



## DP World Enhances Operational Safety and Efficiency with its New Fleet Fitted with Advanced Electronic Stability Control (ESC)

Chennai Nov 05 2024: DP World, a leading global provider of smart end-to-end supply chain solutions, has taken yet another step in enhancing the operational safety and efficiency with its new fleet of prime movers, equipped with advanced Electronic Stability Control (ESC).



This industry first initiative reflects DP World's ongoing efforts to leverage cutting-edge technology in delivering secure and dependable supply chain solutions and is a significant step forward in DP World's commitment to the safety and well-being of its drivers on road. This cutting-edge technology provides enhanced stability, ensuring that drivers remain safe and in control, even in difficult road and climatic conditions.

Additionally, the new fleet also comes equipped with a Tail Guarding System, which prevents reverse collisions by eliminating blind spots,

using proximity sensors to stop the vehicle when necessary. Through the implementation of these state-of-the-art advanced safety features, DP World is ensuring a safer, more efficient working environment for its drivers, reinforcing its dedication to operational excellence and the welfare of its team.

Speaking on this development, Ravinder Johal, Chief Operating Officer, Ports & Terminals, Operations & Commercial, Middle East, North Africa & Subcontinent, DP World, commented, "At DP World, the safety and security of our cargo and truckers are our top priorities. By incorporating advanced technology in our new fleet of trucks, we are proud to support the government's

vision for enhanced road safety. We are committed to continuously improving our safety standards, ensuring our drivers are protected, and reducing the potential impact of accidents. We believe this approach will inspire broader adoption of safety practices across the industry."

The introduction of Prime Movers equipped with Electronic Stability Control (ESC), combined with an Anti-lock Braking System (ABS), enhances vehicle safety and performance, while providing safety to truckers and all its operational staff. This advanced safety system will ensure superior stability, particularly when transporting high-risk cargo at high

speeds. ESC automatically corrects sideways drift during overtaking, adjusts engine torque, and applies selective braking to maintain stability during turns. It is especially beneficial in challenging weather conditions, providing optimal control and safety on slippery roads.

In addition to ESC and Tail Guarding Systems, these trucks are supplemented with Hill-Start Assist (HSA) and Automatic Traction Control (ATC), further enhancing their safety capabilities. The Hill-Start Assist feature prevents the truck from rolling back on an incline, while Automatic Traction Control ensures better grip on slippery surfaces, reducing the risk of accidents and protecting the cargo on-board from rolling-inflicted damage.

DP World remains steadfast in their mission to lead the industry in safety and innovation, continually striving to provide the best-in-class solutions.

## Vijay to launch new television channel

Chennai Nov 05 2024: Thalapathy Vijay's political party, Tamilaga Vettri Kazhagam, is rapidly expanding its influence in Tamil Nadu, adding fuel to the political landscape. Launched this past February, the party held its first conference last week in Vikravandi. The event sparked a wave of

responses and discussions across the state.

In a strategic move to further amplify the party's voice, Thalapathy Vijay is now reportedly setting up a new television channel, which will be titled "Tamil Oli". The 24-hour channel will focus on delivering the party's

core policies, news updates, and coverage of Vijay's public appearances, aiming to keep supporters informed and engaged. However, we have to wait for an official confirmation regarding this.

Alongside regular news, the channel is expected to feature

discussions on social and cultural issues in Tamil Nadu, potentially positioning "Tamil Oli" as a powerful platform within the state's media landscape. It will also broadcast interviews and exclusive content from Vijay's team. An official announcement and channel launch date are anticipated soon.

## Student Council investiture ceremony held at SPIHER

Chennai Nov 05 2024: The Investiture Ceremony for the Student Council Office Bearers of St. Peter's Institute of Higher Education and Research was held recently. The investiture ceremony included the formal introduction and swearing-in of the newly elected Student Council Office Bearers.

