

## Rozgar Mela: Modi hands over 51,000 appointment orders

Chennai Oct 29 2024: Prime Minister Narendra Modi on Tuesday distributed over 51,000 appointment letters to newly appointed youth under Rozgar Mela through video conferencing on Tuesday.

Rozgar Mela highlights Prime Minister's commitment to prioritising employment generation. It will empower the youth by providing them with meaningful opportunities to contribute to nation-building.

Rozgar Mela will be organised at 40 locations nationwide, with new recruits joining the Central Government across various Ministries and Departments, such as the Department of Revenue, Department

of Higher Education, Ministry of Home Affairs, Ministry of Defence, Ministry of Health and Family Welfare among others.

Newly appointed recruits will have the opportunity to undertake foundational training through 'Karmayogi Prarambh,' an online module available on the iGOT Karmayogi portal.

Over 1400 e-learning courses are available which will equip recruits with essential skills to serve in their roles effectively and work towards building a Viksit Bharat. Rozgar Mela is a step towards the fulfilment of the commitment of the Prime Minister to accord the highest priority to employment generation in the country.

## Reduce expenses, increase savings for better future: CM

Chennai Oct 29 2024: Let's live by the motto, "Reduce expenses, increase savings," and build a better future, said Chief Minister Stalin in his message on the World Thrift day.

Chief Minister further said, "To raise awareness about the importance of thrift and savings among the public, "World Thrift Day" is celebrated annually on October 30. This day emphasizes the idea that people should spend wisely, save a

portion of their income, and ultimately benefit their families and nation through responsible financial practices.

The great sage Thiruvalluvar, through his couplet "Alavarinthu vazhaadhaan vaazhkai ulapola illagit thoondraak kedum", warns of the hardships faced by those who live beyond their means. This couplet means, "If a person does not live according to their wealth, their life will ultimately ruin itself, even though it may appear prosperous temporarily."

For low-income and middle-income families, the small savings schemes offered through post offices serve as a secure financial shield. These savings help families meet their needs and tackle unforeseen expenses. Individual savings not only benefit the family but also support the government's development initiatives, making small savings schemes a valuable contributor to the nation's growth.

In line with the saying "Save little, live well", we encourage everyone from schoolchildren to adults, farmers, entrepreneurs, government employees, teachers, private sector workers, informal laborers, self-employed individuals, and women to start a savings account at the nearest post office on this World Thrift Day.

Let's live by the motto, "Reduce expenses, increase savings," and build a better future."

## Southern Railway to observe Vigilance Awareness Week from 28th October to 3rd November 2024

Chennai Oct 29 2024: Southern Railway is observing Vigilance Awareness Week 2024 from 28th October to 3rd November 2024. The Vigilance Awareness Week began with the administration of the Integrity Pledge by Officers and Staff at their respective workplaces and through virtual means. The theme of Vigilance Awareness Week 2024 is 'Culture of Integrity for Nation's Prosperity'.

As part of the Vigilance Week Inaugural function, a Special Seminar was organized by the Vigilance Department of Southern Railway. Shri T.S. Krishnamurthy, Former Chief Election Commissioner of India graced the event as Chief Guest. Shri R. N. Singh, General Manager, Southern Railway, Shri Kaushal Kishore,



Additional General Manager, Southern Railway and Shri V.R. Lenin, Senior Dy. General Manager & Chief Vigilance Officer of Southern Railway, other Officers and Staff participated in the event.

Shri T.S. Krishnamurthy, Former Chief Election Commissioner of India delivered his keynote address and highlighted the importance of upholding integrity at the workplace. The Chief Guest also released the 'Integrity Bulletin - 2024', the annual publication compiled by the Vigilance Department

Aram.

Addressing the gathering, Shri R.N. Singh, General Manager, stated that Integrity, transparency and fair play are the bedrock on which the glorious organisations were founded. The General Manager exhorted the officials to be vigilant stewards of integrity fostering an organizational culture that is ethical and fair.

Shri V.R. Lenin, Senior Dy. General Manager & Chief Vigilance Officer of Southern Railway enlisted the achievements of the Vigilance Department and gave the vote of thanks.

Southern Railway will organize a host of events like Essay & Quiz Competitions, Seminars and Panel Discussions as part of Vigilance Awareness Week.

There should be a humanitarian approach in Government Administration

Single window system should be maintained in making decisions.

Vigilance Officers have to be guardians of Integrity. The Chief Guest cited the inspirational lines from Tirukkural -

Azhukkaru Avaveguli Innasol naangum Izhukka Iyandradhu

## Stalin to attend Muthuramalinga Thevar guru pooja in Pasumpon

Chennai Oct 29 2024: Chief Minister MK Stalin will fly to Madurai on Tuesday evening to attend the Muthuramalinga Thevar Guru Poojai on Wednesday at Pasumpon, near Kamudi in Ramanathapuram

Stalin's flight is scheduled for 7 pm,

district. The event will see leaders from various political parties, community organizations, and the public paying their respects at the Thevar memorial.

with a grand welcome prepared by DMK district functionaries in Madurai. For security reasons, the district administration has prohibited the use of drones in Madurai on both Tuesday and Wednesday.

In advance of his visit, Stalin inaugurated the Thiveega Thirumaganar U Muthuramalinga Thevar Arangam at the Pasumpon memorial via video conference from his camp office on Monday.

## Fireworks accident at Kerala Temple fest, 150 injured

Chennai Oct 29 2024: A fireworks accident at the Veerarkavu Temple near Neeleswaram on Monday night left more than 150 people injured, including eight who sustained severe burns, local police reported. The injured were rushed to

hospitals across Kasargod, Kannur, and Mangaluru for treatment.

