

CM M K Stalin holds consultative meeting on Northeast Monsoon preparedness

Chennai, Sep 30 2024: A consultative meeting regarding the precautionary measures to be taken before the onset of the Northeast Monsoon was held today at the Chief Secretariat, Namakkal Kavignar Maaligai.

The meeting was attended by Deputy Chief Minister Udhayanidhi Stalin, Ministers Thirumurugan, K.N. Nehru, Senthil Balaji, Thangam Thennarasu, Sekarbabu, K.K.S.S.R. Ramachandran, Ma. Subramanian, as well as Chief Secretary Muruganatham and various department secretaries and officials.

During the meeting, Chief Minister M.K. Stalin said: "Precautionary measures are the key to preventing any damage. For the past three years, we have been consistently implementing such

measures, and we are also regularly conducting meetings like this. Tamil Nadu receives continuous rainfall during both the Southwest and Northeast monsoon seasons, with the latter, lasting from October to December, bringing more rain to the state.

In the past, the Northeast monsoon would spread across the entire year. However, due to recent climate changes, it now often pours all its rain within a few days or even a few hours. This situation is crucial to address, as it significantly impacts the public. Essential infrastructure like drinking water, roads, and electricity are severely affected.

Last year, districts like Chennai, Tirunelveli, and Thoothukudi witnessed unprecedented heavy rains and severe flooding during the Northeast monsoon.



However, due to the efficient response of the Tamil Nadu government, the affected districts were able to recover quickly. All department officials were actively on the ground, managing the situation so effectively that the damage was minimized.

This year too, the Tamil Nadu government is proactively taking the necessary precautionary measures to efficiently tackle the impact of any potential disaster. The Chief Secretary has already conducted review meetings on September 14 and 29

with district collectors, police supervisors, municipal commissioners, and other relevant authorities, providing guidance to ensure preparedness.

Ministers and officials must pay close attention to these issues. Accurate and timely weather

warnings to the public can help prevent large-scale damage. Our government is placing special focus on strengthening the infrastructure required to disseminate early warning information to tackle disasters.

On August 22, I inaugurated the upgraded State

Emergency Services Center, which facilitates the immediate dissemination of weather data. Unlike the previous center, this one is operated by a team of experts from various fields and functions as a coordinated hub where several departments work together.

Efficient water management, flood warnings, and dam operations can only be conducted accurately if the amount of rainfall during a storm is known in real-time. To achieve this, we have installed 1,400 automatic rain gauges and 100 automatic weather stations to collect real-time data.

District administrations must also plan ahead to provide assistance to vulnerable groups, including the elderly, pregnant women, breastfeeding mothers, and people with

disabilities. It is critical to evacuate people from low-lying areas to safer locations before floods occur. The Tamil Nadu government's ground staff must coordinate with the public and guide them to relief camps before the floods.

Volunteers play a crucial role in disaster management. Therefore, the district administration should formulate an action plan to work with volunteers in search, rescue, and relief operations.

No matter the challenge, if everyone involved stands united and works as a team, success is 100% achievable. By tackling the challenges posed by the monsoon and relieving the public's suffering, the government administration will certainly achieve victory," he said.

"We expect that at least Gods be kept away from politics," - SC Justice Gavai

Chennai, Sep 30 2024: On Monday, the Supreme Court criticized the Andhra Pradesh government for escalating the Tirupati Prasadam issue to the media without conclusive evidence that adulterated ghee was used in the preparation of the Tirumala laddus.

"We expect that at least Gods be kept away from politics," remarked the court, making a strong statement on the matter.

The court addressed the Andhra Pradesh government's counsel, pointing out that lab tests indicated



the ghee sample under scrutiny was already rejected. An investigation by a Special Investigation Team (SIT) had been ordered earlier.

Justice BR Gavai asked senior advocate Siddharth Luthra whether the non-compliant ghee had been used for making

the laddus. Luthra responded that the matter was still under investigation.