Dr. S. Stella Mary, Professor and Head of the Department of Physics, warmly welcomed the dignitaries, students, and faculty members to the event. She highlighted the significance of student leadership in academic and extracurricular endeavors and set the tone for the ceremony. Maj. Dr. M.

Venkatramanan, Dean (FASCMH), addressed the gathering, offering insights into the role and importance of the Student Council. He emphasized the responsibilities of the newly elected leaders and how their roles contribute to shaping the institution's future.

Dr. N. Malmurugan, Vice Chancellor of St. Peter's Institute of Higher Education and Research, delivered the Presidential Address, underscoring the importance of student leadership in fostering a positive campus culture. He also spoke about the values of integrity, accountability, and dedication that the office bearers must uphold during their tenure. The Chief Guest for the event,

Mr. G. Thiruvalluvar, Inspector of Police, was formally honored by Dr. N. Malmurugan.

The Chief Guest's presence added a sense of importance to the event, signifying the respect accorded to law and leadership. In his speech, Mr. G. Thiruvalluvar emphasized the significance of discipline and leadership both in academic and personal life. He encouraged the students to be role models for their peers and urged them to contribute positively to the institute and society. Dr. N. Malmurugan officially conferred the office bearers, handing over the responsibilities to the newly elected student council members by

distributing the badges. The newly elected officebearers took an oath to fulfill their duties with honesty, integrity, and dedication. This was an important part of the ceremony, marking the beginning of their official responsibilities.

The Vote of Thanks was delivered by Mr. A. Sam Pascal, the Honorary President of the Student Council. He expressed his gratitude to the dignitaries, faculty, and students for their support and encouragement throughout the election and investiture process. The event concluded with the National Anthem, bringing the ceremony to a respectful and patriotic close.

## Ping Records a unit of Noise and Grains presents "Rakkayi," an energetic love song featuring KPY Bala and Niyathi

Chennai Nov 05 2024: Noise and Grains, a leading media production and talent management company in India, has established itself in the Indian entertainment industry by successfully producing and hosting grand concerts and events featuring top music directors and singers. Their latest milestone is "Yuvan Shankar Raja - The G.O.A.T." first ever 360-degree stage experience. Ping Records is a division of Noise and Grains that handles independent music and has produced various Indie songs, their next indie music video is



rolling back on an incline, while Automatic Traction Control ensures better grip on slippery surfaces, reducing the risk of accidents and protecting the cargo on-board from rolling-inflicted damage.

## Union Minister Sarbananda Sonowal inaugurates 4 infra projects worth Rs. 187 cr at ports in Chennai

Chennai Nov 05 2024: Sarbananda Sonowal, Union Minister of Ports, Shipping & Waterways unveiled 4 infrastructure projects of over Rs. 187 crores which includes two infrastructure projects of Chennai Port Authority totaling approx. Rs. 78 crores and two infrastructure projects at Kamarajar Port Limited totaling over Rs. 109 crores.

These initiatives aim to enhance trade operations, increase cargo capacity, and reinforce India's commitment to sustainable maritime infrastructure.

The Minister inaugurated several key projects, starting with four new Exim godowns at Chennai Port, costing Rs. 73.91 crore and spanning 18,000 square metres. These godowns provide dedicated storage for sensitive cargo like food grains and agricultural products. Developed under the Sagarmala scheme, they align with India's expanding trade capacity goals.

A new 350-metre coastal road, built for Rs. 4 crore, was also

launched, enhancing heavy cargo movement between Chennai Port's terminals. The road, which is designed to reduce dust pollution and improve access, is expected to streamline container transport operations, marking a major improvement in port infrastructure.

Further bolstering connectivity, the Minister inaugurated the Doubling of Southern Railway Connectivity project at KPL, which adds 2.65 km of railway lines to meet rising EXIM demands. The Rs. 88.91 crore project includes three new rail bridges and the conversion of level crossings, doubling the port's daily rail capacity to 44 rakes and enabling faster, safer cargo movement.

