

**CM M K Stalin leaves US after securing Rs. 7,016 cr worth investments MoU signed with RGPSI to set up electronics, telematics manufacturing plant in Hosur**

Chennai Sep 14 2024: An Memorandum of Understanding was signed in the presence of Chief Minister M.K. Stalin, for establishing an advanced electronics and telematics manufacturing company in Hosur with an investment of Rs.100 crore in partnership with R.G.P.S.I.

Chief Minister MK Stalin has departed from Chicago airport and is en route to Chennai after concluding his official American tour.

Tamils residing in the United States gathered at the airport to bid farewell to the Chief Minister.

In a gesture of appreciation for his visit, they waved DMK flags and displayed banners at the airport.

Chief Minister Stalin's 17-day visit to the United States aimed to attract increased industrial investment to Tamil Nadu. During this trip, significant progress was made, with Memoranda of Understanding (MoUs) valued at Rs



7016 crore being signed with 18 prominent global companies in San Francisco and



He also met with senior executives from

prominent global companies, inviting them to invest in Tamil Nadu.

Following this, the MoU with R.G.P.S.I. was signed in Chicago yesterday in the presence of the Chief Minister.

R.G.P.S.I. provides human resource management, engineering, quality lifecycle management, and IT solutions for various industries, along with advanced electronics and technological solutions across sectors. The corporate headquarters of

R.G.P.S.I. is located in Troy, Michigan, U.S.

The signing ceremony saw the participation of Nanuwa Singh, Chairman of R.G.P.S.I., Chief Officer Ravikumar, and other senior officials.

Minister T.R.B. Raja, Secretary of the Department of Investment Promotion V. Arun Roy, Managing Director of Guidance Tamil Nadu V. Vishnu, and senior government officials were also present at the event.

**Rich tributes paid to veteran CPM leader Yechury**

Chennai Sep 14 2024: President Draupadi Murmu, Prime Minister Narendra Modi and other senior leaders on Thursday expressed grief over the death of veteran CPM leader Sitaram Yechury here.

In a social media post on X President Murmu said, "Saddened to learn about the demise of CPM general secretary Shri Sitaram Yechury. First as a

student leader and then in national politics and as a parliamentarian, he had a distinct and influential voice".

She added that though a committed ideologue, he won friends cutting across the party lines. My heartfelt condolences to his family and colleagues.

Modi also expressed grief over his death and called him as an

"effective Parliamentarian".

"Saddened by the passing away of Shri Sitaram Yechury Ji. He was a leading light of the Left and was known for his ability to connect across the political spectrum. He also made a mark as an effective Parliamentarian. My thoughts are with his family and admirers in this sad hour. Om Shanti" PM Modi wrote on the social media post

on X. Sitaram Yechury passed away this afternoon after undergoing treatment at AIIMS for acute respiratory tract infection at the age of 72. Tributes started pouring in from top politicians cutting across the party lines after the death of veteran CPM leader Sitaram Yechury at the



All India Institute of Medical Sciences, Delhi on Thursday.

Leader of Opposition in Lok Sabha Rahul Gandhi was among the first to express his condolences to the veteran Left leader.

"Sitaram Yechury ji was a friend. A protector of the Idea of India with a deep understanding of our country. I will miss the long discussions we used to have. My sincere condolences to his family, friends, and followers in this hour of grief," Rahul Gandhi said in a post on X.

Minister of Road Transport & Highways and senior BJP leader Nitin Gadkari on his social media handle X said, "Deeply saddened by the passing away of Sitaram Yechury Ji. His contributions to public life will always be remembered. Heartfelt condolences to his family and loved ones during this difficult time. Om Shanti".

Remembering Yechury, Defence Minister Rajnath Singh on X said, "Pained by the passing away of CPI(M) General Secretary and former Rajya Sabha MP Shri

Sitaram Yechury. In his long years in public life, he distinguished himself as a seasoned parliamentarian who was known for his knowledge and articulation."

"He was also my friend with whom I had several interactions. I will always recall my interactions with him. Condolences to his bereaved family and supporters. Om Shanti!", he added.

Union Minister Hardeep Singh Puri in a post on X said "Deeply saddened by the demise of former Rajya Sabha member Sh Sitaram Yechury Ji. Mine was a long association with him. We played cricket on the lawns of India Gate many decades ago when we were in our teens. Cerebral, he devoted his life to an

ideology which he strongly believed in. Sincerest condolences to his family."

Condoling the demise of Yechury, Chief Minister of West Bengal and TMC chief Mamata Banerjee said, "Sad to know that Sri Sitaram Yechury has passed away. I knew the veteran parliamentarian that he was and his demise will be a loss for the national politics. I express my condolences to his family, friends and colleagues".