"If the investigation is ongoing, what was the urgency in going to the press? Religious sentiments must be respected," Justice Gavai emphasized.

Luthra explained

that complaints had been raised by devotees regarding the taste of the laddus.

The Supreme Court has also requested proof to substantiate claims that contaminated ghee was indeed used in preparing the sacred prasadam.

What We Do

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

Key Members

- Dr. Jeyaraj Sathya Narayanan
- Dr. Jeyaraj Sathya Narayanan
- Dr. Jeyaraj Sathya Narayanan

Build Your Future With Us

RTN.DR.R.SATHYANARAYANAN
 Director Business Development
 +91 9360136897
 +91 8148231942

Chairman: Media and Communications, Rotary Club of Chennai Ramana
 Office: Editor and Publisher, Hello Mirror Madras Daily

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

25⁺ Locations 500⁺ Projects 20⁺ Years of Excellence

Who We Are

Who We Are

Our Clientele

Reliance, Auro, Aditya, JMR, JMR, JMR

Our Projects

VR Mall - Anna Nagar

Power Plant jay Nagar - Bellaria

Intown - Chennai

Bugan Villa - Iyyaparthangal

Aqua Design India Pvt Ltd

Orchid Spring - Alliance

Projects in India

Projects in India

Projects in India

Projects in India

Projects in Coimbatore

Projects in Bangalore

Auriga - Bangalore

Projects in Chennai

Vettuvangudi

Iyyaparthangal

Tharupakkam

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

Team X SPARK Triumphs at the BMPS 2024 Grand Finale, Lifts the Trophy in a Landmark Victory!

Chennai, Sep 30 2024: The final day of the BATTLEGROUND MOBILE INDIA PRO SERIES 2024 (BMPS) delivered an unforgettable experience at the Adlux International Convention Center in Kochi. Team X SPARK emerged victorious in a thrilling finish, securing a grand prize of INR 75 lakh from a total prize pool of INR 2 crore. Their performance throughout the event solidified their status as Esports champions, becoming the first team to win two official KRAFTON India Esports tournaments back to back—BGIS 2024 and BMPS 2024.



standing love for sports and emerging Esports scene, Kochi provided the perfect stage for BMPS 2024 finale, creating an electrifying atmosphere for this Esports spectacle. The three-day tournament featured intense gameplay, unexpected twists, and heart-stopping moments, keeping the audience on edge.

N U M E N GAMING and TEAM GODLIKE finished second and third,

across various parts of the country, it was incredible to bring BMPS Finale to Kochi this time. The atmosphere was electric, thanks to all the fans to show their support for their favorite teams. The level of competition was exceptional, with both seasoned professionals and underdog teams giving it their all. Going into the third day, it was anyone's game, and the fierce battles kept both the players and the audience on edge. At KRAFTON India, we are committed to the growth of Esports in India and are proud to support the incredible talent in the country. We look forward to bring more quality Esports action to the community."

Karan Pathak, Associate Director of Esports at KRAFTON India, said, "After hosting matches

Maersk nears its 'Equal At Sea' 2027 Goal: Achieves 45% women cadets intake in India for 2024

Chennai, Sep 30 2024: A.P. Moller - Maersk (Maersk), a global integrator of logistics, today announced a significant milestone under its 'Equal At Sea' initiative in India. With 45% of the Nautical and Engineering cadets onboarded in 2024 being women, the company has inched closer to its 2027 target of equal gender representation amongst its cadet intake.

Accelerating progress towards gender equality in the Indian maritime sector

Launched in 2022, the 'Equal At Sea' initiative enters its third year with remarkable success in India. The programme's primary objective is to achieve gender equality among Maersk seafarers, address the historical underrepresentation of women amongst seafarers and create an ecosystem for the entire Indian maritime sector to improve gender diversity. The programme brings different stakeholders across the industry on a common platform, which serves as a hub for exchanging ideas,

understanding industry challenges, learning from each other, and implementing best practices.

