

IIT Madras launches Diabetes Research Centre with Distinguished Alumnus Funding in the presence of U.S. Consul General

Chennai, Sep 20 2024: Indian Institute of Technology Madras (IIT Madras) has launched a new research centre on Diabetes to drive advancements in diabetes research and develop innovative technologies to address the most pressing challenges in diabetes care and associated complications.

This centre has been supported by generous funding from IIT Madras Distinguished Alumnus Awardee Mr. Subramonian Shankar (1971 - B.Tech - Electrical Engineering).

The 'Shankar Center of Excellence for Diabetic Research' (SCOEDR) was inaugurated today (20th Sept 2024) at the Department of Medical Sciences and Technology (DMST),

IIT Madras, in the presence of Prof. V. Kamakoti, Director, IIT Madras, Mr. Chris Hodges, U.S. Consul General, Chennai, Mr. Subramonian Shankar, CEO and Founder, AmZetta Technologies, LLC, Prof. Ashwin Mahalingam, Dean-Designate (Alumni and Corporate Relations), IIT Madras, and other dignitaries.

Addressing the launch event, Prof. V. Kamakoti, Director, IIT Madras, said, "The 'Shankar Center of Excellence for Diabetic Research' has come at a very important juncture when we are building the Department of Medical Science and Technology. The objective of the Department is to see how technology can intervene to either prevent an illness or diagnose

quickly and treat the illness. With diabetes being one of the most prevalent illness in the country, the outcome of this joint activity that will happen in this centre of excellence will be of great societal and national importance."

Delivering the chief guest address, Mr. Chris Hodges, U.S. Consul General, Chennai, said, "It is stunning to see the amount of intellectual genius every time I come here. On treating diabetes, you are talking about isolating variables in a challenging environment. It is satisfying to see the partnership between two leaders - IIT Madras and Emory Global Diabetes Research Center (EGDRC) at Emory University, U.S - come together and even greater to see members of the

Indian Diaspora in the U.S. Like Mr. Subramonian Shankar lead such initiatives."

Mr. Chris Hodges added, "I would like to see more research partnerships with American universities and see American students and faculty undertake research here at IIT Madras. This would not just be an opportunity to further research but also learn about each other. I can, and my team, connect these students and faculty with the research opportunity here at Chennai. We can also connect them to business and see start-ups come out of IIT Madras. I want to see these businesses connect to American businesses. I want to see academic research drive business opportunities."

Mr. Subramonian

Shankar said, "I am sure with the brains that exist at IIT Madras and the kind of research that happens at Emory, the results are a foregone conclusion. I am sure we will see great results."

Thanking Mr. Subramonian Shankar for his generous contribution, Prof. Mahesh Panchagnula, Dean (Alumni and Corporate Relations), IIT Madras, said, "The alumni community of IIT Madras have always stepped up to support the various research initiatives at the Institute. Our Distinguished Alumnus Awardee, Mr Subramaniam Shankar's continued support to the institute and especially in the setting up of the Shankar Centre of Excellence for Diabetes Research Centre is truly commendable and we are



grateful for his support and encouragement."

Dr. V. Mohan, Chairperson, Dr. Mohan's Diabetes Specialities Centre, spoke on the occasion.

Highlighting the importance of this Centre, Prof. Bobby George, Head, Department of Medical Sciences and Technology, IIT Madras, said, "This Center marks a major milestone in our commitment to tackling one of the world's most

pressing health issues — Diabetes. Through strategic collaborations and ground breaking research, we are confident that the Shankar Center of Excellence will make a lasting impact on the global fight against this disease."

Further, Dr. Anubama Rajan, Head, Shankar Center of Excellence for Diabetic Research, IIT Madras, said, "The generous support from our alumnus has opened

the door to a new era of innovation in diabetes research. At this centre, we aim to not only deepen our understanding of diabetes but also bridge the gap between academic research and real-world solutions. Our focus is on developing transformative technologies, fostering entrepreneurial ventures, and building global partnerships to improve diabetes care worldwide."

Quality CARE Expands into Tamil Nadu with Launch of a 210-bed New Hospital, KIMSHEALTH Nagercoil



Chennai, Sep 20 2024: Quality CARE India Ltd. ("Quality CARE"), which operates Quality CARE Hospitals and KIMSHEALTH, announced its strategic entry into Tamil Nadu with the inauguration of KIMSHEALTH Nagercoil, a 210-bed quaternary and tertiary care hospital.