According to the District Collector, the seriously injured individuals have burns covering up to 80% of their bodies. "The cause of the accident is under investigation, and samples from the site have been collected. A case has been registered," he said. Initial findings suggest that the fireworks storage area was dangerously close to where fireworks were being set off, violating safety protocols that require a 100-meter minimum distance between storage and display areas. No permits had been issued for storing the fireworks.

Police suspect that a fire broke out in the storage area around midnight, leading to the explosion.

## SIMS Hospital Join hands with Former Indian Cricketer Dinesh Karthik to Strike a Powerful Blow Against Stroke

Chennai Oct 29 2024: In a powerful display of support for stroke awareness, former Indian cricketer Dinesh Karthik joined forces with SIMS Hospitals to commemorate World Stroke Day. The event brought together a diverse group of individuals, including stroke survivors, healthcare professionals, and corporate teams, all united by a common goal: to raise awareness about



stroke and inspire hope for recovery.

The highlight of the event was the thrilling 'Strike Against Stroke' cricket match, which saw corporate teams and healthcare professionals face off in a friendly yet competitive match. The "Strike Against Stroke" match was won by Tata Consultancy Services (TCS), while Equitas Small Finance Bank and Brakes India came in first runner-up and second runner-up, respectively. The winner of the match was Tata Consultancy Services (TCS). This unique initiative aimed to promote physical activity and a healthy lifestyle, while also highlighting the importance of being active and physically fit to prevent stroke.

"It's an honor to be a part of this initiative," said Dinesh Karthik. "Stroke can have devastating consequences, but stroke can be avoided by maintaining a healthy level of physical activity and

fitness. I urge everyone to adopt a healthy lifestyle and seek medical attention immediately if they experience any symptoms of stroke."

Dr. Ravi Pachamuthu, Chairman, SRM Group, emphasized the hospital's commitment to providing world-class care to stroke patients. "At SIMS Hospitals, we are dedicated to help stroke survivors regain their independence and quality of life," he said. "We are grateful to Dinesh Karthik for his support and inspiring hope in the hearts of stroke survivors."

One of the stroke survivors who participated in the cricket match expressed their gratitude, saying, "This event has given me hope and motivation. It's inspiring to see so many people come together to support this cause."

Dr. Suresh Bapu, Director & Senior Consultant, Institute of Neuroscience stated, "By adopting a healthy lifestyle, including regular exercise, a balanced diet, and avoiding smoking and excessive alcohol consumption, you can significantly reduce your risk of stroke".

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

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

## Indian Bank's Financial Results for the Quarter/Half Year ended 30th September 2024

Chennai Oct 29 2024: Bank's Global Business is at Rs.12.44 lakh Cr, up by 10% YoY Net Profit up by 36% YoY at Rs.2707 Cr in Sep'24 from Rs.1988 Cr in Sep'23 Operating Profit improved by 10% YoY to Rs.4728 Cr in Sep'24 from Rs.4303 Cr in Sep'23



Net Interest Income increased by 8% YoY to Rs.6194 Cr in Sep'24 from Rs.5741 Cr in Sep'23 Fee based income grew by 11% YoY to Rs.891 Cr in Sep'24 from Rs.805 Cr in Sep'23 Return on Assets (RoA) up by 27 bps to 1.33% in Sep'24 from 1.06% in Sep'23 Return on Equity (RoE) increased by 114 bps to 21.04% in Sep'24 from 19.90% in Sep'23 Yield on Advances (YoA) up by 2 bps to 8.77% in Sep'24 from 8.75% in Sep'23 Yield on Investments (YoI) increased by 40 bps to 7.17% in Sep'24 from 6.77% in Sep'23 Gross Advances increased by 12% YoY to Rs.550644 Cr in Sep'24 from Rs.492288 Cr in Sep'23

RAM (Retail, Agriculture & MSME) advances grew by 14% YoY to Rs.325050 Cr in Sep'24 from

Rs.285891 Cr in Sep'23

RAM contribution to gross domestic advances stood at 63%. Retail, Agri & MSME advances grew by 15%, 16% and 8% YoY respectively. Home Loan (including mortgage) grew by 14% YoY in Sep'24 Priority sector advances as a percentage of ANBC stood above 44% at Rs.188348 Cr in Sep'24 as against the regulatory requirement of 40%

Total Deposits increased by 8% YoY and reached to Rs.693115 Cr in Sep'24 as against Rs.640803 Cr in Sep'23. Current, Savings & CASA deposits grew by 8%, 4%, and 5% YoY respectively Domestic CASA ratio stood at 40.47% as on 30th Sep'24 CD ratio stood at 79% as on 30th Sep'24 GNPA decreased by 149 bps

YoY to 3.48% in Sep'24 from 4.97% in Sep'23, NNPA reduced by 33 bps to 0.27% in Sep'24 from 0.60% in Sep'23 Provision Coverage Ratio (PCR), including TWO improved by 196 bps YoY to 97.60% in Sep'24 from 95.64% in Sep'23

Slippage Ratio contained to 1.06% in Sep'24 in comparison to 1.77% in Sep'23 Capital Adequacy Ratio improved by 102 bps to 16.55%. CET-I improved by 144 bps YoY to 13.51%, Tier I Capital improved by 138 bps YoY to 14.01% in Sep'24 Earnings Per Share (EPS) increased to Rs.80.37 in Sep'24 from Rs.63.84 in Sep'23

Net Profit up by 13% QoQ to Rs.2707 Cr in Sep'24 from Rs.2403 Cr in Jun'24 Operating Profit improved by 5% QoQ to Rs.4728 Cr in Sep'24 from Rs.4502 Cr in Jun'24 Return on