His Excellency **Freddy Svane**, Ambassador of Denmark to India, said, "The seas know no gender. By championing diversity in maritime careers, Maersk is not only steering towards equality but also charting a course for innovation and growth in the shipping industry. Denmark and India, as maritime nations, must lead this tide of change." He added, "This industry-wide effort to create more opportunities for women in maritime careers will undoubtedly strengthen our global shipping community and drive progress and sustainability in the years to come."

Karan Kochhar, Head of Marine People, Asia, Maersk, said, "Our continuous efforts and immense support from the industry has started realising the future of creating an equitable environment at sea for women to thrive in. Through our initiatives, we have successfully inspired



more women in India to choose seafaring as a career." He added, "Getting to 45% has been a great team effort within Maersk and across the industry. Now is the time to keep the momentum up and strive to ensure that the women recruited are also retained in the fleet."

The 'Equal At Sea' conference, held today in Mumbai, brought together maritime industry leaders to discuss gender diversity and inclusion. His Excellency **Freddy Svane**, Danish Ambassador to India, joined the event. The conference comprised three key segments: 'Sustainable Equality: Going Beyond the

ON-Boarding,' which explored workplace culture and harassment through an interactive discussion; 'Sea-side Chat - Not All Ceilings Are Made of Glass,' celebrating pioneering women in male-dominated fields; and an in-depth discussion on the topic 'All Women on Board: Myth or Reality?' Additional highlights included a session by the Women in Maritime Association (WIMA) and the announcement of the Equal At Sea challenge winner. The event concluded with a progress report on Maersk's diversity initiatives, underscoring the company's commitment to fostering an inclusive maritime industry.

65% of self-employed women in urban Indian metros have not taken a business loan: Survey by CRISIL and DBS Bank India

Chennai, Sep 30 2024: DBS Bank India, in collaboration with CRISIL, has unveiled the third report in its 'Women and Finance' series. Based on a survey of 400 self-employed women across 10 major Indian cities, the report reveals unique insights into their circumstances and experiences as entrepreneurs.

It examines their sources of business funding, banking habits, digital payment preferences, workforce dynamics, and adoption of sustainability measures within their businesses. Additionally, the report delves into challenges such as perceptions of gender bias and analyses how factors like age, income level, and geographical location shape their decisions. It identifies critical areas where women entrepreneurs seek support and opportunities for business enablement.

Sources of Business Funding:

65% of self-employed women in Indian metros have not taken a business loan, with 39% relying on personal savings to fund their enterprises. Among those who have obtained loans, bank loans were the primary choice, preferred by 21%. Women entrepreneurs often use personal assets for collateral, with 28% leveraging personal property and 25% turning to gold—reflecting their risk-averse approach to investments. 64% of respondents who use gold as collateral predominantly invest in safer options like savings accounts and gold.

Awareness of government schemes:

The survey revealed a significant awareness gap regarding government schemes, with 24% of respondents indicating they were unaware of available options. Additionally, 34% stated they had not utilised any government scheme for their businesses. To bridge this gap, the DBS Foundation has launched a robust training program in partnership with Haqdarshak to boost financial literacy and



empower women to access government entitlements and financial services. The program targets 200,000 marginalised beneficiaries, with women comprising 80% of the participants.

Banking products:

39% of women entrepreneurs use cash credit (CC) and overdraft (OD) facilities, followed by corporate credit cards (25%) and property-backed term loans (11%). 39% of respondents cited competitive interest rates and flexible repayment terms as key factors influencing their choice of bank for loans.

Support beyond financial assistance:

Beyond financial support from banks, women entrepreneurs expressed a desire for mentorship (26%), support in navigating government schemes (18%), and assistance in digitalising financial processes (15%). In terms of business enablement, 18% were interested in women-based communities, and 13% sought access to industry-specific financial data and benchmarks.