The opening ceremony was attended by Thiru T.R.B Rajaa, Hon'ble Minister of Industries, Investment Promotions & Commerce, Government

of Tamil Nadu, Thiru Ma. Subramanian, Hon'ble Minister for Health and Family Welfare and Thiru Mano Thangaraj, Minister of Milk and Dairy Development of Tamil Nadu along with other dignitaries

Building upon its strong presence in Kerala, KIMSHEALTH sees Nagercoil as an opportunity to further expand its high-quality healthcare services. Dr. M. I. Sahadulla, Chairman & Managing Director of

KIMSHEALTH Nagercoil, a state-of-the-art 210-bed quaternary and tertiary care hospital, is positioned to become a prominent healthcare hub in the region. With advanced technology including a linear accelerator and modern cath lab, the facility offers a wide range of multispecialty and super specialty services, prioritizing advanced clinical outcomes. The hospital will also deliver essential healthcare services, including multiorgan transplants,

comprehensive cancer care, orthopaedics, trauma, and cardiac sciences, addressing the specific needs of the local population.

Varun Khanna, Group Managing Director, Quality CARE, said, "We are fully committed to upholding our mission of delivering exceptional healthcare services and making a positive impact on the lives of our patients. As we expand into the eighth state in India, the launch of KIMSHEALTH Nagercoil is part of our vision to scale into a top healthcare chain in the country with a focus on quality of care. We are excited to offer comprehensive services and a more patient-centred approach that will effectively address the diverse healthcare needs of the local population."

What We Do

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

Key Members

Our Projects

Build Your Future With Us

RTN.DR.R.SATHYANARAYANAN
 Director Business Development

+91 9360136897
 +91 8148231942

Oasis Grace
 Engineering projects Pvt Ltd
 No.15, North Madia Street,
 Srinagar Colony,
 Saidapet, Chennai-600015

25⁺ Locations 450⁺ Employees 500⁺ Projects 20⁺ Years of Excellence

Who We Are

Our Clientele

Projects in India

VR Mall - Anna Nagar

Projects in India

Power Plant - Jam Nagar - Reliance

Projects in India

Ispen - Chennai

Projects in India

Bougan Villa - Iyyaparthangal

Projects in India

Aqua Design - India Pvt Ltd

Projects in India

Dishid Spring - Alliance

Projects in Coimbatore

Auriga - Bangalore

Projects in Bangalore

Vettuvangal - Iyyaparthangal

Projects in Chennai

Therapakkam - Adambakkam

PASSPORT | MSME | PAN | AADHAAR
FSSAI | PATTa | LEGALHEIR
2,4 WHEELER INSURANCE
PROPERTY TAX, EB - NAME TRANSFER
STATE AND CENTRAL GOVT
AUTHORISED FRANCHISE
ALL ONLINE SERVICES

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

Hazoor Multi Projects Ltd. Board Gives In Principle Approval for 'Square Port Shipyard Pvt Ltd' merger

Chennai, Sep 20 2024: Hazoor Multi Projects Ltd. a leader in Engineering, Procurement, and Construction (EPC) contracting services, has announced that its board has given an "In-principal approval" for merger of 'Square Port Shipyard Private Limited' with the Company i.e. Hazoor Multi Projects Limited with a view to combine the strengths and synergies of both businesses and in the better interest of all the stakeholders, subject to the approval of shareholders, creditors, stock exchange, NCLT, SEBI, and all other statutory/ applicable authorities.



Company has announced that it has been awarded a work order from National Highways Authority of India for acting as user fee collection agency at Mulawad FP for widening to 2 lanes with paved shoulders from Km. 4.40 to 56.00 of NH 218 Bijapur Hubli section in the state of Karnataka. The value of

1374, Nawde-1449, CPWD- 1447, Taloja-1415/16, Thane- 1453 and Kanamwarnagar-1180. The value of awarded project is Rs. 30 crores.

Hazoor Multi Projects Ltd. stands at the forefront of India's rapidly evolving infrastructure landscape, having strategically ventured into the development of a business vertical dedicated to providing high-quality and reliable Engineering, Procurement, and Construction (EPC) contracting services. Responding to the escalating demand in the nation-building process, HMPL has swiftly emerged as a key player in the industry.

awarded project is Rs.2.59 crores.