Former Uttar Pradesh Chief Minister and Samajwadi Party Chief Akhilesh Yadav on X said, "The passing away of the senior politician of the country and CPM general secretary Shri Sitaram Yechury ji is very sad! May God give peace

to his soul and the grieving family get strength to bear this immense sorrow. Heartfelt tribute!"

An alumnus of Jawaharlal Nehru University (JNU), Yechury joined Students Federation of India (SFI) in 1974. Subsequently he joined the CPM.

He was underground for some time, organising resistance to Emergency, before his arrest in 1975.

In 1978, he was elected as SFI's all-India joint secretary. He left SFI as its president in 1986. In 1984, he was invited to the central committee of the CPM.

Yechury had served as a member of the Rajya Sabha for two terms from 2005 to 2017.

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## NORTHERN ARC CAPITAL LIMITED INITIAL PUBLIC OFFERING TO OPEN ON MONDAY, SEPTEMBER 16, 2024

Chennai, Sep 13 2024: Northern Arc Capital Limited ("Northern Arc" or "The Company"), shall open its Bid/Offer in relation to its initial public offer of Equity Shares on Monday, September 16, 2024.

The initial public offering comprises a fresh issue of Equity Shares aggregating up to 5000 million (the "Fresh Issue") and an offer for sale of up to 10,532,320 Equity Shares by the Selling Shareholders (the "Offer for Sale" and together with the Fresh Issue, the "Offer").

The price band for the Offer is at ₹249 to ₹263 per Equity Share. ("The Price Band").

A discount of ₹24 per Equity Share is being offered to Eligible Employees bidding in the Employee Reservation Portion.

Bids can be made for a minimum of 57 Equity Shares and in multiples of 57 Equity Shares thereafter. ("Bid Lot").

The Company intends to utilize the Net Proceeds to meet its future capital requirements towards onward lending in its focused sectors, namely, MSME financing, MFI, consumer finance, vehicle finance, affordable housing finance and agricultural finance, and to ensure compliance with the RBI regulations on capital adequacy, for Financial



Year 2025. (The "Objects of the offer")

The Offer for Sale of up to 10,532,320 Equity Shares comprises up to 3,844,449 Equity Shares by LeapFrog Financial Inclusion India (II) Ltd, up to 1,263,965 Equity Shares by Accion Africa-Asia Investment Company, up to 1,408,918 Equity Shares by 360 ONE Special Opportunities Fund (formerly known as IIFL Special Opportunities Fund), up to 1,746,950 Equity Shares by Eight Roads Investments Mauritius II Limited (formerly known as FIL Capital Investments (Mauritius) II Limited), up to 1,344,828 Equity Shares by Dvara Trust (represented by its corporate trustee, Dvara Holdings (formerly known as Dvara Holdings Private Limited and as Dvara Trusteeship Services Private Limited), up to 923,210 Equity Shares by Sumitomo Mitsui Banking Corporation. ("The Selling Shareholders" and such offer for sale of Equity Shares by the Selling Shareholders, the "Offer for Sale").

The Equity Shares are being offered through the Red Herring Prospectus of the Company dated September 9, 2024 filed with the Registrar of Companies, Tamil Nadu at Chennai, India. ("ROC")

The Equity Shares to be offered through the Red Herring Prospectus are proposed to be listed on the BSE Limited ("BSE") and National Stock Exchange of India Limited ("NSE" and together with BSE, the "Stock Exchanges"). For the purposes of the Offer NSE is the Designated Stock Exchange. ("Listing Details")

The Offer is being made through the Book Building Process, in terms of Rule 19(2)(b) of the (SCRR) read with Regulation 31 of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (the "SEBI ICDR Regulations") and in compliance with Regulation 6(1) of the SEBI ICDR Regulations, wherein not more than 50% of the Net Offer shall be available for allocation

on a proportionate basis to Qualified Institutional Buyers ("QIBs", and such portion, the "QIB Portion"), provided that the Company may, in consultation with the BRLMs, allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis, in accordance with the SEBI ICDR Regulations (the "Anchor Investor Portion"), of which one-third shall be reserved for domestic Mutual Funds, subject to valid Bids being received from domestic Mutual Funds at or above the Anchor Investor Allocation Price, in accordance with the SEBI ICDR Regulations. In the event of under-subscription or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the remaining QIB Portion ("Net QIB Portion").

Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis only to Mutual Funds, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIBs, including Mutual Funds, subject to valid Bids being received at or above the Offer Price. However, if the aggregate demand from the Mutual Funds is less than 5% of the Net QIB Portion, the balance Equity Shares available for allocation will be added to the remaining QIB Portion for proportionate allocation to QIBs.