Commenting on the report, **Divyesh Dalal**, Managing Director & Head - Global Transaction Services, SME and Institutional Liabilities, DBS Bank India, said, "The insights from our latest 'Women and Finance' report highlight key areas where we can make an impact. We see opportunities to boost awareness and adoption of government entitlements through education and training. Additionally, it underscores the need to build entrepreneurial ecosystems with networking platforms and communities that foster collaboration, mentorship, skill-building, and knowledge exchange to accelerate growth for women in business. DBS Bank India goes

preferred receiving payments from customers digitally, and 87% used digital methods to pay their business expenses. UPI is the most-used mode for both receiving (35%) and paying (26%) business expenses. However, cash remains indispensable for payroll and operational expenses, used by 36% of respondents."

Adopting sustainable business practices:

The insights underscore a growing trend toward sustainability. 52% of self-employed women in Indian metros have implemented sustainability policies in their businesses, while 14% have approached a bank for sustainability-linked finance. Encouragingly, 76% have implemented sustainable business practices, such as energy conservation, incorporating female representation on their boards, and waste reduction and recycling measures. 26% of respondents prioritise energy conservation efforts, while 24% focus on waste reduction and recycling. Additionally, 26% of self-employed women have female members serving on their boards, reflecting their commitment to gender diversity and inclusion. 13% have adopted practices related to water conservation and rainwater harvesting.

DBS Bank India aims to support holistic financial management for women, guided by insights from the Women and Finance study. This underscores how DBS embodies being a different kind of bank, enabling customers to 'Live More, Bank Less' in line with its brand promise. The first report released in January 2024 focused on savings, investment patterns, and behaviors among salaried and self-employed women in urban India. The second report, launched in March 2024, explored career progression, workplace policy preferences, and challenges faced by women in the workforce.

Trends in digital payments:

UPI has played a pivotal role in digitising India's financial transactions. According to the Reserve Bank of India, the share of UPI in digital payments reached close to 80% in fiscal 2024. UPI leads in the payment of business expenses, followed by mobile banking.

Pushan Sharma, Director-Research, CRISIL Market Intelligence & Analytics, said, "73% of self-employed women surveyed

FII's Saint Capital Fund, AG Dynamic Funds, Others Pick up stake in MOS Utility Ltd

Chennai, Sep 30 2024: MOS Utility Ltd. is one of the leading fintech companies, offering different types of Fintech and Utility Payment Solutions services to businesses and individuals. With a customer-centric approach, MOS Utility Limited is committed to delivering seamless and secure fintech solutions that enhance accessibility and drive financial inclusion.



As per bulk deals data available on NSE, FII's Saint Capital Fund, AG Dynamic Funds Ltd., Minerva Ventures Fund, Nexpack Ltd. and Bridge India Fund have picked up stake in MOS Utility Ltd on 26 September 2024. Saint Capital Fund picked up 15,40,000 shares, AG Dynamic Funds picked up 2,69,600 shares, while Bridge India Fund picked up 5,49,600 shares.

MOS has rich and varied experience with reputed Giant corporations in India,

MOS is conglomerate of various businesses web & App based banking / travel/ utility services, etc.

MOS has associated with renowned actor Mr. Nawazuddin Siddiqui to amplify its mission of financial inclusion. Through this strategic collaboration, MOS aims to highlight the convenience and accessibility of its financial services, showcasing how they cater to the diverse needs of individuals across India. Mr.

Siddiqui's relatable and humble personality seamlessly aligns with MOS's customer-centric approach, resonating with the masses. By tapping into his massive fan following spanning urban and rural India, MOS seeks to bridge the financial divide, promoting economic empowerment and social mobility.

The association will feature Mr. Nawazuddin Siddiqui in various Branding campaigns showcasing MOS's

comprehensive services, leveraging his followers on various social media platforms and broader fan base.

