

# Independence Day parade rehearsal was held in Chennai ahead of August 15 'Day parade, awards amidst tight security in TN

Chennai August 13 2024: The Greater Chennai Police are set to deploy a total of 9,000 personnel and officers for security measures on the occasion of Independence Day on Thursday. A five-layer security will be in place at the Secretariat, where the chief minister will hoist the flag and deliver a speech.

As a precautionary measure, security has been tightened at places where people gather in large numbers, including the airport, railway stations, bus terminus, commercial establishments, coastal areas and religious places, according to a press note from the police.



The establishments have been instructed to inform the police in case of suspicious

activities. Across all the railway stations in the state, the Government Railway Police have deployed at least 1,500 personnel and officers. Key railway stations such as Chennai Central, Egmore, Coimbatore Junction and Salem will have baggage scanners, door frame metal detectors and sniffer dogs present. In view of the Independence Day celebrations, the police will declare the areas in and around the Secretariat, and the route from Chitaranjan Salai (CM Stalin's residence) to the Secretariat as Red Zone on August 14 and 15. Flying of Remotely Piloted Aircraft Systems (RPAS)/Drone or any other aerial objects has been banned along these areas.

# Tamilnadu shines as educational powerhouse: CM M K Stalin



Chennai August 13 2024: Tamil Nadu continues to shine as the educational powerhouse of India, Chief Minister Stalin said in his social media post X.

Chief Minister Satlin said, "Tamil Nadu continues to shine as the educational powerhouse of India! With the highest number of top-ranked Higher Educational Institutions in the NIRF Rankings 2024, our state stands far ahead of others, setting a benchmark in quality education.

This is a proud moment for the Dravidian Model, leading the way in shaping our nation's future!

With flagship schemes like Naan Mudhalvan, Pudhumai Penn and Tamil Puthalvan, our students will continue to reach new heights in

higher education. Tamil Nadu is first in higher education due to various schemes implemented by the administration led by Chief Minister M K Stalin. The percentage of women joining higher education has increased by 34% due to the 'Pudhumai Penn' scheme under which Rs 1,000 is provided to the students who are joining higher education.

The government was implementing a number of schemes such as 'Tamil Pudhalvan' and 'Kalaingar Magalir Urimai Thittam' and said his 'Dravidian Model' government would provide all support to the students. Adding that the Tamil Pudhalvan was launched after male students felt left out when Pudhumai Penn was launched,

The government

has also allocated Rs 1,000 crore for education scholarships and another Rs 1,000 crore under Kamaraj Colleges Development Scheme. It is also spending Rs 150 crore to digitise higher education institutions and has constructed an auditorium at Chennai Presidency College at Rs 63 crore.

The government is also implementing schemes such as 'Naan Mudhalvan' to provide

guidance to students, the chief minister research grant scheme and skill development training for the youth. Tamil Nadu has the highest number of universities, more than 500 engineering colleges and 31 renowned higher education institutions. The state also has a gross enrolment ratio of 49% which is twice the national average, the release added.

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## Toyota Kirloskar Motor Promotes Holistic Approach to Clean and Green Vehicle Mobility on the 'World Biofuel Day 2024'

Chennai, August 13 2024: As champions of sustainability, globally, Toyota is committed to Carbon Neutrality by 2050 and aims to achieve Net Zero Carbon in Manufacturing Operations by 2035 guided by Toyota Environmental Challenges 2050 (TEC 2050). Today, marking the World Biofuel Day, Toyota Kirloskar Motor (TKM) reiterates its commitment to sustainable mobility. The company has been advancing greener mobility solutions with greater agility by introducing and supporting multiple clean technologies considering various factors such as the current energy mix, unique consumer needs, infrastructure readiness, and the Government's diversified efforts towards becoming 'Atma Nirbhar' in energy by 2047.

India is the fastest growing large economy. The country's fossil fuel consumption along with imports is also rising rapidly, wherein the crude oil imports during April 2024 rose to its third highest level on record. India, world's third largest energy consumer imported 21.4 million tonnes (mt) of crude oil in April '24 & total 232.5 million tonnes of imported crude oil in 2023-24 fiscal (Source: April 2024 PPAC Data). Due to a large increase in mobility needs, the transport sector, which currently accounts for about 50% of oil demand (Source: IEA 2021), will be the most significant contributor to this. The higher fossil fuel consumption is also bound to result in larger carbon emissions. Therefore, it is imperative to rapidly shift away from fossil fuels with utmost urgency.

