

Tamilaga Vettri Kazhagam to host first conference in Vikravandi, applies for permission

Chennai August 28 2024: Actor Vijay has decided to hold the first conference of the Tamilaga Vettri Kazhagam in Vikravandi. Following this decision, a petition has been submitted to the Villupuram District Superintendent of Police (SP) requesting permission and security for the event.



Vijay recently launched his political party under the name "Tamilaga Vettri Kazhagam." On August 22, the TVK flag unveiling ceremony took place in Chennai. A 40-foot flagpole was erected at the Panaiyur office for this purpose, and Vijay officially introduced the party's flag on the scheduled day. The flag, in red and yellow, features a double war elephant and a victory flower (Vaagai Poo). Following the flag unveiling, all attention shifted to the upcoming TVPP party conference.

several locations, including Trichy, Salem, Thanjavur, and Vikravandi, the TVPP leadership decided on Thirumalai at the Villupuram District Superintendent's Office and submitted a petition seeking permission to hold the party conference in Vikravandi on September 23. In this context, TVK General Secretary Pussi Anand and district leaders met with Additional Superintendent of Police (ADSP) Thirumalai at the Villupuram District Superintendent's Office and submitted a petition seeking permission to hold the party conference in Vikravandi on September 23.

Jan Dhan Yojana paramount in boosting financial inclusion: Narendra Modi

Chennai August 28 2024: Prime Minister Narendra Modi on Wednesday hailed those who worked to make the Jan Dhan Yojana a success, and said the scheme has been paramount in boosting financial inclusion.

success," the prime minister said. "Today, we mark a momentous occasion - #10YearsOfJanDhan. Congratulations to all the beneficiaries and compliments to all those who worked to make this scheme a success," the prime minister said. The Jan Dhan Yojana has been paramount in boosting financial inclusion and giving dignity to crores of people, especially women,



youth, and the marginalised communities, he said. The Pradhan Mantri Jan Dhan Yojana, launched on this day in 2014, is a national mission on financial inclusion encompassing an integrated approach to bring about comprehensive financial inclusion of all the households in the country. The plan envisages universal access to banking facilities with at least one basic banking account for every household, financial literacy, access to credit, insurance and pension facility.

Palaniswami urges Centre to release Samagra Shiksha fund without conditions

Chennai August 28 2024: AIADMK General Secretary Edappadi Palaniswami has condemned both the Central Government for withholding the first installment of funds due to Tamil Nadu under the education scheme, and the DMK government for failing to secure these funds.

Abhiyan' scheme, the Central Government was supposed to release Rs.573 crores as the first installment for the year 2024-2025 to the Tamil Nadu government by June. However, the Central Government has withheld its share of funds. Reports indicate that the Central Government claims the funds are being withheld because the state government has not implemented the New Education Policy (NEP). India is a leading nation in education and has the largest human resources in the world. The current Central Government's attempt to impose its policies in the education sector and disrupt human resources is condemnable. It is the Central Government's duty to support the educational growth of states. Stating that funds for educational development can only be given based on conditions is unacceptable. It has been nearly 48 years since education was moved from the state list to the concurrent list. During this period, the DMK, which has



not done the same to bring education back to the state list or abolish NEET? Stalin, who has made compromises with the BJP to flaunt his family's pride by inviting Union Ministers, why is he not pressuring the Central Government to resolve Tamil Nadu's issues? The dual role played by the DMK and the BJP, which intimidates state governments to fulfill its own agenda, has severely impacted students and educators in Tamil Nadu. Reports indicate that due to the Central Government's delay in releasing the first installment under the 'Samagra Shiksha Abhiyan' scheme, salaries have not been paid to approximately 15,000 teachers, and the state government has been unable to pay the school fees for poor students enrolled in private schools under the 'Right to Education' (RTE) Act.

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India and Russia sign working plan of Joint Russian- Indian Commission on the Cooperation in the Field of Emergency Management for 2025-2026

Chennai, August 28 2024: The Second Meeting of the Joint Russian- Indian Commission on the Cooperation in the Field of Emergency Management was held today, on 28th August 2024 in Moscow, Russia. Shri Nityanand Rai, Minister of State for Home Affairs, India is leading the Indian delegation.