MOS's association with Mr. Nawazuddin Siddiqui seeks to amplify brand recognition, attracting new customers and Bollywood fans. This collaboration leverages Mr. Siddiqui's vast fan base and esteemed reputation, bolstering MOS's presence in the market.

MOS Utility Limited will look to boost its marketing presence with its new Brand Ambassador under the specifications of work, conduct, requirement, standards, and operating procedures mentioned in the Agreement. The Agreement will be valid for a period of 1 year from the signing of the Agreement and may be extended on terms and conditions mutually agreed by both the parties.

Holistic Approach to Heart Health: Importance of Personalized Treatment Plans

Chennai, Sep 30 2024: As World Heart Day approaches, it is crucial to talk about heart health, a key factor in overall well-being. Globally, cardiovascular diseases (CVDs) remain the leading cause of death, and in India alone, CVDs were responsible for 4.77 million deaths in 2020. Traditionally, heart diseases have been approached with a one-size-fits-all approach, which often overlooks individual differences. By taking a personalized approach, we can better address each individual's unique needs and improve

heart health outcomes.

Understanding Your Risk and Setting LDLC Goals

LDLC, often referred to as "bad cholesterol," has a significant impact on heart health. High levels can lead to plaque buildup in arteries, increasing the risk of heart diseases. Recent guidelines from the Cardiological Society of India emphasize that each person has different LDLC targets based on their risk profile. For instance, those with severe conditions like heart disease or diabetes should aim for LDLC levels below

55 mg/dL. Setting these personalized targets helps in managing heart health more effectively.

Dr. Nagendra Boopathy S, Professor of Cardiology, Sri Ramachandra Institute of Higher Education and Research, Chennai, emphasizes, "Personalized cholesterol management is essential because risk profiles and LDLC levels vary widely among patients. By aligning treatment plans with these distinct targets, outcomes improve markedly. For instance, studies show

that majority of patients achieve their goal earlier with tailored interventions. Since LDLC plays such a crucial role in heart diseases it is necessary to keep it in check. Unfortunately, most of the patients do not know their target LDLC levels. It's imperative for the physician to educate their patients regarding the target LDLC for every patient. This customized approach not only improves efficacy but also significantly mitigates the likelihood of major cardiovascular events, enhancing their hearts health and lifespan."

Mercury EV Tech Ltd. Included in BSE SmallCap Index

Chennai, Sep 30 2024: Mercury EV Tech Limited a leading player in EV Industry engaged in the business of manufacturing wide range of electric vehicles has been included in the BSE SmallCap Index. This milestone reflects the company's continued commitment to growth and innovation within the industry.



vehicle technology and delivering value to its stakeholders.

Earlier the company has raised up to Rs. 118.06 Cr via Preferential Issue of Equity Shares, and up to Rs. 362.25 Cr via preferential issue of convertible warrants. The proposed allottees include FPIs Forbes EMF, Nexpack Limited, Eminence Global Fund PCC, AG Dynamic Funds Ltd. amongst other HNI category of Investors. The total fund

of Rs. 480 Crores raised will be utilise for the Working Capital, Development of Electric Car, Capital Expansion etc. This fund raising will boost the production of the product as well as it will be interesting to see the Q3 onwards vehicle selling number of the company.

In recent GR of Delhi Government, L5 (6+1) category vehicle of Mercury has given permission to run within the territory of the state.

Which has open new market opportunities for the company in upcoming times.

Mercury EV Tech Ltd. is a leading EV company with presence in the entire EV Eco system. It has a state of the art 18-acre EV technology park and manufacturing facility. The company has a wide range of products under the brand "Mercury". The company's latest inclusion to its brand is it's 4-wheeler loader 'Musak' having 1 tonne carrying capacity.