Earlier, the company reported that it received a work order has been awarded to M/s Hazoor Multi Projects Limited received from B.G. Shirke Const. Tech. Pvt. Ltd. for Excavation of various site located at Pahadi Goregaon-1473, Shirdhon- III, Khoni-

"DialT2F Launches All-Inclusive helpline for business support, taxation, registration, and compliance"

Chennai, Sep 20 2024: Bengaluru, 18th September, 2024 – DialT2F (formerly known as Tax2Free) is excited to announce the launch of its helpline a move that will offer support to clients through every stage of their business cycle from business formation to winding up and everything in between. The services offered on the platform are free *except for the nominal mandatory government charges as applicable from time to time. The

helpline is aimed at providing faster resolution of customer enquiries and reduce turnaround time. As per a customer survey conducted by T2F revealed that customers were more comfortable having a human interface which was the rationale behind launching the dedicated help.

A Commitment to Innovation and Excellence

"DialT2F's service offering is a testament to our dedication to

delivering innovative solutions for our clients," said the spokesperson from DialT2F. "Our goal is to be the go-to partner for all business needs, offering reliable, efficient, and comprehensive support that empowers businesses to thrive and individuals to be worry free over their taxation issues."

This service offering, is designed to meet every need of individuals, entrepreneurs and

businesses under one roof. With this expansion, DialT2F reinforces its commitment to excellence in all aspects of business support services to assist clients.

A New Era of Comprehensive Solutions

This initiative marks a significant milestone in DialT2F's mission to simplify the regulatory landscape and empower businesses with service support.

Empowering women entrepreneurs, women self help groups: Flipkart and TN-RISE collaborate for an orientation, training & onboarding workshop in Chennai, Tamil Nadu

Chennai, Sep 20 2024: Flipkart, India's homegrown ecommerce marketplace, organized an orientation workshop in collaboration with Tamil Nadu Rural Incubator & Start-up Enabler (TN-RISE). The workshop aimed at empowering women entrepreneurs and self-help groups by providing them the knowledge and skills necessary to leverage the Flipkart marketplace for their online business growth.

The event was graced by Tmt. S. Divyadharshini, IAS, Chief Executive Officer, Tamil Nadu Rural Transformation Project; Tmt. Shreya P. Singh, IAS, Chief Operating Officer, Tamil Nadu Rural Transformation Project; Dr. P Uma Maheswari, Chief Executive Officer, Tamil Nadu Rural Incubator & Start-up Enabler; Thiru. Nawaabzada Mohammed Asif Ali, Heir-Apparent and Dewan to the Prince of Arcot and Mr. Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart

Group. The workshop held in Chennai was designed to orient, train, and onboard women entrepreneurs, including self-help groups and micro-enterprises, onto the Flipkart marketplace platform. Flipkart's key objective was to empower these participants by providing them with comprehensive insights into the Flipkart marketplace, including detailed guidance on seller registration, product listing, and digital commerce processes. Over 50 women-led businesses, women entrepreneurs and women-led Self help groups from across Tamil Nadu took part in the workshop, seeking to broaden their market reach and advance their online presence with Flipkart's support.

This initiative, part of the TN-RISE program, aimed to enhance market access for women-led enterprises, especially those involved in food processing, handloom, handmade art and craft-related products through

the digital economy.

Flipkart's Samarth program. The MoU signed between Flipkart and TN-RISE in June this year underscores the goal of creating market linkages and supporting entrepreneurs. Through the collaboration between TN-RISE and the Flipkart Group, a transformative effort is being made to empower artisans, handicrafts, women self-help groups, and small enterprises across Tamil Nadu. This initiative, under the "Flipkart Samarth" program, will provide national market access to local craft and handloom products, fostering economic inclusion and growth. The partnership aims to create shared value for stakeholders by supporting these communities with training, market access, and other essential resources, ensuring that their products reach a wider audience. By working together, TN-RISE and the Flipkart Group are committed to uplifting these traditionally underserved sectors, helping them thrive in

the digital economy.