Assets (RoA) improved by 13 bps to 1.33% in Sep'24 from 1.20% in Jun'24 Yield on Advances (YoA) improved by 8 bps to 8.77% in Sep'24 from 8.69% in Jun'24 Yield on Investments (YoI) improved to 7.17% in Sep'24 from 7.15% in Jun'24 GNPA decreased by 29 bps to 3.48% in Sep'24 from 3.77% in Jun'24, NNPA reduced by 12 bps to 0.27% in Sep'24 from 0.39% in Jun'24 Return on Equity (RoE) increased by 128 bps to 21.04% in Sep'24 from 19.76% in Jun'24 Net Profit up by 38% YoY to Rs.5110 Cr in H1FY25 from Rs.3697 Cr in H1FY24 Operating Profit increased by 9% YoY to Rs.9230 Cr in H1FY25 from Rs.8437 Cr Net Interest Income grew by 8% YoY to Rs.12372 Cr in H1FY25 from Rs.11444 Cr Net Interest Margin (NIM) Domestic stood at 3.51% in H1FY25

Return on Assets (RoA) improved by 25 bps to 1.26% from 1.01% in H1FY24 Return on Equity (RoE) increased by 148 bps to 20.38% from 18.90% in H1FY24 Cost-to-Income Ratio stood at 44.73% in H1FY25.

## Flipkart celebrates record engagement with 7.2 Billion visits during the 2024 festive season; expands economic opportunities across India

Chennai Oct 29 2024: Flipkart, India's homegrown e-commerce marketplace, experienced remarkable customer engagement this festive season, recording an overall 7.2Bn visits. Reflecting a surge in consumer sentiment and digital adoption, the organization also witnessed a record 282Mn unique visitors during the festivities, primarily driven by premiumization and personalized preferences, especially in Metros and Tier 2+ cities, setting new benchmarks for e-commerce in India.



While customers from across the country relied on e-commerce for a plethora of shopping needs, the East region of India showcased a 14.86% rise in unique visitors and a 12% growth in customers compared to last year. Both Metro and Non-Metro regions experienced similar growth, reflecting robust demand across the board.

Additionally, some of the sellers witnessed 40-50% YoY growth this festive period, and overall the sellers on the marketplace platform

witnessed increased participation, better offerings and significant boost in sales compared to last year.

The top shopping trends observed on Flipkart this festive season also highlight how customers have been steering towards categories such as Fashion, Electronics (especially laptops and tablets), Home Essentials, Appliances, Beauty and General Merchandise. Notably, the shift towards premiumization can be seen with the number of customers opting for top brands, which has witnessed a rise in demand of 17% YoY. Premium and mid-premium Android smartphones saw robust growth with high interest in the AI-led features. This success has been driven by Flipkart's innovative affordability constructs developed with third-party partners and banks, ensuring accessibility for all shoppers.

season with a diverse range of offerings that cater to evolving needs of customers. The incredible response seen this year underscores our continued efforts to redefine e-commerce and make it available even in the remotest regions of the country. By harnessing technology and expanding our reach, we have been able to deliver enhanced shopping experiences to millions of customers while empowering an ever-growing network of sellers. This season has established itself as a key element of India's retail landscape, not only by bringing customer delight but also by significantly contributing to economic growth and fostering opportunities for communities across the country.

This festive season, Flipkart focused on maximizing value for customers, sellers and brands, benefiting lakhs of MSMEs, artisans, and kirana partners, while also creating more than one lakh job opportunities that have empowered the invaluable gig workforce and strengthened the broader ecosystem. Speaking on the growth observed during the festive season, Harsh Chaudhary, Head of Growth (Vice President), Flipkart said, "Every year, Flipkart kicks-off the festive

## Rela Hospital Opens 24/7 Cath Lab for Acute Stroke Interventions

Chennai Oct 29 2024: Rela Hospital has established an advanced 24/7 cath lab for acute stroke interventions to support a range of neurovascular and interventional radiology procedures. Dr. C. Sylendra Babu, IPS (Retd.), former Director General of Police and Head of Police Force, inaugurated the facility in the presence of Prof. Mohamed Rela, Chairman and Managing Director of Rela Hospital.



The lab has the latest technology for diagnosis and treatment, and is supported by neurointerventional neurologists to ensure rapid access to critical treatments. Some of the critical procedures that will be carried out in the new cath lab include: mechanical thrombectomy to remove clots and restore brain blood flow; aneurysm coiling (with flow diverters) for aneurysm management and rupture prevention, and embolisation of arteriovenous malformations to treat abnormal blood vessels. Additionally, the lab will facilitate embolisation of highly vascular tumors, reducing blood supply to specific tumors, and stenting for severe vessel stenosis, addressing narrowed carotid and intracranial vessels to help prevent stroke recurrence.

The inauguration of the lab coincides with World Stroke Day, which falls on October 29, every year. This year's theme, "Access to Stroke Treatment—Save #PreciousTime," emphasises the importance of rapid response and access to treatment facilities to

minimise stroke damage.

In his address, Dr. C. Sylendra Babu, IPS (Retd.), former Director General of Police and Head of Police Force, Tamil Nadu, said, "I am happy that Rela Hospital is introducing cutting-edge technology for stroke interventions that can enable doctors to provide advanced treatments for acute stroke and stroke-related vascular conditions, giving patients the best chance at recovery. However, prevention is better than cure. Statistics reveal that 80% of strokes can be prevented through healthy lifestyle choices and managing risk factors such as blood pressure, diabetes, high cholesterol, obesity. People should engage in physical activities — whether it's walking, running, cycling, or participating in a sports event. At least 30 minutes of exercise a day is important. Physical activity can reduce the risk of stroke, improve physical fitness and enhance mental health."