Towards sustainable and greener future, transition to technologies that use cleaner energy such as electrification and alternate fuels (biofuel) is vital. Biofuels play a critical role in ensuring access to affordable and sustainable energy.



This provides a big opportunity for India to tackle energy security concerns, boost economic growth and combat climate change by lowering carbon emissions.

India is well endowed with renewable energy, surplus sugar, food grains, and biomass which offers huge opportunities for a transition to a cleaner energy future, which is also indigenous. The abundantly available sugarcane, excess food grains, along with huge biomass waste can be used to produce ethanol that can substitute a significant amount of fossil fuel used by vehicles in the shortest possible time.

Additionally, India has big potential for ethanol production, making it an economically attractive alternative to fossil fuels and paving the way for a greener future, by using plant waste or residues like Parali through 2G technology which is otherwise burnt causing widespread pollution in northern parts of India. This has already started and can help derive economic value from waste & generate greater wealth for the agrarian economy by increasing farmer incomes and create new jobs. Further support such as research and development, favourable policy framework, etc., will enable uninterrupted supply of ethanol for the transportation sector.

Notably, in June 2024, ethanol blending with petrol reached 15.90% and cumulative ethanol blending during November 2023-June 2024 touched 13.0%. E20 is available at '14,611' PSU (public sector undertaking) outlets as of June '24 and is on track to achieve 20% blending by 2025. The implementation of

20% ethanol blending in petrol by 2025-26 is expected to substitute 86 million barrels of gasoline, thereby leading to forex savings of over Rs. 30,000 crores for India, as well as likely reduction of more than 20 million metric tonnes of carbon emissions. E20 fuel will also reduce PM2.5 emissions by up to 14% as compared to petrol (Source: MoPNG). Given the huge potential of ethanol production that exists up to and beyond E20, these benefits can increase multi-fold with the introduction of Flexi Fuel Vehicle (FFV) technology, that can flexibly use higher ethanol blends from 20% and above, going up to 100%.

However, the challenge with Flex Fuel Vehicles is lower fuel efficiency of Ethanol due to its lower energy density. Globally to counter this challenge, Electrified Flex Fuel Vehicles (FFV-SHEVs) are being introduced, as an advanced green technology that has both the flex fuel engine as well as an electric powertrain. Therefore, as in the case of a Strong Hybrid Electric Vehicle (SHEV), the use of the electric powertrain in combination with the flex fuel engine overcomes this challenge with enhanced fuel efficiency. Towards this, last year, TKM unveiled the prototype of World's first BS6 Stage II Electrified Flex Fuel Vehicle. This green vehicle technology has the lowest well-to-wheel carbon emissions, and a favourable policy support can establish strong traction with consumers, thereby make the mobility sustainable.

Mr. Vikram Gulati, Country Head and Executive Vice President, Corporate Affairs and

Governance, Toyota Kirloskar Motor, said, "Biofuel can reduce dependence on fossil fuels and yield environmental and economic benefits. In this context, Ethanol, as an indigenous and clean energy source, holds immense potential for India's energy security and environmental goals. By significantly reducing fossil fuel consumption and cutting down on carbon emissions, ethanol not only supports our national agenda of carbon neutrality but also bolsters the agrarian economy by creating jobs and increasing farmer incomes. At TKM, we are making relentless efforts towards the future of sustainable mobility by adopting a multiple technology pathway approach which includes biofuel energy driven vehicle powertrains i.e., Flex Fuel Vehicle (FFV) and Flex Fuel Strong Hybrid Electric Vehicle (FFV-SHEV) technology.

As a frontrunner in electrified vehicle technology and a socially responsible corporate entity, TKM will persistently drive its endeavours and contribute to progressive innovations by disseminating sustainable technological advancements, thereby providing 'Mobility for All' and "Leaving No One Behind."