Flipkart Samarth, launched in 2019, is a nationwide initiative designed to open new growth opportunities for MSMEs, artisans, and underserved communities through e-commerce. Today, the program has positively impacted over 1.8 million artisans, weavers, women entrepreneurs and SHGs. The program aims to bring rural communities, women-led enterprises, and MSMEs into the digital fold by offering them an inclusive platform and tools to grow their businesses online. Growing participation in Samarth is supported by strategic engagements with State and Central Ministries, Government Departments, and other entities across India. Flipkart continues to collaborate with state governments and organizations like TN-RISE to ensure these communities across India can participate in the country's expanding digital economy.

Apollo Hospitals Launches "The Pink Book" to Strengthen Safety Framework in Healthcare

Chennai, Sep 20 2024: Apollo Hospitals, a pioneer in setting new standards for clinical care and patient safety, has launched "The Pink Book" a comprehensive framework designed to enhance safety protocols across healthcare systems. This initiative marks a significant step in Apollo's ongoing commitment to elevating patient care and safety, which has been the cornerstone of its mission for over 41 years.

The Pink Book by Apollo Hospitals serves as a comprehensive guide to ensuring safety across hospital environments. It lays out protocols designed to protect staff, patients, and visitors, emphasizing the critical importance of safety culture in healthcare.

Speaking at the launch, Ms Sangita Reddy, Joint Managing Director, Apollo Hospitals, highlighted the growing need for a robust safety framework in



healthcare. She said: "At Apollo Hospitals, our commitment to patient safety has been unwavering for over four decades. With 'The Pink Book,' we aim to not only strengthen safety protocols within Apollo but also provide a roadmap for the entire healthcare ecosystem. We are proud to have led many innovations in healthcare, but nothing is more important than the safety and well-being of our patients and healthcare professionals. This book encapsulates the wealth of knowledge we've gathered in our journey and is designed to benefit everyone in the healthcare industry. This is more than a safety guideline; this is our commitment to equity and enhancing the healthcare workspace. We believe this initiative will

further reinforce the trust our patients place in us, as we continue to set new standards for care and safety."

The book further emphasizes the importance of comprehensive safety measures in healthcare, particularly for women, outlining strict government regulations and the need for hospitals to adhere to safety policies, including zero-tolerance against harassment. It highlights the necessity of fostering a positive safety culture through leadership commitment, training, and open communication. Key recommendations include identifying and managing risky patients, enhancing security with panic buttons and

surveillance, ensuring well-lit ergonomic workspaces, and providing support for night-duty staff. Additionally, it advocates for self-defense training, mental health support, compliance with legal provisions, and creating platforms for reporting safety concerns in line with the POSH Act.

At Apollo, there is equal participation of women at all levels of the organization, especially in senior leadership, reinforcing the importance of safety culture as a core value in healthcare. As healthcare continues to evolve, Apollo Hospitals remains dedicated to leading the industry in creating safer, more effective environments for patients and healthcare providers alike. This framework is designed to serve as a guiding tool for healthcare providers, equipping them with protocols and best practices to ensure the highest levels of safety and well-being for patients and healthcare workers alike.

Adani Foundation at ACC Kymore spearheads sustainable agriculture practices with mechanisation

Chennai, Sep 20 2024: ACC, the cement and building material company of the diversified Adani Portfolio, is spearheading sustainable agricultural practices by facilitating mechanisation of farming activities.

Along with the Adani Foundation, the Company has established a Custom Hiring Centre in Jamuwani Kalan, near ACC Kymore. This initiative showcases how collective farming efforts can transform agriculture into a profitable venture.

Jamuwani Kalan in Katni district is home to 450 families, which primarily depend on agriculture for their livelihood. However, challenges such as stubble burning and high input costs for land preparation have made farming difficult, especially for small and marginal farmers. In February 2024, the Adani Foundation



established a Custom Hiring Centre in the village.

Managed by a five-member committee from Jay Shri Ram Kisan Samuh committee, the Centre was initially supported with a capital investment of Rs. 2.5 lakh from the Foundation. This amount was matched by the farmers' group, mobilised through the Foundation's efforts to secure registration in the Agriculture Department's Subsidy portal.