Additionally, Sonowal introduced a Rs. 20.51 crore Shore Power Supply Facility at KPL, designed to cut emissions by providing shore power at coal berths, allowing vessels to function without diesel, in line with India's Green Port Guidelines.

"These projects are a testament to our

commitment to strengthening India's maritime infrastructure and our unwavering focus on sustainability. We are preparing our ports to meet the evolving demands of global trade while ensuring they align with environmental goals," Sonowal.

The event also included the presentation of the IAPH Sustainability Award report and the renaming of Clive Battery Quarters to Ramanujan Quarters as part of the Ministry's Panch Pran initiative. These projects mark a significant milestone for Chennai and Kamarajar Ports, highlighting the Ministry's vision for a sustainable, future-ready port ecosystem that reinforces India's status as a global trade hub.

Sonowal congratulated Chennai Port for their recent global accolades conferred by the International Association of Ports and Harbours, headquartered in Tokyo, Japan, for Sustainability under Community Building Category.

Production Technology. Notably, as Oscar-winning composer A.R. Rahman mentioned recently, virtual production is poised to play a crucial role in the future of cinema, and the team behind "Rakkayi" has successfully harnessed this modern technique. The romantic track "Rakkayi" is being released today (November 4) on Ping Records' YouTube Channel. The teams at Noise and Grains and Ping Records are confident that the song will resonate with all audiences, especially the youth.

Chennai Port initiatives on community empowerment and sustainable growth have set global benchmark and made Chennai Port the first Indian Port to receive IAPH Sustainability Award. Chennai Port was adjudged as the Best Port among 71 international competitors, and awarded the first prize in a ceremony conducted by the International Association for Port and Harbour (IAPH) at Hamburg, Germany.

Union Minister reviewed the progress of both ports, Chennai Port Authority & Kamarajar Port Limited, in line with the targets set in the Maritime Amrit Kaal Vision 2047, PM Gati Shakti Initiatives, ease of doing business initiatives and initiatives under corporate social responsibilities. He enquired about the key challenges faced by both organizations and assured government support. He urged port officials to take timely actions for ontime completion of infrastructure projects and contribute towards a development of the Nation.

## IIT-Madras Pravartak launches semiconductor training

Chennai Nov 05 2024: IIT Madras Pravartak Technologies Foundation has introduced a training programme in the semiconductor industry, designed for engineering and science students and graduates. This short-term, in-person training will take place on the IIT Madras campus in collaboration with Swayam Plus, an initiative of the Union Education Ministry. The programme is open to engineering graduates from disciplines such as electronics, electrical, mechanical,

manufacturing, and production.

The training course will include practical, hands-on experience, and high-performing students will receive placement assistance. R. Sarathi, Dean (Planning) at IIT Madras, emphasized the importance of this initiative, stating, "Our aim is to bridge the gap between idealized concepts taught in foundational engineering courses and real-world applications. There is a need to strengthen general engineering skills and to build intuition related to these

concepts. The training programme's content addresses the skill gap between the engineering curriculum and the requirements of practicing engineers."

Upon completion, Swayam Plus, in association with IIT Madras and IITM Pravartak, will issue participation certificates to attendees. Accommodation is available on the IIT Madras campus at a basic cost of Rs. 650 per day, including meals. Students seeking accommodation must request it at least four days before their

selected training slot.

For additional information, contact 94983 41969 or email digitalskillsacademy@iitmpravartak.net.

IITM Pravartak Technologies Foundation is a Section 8 company that hosts a Technology Innovation Hub focusing on Sensors, Networking, Actuators, and Control Systems. It is funded by the Department of Science and Technology under the National Mission on Interdisciplinary Cyber-Physical Systems and is hosted by IIT Madras.

