthcare system. Wound clinics play a crucial role in modern healthcare addressing a wide range of acute and chronic wounds. The demand for awareness, early screening of foot and wound care services has been steadily increasing, making it vital for healthcare professionals to stay informed about best practices in preventing and management of Diabetic Foot conditions.

An effective translation of appropriate treatment guidelines on the early diagnosis and management of diabetic foot will improve the quality of foot care practices.

Tata Passenger Electric Mobility Ltd. and Tata Power Renewable Energy Ltd. Collaborate to drive zero-emissions mobility in India

Chennai August 07 2024: Tata Passenger Electric Mobility Ltd. (TPEML), the market leader in passenger electric vehicles in India, and Tata Power Renewable Energy Ltd. (TPREL), a leading entity in India's renewable energy landscape, a subsidiary of The Tata Power Company Ltd., have joined hands to drive zero-emissions mobility in India through a combined solution of Electric Vehicles and Solar Rooftop Systems. Through this collaboration, TPEML will enable customers to get a solar rooftop system installed through TPREL. In addition, both companies will promote EVs / EV Charging and Solar Rooftop Systems to their respective customers to drive awareness of the benefits of solutions.

Electric Vehicles (EVs), which have zero tailpipe emissions, and solar power systems, which generate emissions-free electricity, are both key enablers in India's journey towards Net Zero emissions. The Government of India has been supporting EVs through multiple

initiatives over the last several years, and the recently launched PM Surya Ghar Muft Bijli Yojana aims to provide subsidized solar rooftop installations to 1 crore households.

While both EVs and Solar Rooftop Systems deliver an independent business case for customers, combining the two solutions delivers several additional benefits to customers, such as:

- Reducing the total cost of ownership for EVs

- Reducing the electricity bill for EV customers

- Accelerating the payback for solar rooftop owners who buy an EV

- Providing 100% emissions free power for EVs

In addition, combining Solar Rooftop Systems with EVs de-couples the well-to-wheel emissions of EVs from the grid mix, thus offering a much faster path towards net zero emissions for the transportation sector.

Commenting on the collaboration, Mr. Shailesh Chandra, Managing Director, Tata Passenger Electric Mobility Ltd.

and Tata Motors Passenger Vehicles Ltd. said, "India's net zero journey can only be achieved by switching to EVs and renewable power. We see significant synergies between the customers of EVs and solar rooftop systems. Over 90% of EV customers use home charging and nearly 30% of our EV owners are already using Solar Rooftop Systems. Combining forces with Tata Power Renewable Energy Ltd., we intend to democratize zero-emissions mobility and decouple EVs from the grid, while reducing running costs for customers."

Tata Power is fuelling the growth in the solar rooftop sector through its nationwide campaign on 'GharGharSolar, Tata Power ke Sangh'. Tata Power plans to aggressively promote solar rooftop adoption through its extensive network of over 700 channel partners and retailers to cover every nook and corner of the country. Notably, the company has served over 1,00,000 satisfied customers across India. Tata Power has installed a substantial number of 101,924 home chargers and 5,600 public chargers across India.

Dr Praveer Sinha, CEO & MD Tata Power, said, "Combination of Solar rooftop and EV is a promising, cost-effective, sustainable solution for India and hence naturally complementary. Both solutions appeal to the same set of eco-friendly and value-conscious customers. We are excited to collaborate with Tata Passenger Electric Mobility Ltd. to drive greater adoption of Rooftop Systems and EVs and provide discerning customers with an opportunity to contribute to reducing

Nissan Motor India announces free monsoon check-up camp for customers across India

Chennai August 07 2024: Nissan Motor India Pvt. Ltd. has announced a free Monsoon Check-Up Camp for its customers, running from July 15th to August 31st, 2024, at all authorized Nissan workshops across India. The camp is designed to ensure vehicle owners can drive safely during the monsoon season by offering a thorough 30-point check-up. This includes a free battery check-up, thorough exterior and interior inspection, underbody check, and a road test. Additionally, customers will receive a complimentary top wash to keep their vehicles in pristine condition.

As part of this initiative, Nissan is



also providing special offers: up to 10% off on labour charges, including brake pad replacement & 10% off on VAS services- Underbody Coating, Rodent Repellent, AC Disinfection etc. Customers can book their service appointments conveniently through the Nissan One app or the Nissan India website.