## New Alliance Club of Chennai Super Kings Launched in Chennai



Chennai, Sep 13 2024: The Alliance Club of Chennai Super Kings was officially inaugurated on Sunday, September 8, 2024, at the Cosmopolitan Club, Mount Road, Chennai. The event marked the beginning of a new chapter in community service and was attended by a distinguished group of leaders and members.

Charter President Allai Bharathi Natesan led the installation ceremony, with Allai K. Prabakar as Charter Secretary and Allai Vijayalakshmi as

Treasurer. The new club is composed of 35 dedicated members from various fields committed to making a difference in the community.

District Governor Allai C. Sumathi, Chairman Allai Dr. M. Kallazhagar, and Allai U. Gokula Krishnan presided over the induction of new members. The ceremony included the traditional Alliance Club protocol, featuring the Prayer, Pledge, and a detailed overview of the club's Vision and Mission.



Charter President Allai Bharathi Natesan, in her acceptance speech, outlined the club's ambitious plans for the 2024-2025 term. The Alliance Club of Chennai Super Kings will focus on several key initiatives, including:

**Cancer Awareness and Screening:** Organizing camps and screenings to raise awareness and provide early detection.

**Hunger Relief Projects:** Implementing initiatives to address hunger in the

community. Support for Senior Citizens: Offering services and support to elderly residents in care.

**Women's Empowerment:** Promoting initiatives that support and uplift women in the community.

The new club aims to make a significant impact through these efforts and looks forward to contributing positively to the well-being of the Chennai community.

## Arkade Developers Limited's initial public offering to open on September 16, 2024

Chennai, Sep 13 2024: The Company, a leading player and amongst top 10 developers in terms of supply in select micro-markets of, and an established developer in, MMR, Maharashtra (Source: Anarock Report), proposes to open its initial public offering of Equity Shares ("Issue") on Monday, September 16, 2024. The Anchor Investor Bidding Date is one Working Day prior to Bid/Issue Opening Date, that is, Friday, September 13, 2024. The Bid/ Issue Closing Date will be on Thursday, September 19, 2024.

The Price Band of the Issue has been fixed from Rs. 121 per Equity Share to Rs. 128 per Equity Share. Bids can be made for a minimum of 110 Equity Shares and multiples of 110 Equity Shares thereafter.

The Issue consists of a fresh issue of up to such number of Equity Shares aggregating up to Rs. 4,100.00 million (the "Fresh Issue").

The Company proposes to utilize the Net Proceeds from the Issue towards funding development expenses and funding acquisition of yet-to-be identified land for real estate projects and general corporate

purposes.

The Issue is being made in terms of Rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957 (SCRR), read with Regulation 31 of the SEBI ICDR Regulations. The Issue is being made in accordance with Regulation 6(1) of the SEBI ICDR Regulations, through the Book Building Process wherein not more than 50% of the Issue shall be available for allocation on a proportionate basis to Qualified Institutional Buyers (QIBs) (such portion referred to as QIB Portion), provided that the Company, in consultation with the BRLM may allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations (Anchor Investor Portion), out of which one-third shall be reserved for domestic Mutual Funds only, subject to valid Bids being received from domestic Mutual Funds

at or above the price at which allocation is made to Anchor Investors (Anchor Investor Allocation Price), in accordance with the SEBI ICDR Regulations. In the event of under-

subscription or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion. Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIB Bidders (other than Anchor Investors), including Mutual Funds, subject to valid Bids being received at or above the Issue Price. However, if the aggregate demand from Mutual Funds is less than 5% of the Net QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion will be added to the remaining Net QIB Portion for proportionate allocation to all QIBs. Further, not less than 15% of the Issue shall be available for allocation on a proportionate basis to Non-Institutional Investors out of which (a) one-third of such portion shall be reserved for applicants with application size of more than Rs. 0.20 million and up to Rs. 1.00 million; and (b) two-third of such portion shall be reserved for applicants with

application size of more than Rs. 1.00 million, provided that the unsubscribed portion in either of such sub-categories may be allocated to applicants in the other sub-category of Non-Institutional Investors and not less than 35% of the Issue shall be available for allocation to Retail Individual Investors in accordance with the SEBI ICDR Regulations, subject to valid Bids being received at or above the Issue Price. Further, Equity Shares will be allocated on a proportionate basis to Eligible Employees applying under the Employee Reservation Portion, subject to valid Bids being received at or above the Issue Price. All potential Bidders (except Anchor Investors) are required to mandatorily use the Application Supported by Blocked Amount (ASBA) process providing details of their respective ASBA accounts, and UPI ID in case of UPI Bidders, if applicable, in which the corresponding Bid Amounts will be blocked by the SCSBs or by the Sponsor Banks under the UPI Mechanism, as applicable, to the extent of the respective Bid Amounts.