The Centre offers rental services of farming machinery, including Super Seeder, Straw Reaper,

two tractors, customised trolleys, and cultivators. The total capital cost of the Custom Hiring Centre is Rs. 24.63 lakh, with Rs. 1.10 lakh received as government subsidy for the Straw Reaper as well as Rs. 2.5 lakh from the Adani Foundation. During the last Rabi crop harvesting season, the Centre served 55 farmers and generated Rs. 1.18 lakhs in revenue from the Straw Reaper alone.

This initiative has saved approximately 100 tonnes of dry straw as cattle feed for the lean season and preserved soil microbes by

preventing stubble burning, thus enhancing soil health. In addition, with the support of the Adani Foundation, the Centre promotes the use of Super Seeder for zero-tillage seed sowing, reducing input costs by 35-45% without affecting crop yield. This year, the Centre aims to extend its services to four neighbouring villages, promoting sustainable agricultural practices.

ACC and the Adani Foundation are committed to community welfare and sustainable livelihoods, through promotion of modern farming techniques.

Automotive manufacturers Pvt Ltd [AMPL] unveils the most awaited THE SUV : The Thar ROXX

Chennai, Sep 20 2024: Mahindra & Mahindra Ltd., India's leading SUV manufacturer, proudly presents Thar ROXX 'THE' SUV, a category disruptor set to break norms and redefine the SUV landscape in the country. With a starting price of ₹ 12.99 Lakh, the Thar ROXX embodies

the Mahindra boldness and unconventional spirit. Designed and engineered to turn heads and deliver a refined drive and powerful yet safe performance, the Thar ROXX conquers all terrains while offering an array of luxurious features.

Built on Mahindra's All-New M_GLYDE platform, the Thar ROXX delivers an exceptionally smooth ride with crisp



handling and class altitudes, including the leading dynamics. It effortlessly blends Thar's outdoor DNA with modern sophistication, offering a premium SUV experience that caters to those who demand the finest in every aspect of their lives.

The Thar ROXX has been rigorously tested in extreme conditions across diverse terrains and

The Thar ROXX has been launched for Chennai Customers by Automotive Manufacturers Pvt Ltd, Chennai (AMPL) on Sep 19th in front of 300+ Customer in a grand way. They are taking customer's interest for Booking & offering Test Drives to the customers. The official Bookings Open will be from 3rd Oct for The SUV.

ENERGY TRANSITION EQUIPMENT & POWER TECHNOLOGIES COMPANY, QUALITY POWER ELECTRICAL EQUIPMENTS LIMITED FILES IPO PAPERS WITH SEBI

Chennai, Sep 20 2024: Quality Power Electrical Equipments Limited (Quality Power) has filed its Draft Red Herring Prospectus (DRHP) with market regulator, SEBI. The Company plans to raise funds through initial public offering (IPO) of equity shares (face value Rs. 10 each) comprising fresh issue aggregating up to Rs.2,250 million (Rs.225 crores) and offer for sale (OFS) up to 12,000,000 Equity Shares.

Quality Power is an Indian player serving global clients in about 100 countries in critical energy transition equipment upto 765kv and power technologies and provides high voltage electrical equipment and solutions for electrical grid connectivity and energy transition. The Company specializes in the provision of power products and solutions across power generation, transmission, distribution, and automation sectors.

Notably, the Company's product portfolio contributes to advancing decarbonization efforts, sustainability, and green energy initiatives.

As per a report by Care, Quality Power is among the few global manufacturers of critical high voltage equipment for High Voltage Direct Current ("HVDC") and Flexible AC Transmission Systems ("FACTS") networks. These equipment and networks form critical components for energy transition from renewable sources to traditional power grids.

As per a report by Peers of Quality Power include Hitachi Energy India Limited, GE T&D India Limited and Transformers & Rectifiers (India) Limited. As of March 31, 2024, the Company had 210 customers. The Company's end customers include power utilities, power industries, and renewable energy

offshore wind farms and solar plants in remote regions, into urban areas.

The Company's multiple manufacturing operations in India are spread across two locations, including Sangli, Maharashtra, and Aluva, Kerala. As part of its global expansion, the Company through its subsidiary acquired 51% of the share capital in Turkey based company, Endoks Enerji in 2011, which provides energy solutions specializing in smart grid technologies and power quality management.