Mr. Saurabh Vatsa, Managing Director, Nissan Motor India,

stated, "Ensuring our customers have a safe and trouble-free experience during the monsoon season is a top priority for us. This initiative is part of our broader commitment to delivering outstanding service and maintaining the highest standards of customer care. By offering this comprehensive check-up and special offers, we aim to enhance our customers' peace of mind and ensure their vehicles are in optimal

condition to handle the challenges of the monsoon season safely." Nissan's previous nationwide Monsoon Check-Up Camp received enthusiastic participation, with over 10,000 customers driving in for check-ups across India. This strong response highlights Nissan's dedication to providing a superior ownership experience and meeting evolving customer needs.

Thums Up's Olympics Campaign Demonstrates the Power of a 'thumbs up' Gesture

Chennai August 07 2024: Thums Up, the homegrown billion-dollar beverage brand under The Coca-Cola Company, is thrilled to announce its new campaign, 'Utha Thums Up, Jagaa Toofan' for the upcoming Paris 2024 Olympic and Paralympic Games. The campaign is based on a simple but powerful idea: the motivating effect of a 'thumbs up' on athletes which encourages them to give their best performance. Our athletes are dynamic 'toofans' themselves, they inspire the nation to trust in their inner strength. But a champion is not made overnight. Every time an athlete deals with a setback or feels a moment of hesitation, a simple thumbs-up from their supporters, coach, friends, and family helps them regain confidence and keep pursuing victory and this is precisely the essence of the campaign.

As part of The Coca-Cola Company's enduring partnership with global sports events, Thums Up has been committed as the official global partner for the 2024 Olympic and Paralympic Games. Thums Up has consistently cheered for the perseverance, courage, and determination of both able-bodied and para-athletes who showcase India's talent on the



world stage. Featuring Sift Kaur Samra, Lovlina Borgohain, Nikhat Zareen, Rubina Francis, and Sakshi Kasana, the campaign film illustrates a series of compelling narratives and visual storytelling, showcasing real-life moments where athletes relive the power of a thumbs-up.

Commenting on the campaign, Sumeli Chatterjee, Senior Category Director, Sparkling Flavours, Coca-Cola India, and South-West Asia said, "We are thrilled to be a part of India's Olympics and Paralympics dream. The power packed performances of our athletes in global sports over the past 4 years have filled us with immense pride. Paris 2024 will be a historic occasion, and we are honoured to support our athletes in their journey. We truly believe a simple gesture of the thumbs-up can make any moment a powerful turning point - not only for athletes, but for everyone. This gesture, paired with the iconic Thums Up brand, reflects the spirit of tenacity and unwavering determination."

Commenting on her association with the campaign, Sift Kaur Samra said, "I'm humbled to be a part of this campaign. Knowing that countless people are cheering us with a thumbs-up gives us the courage to perform our best on the world stage. It's a testament to the support we receive from our nation."

Commenting on her association with the campaign, Lovlina Borgohain, "It's a pleasure to be associated with Thums Up. Being a boxer, I've experienced the value of encouragement especially during tough matches. A simple gesture of support can be incredibly motivating, and this campaign truly emphasizes that."

Commenting on her association with the campaign, Nikhat Zareen, "In the ring, every thumbs up fuels my determination to jab harder and go the distance. It's great to have Thums Up as a brand acknowledge the importance of support and belief in athletes like us."

Commenting on her association with the campaign, Rubina

Francis, "Thums Up's campaign sparks resilience and unity, showing how a simple gesture can inspire us to give our best shot."

Commenting on her association with the campaign, Sakshi Kasana, "As athletes, the power of supporters is a force which helps us be our strongest self. In moments of uncertainty, fans can unleash the best of ourselves, enabling us to rise against all odds."

Ritu Sharda, Chief Creative Officer Ogilvy India (North) said, "There is great power in one thumbs up. It can awaken a storm inside you, and lift you just when you are about to give up. Now imagine, what a billion thumbs up can do. This Olympics, we are sending our athletes to strike thunder with the power of a billion thumbs up. And that's the emotion we wanted to capture with this new Thums Up campaign. Utha Thums Up, Jagaa Toofan."

The campaign will use a 360-degree marketing approach, using different channels to reach and engage consumers, such as television, digital, print and OOH. The brand has created a series of films that capture the story of the athletes and their historic journey to Paris.

Indian Bank Trophy state level Invitation Volleyball Tournament



As part of the Bank's 118th Foundation Day celebrations, Indian Bank Trophy State level Invitation Volley Ball Tournament is being conducted at Chennai. S L Jain, MD & CEO of Indian Bank inaugurated the tournament today (06.08.2024) at Mayor Radhakrishnan Stadium, Egmore wherein Indian Bank outplayed Loyola college in 5 sets in the opening match.