During the first day of the visit, the working plan of the Joint Russian- Indian Commission on the Cooperation in the Field of Emergency Management for 2025-2026 was signed by Shri Nityanand Rai, Minister of State for Home Affairs, India and Mr. Kurenkov A l e k s a n d r Vyacheslavovich, Minister of the Russian Federation for Civil Defence, Emergencies and Elimination of Consequences of Natural Disasters (EMERCOM of Russia).



Both the countries agreed to implement this Plan during 2025-2026 and also decided to continue exchange of the best practices and lesson learnt in the field of Disaster Management. This meeting is significant to draw a strategy for executing the previous agreements between India and Russia, such as, Inter-Governmental Agreement (IGA) for cooperation in the field of Emergency Management in December, 2010 and Regulation to establish the Indo-Russian Joint Commission for Cooperation (2013) in prevention and elimination of consequences of

emergency situations. The first meeting of the Indo-Russian Joint Commission on the Cooperation in the Field of Emergency Management was held in New Delhi in 2016.

Within the overall framework of cooperation, the three specific issues were deliberated in the meeting:

Use of space monitoring technologies for risks forecasting and emergency response.

Exchange of experiences of responding to large-scale disasters.

Cooperation in the field of training of fire and rescue specialists.

Based on the results of the meeting, the Indian and Russian delegations expressed their intentions:

(i) To intensify joint efforts to develop further cooperation in the field of emergency management.

(ii) To exchange best practices in emergency management, including disaster monitoring and forecasting, training of rescue specialists and firefighters.

(iii) To extend cooperation between the eminent educational and research institutions, training of specialists in the field of emergency management in both the countries.

(iv) To conduct the next meeting of the Indo-Russian Joint Commission on the Cooperation in the Field of Emergency Management in India in 2026.

Inclusive Cinema takes center stage at Central Board of Film Certification's New Delhi Accessibility Conference



Chennai, August 28 2024: The Regional Office of the Central Board of Film Certification (CBFC) Delhi hosted an interactive conference today at Pt Deendayal Antyodaya Bhawan in CGO Complex, Lodhi Road. The conference aimed at addressing the implementation of accessibility standards in feature films for public exhibitions in cinema theatres.

Film Industry members at the event on implementing accessibility features in film industry

The event gathered a diverse group of stakeholders including film applicants, film producers, directors, technological service providers, and representatives from organizations dedicated to disability advocacy such as the Deaf and Saksham NGO. The Regional

Officer of CBFC Delhi, Shri Mahesh Kumar, along with other participants, engaged in discussions centered on incorporating mandatory accessibility features for audiences with visual and auditory impairments.

The conference was notably accessible to all participants through the use of Indian Sign Language interpretation, highlighting a commitment to inclusivity from the outset.

Ensuring inclusive cinema Shri Mahesh Kumar addressed the assembly, outlining the new regulatory framework that will guide the transition towards more accessible cinema. He emphasized the importance of these

standards in directors expressed their readiness to adopt these guidelines, acknowledging both the potential benefits of an expanded audience and the financial implications of implementing these changes. Their participation reflects a growing industry commitment to accessibility.

The President of the Association for the Deaf, Shri A S Narayanan, also featured a screening of clips from the multi-inclusive film Rabb Di Awaz by Ojaswnee Sharma, which served as a practical example of how inclusivity can be effectively integrated into filmmaking. The event concluded with a consensus on the necessity of cooperation among all stakeholders to ensure the successful implementation of these accessibility standards.

Industry's readiness and commitment towards accessibility Film producers and

Nissan Launches 'Freedom Offer' - a Special Bonanza on the Magnite for All Defence, Central Paramilitary & State Police Forces

Chennai, August 28 2024: Nissan Motor India (NMIPL) launched its 'Freedom Offer special bonanza for all defence personnel and central / state police departments on its bestselling Big, Bold and Beautiful Nissan Magnite. The bonanza can be availed by booking the car via the CSD route which gives tax benefits to India's Defence Forces personnel and Nissan has extended the same bonanza to all Central Paramilitary & State Police forces personnel across India.

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market. Nissan has designed the 'Freedom Offer' as a gesture of gratitude & respect to the Indian Armed Forces, Central Paramilitary & State Police Forces of India for their unwavering commitment, sacrifice and dedication to India's security and has setup a special desk for fast tracking bookings and deliveries to ensure of access and peace of mind for the customers.