The Company proposes to utilize the net proceeds inter alia for the acquisition of Mehru Electrical and Mechanical Engineers Private Limited. As per the proforma financial statements disclosed in the DRHP, for the financial year 2023 - 24, the combined Revenues of the Company along with the target acquisition would be to Rs. 5506.99 million (Rs. 550.69 crores) with profit after tax of Rs. 656.96 million (Rs. 65.69 crores).

Dr Agarwals Hospital, Tambaram Introduces Cutting-Edge Technologies for Treatment of Refractive Errors

Chennai, Sep 20 2024: Dr Agarwals Eye Hospital, Tambaram, is set to enhance its eye care services with the launch of two advanced technologies: ALCON Wavelight EX500, a LASIK vision correction machine, and Allegro Topolyzer-Vario system, a corneal mapping system, that allow for the treatment of refractive errors and correction of corneal abrasions following eye surgeries. Honourable Mayor of Tambaram, Ms. Vasantha Kumari, and Deputy Mayor, Mr. Kamaraj, launched the new technologies here today.

ALCON Wavelight EX500 paves the way for precision vision correction during procedures for nearsightedness, farsightedness, and astigmatism. The Allegro Topolyzer-Vario system detects pupil centroid shifts, allowing for more accurate treatment planning, and precise control of cyclotorsion, which is the rotational movement of



eyes during LASIK or other refractive surgeries.

In her comments, Ms. Vasantha Kumari, said, Agarwals Eye Hospital is a leading eye care network known for its innovative and accessible solutions that meet high standards of quality, safety, and patient satisfaction. I am happy to launch the new technologies in the treatment of refractive errors. I am confident that these technologies would go a long way in ensuring that people of Tambaram receive the best possible eye care in their own location.

In his comments, Dr. Srinivasa Rao, Regional Head - Clinical Services, Dr Agarwals Eye Hospital, said, "Our goal is to deliver

exceptional eye care by combining technology, human expertise, and compassionate service to ensure the best possible outcomes for our patients. The Tambaram hospital has been offering a wide range of comprehensive cataract care, medical retina treatments, refractive surgery, oculoplasty, and glaucoma care. It also provides dedicated services in pediatric ophthalmology, ensuring a holistic approach to eye care for patients of all ages. With the launch of new technologies, the hospital can enhance the quality of eye care services by several times."

Elaborating on the new technologies, Dr. Umadevi Jayavelu, Senior Consultant

Ophthalmologist - Refractive Surgery Services, Dr Agarwals Group, said that the ALCON Wavelight EX500 allows doctors to correct 1.00 diopter of refractive error in just 1.4 seconds, meaning a -3.00-diopter correction can be completed in under 5 seconds. Additionally, it provides a laser vision correction option that is completely bladeless and touch-free, ensuring a more comfortable experience for patients while minimizing the risk of complications. The Allegro Topolyzer-Vario technology integrates topography, keratometry, and pupillometry into a single device, offering a comprehensive solution for eye assessments.

Dr Agarwals Eye Hospital has its presence in nearly 70 locations in Tamil Nadu out of which 20 are in Chennai. The Tambaram facility, occupying around 10,000 sq.ft, is run by a team of 10 eye specialists and 18 paramedical staff.

Airbnb and Fly Homes (a Leverage Edu Co) Partner to Highlight Short-Term Rental Options for Indian Students Opting to Studying Abroad

Chennai, Sep 20 2024: Airbnb, a leading platform for short-term rentals, has today announced an exclusive partnership with Fly Homes, the international student accommodation arm of Leverage Edu, the prominent student recruitment platform.

This collaboration aims to raise awareness among students planning to study abroad about Airbnb as an option for short-term stays during their transition period, before they secure permanent housing in their host country.

Reported data from the Ministry of External Affairs, Government of India revealed that over 1.33 million Indian students are currently studying abroad,[1] with projections suggesting this number could reach 2 million by 2027 (as per a Redseer study)[2], making India the world's largest source of international students.

This significant

trend underscores the importance of Leverage Edu and Airbnb's partnership, which aims to support students seeking education in key destinations such as the UK, USA, Australia, Canada, and EU countries.

"Through this partnership with Leverage Edu, we aim to build consideration for Airbnb as a convenient option for students traveling abroad for their education and provide them short-term stays during the transitional period," said Amanpreet Bajaj, General Manager, Airbnb India, Southeast Asia, Hong Kong, and Taiwan.