In his address, Prof. Mohamed Rela, said, "In India, one in four individuals over the age of 60 is at risk of stroke. While the elderly are most at risk due to conditions like atherosclerosis (the buildup of fats, cholesterol and other substances in and on the

artery walls), younger individuals are also vulnerable, often due to conditions that increase blood clotting. We are committed to bringing advanced technologies to acute stroke interventions. Globally, over 15 million people suffer from stroke every year - out of which 5 million die and another 5 million are left permanently disabled. As far as interventions are concerned, the focus is on reducing the time between diagnosis and treatment, which can save lives and prevent long-term damage."

He added that the new cath lab is a well-equipped and integrated facility that can ensure quick, effective, and safe care treatment. It has the latest imaging technology for high-clarity images, allowing for precise, effective interventions. The lab also ensures a safer treatment environment by significantly bringing down the radiation exposure for both patients and healthcare providers. We have integrated a parallel working station to enable simultaneous diagnostics and treatment planning."

In his comments, Dr. Shankar Balakrishnan, Clinical Lead, Department of Neurology, Neuro Sciences, Rela Centre For Mobility & Movement, said that medical advances have dramatically improved

stroke outcomes, especially when treatment is initiated within the 4.5 to 6-hour window after symptom onset, although certain cases may benefit up to 24 hours post-onset. "With multimodal imaging, we can quickly identify salvageable brain tissue, allowing for precise intervention. Cutting-edge catheters and aspiration devices allow for effective clot removal with minimal side effects, significantly reducing the risk of complications such as permanent paralysis or decreased cognitive function. Early treatment not only improves recovery but can also prevent the devastating outcomes of untreated stroke, such as paralysis and long-term disability."

Marking World Stroke Day, Rela Hospital is conducting various programmes to raise awareness about stroke prevention, risk factors, and early treatment. It has recently organised a cricket match in the city, played by its former stroke patients. Its outreach targets educating individuals about recognising stroke symptoms early and the importance of timely intervention to improve outcomes. The hospital encourages the public to pledge to adopt heart-healthy habits, participate in regular health screenings, spread awareness of the B.E.F.A.S.T. acronym (Balance loss, Eye changes, Face drooping, Arm weakness, Speech difficulty, and Time to act fast by seeking immediate medical care.) and swiftly react when they identify someone with stroke symptoms.

## NTT DATA and NMCT Collaborate to Upgrade School Facilities in Chennai and Coimbatore!

Chennai Oct 29 2024: Native Medicare Charitable Trust (NMCT), with financial backing from NTT DATA, a global leader in digital business and IT services, has successfully upgraded facilities in government schools across Chennai and Coimbatore. This partnership is part of NTT DATA's ongoing Corporate Social Responsibility (CSR) efforts, aimed at improving education and health infrastructure in underprivileged schools. The initiative includes renovating classrooms, upgrading sanitation facilities, installing clean drinking water systems, and constructing midday meal sheds.



Additionally, the program has introduced handwashing stations, and a capacity-building initiative focused on Water, Sanitation, and Hygiene (WaSH) to foster better hygiene practices among students. At a recent event, Gopa K, Vice President of NTT DATA, officially handed over newly constructed facilities for students to the Headmasters of the Government High Schools in

Mugalivakkam and Poothapeta, Chennai, benefiting over 500 students. Commenting on the occasion, Mr. A.S.Sankaranarayanan, Founder and Managing Trustee, NMCT said, "NTT DATA, through its Corporate Social Responsibility initiatives, is creating a tangible impact on Government schools in Tamil Nadu. This collaboration reflects NTT DATA's commitment to fostering educational opportunities and improving health and hygiene for students in the region." "At NTT DATA, our mission is to bridge the educational divide by ensuring that every child, regardless of their background, has access to quality learning opportunities. We are honoured to have partnered with NMCT for several years, bringing positive changes to government schools. Together, we are fostering an educational ecosystem that empowers students to reach their full potential and inspiring a culture of lifelong learning," said Gauri Bahulkar, Senior Director of Global Corporate Social Responsibility at NTT DATA.

## NTT DATA and NMCT Collaborate to Upgrade School Facilities in Chennai & Coimbatore

Chennai Oct 29 2024: Native Medicare Charitable Trust (NMCT), with financial backing from NTT DATA, a global leader in digital business and IT services, has successfully upgraded facilities in government schools across Chennai and Coimbatore. This partnership is part of NTT DATA's ongoing Corporate Social Responsibility (CSR) efforts, aimed at improving education and health infrastructure in underprivileged schools.

The initiative includes renovating classrooms, upgrading sanitation facilities, installing clean drinking water systems, and constructing midday meal sheds. Additionally, the program has introduced handwashing stations, and a capacity-building initiative focused on Water, Sanitation, and Hygiene (WaSH) to foster better hygiene practices among



students.

At a recent event, Gopa K, Vice President of NTT DATA, officially handed over newly constructed facilities for students to the Headmasters of the Government High Schools in Mugalivakkam and Poothapeta, Chennai, benefiting over 500 students. The handover was attended by Ms. Gayathri, State Coordinator of Namma School Namma Ooru Palli (NSNOP), and Mr. A. S. Sankaranarayanan, Managing Trustee of NMCT, along with members of the NTT DATA team.