Hon. PM Modi Launches IFSC Single Window System Developed By DEV IT

Chennai, Sep 30 2024: Dev Information Technology Limited, a global IT services company providing Cloud Services, Digital Transformation, Enterprise Applications, and Managed IT Services, has demonstrated its technological prowess with the development of the Single Window IT System (SWIT). Designed to revolutionize the way businesses establish operations within India's International Financial Services Centres (IFSCs), the platform was launched in Ahmedabad.

SWIT, developed under the guidance of the International Financial Services Centres Authority (IFSCA), is a state-of-the-art online platform that offers a seamless and efficient experience for entities seeking to set up operations in these specialized financial zones. The platform



simplifies bureaucratic procedures and improves transparency, enabling faster, more efficient processes for companies. This innovation greatly enhances India's appeal as a global financial hub by significantly reducing the time and effort required to start operations in the IFSCs.

The platform was officially inaugurated by the Honourable Prime Minister, Shri Narendra Modi, on 16th September 2024 in Ahmedabad. The successful development of SWIT

demonstrates Dev IT's ability to deliver cutting-edge digital solutions. This achievement not only solidifies the company's leadership in digital transformation but also opens the door for high-impact projects such as healthcare, e-governance, and retail, where streamlined systems can enhance operational efficiency.

By executing a project of such national importance, Dev IT has further strengthened its reputation as a trusted partner for mission-critical IT solutions. The success of the

platform highlights the company's client-centric approach, positioning it as a preferred provider for businesses seeking customized digital transformation solutions.

Looking ahead, SWIT will be a significant growth driver for Dev IT as India's IT services sector continues its expansion. With its experience, innovation, and focus on delivering value through technology, Dev IT is well-positioned to seize new opportunities and cement its leadership in the global IT services landscape.

With 33+ Crore User Visits, Flipkart's Big Billion Days 2024 Kicks Off India's Festive Season

Chennai, Sep 30 2024: Flipkart, India's homegrown e-commerce marketplace, launched the 11th edition of its highly anticipated The Big Billion Days (TBBB) 2024 on September 27, with early access beginning on September 26 for Flipkart VIP and Plus customers. Over 33 crore user visits were recorded on Flipkart during Early Access and Day 1 combined, reflecting festive enthusiasm from shoppers from across India. Early trends suggest a promising festive season ahead, with growing demand being observed across Mobiles, Food & Nutrition and Grooming categories.

Early trends indicating India's preferences for this festive season

TBBB'24 early trends indicate a buoyant customer sentiment overall, with categories such as Mobiles, Electronics, Large Appliances, Fashion, Beauty and Home products witnessing the highest



demand among customers. While the top metro cities such as New Delhi, Kolkata, Hyderabad, Bengaluru continued to witness growing demand during the first 24 hours of TBBB 2024, the shopping festival also saw demand from customers from regions such as Medinipur, Hisar, Berhampore, Bankura and Agartala to name a few. Customers seeking to elevate their lifestyle chose to shop for products such as Ethnic Wear, Western Wear, Sports Footwear, Casual Footwear and Formal Footwear, which saw a heightened demand during Early Access and Day 1 of The Big Billion Days.

Speaking on the 11th edition of The Big Billion Days, Harsh Chaudhary, Vice President - Growth, Flipkart, said, "Every year, the festive season

upgrade; and Tier 2+ cities have been showing growth in the run up to this year's festive season. At Flipkart, we believe in continuously raising the bar for what is possible in the digital economy, while empowering everyone in this journey."

The 11th edition of TBBB reflects Flipkart's commitment to innovation, inclusivity and affordability, aligned with its mission to democratize e-commerce. This year, TBBB is focused on maximizing value for sellers and brands, benefiting lakhs of MSMEs, artisans, kirana partners, and the broader ecosystem. By leveraging cutting-edge technologies like Metaverse, GenAI, and AR/VR, Flipkart is enhancing the festive shopping journey for customers, through personalized, immersive, and seamless experiences that engage millions across diverse geographical and socio-economic backgrounds.