"This could be in the pre phase, when they are assessing or evaluating universities or even when they finally arrive in the host country and may still be in the process of finalizing their permanent housing. Our diverse range of listings can provide a comfortable, home-like environment

during this crucial period."

The partnership will involve targeted informational campaigns across Leverage Edu's platforms, highlighting Airbnb specifically as an option for students to consider for any requirements for short-term or in-between accommodation. Information about Airbnb's short-term rental options will be presented during key stages of the university preparation process, aiming to help students plan their initial arrival and housing transition more effectively.

"Excited to be partnering with Airbnb, a platform we have long admired, on an opportunity that would make the touch-down experience of Leverage Edu's students all across much better. This partnership is a beginning, it represents an

opportunity for students to figure out their short-term housing much in advance, seamlessly on our mobile app," said Akshay Chaturvedi, Founder & CEO of Leverage Edu & Fly Homes.

This partnership is expected to reach approximately 15,000 students planning their overseas education through Leverage Edu's platform over the next year. By integrating Airbnb's diverse range of short-term rentals into Leverage Edu's student services platform, across its student-app 'Study Abroad with Leverage Edu' as well as its cross-the-globe experience centers, the initiative seeks to alleviate the stress associated with relocating to a new country. This synergy is designed to empower students with more choices, flexibility, and peace of mind as they embark on their transformative educational experiences.

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

Trichy, Sep 20 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.



through November 2024. This event also celebrated Mobil's 50-year presence in India.

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

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 accelerates the future of racing in India. In the last three years, we have empowered racers and enthusiasts with the confidence provided by Mobil™ products, enabling

them to unlock their potential.

Mr. Akhilesh Reddy, Chairman of RPPL, added, We are incredibly proud of this association with Mobil™ and thrilled to bring India's first night street race to life. The excitement and energy of night racing have added a new dimension to the festival, showcasing the talent and passion of our racers. 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.

Leading Industry Brands Join Flipkart's 11th Edition of The Big Billion Days as Sponsors

Chennai, Sep 20 2024: Flipkart, India's homegrown e-commerce marketplace, announced the sponsors of the much-awaited annual shopping festival of India, The Big Billion Days, today. Joining the celebration are Samsung as the title sponsor, Intel is the technology sponsor, Acer, Aristocrat (part of VIP group), and Nothing are associate sponsors, and boAt is the vibe sponsor. Powered by innovation, The Big Billion Days (TBBDD) is known for driving incremental growth for the entire ecosystem, including sellers, MSMEs, and Kirana partners, creating new seasonal job opportunities, and providing great offers to millions of customers to enjoy the festive season. As part of the festive preparations to cater to rising demand across the country, Flipkart has created over 1 Lakh new jobs within its supply chain this year.



set new records, with over 1.4 billion customer visits and a 2.5x increase in seller business. This iconic event serves as a powerful platform for homegrown, innovative brands to reach a wide and engaged audience, amplifying their presence like never before and showcasing the dynamic growth of India's entrepreneurial spirit.

Celebrating this patronage, Sandeep Karwa, VP, Flipkart, said, "As the country prepares for the festive season, The Big Billion Days (TBBDD) stand as a true celebration of Indian market, uniting customers, brands, and sellers to unlock unparalleled value through attractive offers and unique opportunities. It's more than just a sale—it's an experience that showcases the power and integrity of e-commerce in India.

We are thrilled to have leading brands like Samsung, Intel, Acer, Aristocrat, Nothing, and boAt as lead partners for the 11th edition of TBBDD. Our heartfelt thanks also go out to all the other brands and sellers who continue to trust Flipkart as their platform to connect with billions of customers across more than 19,000 pincodes in India."

Apurva Jani, Marketing Director, Intel India said, "We are delighted to be the technology sponsor of Flipkart Big Billion Day Sale. As a leader in the AI PC space, Intel has consistently pushed the boundaries of innovation. Our latest offering, Intel Core Ultra is a game-changer. Core Ultra CPUs deliver outstanding performance, extended battery life, seamless application

compatibility, and enhanced security—all while harnessing the full potential of AI hardware through our robust software enablement. This is more than just an upgrade; it's a transformative step forward for the future of computing. Flipkart and Intel coming together gives us an opportunity to connect with billions of Indians and offer the best and the latest Intel Core Ultra AIPCs."