## VENTIVE HOSPITALITY LIMITED FILES DRHP WITH SEBI

Chennai, Sep 13 2024: Ventive Hospitality Limited (Formerly known as ICC Realty (India) Private Limited), a hospitality asset owner with a primary focus on luxury offerings across business and leisure segments, has filed its Draft Red Herring Prospectus ("DRHP") with market regulator Securities and Exchange Board of India ("SEBI").

The Company's initial public offering comprises of a fresh issue of Equity Shares of face value of ₹1 each aggregating up to ₹2000 Crores. The total offer size comprises of up to Equity Shares of face value of ₹1 each aggregating up to ₹2000 Crores.

Ventive Hospitality Limited, formerly known as ICC Realty (India) Private Limited was founded as the hospitality division of Panchshil Realty, a real estate conglomerate based in Pune which has a presence across the commercial, retail, luxury residential and data center segments. In 2017, pursuant to the acquisition of a 50% stake in the company, BRE Asia (formerly known as Xander Investment Holding XVI Limited), an affiliate of Blackstone, became 50% shareholder in the

company.

Ventive Hospitality Limited is a hospitality asset owner with a primary focus on luxury offerings across business and leisure segments. All of the hospitality assets are operated by or franchised from global operators, including Marriott, Hilton, Minor and Atmosphere. The luxury hospitality assets comprise JW Marriott, Pune, The Ritz-Carlton, Pune, Conrad, Maldives, Anantara, Maldives and Raaya by Atmosphere, Maldives. The portfolio comprises 11 operational hospitality assets in India and Maldives, totalling 2,036 keys across the luxury, upper upscale and upscale segments as at March 31, 2024, compared to the 83 keys in 2007 when it commenced operations.

Ventive Hospitality Limited has a proven track record of developing and acquiring marquee hotel assets across various geographies and different hospitality segments. Through the development and acquisition-led expansion, they have scaled up the portfolio and forayed into new geographies such as Bengaluru, Varanasi and the Maldives within the past few years. In addition to the luxury

hospitality assets, they have developed and acquired assets in upper upscale and upscale segments, which serve as complementary offerings in the business hubs of Pune and Bengaluru in India. As at March 31, 2024, the operating portfolio consists of seven hospitality assets with 1,331 keys which were developed by them and four hospitality assets with 705 keys which were acquired by them. As part of our expansion, they have added 1,070 keys since 2019, which comprise more than 50% of the number of keys in the portfolio as at March 31, 2024

The luxury hospitality assets collectively contributed to over 80% of the pro forma revenue from hotel operations for FY24, FY23 and FY22. The pro forma revenue and pro forma EBITDA were the highest among listed hospitality asset owners in India in FY24, FY23 and FY22. Among listed hospitality companies in India, the pro forma revenue was the third highest in each of FY24 and FY23 and second highest for FY22 and the pro forma EBITDA was the third highest in FY24 and second highest for each of FY23 and FY22.

The company believes that they are

well-positioned to benefit from growing hospitality demand in conjunction with relatively low new supply in the key markets. India is among the fastest growing major economies in the world, while Maldives has been ranked consistently as one of the best tourist island destinations globally. The company plans to continue focusing on the core strength of developing luxury and upscale hospitality assets and to increase the number of keys across the hospitality assets by an estimated 367 keys or 18.02%, from 2,036 keys as at March 31, 2024 to approximately 2,403 keys in FY2028 through planned development and expansion initiatives in Varanasi, Uttar Pradesh and Bengaluru, Karnataka in India and Pottuvil, near Yala East National Park and Arugam Bay Beach in Sri Lanka.

JM Financial Limited, Axis Capital Limited, HSBC Securities and Capital Markets (India) Private Limited, ICICI Securities Limited, IIFL Securities Limited, Kotak Mahindra Capital Company Limited, SBI Capital Markets Limited are the Book Running Lead Managers to the issue.

## Adoption of Surgical Robotic Technology Pivotal in Addressing India's Rising Gynaecological Disease Burden: Dr. Preetha Reddy

Chennai, Sep 13 2024: Dr. Preetha Reddy, Vice Chairperson of Apollo Hospitals, emphasized that the adoption of advanced medical technologies, such as robotic-assisted surgery, is crucial in addressing the growing burden of gynaecological diseases on India's healthcare system. Speaking at Asia-Pacific's largest gynaecological conference, Dr. Preetha Reddy delivered a special address during the live surgery workshop at Apollo Proton Cancer Centre in Chennai. "To fully harness the transformative potential of advanced technology in gynaecological practices, we must commit to expanding training programs and fostering collaborations that elevate surgical proficiency. I am confident that this APAGE conference, in collaboration with Apollo Hospitals and leaders in surgical technology, will inspire many to embrace similar partnerships for the betterment of our healthcare ecosystem," she added.