Last month, similar

enhancements were completed by NMCT with support from NTT DATA and handed over to the school management at Government Schools in Ashokapuram and Somayanapur, Coimbatore, benefiting 182 students. Additional projects benefitting 500 more students are underway and are expected to be completed by December.

Commenting on the occasion, Mr. A.S. Sankaranarayanan, Founder & Managing Trustee, NMCT said, "NTT DATA, through its Corporate Social Responsibility

initiatives, is creating a tangible impact on Government schools in Tamil Nadu. This collaboration reflects NTT DATA's commitment to fostering educational opportunities and improving health and hygiene for students in the region."

"At NTT DATA, our mission is to bridge the educational divide by ensuring that every child, regardless of their background, has access to quality learning opportunities. We are honoured to have partnered with NMCT for several years, bringing positive changes to government schools. Together, we are fostering an educational ecosystem that empowers students to reach their full potential and inspiring a culture of lifelong learning," said Gauri Bahulkar, Senior Director of Global Corporate Social Responsibility at NTT DATA.

## Apollo Hospitals' enhances 4.5-Hour Stroke Treatment with Advanced Stroke Care Network 24x7

Chennai Oct 29 2024: On World Stroke Day 2024, Apollo Hospitals Chennai reaffirms its commitment to addressing the growing burden of stroke in India, where cases have surged alarmingly from 1.25 million in 2021 to approximately 1.8 million in 2023 (according to ISA). Apollo Hospitals remains dedicated to enhancing awareness, early intervention, and comprehensive stroke care to improve patient outcomes and quality of life.

Timely intervention within the first 4.5 hours, known as the "golden hour," is critical in minimizing stroke-related disability and improving patient outcomes. Apollo Hospitals Chennai leverages state-of-the-art robotic technology, AI-enhanced diagnostic tools, and a multidisciplinary team of experts to treat stroke patients quickly and effectively. In patients with large vessel blockage thrombectomy may be useful upto 24 hrs after stroke onset. This comprehensive approach provides



patients with the best chance of recovery, reducing complications and enhancing their quality of life.

Apollo Hospital's Stroke Network offers a comprehensive, patient-centered approach to stroke care, ensuring that every patient receives timely and precise treatment. The network comprises an integrated chain of hospitals equipped with 24/7 emergency services, AI-enhanced diagnostic facilities, and advanced imaging techniques, such as CT and MRI perfusion studies, to support fast and accurate diagnosis and to choose the ideal treatment such as Thrombolysis and Thrombectomy. A specialized team, including neurologists, neurosurgeons, neuro intervention specialists, and critical care intensivists, collaborates to deliver

tailored, multidisciplinary care. The network also provides robust neuro rehabilitation services designed to aid in long-term recovery and improve patients' quality of life post-stroke, addressing both physical and emotional needs to support comprehensive healing.

Dr. Srinivasan Paramasivam, said, "A stroke can have devastating impact, not only for patients but for their families as well. At Apollo, we understand the urgency and precision needed in stroke care. Our multidisciplinary team is equipped with advanced technology to provide immediate, life-saving treatment. By focusing on early intervention, we are committed to achieving the best possible outcomes for our patients."

Dr. Arul Selvan said,

"Stroke care has evolved significantly over the years, and so have our capabilities. Our dedicated team and cutting-edge facilities ensure patients receive comprehensive care, from diagnosis through rehabilitation, ultimately improving long-term recovery outcomes."

In addition to emergency intervention, Apollo Hospitals Chennai offers specialized neuro rehabilitation services to help stroke survivors regain independence and enhance their quality of life. Tailored rehabilitation programs, supported by neuro rehabilitation specialists, address each patient's specific needs, helping them recover lost functions, improve mobility, and achieve a higher standard of post-stroke life.

As a leader in neurology and stroke care, Apollo Hospitals Chennai remains committed to pushing the boundaries of stroke management, setting new benchmarks for healthcare in India, and supporting the global fight against stroke.

## Jayam Ravi starrer 'Brother' Directed by Rajesh, will hit theaters worldwide on October 31, the festival of Diwali.

Chennai Oct 29 2024: Director M. Directed by Rajesh, 'Brother' stars Jayam Ravi, Priyanka Arul Mohan, Bhumika Chawla, VTV Ganesh, Natti alias Natraj Subramanian, Rao Ramesh, Achyut Kumar, Saranya Ponvannan, Seetha, Satish Krishnan, M.S. Bhaskar, Suresh Chakraborty, Vriddhi Vishal, Master Ashwin and many others have acted. Cinematography by Vivekanand Santosham is composed by Harris Jayaraj. Ashish Joseph has handled the editing work of this movie and R. Kishore has done the art direction. Screen Scene Entertainment has produced this emotionally-charged film centered around sister-brother affection.

The team is actively involved in the promotion of the film, which is being made as a family entertainer. In this case, a press conference was held at a star hotel in Chennai.

In this meeting, Director M. Rajesh, actors Jayam Ravi, Natti alias Natraj, VTV Ganesh, actress Bhumika Chawla, cinematographer Vivekanand Santosham, film editor Ashish Joseph, art director R Kishore, fight training director Stunner Sam and others were present.

Producer Ashish Joseph said, "Working with director Rajesh was a different experience. The duration of the scenes of this film was four and a half hours. Compiling it for two and a half hours was a challenge.



However, we have compiled the film in a way that the fans will like. I request you to watch it in the theaters and give your support," he said.

Art Director R. Kishore said, "This is the second film that I am working with director Rajesh. The film was challenging to work on. We did a lot of pre-production work before the shoot. In particular, we thought and worked on the venues, colors, etc. All the senior technicians I worked with were very cooperative. Everyone contributed and supported me as I was a budding technician. I would like to thank all the crew for this," he said.