Further, emphasising the significance of multiple energy pathway approach towards achieving carbon neutrality, today, Toyota Kirloskar Motor (TKM) took part in the SIAM International Conference, themed "The Biofuel Revolution in India: Fuelling Tomorrow" that covered a series of sessions on biofuel demand and supply management, preparing the auto industry for a biofuel future, and developing a robust ecosystem for biofuel adoption. The event witnessed eminent speakers from the government and the industry, as well as participation by global experts.

## Cummins India Limited announces the appointment of Shveta Arya as the Managing Director, effective September 1, 2024

Chennai August 13 2024: Cummins India Limited, one of the leading power solutions technology providers, is pleased to announce that its Board of Directors has appointed Shveta Arya as an Additional Director and the Managing Director (Designate) effective August 8, 2024. Shveta Arya will take up the full-time role as the Managing Director of Cummins India Limited - effective September 1, 2024, subject to approval from shareholders through a postal ballot.

She succeeds Ashwath Ram, who will continue serving the company until August 31, 2024 (close of business hours). Under his leadership, the company achieved profitable growth and successfully navigated multiple challenges, including COVID-19.

Shveta leads the Power System Business for Cummins India Limited a portfolio she will continue to hold even after her appointment as the Managing Director. As the business leader, she has been driving growth and enhancing market presence for power generation and industrial businesses serving India



and the global market. She also successfully led the launch of the CPCB IV+ range of products, which was introduced in July 2023 and features amongst the most stringent emission standards for backup power generation in the world. Previously, as the leader of Cummins' Distribution business in India, Shveta crafted a five-year growth vision that saw significant revenue expansion during her tenure.

Welcoming the new leader, Ashwath Ram,

Managing Director, Cummins India Limited, said, "I am delighted to welcome Shveta as the next Managing Director of Cummins India Limited. As the Business Leader for Distribution and Power Systems, she has played an integral role in the company's growth journey. Her strategic mindset, customer centricity, and commitment to our core values make her the perfect fit to steer the Company to greater heights. I wish her all the very best in this new

assignment."

Expressing her views on the appointment, Shveta Arya, Managing Director (Designate) and Business Leader - of Power Systems said, "It is both an honor and a privilege for me to lead an organization like Cummins India Limited, which has an illustrious legacy of powering India's growth for over 60+ years. Under Ashwath's leadership, the organization has grown tremendously over the last five years. I am deeply committed to steering the company into its next phase of growth and delivering our brand promise of innovation and dependability."

Shveta holds a master's from the Indian Institute of Management, Ahmedabad (IIMA) and a bachelor's in Information Technology engineering from Delhi University. She has over 20 years of industry and management consulting experience in Automotive, Travel, Financial Services and Telecom sectors. Prior to joining Cummins in 2016 as the Head of Strategy, she has been associated with organizations such as Thomas Cook, Kearney and Infosys.

## ROTARY CLUB OF NANGANALLUR ELITE WON 15 AWARDS IN TOTAL FOR THE ROTARY YEAR 2023-24 RID 3232 FOR THE REMARKABLE SERVICE TO THE COMMUNITY IN THE 7 AVENUES

**Heartly Congratulations to Rotary Club of Nanganallur Elite Create Hope President, Secretary & Members of the Club for winning 15 Awards in total for the Rotary Year 2023-24 RID 3232. Wonderful and Great job for the remarkable service to the community in the 7 Avenues**

**along with individual achievements. AVENUE OF SERVICES : 7, RI CRYSTAL AWARD TO Rtn Kannan : 1, CHAMPIONS AWARDS(Rtn NATARAJAN, Rtn KANNAN & Rtn SOWRI): 3, BEST RS (Rtn SURYA) : 1, BEST PRESIDENT (Rtn Sivakumar) : 1, BEST SECRETARY (Rtn Sathish) : 1, SPECIAL PROJECT : 1, TOTAL AWARDS for the Club : 15 count.**



## Johnson Electric Signs MOU with Central University of Tamil Nadu, Launches Mechatronics Diploma Programme

Chennai, August 13 2024: Johnson Electric, a leading player in the automotive sector, Signs an MOU with the Central University of Tamil Nadu and launches a three-year Mechatronics Diploma Programme. Mr Madhu A.L., Johnson Electric and Prof Dr R. Thirumurugan, Registrar of the Central University of Tamil Nadu, in the presence of Prof Dr M Krishnan, Vice-Chancellor CUTN, signed a five-year Memorandum of Understanding (MOU) to launch a comprehensive Mechatronics Diploma Program, which will be one of the flagship courses offered by the Community College at CUTN.