Sudhir Goel, Chief Business Officer, Acer India, said, "We are excited to partner with Flipkart as the Associate Sponsor for the 11th edition of The Big Billion Days 2024. There is no better partner than Flipkart to reach millions of customers and showcase our commitment to delivering innovative, high-performance laptops that meet the evolving needs of today's consumers. As one of the most trusted names in technology, we pride ourselves on offering products that combine cutting-edge design, reliability, and exceptional user experiences. Teaming up with Flipkart aligns perfectly with our vision of making top-tier technology accessible to everyone, and we look forward to a dynamic partnership that will elevate both our brand and customer engagement to new heights."

Neetu Kashiramka, Managing Director, VIP Industries, said, "The VIP group is delighted to be the Associate sponsor of the Big Billion Days 2024. We are the first ever Lifestyle brand to sponsor the event, and it is an indication of our strong relationship with Flipkart. It has been an incredible effort from both teams to make this happen. With this

association we look forward to taking Aristocrat's brand heritage to the entire universe of Flipkart customers and deliver the best value that our brand offers!"

Carl Pei, CEO, Nothing, said, "Flipkart has been a close partner since Nothing's launch in India, playing a key role in helping us become the country's fastest-growing smartphone brand. The BBD sale, India's largest shopping festival, presents a fantastic opportunity for us to partner with Flipkart to surprise and delight our users. It's a great chance for more people to experience our best-selling products, including the CMF Phone 1 and Phone (2a) Series."

Sameer Mehta, Co-founder and CEO of boAt, said, "boAt is thrilled to once again join forces with Flipkart, our esteemed long-standing partner, as the official Vibe sponsor for this year's Big Billion Day (TBBDD) festival sale. This event stands out as one of the most significant sales of the year, renowned for its incredible offers and the unparalleled excitement it generates. At boAt, we are powered by innovation, and our collaboration with Flipkart during TBBDD showcases our commitment to bringing cutting-edge audio wearable products to the forefront. The Big Billion Days is a driving force for incremental growth across the entire ecosystem, and we're proud to be part of this transformative experience. Together with Flipkart, we look forward to delivering an unforgettable shopping celebration!"

Flipkart is delighted with these associations and is confident that they will elevate the festive season this year making it yet another memorable and enjoyable experience for customers nationwide.

Yamaha launched 'The Call of The Blue' Version 4.0 brand campaign for the young and dynamic customers



Chennai, 20 Sep 2024: Carrying forward the momentum of the previous versions of 'The Call of The Blue', India Yamaha Motor (IYM) today launched the version 4 of its flagship brand campaign, reinforcing its premium positioning in the Indian two-wheeler market. The campaign slogan - 'Hear the Call Now' is a progression of the previous one - 'Have You Heard the Call?' and targeted towards reaching out to new motorcycle riders who are coming of age, adding to their aspirations for Yamaha products.

The latest campaign is designed for the youth and, primarily emphasizes

on Yamaha's ethos, core values and global heritage. Further, it also focusses on elevating their desire to become a true riding enthusiast. It aligns perfectly with the shift in taste and preferences of today's customers toward superior performance as well as premium experiences in the country. Through the introduction of world-class products across higher engine displacements and immersive consumer engagement initiatives that this campaign will drive, Yamaha intends to grow its market share in the premium segment and underpin itself as the brand of choice for India's most ardent motorcyclists.

Speaking on the

occasion, Mr. Eishin Chihana, Chairman, Yamaha Motor India Group of Companies, said, "At Yamaha, we are extremely proud of extending the joy of motorcycling to Indian consumers through our impeccable product portfolio and immersive ownership experience over the years. We are streamlining our strategies to the unique needs of the youth of today. By introducing the 4th edition of 'The Call of The Blue' brand campaign, we are reinforcing our brand values by inspiring young aficionados to awaken the rider within them. We are confident that this new version will be a

success and will help in strengthening our position in this dynamic market, while also differentiating us from others."

Yamaha has also launched a new film to announce the latest campaign. In the film young kids are seen captivated by a film in the theatre, showcasing Yamaha's iconic two-wheeler models, including global favourites. As they step out, they are thrilled to find these models right in front of them on the road. Taking it a notch up, the film also features a new "The Call of The Blue" anthem, tailored to resonate with the musical preferences of today's youth.