Fighting training director Stunner Sam said, "There will be no fighting scenes in director Rajesh's films. This is his first action script. I am thankful to the director and producer for giving me an opportunity in this film. Actor Jayam Ravi and I met while we were training at the YMCA ground. good friend "I knew him when I was working as an assistant fight artist in films. I am thankful for giving him the opportunity to set up a fight scene in this film," he said.

Cinematographer Vivekanand Santosham said, "Director Rajesh's films are mostly dialogue-centric. But while listening to the story of Brother, I realized how much importance he has given to the visuals and dialogue. The story is written as if it takes place in Chennai and Ooty. For that, the director and I have understood and worked very well.

This is the second film in collaboration with Screen Scene Entertainment. I have already worked in their production 'Akilan'.

Working with actor Jayam Ravi brings a special excitement. Because he is also a technician. It is more appropriate to call him a technician than an actor. If there is any technical glitch on the set, he immediately realizes it and re-enacts it. He interacts and speaks like a brother at all times, not just on the set.

Not just a nutty actor but also a great cinematographer, he is both an actor and a technician while acting. He gave us a lot of advice on the set

Similarly, visualizing the songs was a challenge. Especially we planned to

shoot the song 'Makka Mishi' with virtual technology. But when the situation arose that there would be a delay, we discussed it with myself and the director. After that we set up the halls. After that we discussed with the art director and shot the song sequence using different modern lighting setups.

Everyone has given their perfect cooperation and worked hard for this film. This movie has been made so that the entire family can go to the cinema and enjoy it on Diwali. Watching this movie will make those who were not born with sisters long for a sister like Bhumika. People born with a sister will feel the need to see their sister once. Director Rajesh has made the film emotionally to suit that," he said.

Nadraj Subramanian alias Natti said, "I liked the story of this film when the director was telling it. In today's environment, there are many films like political films and comedy films. But in the last ten years, there have been very few films about family. I am sure that this movie will solve that problem.

Actor Jayam Ravi has exploded like a firecracker. There is a lot of difference between the character of Santhosh Subramanian and the character of Karthik in this film. So Jayam Ravi's acting will be the firecracker for this Diwali.

## Unaudited Financial Results of the Bank for the Quarter Ended / Half Year Ended September 30, 2024

Chennai Oct 29 2024: Tamilnad Mercantile Bank Ltd (TMB) one of the renowned Old Private Sector Banks, having its Head Quarter in Thoothukudi has a long-cherished history of 102 years of eventful existence with strong fundamentals and an enviable track record of continuous profit making in the industry.

TMB having pan India presence with 567 branches and 12 Regional Offices across 17 states and 4 Union Territories serves more than 5 million delighted customers.

The Board of Directors of Tamilnad Mercantile Bank Ltd approved the Unaudited Financial Results of the Quarter and Half Year Ended September 30, 2024 in their meeting held at Thoothukudi on 28.10.2024. Shri. Salee S Nair, Managing Director and CEO of the bank declared the results. Executive Director, Chief Financial Officer, General Managers and other senior officials of the Bank were also present



at the event.

The Bank continues to exhibit strong performance on all fundamental parameters.

Bank's Performance Highlights (Year on Year)

Operating Profit has improved to Rs.465 crore from Rs.365 crore, registering a growth of 27.40%

Net profit has surged to Rs.303 crore from Rs.274 crore, up by 10.58%. The NIM has increased to 4.25% from 4.10%, an increase by 15 bps. Non Interest Income has improved to Rs.227 crore from Rs.156 crore, an increase of 45.51%. Gross NPA has decreased to 1.37% from 1.70%, improved by 33 bps. Net NPA has decreased to 0.46% from 0.99%, improved by 53

bps. PCR has increased to 66.40% from 41.96%

Total SMA to Gross Advances has reduced to 4.16% from 5.59%, came down by 143 bps. ROA has improved to 1.94% from 1.89%

The CRAR % has increased to 29.59% from 26.04%, improved by 355 bps. Book value of share has increased to Rs.532 from Rs.466.

The Bank's deposits has increased to Rs.49,342 crores (PY Rs.47,314 crores)

The advance level of the Bank has increased to Rs.42,533 crores with a growth rate of 12.59% as YOY basis.

The Net Interest Income is at Rs.596 Crores for the quarter Q2FY25 as against

Rs.533 for Q2FY24 registering a growth rate

of 11.89%.

The Bank's Networth increased to Rs.8430 crores (PY Rs.7384 crores) with an absolute rise of Rs.1046 crores registering a growth rate of 14.17%.

The RAM segment has increased to 92% for the Q2FY25 as against 91% for Q2FY24.

New Branch Opening

The Bank has opened 15 New Branches during H1FY25.

New Initiatives / Developments:

The Bank has gone live with GST Payment facility for its customers.

Shri. Salee S Nair has Joined the Bank as a MD & CEO on 29.08.2024 from SBI. Prior to this appointment, he served as Deputy Managing Director & Chief Credit Officer at SBI.

Shri. Vincent Menachery has Joined the Bank as Executive Director on 27.09.2024 from SBI. Prior to this appointment, he served as Chief General Manager at SBI.

The Bank remains committed to deliver the value to its stakeholders.

## Upgrade Your Home This Diwali with Grand Mahotsav Offers from Voltas and Voltas Beko

Chennai Oct 29 2024: In the festive spirit, this Diwali, Voltas Limited, the leading market player in Room Air Conditioners in India, is thrilled to announce its exclusive Grand Mahotsav Offer. These special promotions are crafted to elevate your celebrations through unmatched savings and convenience. This year, Voltas and Voltas Beko invites customers to explore a host of exceptional deals that not only enhance home comfort but also enrich the festive shopping experience.