Under this strategic collaboration, Johnson Electric will induct 35 students this year into a three-year diploma program focused on the manufacturing of micro motors for major automotive Original Equipment Manufacturers (OEMs). Johnson Electric caters to industry giants such as Maruti Suzuki, Renault, Mahindra, Tata Motors, and several Tier 1 suppliers.

The course will be conducted in Chennai,

where Johnson Electric will provide students with accommodation and meals, ensuring a conducive learning environment and hands-on industry exposure. This arrangement allows students to fully dedicate themselves to their studies and training, which is critical to their success in this highly specialized field.

The program is particularly noteworthy for its emphasis on inclusivity and social impact. Priority will be given to students from disadvantaged backgrounds, offering them a valuable opportunity to gain world-class training in a high-demand sector. Participants will receive a monthly stipend starting at Rs. 12,500 in the first year, with increases to Rs.

13,000 in the second year and Rs. 13,500 in the third year. Upon completing the program, Central University of Tamil Nadu will provide a diploma certificate, and the graduates will be absorbed into Johnson Electric as regular employees with a salary commensurate with industry standards.

Prof Dr M. Krishnan, Vice Chancellor of Central University of Tamil Nadu, expressed his optimism about the partnership, stating, "This collaboration will not only benefit the students but also contribute significantly to the growth of the automotive industry in India. We are committed to nurturing young talent and providing them with the skills and opportunities to

succeed and contribute to the nation's development."

Mr. Madhu A.L., a member of the Board of Directors at Johnson Electric, shared his enthusiasm for the initiative. "We are thrilled to join hands with the Central University of Tamil Nadu in launching this program. Looking ahead, we plan to induct a minimum of 25 students annually into the program, creating skilled professionals who are ready to contribute to the automotive sector."

CUTN Statutory Officers, including CA G.R Giridharan, Finance Officer, Prof Dr Sulochana Shekhar, Controller of Examinations and faculties, including Dr PS Velmurugan, Prof. Dr P Srinivasan, were present during the signing of the MOU.

## U.S. Consulate General Chennai to Host EducationUSA 'Study in the U.S.' Fair on August 17

Chennai, August 13 2024: EducationUSA, the U.S. government's official source of information on U.S. higher education, will host a series of eight education fairs, across the country, starting in Hyderabad on August 16, 2024, and concluding in New Delhi on August 25, 2024. The fair will be held in Chennai on August 17, at Hotel Hilton from 2 p.m. to 5:00 p.m. Students seeking admission in undergraduate, post-graduate, and doctorate programs will have an opportunity to meet with representatives from more than 80

accredited universities and colleges from across the United States. There is no participation fee, but registration is required. For more details and for registration, please visit: <https://bit.ly/EdUSAFair24Emb>

U.S. Ambassador Eric Garcetti highlighted the importance of the education fairs and noted: "The EducationUSA fairs are a great way to explore the amazing educational opportunities that the United States has to offer. Whether you're interested in science, technology,

engineering, arts, or business, there is a program to help you achieve your dreams. These fairs offer the chance to meet representatives from a huge range of U.S. colleges and universities and attend information sessions about the college application and visa process. You will get first-hand information on admissions, scholarships, campus life and so much more about studying on a U.S. campus. Our goal is to ensure that students and their families have all the information and support needed to make your dream of studying in the United

States a reality."

The participating U.S. higher-education institutions offer a range of academic programs at the undergraduate, graduate, and doctoral levels throughout the United States. The discussions with U.S. universities, EducationUSA advisers, and U.S. Embassy representatives will help students make informed choices about U.S. higher education, learn about the U.S. student visa application process, and gain a deeper understanding about studying and living in the United States.

## Apollo Micro Systems Ltd. Announces Stellar Earnings for Q1FY25, PAT Grows 410% YoY

Chennai August 13 2024: Apollo Micro Systems Ltd., a pioneer in Design, Development and assembly of Custom-Built Electronics and Electro-mechanical solutions, has reported its earnings for quarter ended 30 June 2024.