Since its launch, Nissan has introduced multiple variants of the Magnite to meet the evolving needs of Indian customers, including the Turbo, MT, the most affordable AMT, and the CVT. Last June, the Magnite achieved a significant production milestone—the rollout of its 100,000th Magnite from its Alliance plant (RNAIPL) in Chennai and it recently completed the sale of the 100,000th domestic sale of the same in January 2024 followed by crossing 30,000 exports milestone in April 2024.

The 'Freedom Offer' special bonanza pricing has been designed to replicate the introductory prices of the car when it was launched back in December 2020, specifically as a special bonanza for the India's Armed Forces and Central / State Security services.

Saurabh Vatsa, Managing Director, Nissan Motor India, said on the launch of the Freedom Offer, "As we commemorate Independence Day, we

are proud to present our Big, Bold, and Beautiful Nissan Magnite to our Armed Forces, Central Paramilitary Forces & State Police Forces personnel at a never-before special price. We deeply honour the real heroes of our nation—our defence and paramilitary personnel—whose sacrifices ensure our safety and freedom. It is our privilege to extend this special offer as a gesture of gratitude for their unwavering

dedication and service."

Customers can contact the Nissan Motor India 'Freedom Offer' Exclusive Helpdesk Contact at +91 99993 13930.

Nissan Motor India Pvt. Ltd. (NMIPL) recently celebrated its third consecutive year of achieving 30,000+ sales with its Big, Bold, Beautiful SUV, the Nissan Magnite. This remarkable milestone reaffirms the Magnite's position as a game-changer in the Indian automotive

Union Cabinet announces Unified Pension Scheme 62,267 serving employees of Southern Railway will benefit from Unified Pension Scheme

Chennai, August 28 2024: The Union Cabinet, chaired by the Prime Minister Shri Narendra Modi, approved the Unified Pension Scheme (UPS) on 24th August 2024. This pension scheme will benefit 23 lakh Central Govt. Employees including Railway employees who are presently covered by New Pension Scheme (NPS) and appointed on/after 01.01.2004. The Unified Pension Scheme will come into force from 1st April 2025.

Beneficiaries of UPS in Southern Railway

Presently, Southern Railway has a total of

81,311 employees on its rolls. Of this, 18,605 employees are covered by the Old Pension Scheme (Gazetted Staff- 689 & Non-Gazetted Staff - 17,916).

Of the total employee strength in Southern Railway, a total of 62,706 employees are covered under New Pension Scheme presently which includes 439 Gazetted and 62,267 non-gazetted staff. These employees will become eligible for exercising option for the Unified Pension Scheme thus benefiting from assured pension.

Salient features of Unified Pension Scheme

The salient features of the Unified Pension Scheme (UPS) are:

Assured pension: 50% of the average basic pay drawn over the last 12 months prior to superannuation for a minimum qualifying service of 25 years. This pay is to be proportionate for lesser service periods upto a minimum of 10 years of service.

Assured family pension: @60% of the employee's immediately before her/his demise.

Assured minimum pension: @10,000 per month on superannuation after minimum 10 years of

service.

Inflation indexation: on assured pension, on assured family pension and assured minimum pension.

Dearness Relief based on All India Consumer Price Index for Industrial Workers (AICPI-IW) as in case of service employees

Lump sum payment at superannuation in addition to gratuity 1/10th of monthly emoluments (pay + DA) as on the date of superannuation for every completed six months of service. This payment will not reduce the quantum of assured pension.

Dr. Mansukh Mandaviya Chairs Roundtable Meeting with Central Trade Union Organisations

Chennai, August 28 2024: A roundtable meeting was held under the chairmanship of Dr. Mansukh Mandaviya, Union Minister for Labour & Employment and Youth Affairs & Sports, with representatives from Central Trade Union Organisations (CTUOs) in New Delhi today. Union Minister of State for Labour & Employment, Smt. Shobha Karandlaje along with senior officials of Ministry were also present on the occasion.

The focus of the discussion in this introductory meeting with trade unions, was the newly proposed Employment Linked Incentive (ELI) scheme, announced in the recent Union Budget besides other labour welfare-oriented measures.



Addressing the CTUOs, Dr. Mandaviya reiterated the Government's unwavering commitment to the welfare of the labour force, recognizing it as the backbone of the nation's economic growth and development. He added that the trade unions are the voice of our workers, and their insights are invaluable to shaping policies that are not only effective but also fair and inclusive.