Toyota Kirloskar Motor Promotes Environmental Sustainability and Community Welfare Through 30th iCARE Event

Chennai, Sep 30 2024: Toyota Kirloskar Motor (TKM) today announced the successful completion of its 30th 'I Community Action To Reach Everyone' (iCARE) activity, an employee volunteering program, held at Irregowdana Lake in Bidadi. This event is in synergy with National Clean Up Day which is observed annually on 21st September. The clean & green drive around the Irregowdana lake saw active participation from around 200 volunteers, including TKM employees and their families, who came together to contribute to the cause of a cleaner and greener environment. National Clean Up Day is dedicated to raising environmental awareness and fostering community engagement in maintaining clean and sustainable public spaces.



enriching the biodiversity and contributing to a more sustainable future.

National Clean Up Day serves as a nationwide call to action, promoting environmental awareness and encouraging communities across India to come together to keep public spaces clean and sustainable. By organizing the lake cleanup and sapling plantation around this period, TKM reinforced its commitment to this important cause, fostering greater community involvement and emphasizing the importance of collective action in preserving natural resources. The event concluded with an experience-sharing session where volunteers reflected on their contributions and the importance of collective action in achieving environmental sustainability.

Speaking on the occasion, Mr. Vikram Gulati, Country Head and Executive Vice

President, Corporate Affairs and Governance, Toyota Kirloskar Motor said, "The iCARE initiative is our employee volunteering program and is a testament to our commitment to creating a positive impact in the communities we operate in. Through collective efforts in areas like environmental conservation, we are not just fostering a sense of responsibility among our employees and their families but also contributing to the well-being of society. Over the years, we have seen remarkable enthusiasm from the volunteers, who have contributed to impactful projects in education, skill development, disaster management, and environmental conservation. The success of the 30th iCARE event, in alignment with National Clean Up Day, reaffirms our belief that every small step towards sustainability can lead to meaningful improvements. We

remain dedicated to empowering our workforce to engage in meaningful actions that resonate with our core values of respect for the planet and community development."

Since its launch in 2017, the iCARE initiative has garnered tremendous participation, with over 2,490 employees involved in more than 29 diverse projects. These efforts encompass critical areas such as education, environmental conservation, road safety and skill development. This collective endeavour has not only provided enriching experiences for employees but also positively impacted the lives of over 64,000 community members. iCARE exemplifies TKM's commitment to empowering and inspiring its workforce to engage in meaningful actions that uplift communities and reflect their dedication to social responsibility.

Tata Motors conducts groundbreaking ceremony of its new vehicle manufacturing facility in Tamil Nadu



Chennai, Sep 30 2024: In a significant step towards promoting indigenous ("Make in India, For the World") manufacturing, Tata Motors Group, India's leading producer of commercial and passenger vehicles, today held the groundbreaking ceremony of its new, world-class production facility to manufacture cars and SUVs, at Panapakkam in Ranipet district, Tamil Nadu. This manufacturing facility will produce next-gen vehicles for Tata Motors and JLR. The internationally benchmarked plant will cater to requirements of both Indian and international markets.

The groundbreaking ceremony was attended by the Chief Minister of Tamil Nadu, Thiru M.K.

Stalin and Mr. N. Chandrasekaran, Chairman of Tata Sons & Tata Motors, in the presence of several eminent Ministers, public representatives, senior bureaucrats, government officials, and senior representatives of the Tata Group.

Speaking on the occasion, Thiru M.K. Stalin, Hon'ble Chief Minister of Tamil Nadu, said, "Tata Group is renowned for its contribution to nation building. It has a deep, historic relationship with Tamil Nadu with many of its manufacturing plants successfully operating in our state for the past several years. We welcome Tata Motors, an auto manufacturer of global scale, for setting up its newest manufacturing facility in Panapakkam, Ranipet."