Minimally Invasive Therapy (APAGE). During this event, over 90 gynaecologic surgeons received training in the latest robotic-assisted surgical techniques using the advanced da Vinci robotic system. The conference also saw the participation of IAGE members, and eminent surgeons from across India and other Asian countries.

The conference had live surgical workshops featuring latest techniques for gynaecological procedures like endometriosis, hysterectomy, and myomectomy, a range of collaborative sessions and master classes on the minimally invasive approaches in gynecological oncology and practical tips for beginners in robotic surgery.

Speaking at the event, Dr. Kurian Joseph, Chairman of Organising Committee,

APAGE said, "It is with immense pleasure that we gather here at the 24th Annual Congress of APAGE. The participation of 500 national delegates and international delegates made this conference a huge success and remarkable event with the exchange of scientific knowledge and surgical skills. As robotic-assisted surgery becomes more prevalent with significant advancements in the field of gynaecology, international conferences like these will give opportunities for healthcare professionals to network, share thoughts about the latest innovation and clinical practices".

Highlighting the need to train more surgeons in robotic-assisted surgery, Dr. Arnold Advincula, Minimally Invasive Gynaecologic Surgeon at Columbia University Medical Centre, New

York, United States said, "The increasing incidence of gynecological disorders in India presents a significant health challenge for women. Advanced surgical interventions are crucial to effectively manage and address these evolving needs of patients. As new-age technologies emerge and we integrate them into clinical practice, there is a need for the healthcare ecosystem to address the existing skill gap by investing in comprehensive education and familiarization programs. These initiatives will help surgeons achieve proficiency in cutting-edge technologies like robotic-assisted surgery".

"The conference offered insightful sessions on managing the breadth of complex benign and malignant gynaecologic pathology through various minimally invasive approaches. Surgeons also had the opportunity to gain hands-on experience in performing fertility-sparing reproductive surgeries in using advanced robotic systems such as the da Vinci", he added.

## Cleartrip records 150% growth in the Bus category Introduces 'Bus Pass', a new value-proposition for frequent bus travellers

Chennai, Sep 13 2024: Cleartrip, a Flipkart company, registered a phenomenal 150% growth in the bus category, since its launch in April 2023. This impressive growth highlights the strong demand for bus travel, especially from tier 2 cities. Riding on the opportunity in this category, Cleartrip has launched 'Bus Pass', an industry-first offering to make bus travel more affordable for its customers. Bus Pass, is a cost-effective solution, which aims to provide frequent bus travellers with significant savings and enhanced value-based offerings.

Consumer data on Cleartrip revealed that:

- The bus category sees the highest number of frequent travellers with 32% of users repeating their bookings in the last 3 months

- 15% of users book at least three times within three months

- Bus users are also highly value-conscious, with 75% of travellers using discount coupons while booking.

- Indore-Bhopal, Bengaluru-Hyderabad, Indore-Pune, Chennai-Madurai and Coimbatore-Bengaluru are top routes with high repeat bookings

Customers can purchase the Bus Pass for a fee of ₹150 while

making a bus booking. Benefits of the Bus Pass:

- Customers will receive an immediate discount of ₹100 (in addition to availing other coupons) on their current booking for a minimum order value of ₹300

- With one Bus Pass, customers can make a maximum of 5 bookings at this discounted rate

- Customers can enjoy a cost savings of ₹500 with one Bus Pass

- Each Bus Pass is valid for 90 days from the date of purchase

Anuj Rathi, Chief Business & Growth Officer, Cleartrip, stated, "Over the last

year, Cleartrip's bus category has experienced a remarkable 150% growth, mirroring the booming consumer demand in this category. We are committed to building products powered by in-depth market research, aligning with our customers' ever-evolving needs. The Cleartrip 'Bus Pass' will offer exceptional value and convenience to our user base. We aim to make travel affordable while strengthening our position as a trusted travel partner."

Cleartrip remains steadfast in its commitment to diversify its offerings and recently introduced Bus service on Flipkart as well.

## Ather Energy Limited files DRHP with SEBI

Chennai, Sep 13 2024: Ather Energy Limited, a pioneer in the Indian electric two-wheeler (E2W) market and a pure play EV company that designs all its products ground-up in India has filed the draft red herring prospectus (DRHP) with capital markets regulator, SEBI to raise funds through an initial public offering (IPO). The company is promoted by Tarun Mehta, Swapnil Jain and Hero Motocorp Ltd.

The IPO of the Bengaluru headquartered company comprises of a Fresh Issue of equity shares aggregating up to Rs. 3,100 crore and an Offer for Sale (OFS) of up to 2,20,00,766 equity shares by the Selling Shareholders.