A presentation on proposed ELI scheme also was made during

the meeting. Dr. Mansukh Mandaviya invited suggestions from the trade unions regarding the formulation of the ELI scheme. He emphasized that the ELI scheme has been designed to encourage businesses to generate more employment as well as to provide meaningful and sustainable jobs for the youth of our country.

During the meeting, Dr. Mandaviya stressed that the input of the trade unions is valuable to ensure that it serves the interests

of all stakeholders. Representatives from various CTUOs shared their perspectives on the scheme as well as other labour welfare measures being taken by the government. Dr. Mandaviya assured the trade unions that such meetings will be a continuous process and the government looks forward to seeking valuable inputs of trade unions to ensure that policies and schemes are formulated in a manner that promote fairness, inclusivity and equitable growth.

super.money Launches New Credit-First UPI App; Hits 10M Transactions in Beta Phase

Chennai, August 28 2024: super.money, a credit-first UPI service platform, today officially launched its app, after a successful beta phase. During the beta phase, the app witnessed close to one million downloads, driving over 10 Million transactions, showcasing significant adoption of the app. super.money has also finished testing out a first of its kind, credit on UPI solution, and has started a waitlist program for the same. super.money's first solution is a RuPay credit card that operates like an interest bearing wallet on UPI rails, and is touted to be a global first.

super.money launched its UPI offerings with a strong focus to enhance rewards & credit experiences for everyday transactions. The app offers up to 5 per cent cashback on every merchant transaction and special offers from partner merchants including Flipkart and Mynta.

super.money is transforming payments into a social and engaging experience with its innovative rewards programs like superNameDrop, Raffle, and Meme-

to bring users from Tier 2 and Tier 3 India into the realm of formal credit. superNameDrop is a construct where users can earn instant cashback by sending money to someone with the featured name of the week. Raffle, which is slated to launch soon, offers users the chance to win exciting prizes, while Meme-Money adds a social element to financial transactions, making them both engaging and rewarding.

Backed by the aim to tap into India's growing consumer credit opportunity, super.money has integrated with NPCI's RuPay infrastructure for its co-branded credit card. Since inception, UPI QR codes have quickly surpassed POS systems while unlocking new payment and credit use cases that may not have existed before. As per recent reports, the cost of credit acceptance for merchants has dropped to zero on smaller-value transactions - a global first - which is expected to significantly boost UPI adoption in India. Credit on UPI will materially change the borrower profile, and in turn, accelerate retail credit adoption in the country. This is also set

In the coming months, super.money plans to introduce a range of financial products in partnership with leading financial institutions, including a co-branded credit card, fixed deposits (FDs) and instant pre-approved personal loans, catering to the diverse financial needs of Indian customers. super.money aims to democratize access to financial services by leveraging the UPI infrastructure, which is aligned to the Government's larger vision of financial inclusion.

Prakash Sikaria, Founder & CEO of super.money, said, "The timing of super.money's app launch is incredibly opportune, coming on the heels of UPI crossing ₹20 trillion in transactions for the third consecutive month. Our beta phase was instrumental in shaping the super.money experience, particularly in how we innovate at the forefront of credit on UPI. The digital payments landscape in India is brimming with

opportunities but the real potential lies in integrating financial services on UPI rails in a simplified way. We have started with innovating on credit products as it does an important job of introducing millions of Indians to formal credit infrastructure. At super.money, our vision goes beyond being just a payment platform. We aim to redefine how users engage with financial services, making them more accessible, rewarding, and aligned with the government's vision for a digitally empowered India."

Currently, super.money has partnered with a wide range of financial institutions to power financial services. The super.money app is currently available to all Android users, and is soon to be launched on the iOS platform.

As per NPCI, credit transactions on India's flagship payments platform Unified Payments Interface (UPI) are reaching Rs 10,000 crore each month. This presents a vast opportunity for fintech companies to make credit more convenient for consumers.

Bureau of Police Research and Development celebrates 54th Foundation Day at its Headquarters in New Delhi

Chennai August 28 2024: The Bureau of Police Research and Development (BPR&D), under the Ministry of Home Affairs (MHA), celebrated its 54th Foundation Day at its Headquarters in New Delhi today. The Union Home Secretary, Shri Govind Mohan, attended the event as Chief Guest. The Director Intelligence Bureau, Shri Tapan Kumar Deka, Heads of Central Police Organizations (CPOs) and Central Armed Police Forces (CAPFs), as well as senior officials of MHA and other departments were also present.