The Grand Mahotsav Offer feature a wide array of promotions tailored to meet diverse customer needs. Customers can enjoy up to 10% cashback on select products, making high-quality purchases more accessible than ever for both Voltas and Voltas Beko products. Additionally, Voltas and Voltas Beko



provide fixed EMI options, allowing customers to acquire their desired products without high down payment, thereby enabling them to spread out payments and fully enjoy the benefits of Voltas products. Voltas and Voltas Beko are also working out a special offer with select partners where a customer can enjoy a cashback of upto Rs. 26,000 depending upon the products. For those looking to upgrade, Voltas offers air conditioner installations for a nominal package of just Rs. 699 + GST, along with an exciting exchange offer worth

Rs. 5,000, provided by the dealer, hence making it easier to enhance home comfort while enjoying substantial savings.

Commenting on the occasion, Mr. Pradeep Bakshi, MD & CEO of Voltas Limited, "Diwali is a cherished time of joy and unity in India, and at Voltas, we wholeheartedly embrace this festive spirit. Our commitment to offering premium, energy-efficient products reflects our dedication to enhancing the comfort and convenience of our consumers while fostering togetherness among families. As the

celebrations begin, we are excited to present a variety of special offers that cater to diverse needs and preferences. To meet the varied requirements of our consumers, we are ready to ensure the shine in the homes of our customers this season. Diwali is not just a festival; it's an opportunity to create lasting memories. We invite our valued customers to explore our Grand Mahotsav Offer and celebrate this Diwali with confidence and joy."

The Grand Mahotsav Offer is available at all authorized Voltas channel partners nationwide till 7th November 2024. Customers are encouraged to visit their nearest store or avail online to take advantage of these exciting offers. For more information, please visit our website or contact your nearest Voltas dealer.

## Why Switching to Low-Sodium Salt is Crucial for Your Health

By Anshul Jaibharat, Nutrition Advisor, Tata Salt Lite

Chennai Oct 29 2024: Salt is an integral part of our diet, yet it's often misunderstood. While necessary for brain function, muscle activity, and nerve impulses, consuming too much salt can have serious health consequences. Striking a balance is key—excess or inadequate intake of salt can lead to issues. The recommended daily sodium intake is 2400 mg, or 6g, or one teaspoon of salt, though individuals who sweat more due to exercise or climate may need slightly more.

**Benefits of Switching to Low-Sodium Salt**

For those at risk of hypertension, choosing low-sodium salt can have a significant positive impact. Low-sodium salt contains 15% to 30% less sodium than regular iodized salt, helping to manage sodium levels while maintaining flavour in food.



**Practical Tips to Reduce Sodium Intake**

To effectively cut back on sodium, consider the following:

**Stay Hydrated:** Drinking enough water aids in flushing out excess sodium.

**Limit Salt Use:** Remove salt shakers from the table and reduce the size of the shaker holes.

**Avoid High-Sodium Foods:** Cut back on processed foods like sausages, bacon, and salty snacks.

**Flavour with Natural Ingredients:**

Use chilli flakes, lemon, garlic powder, and herbs to enhance flavours.

**Create Herb Blends:** Combine herbs such as parsley, oregano, and mint with salt for a healthier seasoning.

**Health Risks of High Sodium Intake**

Excessive sodium intake is closely tied to hypertension, a major risk factor for heart disease and stroke. It may lead to bloating, swelling, and even weaken bones by depleting calcium over time. Incorporating potassium-rich foods into your diet can also

help balance sodium levels naturally.

**Make the Switch to Low-Sodium Salt**

Switching to low-sodium salt is an easy yet effective way to protect your health. Low-sodium options from trusted brands provide up to 30% less sodium, offering a simple way to reduce daily intake without compromising on taste.

Be mindful of hidden sodium in processed foods such as canned goods, breads, and condiments. Always check labels, and try to avoid foods with more than 1.5g of salt per 100g. Reducing consumption of cured meats like ham and sausages is also advisable.

By consciously reducing salt, you can lower your health risk. While salt is essential, switching to low-sodium options and making smarter dietary choices can greatly enhance long-term health.

## Fact vs. Fiction: Clearing Up Misconceptions About Metastatic Breast Cancer

Chennai, Oct 29 2024: Metastatic breast cancer (MBC), also known as stage IV breast cancer, presents unique challenges for patients and their families. Unlike early-stage breast cancer, MBC refers to cancer that has spread beyond the breast to other parts of the body, such as the bones, liver, or lungs.

Despite the increased awareness of metastatic breast cancer in recent years, its prevalence remains high. Simultaneously, we are also witnessing a surge in myths, misconceptions, and misunderstandings. These myths can create fear, discouraging women from seeking the right treatment. It's essential to understand all available options, including advanced therapies, to make informed choices. While cost may be a factor, focusing on the long-term benefits of treatment is key to achieving a longer, better quality of life. Open communication with healthcare providers is crucial for fully understanding treatment outcomes and making personalized decisions. By debunking myths and providing accurate information, patients can experience better outcomes and lead healthier lives.

Dr. Jeba, Senior Consultant, Radiation Oncologist, Apollo Cancer Care Centre / MGM Cancer Institute,

Chennai, Over the years, I've observed that a significant percentage of patients are affected by myths and misconceptions about the symptoms of metastatic breast cancer. It is crucial for both patients and caregivers to engage in meaningful conversations about treatment options and outcomes while navigating the complexities of living with metastatic breast cancer. From chemotherapy to advanced treatment options, understanding risk factors and the unique challenges of managing metastatic breast cancer is vital. Patients should empower themselves with accurate knowledge and choose the right treatment plan that supports their quality of life and overall survival."