The selling shareholders include: Promoter Selling Shareholders: Tarun Sanjay Mehta - up to 1,000,000 Equity Shares; Swapnil Babanlal Jain - up to 1,000,000 Equity Shares; Corporate Selling Shareholders: Caladium Investment Pte Ltd - up to 10,520,000 Equity Shares; National Investment and Infrastructure Fund II - up to 4,616,519 Equity Shares; Internet Fund III Pte. Ltd. - up to 4,000,000 Equity Shares; 3State Ventures Pte. Ltd. - Up to 480,000 Equity Shares; IITM Incubation Cell - up to 310,495 Equity Shares; IITMS Rural Technology and Business Incubator - up to 41,910 Equity Shares; Individual Selling Shareholders: Amit Bhatia - up to 18,531 Equity Shares; and Karandeep Singh -

up to 13,311 Equity Shares.

Ather Energy Limited proposes to utilize the Net Proceeds of the Fresh Issue towards funding of capital expenditure requirements for establishment of an E2W factory in Maharashtra (Rs. 927.2 crores); investment in research and development (Rs. 750 crores); repayment or pre-payment, in full or part, of certain borrowings available by the company (Rs. 378.2 crores); expenditure towards marketing initiatives (Rs. 300 crores); and general corporate purposes.

A Pre-IPO placement of specified securities may be undertaken by the company aggregating up to Rs. 620 crores, prior to filing of the RHP with the RoC. If the Pre-IPO placement is undertaken, the fresh issue size will be reduced to the extent of such Pre-IPO placement.

The Book Running Lead Managers to the offer are Axis Capital Limited, HSBC Securities and Capital Markets (India) Private Limited, JM Financial Limited, and Nomura Financial Advisory and Securities (India) Private Limited.

The equity shares are proposed to be listed on BSE and NSE.

Established in 2013, Ather Energy designs and develops E2Ws, battery packs, charging infrastructure, associated software and accessories as well as manufactures battery packs and assembles E2Ws in-house. In Fiscal Year 2024, Ather Energy

sold 109,577 E2Ws and was the third largest player by volume of E2W sales, as per the CRISIL report.

Ather's current E2W portfolio comprises two product lines - the Ather 450 line, which caters to customers seeking performance scooters, and the Ather Rizta line, which is targeted at customers seeking convenience scooters for their family.

It assembles E2Ws and manufactures battery packs at its manufacturing facilities located in Hosur, Tamil Nadu. As at March 31, 2024, it had a total annual installed capacity of 420,000 units for E2Ws and 379,800 units for battery packs and it is in the process of building its Factory 3.0 in Chhatrapati Sambhajnagar (formerly Aurangabad), Maharashtra and is expected to expand its total production capacity to 1.42 million E2Ws following the final phase of construction.

Its E2Ws are complemented by its product ecosystem which comprises charging infrastructure, accessories and the Atherstack, an in-house developed software that powers its products.

According to the CRISIL Report, the company is the first 2W OEM to establish a 2W fast charging network in India in 2018 and the Ather Grid is India's widest 2W fast charging network, as at March 31, 2024. Its EV charging solutions

comprise (i) the Ather Grid, a public charging network of 1,973 fast chargers and 510 neighbourhood chargers spread across 233 cities in India and Nepal, as at March 31, 2024, and (ii) its portable home chargers for home charging, which are bundled and sold with our E2Ws.

Ather Energy operates an asset-light distribution model comprising experience centres and service centres operated by third-party retail partners in India and through its authorised distributor in Nepal. It had 208 experience centres and 191 service centres in India, and three experience centres and one service centre in Nepal, as at March 31, 2024.

The competitive strengths are the company's ability to pioneer new technologies. Its E2Ws are positioned at a premium price within their respective segments in the Indian E2W market. It has vertically integrated approach to product design with strong in-house R & D capabilities. It has software-defined ecosystem that drives customer engagement and margins. It has scalable technology platform enabling accelerated product launches. It has capital efficient and flexible operations. It has experienced management team and long-term investors committed to strong corporate governance standards.

As of Fiscal 2024 its revenue from operations was Rs. 1,753.8 crore.

## Awareness Event on Breast Cancer and Cervical Cancer - Stages and Symptoms



An awareness event on Breast Cancer and Cervical Cancer, focusing on its stages and symptoms, was jointly organized by Alliance Club of Chennai Super Kings, Aram Educational and Social Trust, Goodwill Trust and Nature Research Foundation, on September 13, 2024, at Korattur, Chennai. The event aimed to provide

valuable information and free screening services to the community.

A total of 55 participants benefited from the Breast cancer and Cervical Cancer, which was offered free of charge, making it accessible to those below the poverty line. Many beneficiaries expressed their gratitude, noting that such screenings are

often prohibitively expensive elsewhere, and appreciated the organizers' effort to provide these services for free.

Dr. Madhupriya and her team from Apollo Hospitals was a key dignitary at the event. She highlighted the importance of early identification of Breast Cancer and provided insightful information on

recognizing early signs, which greatly benefited the attendees.