The company's management further added, "We are excited to share the remarkable progress Apollo Micro Systems Limited (AMS) has achieved in the first quarter of FY25. This period has been characterized by significant advancements and notable successes across various dimensions of our operations. Our unwavering dedication to innovation, operational



excellence, and sustainable growth continues to drive our performance and shape our future.

For Q1 FY25, AMS achieved a revenue of Rs. 912.02 Mn, an increase from Rs. 576.91 Mn in Q1 FY24, primarily driven by robust order execution. Our EBITDA rose to Rs. 223.71 Mn in Q1 FY25, up from Rs. 127.42 Mn in Q1 FY24, marking a growth of 75.57% due to the increased scale

of operations. Profit after tax (PAT) for Q1 FY25 was Rs. 84.29 Mn, compared to Rs. 16.54 Mn in Q1 FY24, with PAT margins at 9.24% in Q1 FY25, up from 2.87% in Q1 FY24. These financial achievements underscore our commitment to operational excellence and sustainable growth, positioning AMS for continued success in the future.

AMS's order book for Q1 FY25 reflects a strong and growing

pipeline of projects, underscoring our market leadership and customer trust. The order book has expanded significantly, driven by high demand across various sectors. The diversity and quality of these orders ensure a stable revenue stream and enhanced profitability. This robust order book positions AMS to capitalize on emerging opportunities and maintain our growth momentum.

## ZETWERK Strengthens Leadership with Appointment of Industry Veteran Vinod Kumar Dasari to its Board

Chennai August 13 2024: ZETWERK, world's largest contract manufacturing marketplace, today announced the appointment of Vinod Kumar Dasari to its board of directors. Mr. Dasari brings nearly four decades of experience in leading and scaling manufacturing businesses across diverse sectors, including automotive and engineering.

Mr. Dasari joins ZETWERK's board at a pivotal time in the company's growth trajectory as it makes strategic inroads into key sectors like Consumer Electronics, Aerospace, Renewables and Industrials. With a proven track record of success, he will provide invaluable guidance and strategic insights to ZETWERK's leadership team. He joined the ZETWERK board w.e.f 1 July, 2024.

Commenting on the appointment, Amrit Acharya, Co-founder & CEO of ZETWERK, said, "We are thrilled to welcome Mr Vinod Dasari to ZETWERK's board of directors. His deep understanding of manufacturing complexities, coupled



with his proven leadership skills, will be instrumental in guiding ZETWERK's continued growth and success. We are confident that Mr Dasari's insights will be invaluable as we further deepen our capabilities in the contract manufacturing landscape."

Vinod Kumar Dasari, newly appointed board member at ZETWERK, added, "I am excited to join ZETWERK's board and be part of a company that is at the forefront of innovation in the manufacturing sector. ZETWERK's unique platform and commitment to technological

advancements are truly impressive. I look forward to working alongside the talented ZETWERK team to contribute to the company's ambitious vision."

Mr Dasari is currently serving as an Operating Partner at private equity firm Advent

International. He has also served as the Chief Executive Officer of Royal Enfield from 2019 to 2021, where he spearheaded the iconic motorcycle brand's global expansion and product innovation. Prior to Royal Enfield, Mr. Dasari held various leadership positions at Ashok Leyland, including Chief Executive

Mr. Dasari's extensive experience also includes leadership roles at Cummins India and The Timken Company, where he honed his expertise in manufacturing operations, strategy, and business development.

Vinod Kumar Dasari strengthens ZETWERK's board of directors, joining a team that includes industry veterans like Sanjiv Rangrass (Former Divisional CEO, ITC Agri Business), investors like Prayank Swaroop (Partner, Accel) and Shailesh Lakhani (Managing Director, Peak XV Partners), Vaibhav Agarwal (Lightspeed) and ZETWERK's co-founders Srinath Ramakrishnan and Amrit Acharya.

His extensive experience and proven leadership will be a valuable asset as ZETWERK continues to disrupt the contract manufacturing industry.

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opportunity for India to tackle energy security concerns, boost economic growth and combat climate change by lowering carbon emissions.

India is well endowed with renewable energy, surplus sugar, food grains, and biomass which offers huge opportunities for a transition to a cleaner energy future, which is also indigenous. The abundantly available sugarcane, excess food grains, along with huge biomass waste can be used to produce ethanol that can substitute a significant amount of fossil fuel used by vehicles in the shortest possible time.