This advanced, state-of-the-art manufacturing facility has the potential to create over 5,000 employment opportunities (direct and indirect) and contribute towards building future ready skills amongst the local communities in and around the plant. In addition, the plant will be guided by principles of sustainability and use 100% renewable energy for running operations.

Speaking on the occasion, N Chandrasekaran, Chairman, Tata Sons said, "We are pleased to make Panapakkam as the home of our next generation of cars and SUVs, including electric and luxury vehicles. Tamil Nadu is a leading industrial state with progressive policies and an established automotive hub with

qualified and talented workforce. Several Tata Group companies have been successfully operating from here. We now intend to build our advanced vehicle manufacturing plant here using cutting-edge manufacturing technology and world-class sustainability practices. Our endeavour will be to have a high share of women employees across levels, in line with our focus towards greater empowerment of women."

Tata Motors Group intends to invest ~INR 9,000 crores in this greenfield manufacturing facility, which has been designed for an annual production capacity of over 250,000 vehicles. Production will begin in a phased manner and progressively increase to reach this capacity over the next 5-7 years.

Celebrating World Environmental Health Day!



Chennai, Sep 30 2024: On September 26th, teachers from Vivekananda Vidyalaya School joined us for an inspiring event

organized by Good Will Trust and the Alliance Club of Chennai Super Kings. Through engaging activities like discussions, quizzes,

and picturization, we highlighted the importance of clean air, water, and safe food. Together, we empowered educators to become

ambassadors for environmental health, encouraging future generations to cherish and protect our planet's gifts. Let's keep the momentum going!

"How Not to Go to the Doctor" - A.M. Jain College



The Rotaract Club of A.M. Jain College organized the event "How Not to Go to the Doctor," featuring Dr. Thillai Vallal, renowned cardiologist from Venkateshwara Hospital, Nandanam. Dr. Vallal delivered an insightful session on heart health, diabetes management, and the importance of good food habits and regular exercise. The event included hands-on CPR training, empowering students with life-saving skills. Rtr. Ravi Kumar and Rtr. Pon Hema, leaders from RID 3234, addressed the gathering, encouraging students to prioritize preventive healthcare.

TVS Emerald Expands in Chennai and North Bengaluru with Combined Revenue Potential of INR 900 Crore

Chennai, Sep 30 2024: Emerald Haven Realty Ltd. (TVS Emerald), a leading real estate developer has announced two significant land acquisitions in key growth markets North Bengaluru and Chennai with a combined booking value potential of INR 900 Crore. The company has acquired a 4-acre land parcel in North Bengaluru, with a tentative saleable area of half a million sq. ft., and a potential booking value of INR 600 Crore. Simultaneously, TVS Emerald has also

secured a 4-acre land parcel in Padur, Chennai, with a booking value potential of INR 300 Crore, further expanding its footprint in both cities.

These acquisitions reflect TVS Emerald's strategic growth in high-demand residential markets. Thanisandra, a rapidly growing suburb in North Bengaluru, boasts excellent connectivity to Kempegowda International Airport, NH44 and Outer Ring Road, making it a prime location for homebuyers. Meanwhile, the Padur

acquisition strengthens the brand's presence in Chennai, where TVS Emerald continues to invest in premium residential projects.

Mr. Sriram Iyer, Director & CEO, TVS Emerald, said, "Our dual expansion in Bengaluru and Chennai demonstrates our commitment to delivering premium residential projects in high-growth areas. The Thanisandra project, our second in North Bengaluru, comes at a time when the region is seeing rapid development. Additionally, our investment in Padur,

Chennai, underlines our focus on strengthening our presence in the Chennai market with projects that cater to the evolving needs of urban homebuyers."

TVS Emerald Isle of Trees, the company's other ongoing project in Rachenahalli, North Bengaluru, is currently in its pre-launch phase and has garnered positive traction. The newly acquired Thanisandra project is expected to further boost TVS Emerald's market share in Bengaluru's competitive real estate market.