The event successfully raised awareness and emphasized the significance of early detection and timely medical intervention for breast cancer, particularly for those with limited access to healthcare.

## Mobil™ Hosts India's First Night Street Race in Chennai with 'Indian Racing Festival 2024'

Trichy, Sep 13 2024: Mobil™, a leader in automotive lubricants, associated with Racing Promotions Private Limited (RPPL) for India's first-ever night street race in Chennai during the 'Indian Racing Festival 2024' at the Chennai Formula Racing Circuit on August 31 and September 1. This landmark event marked Mobil's third year of association with the Indian Racing Festival, showcasing a spectacular combination of speed, skill, technology and performance.



As the official lubricant partner for both the Indian Racing League and the Formula 4 Championship, Mobil™ underscored its commitment to advancing Indian motorsports, aligning

with its focus on 'Performance by Mobil 1'. The festival, organized by RPPL, has five exciting rounds across the country all the way through November 2024. This event also celebrated Mobil 1's 50-year presence in India.

Commenting on the occasion, Mr. Vipin Rana, CEO - ExxonMobil Lubricants Pvt. Ltd. said, "We are honoured to be a part of the India Racing Week, an event that not only demonstrates our dedication to advancing global motorsports but also

Congratulations to all the teams of F4 and IRL for their remarkable performance, and we look forward to continue the same momentum in the future.

The festival attracted significant attention, with celebrity team owners such as Bollywood stars John Abraham and Arjun Kapoor, cricket legend Saurav Ganguly, and actor Naga Chaitanya contributing to its high profile

The event concluded with a grand award ceremony, celebrating the exceptional performances of the winning teams and individuals, and further cementing Mobil 1's role in driving the future of motorsport in India.

## LAY'S® REDEFINES BRAND EXPERIENCE WITH AN ICONIC HUEMN COLLABORATION

Chennai Sep 14 2024: In an exciting new partnership, Lay's® has teamed up with the iconic Indian fashion label HUEMN to launch an exclusive, limited-edition merchandise collection. Both brands, renowned for their creativity and vibrant energy, are coming together to offer a fresh and bold take on fashion. Inspired by Lay's® beloved and iconic colours, this collection blends playful design with a vivid palette that celebrates the essence of both brands.



Lay's®, a brand that spreads joy through innovative offerings and irresistible flavours, now extends its playful spirit to fashion. HUEMN, known for its iconic, handcrafted pieces, blends artistry with bold expression. This collaboration offers a one-of-a-kind experience, combining the thrill of discovery with high-end style, reflecting both brands' commitment to creating moments that resonate with today's cultural pulse.

The collaboration between Lay's® and HUEMN is as exciting as the launch itself. Imagine your next bag of Lay's offering more than just a snack—what if you could discover a piece of HUEMN merchandise inside? Consumers have a chance to get lucky\* and find a HUEMN merchandise adding joy to their snacking!

Lay's® broke the news with a teaser that ignited curiosity among Lay's fans and evolved into an immersive experience. Lay's® also transformed a department store's Lay's® aisle into a thrilling, interactive treasure hunt. Loyal customers and 'Friends of Lay's®' were handpicked through social listening to identify true Lay's® enthusiasts. These selected individuals received golden tickets, granting them the chance\* to choose their favourite Lay's® packs, some of which contained exclusive HUEMN merchandise hidden like a fashionable treasure. This innovative launch, combining the thrill of a hunt with the surprise of high-end fashion, created an unforgettable experience for Lay's®

fans, who eagerly shared their discoveries and celebrated this unique partnership. Expressing her delight on this association, Saumya Rathor, Category Lead - Potato Chips, PepsiCo India said "At Lay's®, we're always looking for innovative ways to bring joy to our consumers, and our collaboration with HUEMN is a perfect example of that. By drawing inspiration from Lay's® vibrant colors, we've created a unique merchandise collection that speaks directly to our Lay's® fandom. For the launch, we've introduced an element of surprise, transforming the simple act of snacking into an exciting treasure hunt. Partnering with HUEMN, we are delivering an experience that goes beyond

traditional snacking. We can't wait for our fans to discover these limited-edition pieces and make them a part of their everyday style."

Speaking on this Pranav Misra, Co-Founder, HUEMN said "As a brand, HUEMN has always championed wearable art that speaks to individualism and creativity. Inspired by the massive fandom surrounding Lay's®, this partnership is a celebration of the love and connection people have with their favourite potato chips. It's about bringing the world of Lay's® and HUEMN together, offering the community a chance to wear something that represents both comfort and the joy of snacking. Creating this together with an iconic brand like Lay's® has been an incredible experience for all of us. We're excited to see our communities embracing this unique association."