Additionally, India has big potential for ethanol production, making it an economically attractive alternative to fossil fuels and paving the way for a greener future, by using plant waste or residues like Paralith through 2G technology which is otherwise burnt causing widespread pollution in northern parts of India. This has already started and can help derive economic value from waste & generate greater wealth for the agrarian economy by increasing farmer incomes and create new jobs. Further support such as research and development, favourable policy framework, etc., will enable uninterrupted supply of ethanol for the transportation sector.

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Mr. Vikram Gulati, Country Head and Executive Vice President, Corporate Affairs and

## Pernia's Pop Up Studio, Chennai Launch by Reema Thakkar Tiwari, Founder, Spize Event

Chennai August 13 2024: Pernia's Pop-Up Studio is opening a brand-new store in Chennai. Located at Rutland Gate 2nd Street, K.N.K Road, Nungambakkam, Chennai.

Come to the store and be part of the biggest bridal exhibit, Pernia's Pop-Up Show: The Wedding Trunk. Explore a lineup of couture silhouettes crafted by leading Indian designers and meet the designers of some fabulous labels.



## "Yeh Science Hai": Amitabh Bachchan and Manoj Pahwa partner with GSK for new shingles awareness and prevention campaign

Chennai, August 13 2024: GSK today launched a new campaign on Shingles awareness, featuring veteran actors Amitabh Bachchan and Manoj Pahwa, explaining the scientific link between chickenpox and Shingles. The campaign films use everyday conversations between two friends to talk about shingles and the increased susceptibility of shingles in people with diabetes. [i]

Commenting on the campaign, Manoj Pahwa said, "I am in an age group that is susceptible to shingles, [ii] and through GSK's shingles awareness campaigns I have understood more about this painful disease and its associated risk factors. [iii] I have faced multiple health problems and know how difficult it is to lead an active and fulfilling life when affected by infectious diseases. I am proud to be a part of this initiative to educate people about the cause of shingles and the importance of prevention. I encourage adults over 50 years, to talk to their doctors about shingles and its prevention."

Shingles is caused by the re-activation of the virus that lies dormant in the nerves if a person has had



chickenpox. [iv] People with a history of chickenpox who also have diabetes face a 40% higher risk of developing shingles. [v] High blood sugar levels can weaken the immune system, [vi] and when that happens it can increase the risk of reactivation of the chickenpox virus and emergence of shingles. [vii]

Vigyeta Agrawal, Patient Empowerment Head, GSK said, "The 2023 API-Ipsos survey showed that even those who had shingles did not know the cause of this painful disease. [viii] It is essential that all people above the age of 50 years know about shingles and its prevention. We wanted to explain the science behind the cause of shingles and the link between chickenpox and

shingles in a simple manner. Amitabh Bachchan has an unparalleled ability to connect with people across all demographics. We are confident that having him as the face of the campaign, will help us reach and encourage more people, especially ageing adults, to talk to their doctor about shingles and its prevention."

Harikrishnan Pillai, co-founder and CEO, Blitzkraig, an arm of TheSmallBigIdea Network, said, "The campaign comprises of two campaign films. One film shows two ageing friends reminiscing about school days and establishes the link between chickenpox and shingles, while the other depicts a caring bond between two friends and focuses on increased vulnerability of people

with diabetes to shingles. The 'Yeh Science Hai' campaign urges adults above the age of 50 to talk to their doctor about shingles and its prevention. The messages that come through are clear and memorable."

R. Balki, the Director, commenting on the creative insight for the film said "Shingles is a disease that is misunderstood by many people. The challenge was to talk about the link between shingles and chickenpox in an easy-to-understand and engaging manner. I was instantly aligned with how TheSmallBigIdea crafted a simple and strong message. In this case, clarity, not creativity, was the need of the hour."

The campaign films will be released across multiple platforms, including YouTube (mobile and connected TV), Google Display, Meta, select OTT platforms, Paytm, Google Pay, and various TV channels spanning multiple genres such as general entertainment channels (GEC), movies, and news in both Hindi and regional languages. Additionally, a partnership has been established with the popular television quiz show Kaun Banega Crorepati (KBC) for this campaign.