On this occasion, Union Home Secretary Shri Govind Mohan delivered Dr Anandswarup Gupta Memorial Lecture on the theme "New Criminal Laws - introduction of Citizen Centric Reforms". Delivering the memorial lecture, Shri Mohan stressed on the requirement for contemporary and relevant jurisprudence for law enforcement agencies to break the shackles of colonialism, in keeping with the 'Panch Pran' given by the Prime Minister Shri Narendra Modi, and to address the evolving nature of crime. Home Secretary said that new criminal laws brought under the guidance of Union Home Minister and Minister of



Cooperation, Shri Amit Shah are victim centric and purpose of these laws is to give justice not punishment.

Union Home Secretary highlighted various key features and new provisions of the laws, especially those related to citizen friendly measures such as zero FIR and e-FIR, introduction of community service as a new form of punishment, more lenient treatment of first time offenders. He said that many new provisions such as organized crime and terrorism; introduction of new penalties; emphasis on tackling offences against women and children; greater scientific approach towards evidence collection and processing have also been introduced. Shri Mohan added that enhanced utilization of forensics; increased digitization of the investigation process; earmarked timelines for the justice delivery process; and streamlining of various procedures for transparency;

accountability and timely redressal have also been incorporated in new laws.

Shri Govind Mohan said that in order for India to become the third largest economy in the world, effective policing, effective law and order, and effective action against crimes and criminals are necessary. He said that the role of BPR&D in police modernization and upgradation is of paramount importance.

Congratulating the Bureau, the Union Home Secretary emphasized its importance as the only Central Police Organization that connects all other police organizations and State/UT police forces through its role as the Think Tank of the Indian police, for promotion of excellence in policing through research, modernization, training and capacity building. He especially applauded the great efforts towards training and publicity made by BPR&D for the implementation of the New Criminal Laws, which have resulted in

training of more than 9 lakh stakeholders across the spectrum of criminal justice system.

A Special Edition of the Indian Police Journal, BPR&D's flagship publication, on the theme of New Criminal Laws, was released by the Union Home Secretary on the occasion. A documentary produced by the Doordarshan on the new laws was also released by Shri Govind Mohan.

At the event, the Union Home Secretary also honored the recipients of the President's Medal for Distinguished Service (PSM) and President's Medal for Meritorious Service (MSM) for the years 2023 and 2024.

On this occasion, Director General, BPR&D, Shri Rajeev Kumar Sharma thanked the Union Home Minister and Minister of Cooperation, Shri Amit Shah for his continuous support and guidance to the organization.

Deputy National Security Advisor (NSA) Shri Pankaj Kumar Singh; the Director Generals of CRPF, BSF, ITBP, NDRF, RPF, NHRC, NTRO; Director, NIA; Director, NCRB; Commissioner of Delhi Police; DG (Awards) MHA; former Director Generals of BPR&D, among others were also present on the occasion.

Apollo Children's Hospital Pioneers Non-Surgical Fontan Procedure, Revolutionizing Pediatric Heart Treatment

Chennai August 28 2024: Apollo Children's Hospital has marked a groundbreaking milestone in pediatric cardiac care by successfully performing the Fontan procedure without surgical intervention. This achievement, led by Dr. Neville AG Solomon, Head of the Cardiac Department, and Dr. CS Muthukumaran, Head of Interventional Cardiology, represents a significant leap forward in treating complex heart conditions in children.

With a track record of over 6,500 open-heart surgeries and 10,133 interventional procedures, Apollo Children's Hospital has established itself as a leader in pediatric



cardiac care. The Hospital combines surgical and interventional expertise to provide optimal treatment for children with complex heart conditions. This non-surgical Fontan procedure exemplifies our commitment to innovative, patient-centered care"

Dr. Neville AG Solomon, Paediatric Cardiac Surgeon, Apollo Children's Hospital said, "Our holistic approach at Apollo Children's

single-ventricle heart defects. Patients can now be discharged within 2-3 days, dramatically reducing recovery time. The success of this procedure is a testament to our team's dedication and meticulous planning. so far we completed 12 non-surgical fontan procedure with 100% success and the longest follow-up is 2 years."