The five common myths surrounding metastatic breast cancer.

**Myth1: A Metastatic Breast Cancer diagnosis means you have a few days to live.**

**Fact:** Although metastatic breast cancer is not considered curable, it is treatable. Many patients with this diagnosis may live for years, owing to advances in therapies such as targeted treatments, immunotherapies, and hormone therapies. The goal is to control the cancer, minimize symptoms, and improve quality of life. Every

patient's experience with metastatic breast cancer is unique, and with the right treatment plan, many may live longer and better lives than expected.

**Myth 2: If breast cancer recurs as metastatic, it's because the patient didn't take the right precautions.**

**Fact:** The recurrence of breast cancer as metastatic is not the result of any failure on the patient's part. Even when a patient follows their treatment plan, cancer can still spread or recur due to the complex biology of cancer. There is no surefire way to prevent breast cancer from metastasizing.

**Myth 3: Chemotherapy is the only treatment option for metastatic breast cancer.**

**Fact:** Chemotherapy is one of the several treatment options available for metastatic breast cancer. Depending on the characteristics of the cancer, there are various advanced treatment options like targeted therapy, immunotherapy and hormone therapy which may be more effective. Treatment is often tailored to the specific type of cancer and its behavior, and many patients benefit from a combination of therapies designed to manage the disease with fewer side effects. Discussing all available options with your doctor is essential for choosing

the most appropriate treatment plan.

**Myth 4: Metastatic breast cancer patients will experience constant pain.**

**Fact:** While metastatic breast cancer can cause pain, especially if it has spread to the bones; modern treatments and pain management strategies can significantly reduce discomfort. Many patients with metastatic breast cancer can lead active, fulfilling lives with pain management strategies and treatment plans.

**Myth 5: Metastatic breast cancer only occurs in older women.**

**Fact:** Metastatic breast cancer can affect individuals of any age, including younger women. While age is a risk factor, breast cancer can develop in younger populations, and it's important for everyone to be aware of the signs and risk factors regardless of age.

It is helpful for one to be educated about their diagnosis and to break the shackles of these myths. An informed dialogue between healthcare providers, patients and caregivers is important to make informed decisions about treatment plans and overall well-being. By challenging these misconceptions, the outcomes for metastatic breast cancer patients can be improved.

## YES BANK Q2 FY25 Results: Net profit shoots up 145% YoY to Rs 553 crore, NII up 14%

Chennai Oct 29 2024: YES BANK, India's sixth largest private sector bank announced its Q2FY25 results with a notable 145.6% YoY increase in Net Profit to INR 553 crore, alongside a 10.1% QoQ growth. The Bank's Operating Profit rose to INR 975 crore, marking a 21.7% YoY and 10.2% QoQ increase. Net Interest Income (NII) stood at INR 2,200 crore, up 14.3% YoY, with stable Net Interest Margin (NIM) at 2.4%, and Non-Interest Income rose to INR 1,407 crore, achieving a 16.3% YoY and 17.3% QoQ growth. Despite a 12.8% YoY rise in Operating Expenses, the Cost-to-Income Ratio improved to 73.0%. The balance sheet shows sustained momentum, with deposits growing 18.3% year-over-year (y-o-y) and 4.6% quarter-over-quarter (q-o-q), and a CASA ratio up to 32.0%, increasing by 260 basis points y-o-y. Net advances grew 12.4% y-o-y, led by



strong gains in SME (25.8%), mid-corporate (25.5%), and corporate advances (21.8% y-o-y and 4.6% q-o-q), while retail advances remained flat to focus on profitability. Additionally, there was no priority sector lending (PSL) shortfall for Q2FY25, achieved through increased organic balances and PSLC purchases.

Asset quality improved, with the GNPA ratio falling to 1.6% from 2.0% y-o-y and the Provision Coverage Ratio (PCR) rising to 70.0%. The balance sheet grew 14.5% y-o-y, with CD Ratio at 84.8% v/s 89.2% in Q2FY24 and 86.6% in Q1FY25. Net

advances rose 12.4% y-o-y, fuelled by strong growth in SME, mid-corporate, and corporate advances, while retail advances held steady to support profitability goals. The combined metric of Net NPA and net carrying value of security receipts as a percentage of advances more than halved on a y-o-y basis, reaching 0.9% in Q2FY25, while remaining stable q-o-q. The NPA Provision Coverage Ratio (PCR) also improved significantly to 70.0%, up from 56.4% in Q2FY24 and 67.6% in Q1FY25. Recovery and resolution momentum held strong, achieving INR 1,021 crore in Q2FY25. Standard restructured accounts

fell to INR 2,125 crore (0.9% of advances), down from 2.2% in Q2FY24 and 1.6% in Q1FY25, driven by ongoing resolutions and upgrades.

Commenting on the results and financial performance, Mr. Prashant Kumar, Managing Director & CEO, YES BANK said, "Our Q2FY25 performance has been encouraging, especially if seen in the context of industry headwinds. The Deposit momentum has been maintained with 18% y-o-y growth, along with a healthy CASA ratio (now at 32%) expansion on both y-o-y & q-o-q basis, on the back of CA growth at 26% y-o-y & 11% q-o-q and SA growth at 30% y-o-y & 7% q-o-q. At same time, the slippage ratio (at 2.2% of Advances) remains range-bound within the guidance range. Other Asset Quality parameters such as GNPA ratio, PCR and O/S Restructured loans have all improved on q-o-q basis.