The exclusive merchandise features classic sweatshirts, t-shirts and bodysuits adorned with playful Lay's® prints, offering a cool, visual appeal, that showcase Lay's® iconic branding. Each piece is crafted with high-quality materials, making them fun, comfortable, and perfect for the colder months approaching. The merchandise will be sold at HUEMN stores and HUEMN.in, starting today.

## MIC Electronics Ltd. bags Railway Order from Salem Division of the Southern Railway Zone

Chennai Sep 14 2024: MIC Electronics Limited a global leader in the design, development, and manufacturing of LED video displays, has announced that it has received a Letter of Acceptance from the Salem Division of the Southern Railway Zone for the provision of Telecom based passenger amenities at SGE, SA and provision of FIOSNET at ELS, Erode.

Recently, the company received a Letter of Acceptance from the Ratlam Division of the Western Railway Zone



for Supply, installation, testing and commissioning of Telecom material in connection with Providing 12 m wide foot overbridge to connect PF under Amirit Bharat Station Scheme (ABSS) at 14 stations.

Recently, the company reported stellar earnings for the quarter ended 30 June 2024 (Q1FY25). For the quarter ended 30 June 2024, the

growth of 45 bps YoY.

The company has also earlier announced that it has developed GPS (Global Positioning System) Based Public Address System (PAS), Passenger Information System (PIS) ("PAPIS") & LED Destination boards for New and existing LHB/ICF type AC and Non AC Coaches including Pantry Car and Power Car as per the Research Designs and Standards Organization (RDSO) Spec. No. RDSO/CG-18001 (Rev.2) and applied for Capacity Cum Capability Assessment (CCA).

## Bridging Borders - Water for a Peaceful and Sustainable Future

**Raveendra Bhat Area Sales Director  
Water Utility - INDO Region**

Chennai Sep 14 2024: Bridging Borders - Water for a Peaceful and Sustainable Future' is an apt theme for this year's World Water Week, where we address that water is our shared resource connecting us beyond borders. Having a water-secure nation will pave the path for a sustainable and an energy-positive economy. Both water and energy are the basic foundation of a good economic development for any nation, we must hence focus on harnessing technology that can make governments and communities more



future-ready. Countries such as India, Bhutan, Bangladesh, and Nepal have shown diverse needs and disparate

usage patterns across vast geographies.

To address the multiple challenges across borders, we must

adopt water-cooperation as the principal approach. The water cooperation model must be rooted in scientific principles of water management, sharing of cutting-edge technologies and the collective acknowledgement that by advancing the flow of water, we are advancing the flow of life. As a leading manufacturer of intelligent pumping solutions, we at Grundfos are proud to lead the way in fashioning sustainable and energy-efficient solutions and making a water-wise future a reality."

## DP World Mundra Welcomes the Inaugural Call of MGX-2 Service

Chennai Sep 14 2024: DP World, a leading global provider of smart end-to-end supply chain solutions, welcomed the maiden voyage of the MGX-2 (Milaha Gulf Express Service-2) at DP World Mundra. This new fortnightly service connects key ports across Far East, Indian Subcontinent, and the Gulf region, enhancing DP World's integrated trade networks. The service aims to facilitate the movement of diverse cargo, offering efficient and seamless logistics solutions that bolster India's trade potential by improving access to global markets.

The MGX-2 service will operate on a fortnightly basis with three vessels of 3,000 TEUs each and will cover a rotation of Shanghai, Ningbo,



Shekou, Nhava Sheva, Mundra, Sohar, Hamad, and Dammam, strengthening India's connectivity with the Gulf and East Asia.

Commenting on the launch, Ravinder Johal, COO, Ports & Terminals, Operations and Commercial, DP World, Subcontinent, Middle East, and North Africa, said, "The MGX-2 service is another addition at DP World Mundra for better connectivity to Far East and Gulf region, solidifying our role as a key enabler of global trade. Each

service we launch opens new doors for businesses, facilitating faster and efficient access to international markets. By strengthening India's connectivity, we are not only accelerating trade flows but also enhancing economic impact. As this service evolves, we remain committed to driving progress, efficiency, and global integration through our world-class logistics solutions."

DP World Mundra boasts a 632-meter quay and a deep draft, supporting vessels of

substantial size. It offers a capacity of 1.4 million TEUs spread over 37 hectares, state-of-the-art technology, and excellent connectivity via road and rail to northern and central India. Since its inception in 2003, DP World Mundra has handled a total throughput of 17,601,863 TEUs as of August 2024. Backed by a strong multimodal logistics network, DP World Mundra features a 50-acre Container Freight Station and is supported by dedicated rail connectivity within the terminal, ensuring seamless movement of cargo. With round-the-clock operations, DP World Mundra maintains the highest standards of security and efficiency in handling global trade flows.