Dr. CS Muthukumaran, Paediatric Cardiologist, Apollo Children's Hospital said, "This breakthrough offers a lifeline for children with

Apollo Children's Hospital Chennai continues to advance pediatric cardiac care through its blend of cutting-edge technology and expert medical professionals. The successful implementation of the non-surgical Fontan procedure marks a new chapter in cardiac care for children worldwide.

Elevating Literacy: India Embraces a Wider Skillset for All including digital literacy

Chennai, August 28 2024: In a progressive step to advance the nation's literacy goals, the Department of School Education And Literacy, Ministry of Education, Government of India has communicated a refined and comprehensive description of literacy tailored to the Indian context. This initiative aligns with the objectives of the National Education Policy (NEP) 2020 and aims to expedite the attainment of full literacy across all States/UTs under the ULLAS - Nav Bharat Saaksharta Karyakram. This also supports the SDG 4.6 which is about ensuring that all youth and a substantial proportion of adults, both men and women achieve literacy and numeracy by 2030.

The Education Minister, Shri Dharmendra Pradhan while addressing the gathering on 06.02.2024 at the ULLAS Mela in New Delhi expressed that the ULLAS scheme lays the foundation for a Viksit Bharat and underscores the crucial role that literacy plays in realising this vision,

as envisioned by Prime Minister, Shri Narendra Modi.

The National Education Policy (NEP) 2020 while talking of Adult Education, mentions in para 21.4:

'Strong and innovative government initiatives for adult education - in particular, to facilitate community involvement and the smooth and beneficial integration of technology - will be affected as soon as possible to expedite this all-important aim of achieving 100% literacy.' It underscores the correlation between literacy rates and per capita GDP, highlighting the disadvantages faced by non-literate individuals in various aspects of life, such as financial transactions, job applications, comprehension of media and technology, understanding of rights, and participation in higher productivity sectors.

In light of this, the Department has recognized the necessity of establishing a clear and inclusive definition of

literacy that extends beyond basic reading and writing skills. Literacy will now be defined as, "the ability to read, write, and compute with comprehension, i.e., to identify, understand, interpret and create, along with critical life skills such as digital literacy, financial literacy, etc." This approach ensures that individuals are equipped to fully engage in and contribute to society. The Department has also set a benchmark for what constitutes 100% or full literacy within the Indian context, "Achieving ninety five per cent literacy (95%) in a State/UT may be considered as equivalent to fully literate." This enhanced definition was developed through a collaborative process involving experts from NCERT and UNESCO, among other experts. The consensus reached during a recent meeting, chaired by senior educational advisors, underscores the need for a literacy framework that meets global standards while being firmly rooted in India's unique socio-cultural landscape.

The introduction of this definition marks a significant milestone in India's journey towards full literacy. It reinforces the Government's commitment to ensuring that every citizen has the opportunity to attain the foundational skills necessary for personal and societal advancement along with financial & digital literacy and critical life skills. The recent achievement of over 97% literacy in UT of Ladakh under the ULLAS scheme further demonstrates the effectiveness of these efforts and sets a benchmark for others to emulate.

The Government of India calls upon all stakeholders to renew their efforts in promoting literacy and to work collaboratively towards the shared goal of achieving a fully literate nation. This initiative represents a critical step in fulfilling the vision outlined in the NEP 2020 and in ensuring that Bharat continues to make strides toward reaching full literacy by 2030 with ULLAS, making Jan Jan Saakshar.

KFC TAKES CONSUMERS INTO THEIR KITCHENS WITH 'OPEN KITCHENS' INITIATIVE

Chennai, August 28 2024: Crispy. Crunchy. Finger Lickin' Good. With Taste you can Trust.

KFC recently organized an exclusive 'Open Kitchen Tour' in Chennai to promote transparency and showcase its commitment to food safety and quality. For several years now, the brand has been hosting these Open Kitchen Tours to offer a behind-the-scenes look at the meticulous processes and stringent hygiene standards that define KFC.

KFC has been delighting chicken lovers in India for over two decades with its crave-worthy food. KFC India's menu is a strong mix of universally loved products like the iconic Hot & Crispy Bucket, Zinger Burger, Popcorn Chicken as well as innovative limited time offerings that are rooted in local flavours such as the KFC Chizza, Rice Bowlz, Veg and Tandoori Zinger amongst others. KFC India's newest launch includes a range of Rolls such as Thai Spicy, Korean Tangy, American Nashville, Indian Tandoori and



Indian Spicy Veg.

KFC's kitchens are where the magic happens, ensuring that their world-renowned flavor is one you can trust. Every day, skilled chefs follow a rigorous, multistep process to freshly prepare chicken that is crispy on the outside and juicy on the inside.

The Open Kitchen Tour allowed KFC fans an insider's view into the kitchen, providing an opportunity to meet the team and see firsthand how high-quality ingredients are transformed into freshly prepared, finger lickin' good food.

Creating KFC's signature crispy chicken starts with the finest ingredients, and fresh chicken is at the core of this process. In India, KFC sources 100% real whole muscle chicken from top-quality local

suppliers who meet international safety standards, and it undergoes 34 rigorous checks from the suppliers' farm to the consumers' plate.

The tour outlined the detailed process of marinating, breading, and frying the chicken using specialized equipment. The preparation of the chicken involves a specific method where each piece of chicken is hand-breaded and rocked seven times before being cooked at a minimum of 170°C to achieve that perfect KFC taste. KFC chicken is freshly prepared in-store, ensuring it is always served hot and fresh.

KFC follows international cooking standards, uses FSSAI approved ingredients, and follows FSSAI guidelines-based

processes. All food items have an expiry timeline and are off the shelf the second they move past their set consumption time. Every KFC restaurant follows a strict cleaning and sanitation program, which includes a wash-rinse-sanitize process for all food contact surfaces.

All vegetarian and non-vegetarian offerings are prepared separately everything right from the oil, utensils and ingredients are segregated. Even the people working in the vegetarian section wear green aprons vis-à-vis the red that is sported by those in the non-veg section.

The Open Kitchens Tour initiative reaffirms KFC's commitment to transparency, quality, and the highest standards of food safety. Since its first restaurant in India, KFC has been embedded in the country and committed to serving finger-lickin' good food at scale through inclusive, equitable and sustainable business practices. The brand currently operates 1100+ restaurants across India across 240+ cities.

The Sleep Company announces India's largest mattress giveaway; to give around INR 1 Crore worth of mattress for free across four cities

Chennai August 28 2024: Chennaites, get ready to claim your dream mattress at The Sleep Company (TSC) stores on 31st August 2024. The giveaway of 100 free mattresses worth around INR 25 lakhs will take place from 11AM to 1PM on a first-come, first-served basis. For a decade-long good night's sleep all you need to do is reach the nearest TSC store in the locations mentioned here - Nungambakkam, OMR, Anna Nagar, and Adyar. This is as part of its massive giveaway wherein the company is offering around INR 1 Crore worth of free mattresses across major metros including Chennai, Mumbai, Delhi and Hyderabad.

This makes it India's first mattress brand to announce such a huge giveaway and is a testament to the leadership's vision of helping India sleep better. TSC recently launched its 100th store in India and is delighted to celebrate this milestone with this offer, making it a unique opportunity for Chennaites to experience the

unparalleled comfort and quality of its mattress.

India's leading Comfort-Tech brand, The Sleep Company is one of the fastest D2C brands to reach the milestone of opening 100 C O C O (Company-Owned, Company Operated) stores in just two years of marking its foray into offline retail business. The company opened its first store in Bengaluru in June 2022.

The Sleep Company Cofounder, Priyanka Salot said, "We are thrilled to celebrate the 100th store milestone by giving away 400 free mattresses across India in our mission to help the people sleep better. In addition to Chennai, the giveaway will take place across Mumbai, Delhi-NCR and Hyderabad. In the first phase, we conducted a similar giveaway in Bengaluru, making this India's largest mattress giveaway worth INR 1.25 crores. We are incredibly grateful to our customers, who have played an instrumental role in our growth journey and this is a true reflection of the

strong bond we share with them. People across the key metros, including in Chennai, are often faced with sleep deprivation issues due to their busy and hectic lifestyles. Through this initiative, we want to provide people with an opportunity to take home our patented SmartGRID mattress and have out-of-the-world sleeping experience for over a decade."

Ripal Chopda, Chief Marketing Officer of The Sleep Company added, "This giveaway is our way of thanking Chennaites for their trust and loyalty, and we look forward to catering to more customers in the years to come. With the innovative and patented SmartGRID mattress provides deep and undisturbed sleep to individuals. Our omnichannel expansion across the country is to offer a superior and delightful experience to our customers and redefine the way people sleep and sit."

The Sleep Company is Asia's first and only provider of SmartGRID

technology, revolutionizing sleeping and sitting solutions. As one of the country's fastest growing brands, it is at the forefront of reshaping both the D2C as well as the omnichannel landscape in the mattress industry. Founded in 2019 by Priyanka and Harshil Salot, the company stands true to its commitment of offering customers the best sleeping experience. In just 4.5 years since inception, The Sleep Company has achieved a significant milestone of achieving INR 500 ARR in FY24 and is well positioned to touch the INR 1000 crore mark in the next 2-3 years.

The Sleep Company offers a wide range of products, including smart recliner beds, pillows, office chairs, & recliner sofas. We encourage all Chennaites to visit the designated locations early to secure their chance to win a free mattress.

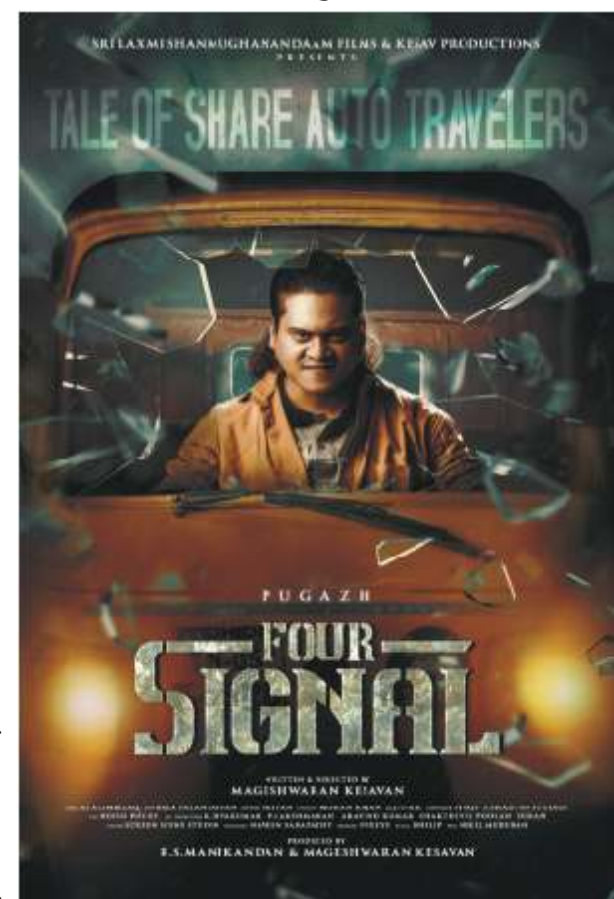
Locate the designated store here: <https://thesleepcompany.in/pages/our-store>.

Pugazh plays protagonist in 'Four Signal', a film produced by R.S.Manikandan and Maheswaran Kesavan and directed by Maheswaran Kesavan

Chennai, August 28 2024: 'Vijay TV' Pugazh plays the protagonist in 'Four Signal', a movie jointly produced by R.S. Manikandan and Maheswaran Kesavan on Sri Laxmi Shanmughanadaam Films and Kesav Productions banners and directed by Maheswaran Kesavan.

Debutant director Maheshwaran Kesavan has made 'Four Signal' a lively film full of love and emotions. The story revolves around share auto, a simple mode of transport that is widely used by common people living in urban areas.

The film's team is gearing up to release 'Four Signal' for



Deepavali. The movie is a compelling collage of interesting incidents between the passengers and the driver of a share auto that commutes from

Kalloori Vinodh, Lollu Saba Seshu, Sharmila, Vijay Adhiraj, YouTuber Kaathu Karuppu Kalai and many more popular faces.

Bala Palaniappan has taken care of cinematography for 'Four Signal', which is a romance drama involving the intimate feelings and realities of people. The movie has been edited by Priyan.

Talking about the film, the director said, "'Four Signal' will be an interesting compilation of daily happenings in the lives of common people. I fully believe that Tamil audience who always support quality films will also support this movie as well."