## Union Minister of Railways visits Kerala and reviews the Rail development projects

Window trailing inspection conducted between Aluva and Kozhikode  
The Minister inspected Aluva, Thrissur and Kozhikode Stations  
The Minister announces the accord of sanction for Thrissur Station Redevelopment at a cost of Rs.393.58 Crores

Chennai Nov 05 2024: Ashwini Vaishnav, Hon'ble Minister of Railways, Information & Broadcasting and Electronics & Information Technology visited the state of Kerala today, the 3rd of November 2024. On arrival at Aluva Railway Station, Shri Benny Behanan, Hon'ble Member of Parliament, and Shri Anwar Sadath, Hon'ble MLA, along with the Municipal Chairperson, Ward Councillors extended a warm welcome to the Hon'ble Minister.



On completion of the comprehensive inspection of Aluva station, the Minister, proceeded by an Inspection Special train from Aluva station to Kozhikode and conducted window trailing inspection of the section, closely examining the state of railway infrastructure, safety and signalling systems and the progress of development initiatives along the route.

Media Interaction at Thrissur

Inspection at Aluva  
The Minister inspected the Station infrastructure and passenger amenities at Aluva. Shri George Kurian, Hon'ble Union Minister of State for Fisheries, Animal Husbandry and Dairying and Minority Affairs and Shri V. Muraleedharan, Former Union Minister of State for External Affairs, Shri R.N. Singh, General Manager, Southern Railway, Dr. Manish Thaplyal, Divisional Railway Manager, Thiruvananthapuram Division, and other senior officials accompanied the Minister.

Window Trailing Inspection in Aluva - Kozhikode section

During the course of inspection, Hon'ble Minister held a Press Meet at Thrissur Railway Station and announced about the sanction accorded for the redevelopment of Thrissur Railway station at a cost of Rs.393.58 Crores. The Minister also stated that upon deliberating with various Rail User forums, the time table of various popular trains would be revised for the benefit of passengers at

large.  
Review Meeting at Kozhikode

On arrival at Kozhikode, Hon'ble Minister chaired a Review meeting and conducted a detailed appraisal of rail development projects in Kerala. Shri George Kurian, Hon'ble Union Minister of State for Fisheries, Animal Husbandry and Dairying and Minority Affairs and Shri V. Muraleedharan, Former Union Minister of State for External Affairs, Shri R.N. Singh, General Manager, Southern Railway, Principal Heads of Department of Southern Railway and Shri Arun Kumar Chaturvedi, Divisional Railway Manager, Palakkad and other senior officials of the zone participated in the review meeting. The Minister deliberated upon the importance of safety measures, directing officials to ensure that the station meets the highest standards of security and

After the inspection of Kozhikode station, the Minister met the media persons and interacted with them.  
In the evening, Shri Ashwini Vaishnav proceeded on a window trailing inspection by a Special train from Kozhikode to Coimbatore Junction.

passenger safety. The meeting focused on evaluating key projects aimed at enhancing passenger amenities, safety measures, and operational efficiency while special emphasis was placed on station redevelopment, track renewal, and electrification, in alignment with the Railway Ministry's commitment to improving connectivity and service standards.

Inspection of Kozhikode station

Later, the Minister visited Kozhikode Railway station and inspected the ongoing works under Amrit Bharat Station Scheme (ABSS). Taking stock of the construction and renovation works, the modernization of facilities, passenger amenities, and safety measures at the station, the Minister offered suggestions for improvement and exhorted the officials for time bound completion of the project.

After the inspection of Kozhikode station, the Minister met the media persons and interacted with them.

In the evening, Shri Ashwini Vaishnav proceeded on a window trailing inspection by a Special train from Kozhikode to Coimbatore Junction.

## GCCA India joins hands with Xynteo's Build Ahead coalition to decarbonise India's construction sector

Chennai Nov 05 2024: The Global Cement & Concrete Association (GCCA) India and Xynteo announced the signing of a Memorandum of Understanding (MoU), marking GCCA India's partnership with Xynteo's Build Ahead coalition. This landmark agreement aims to accelerate the decarbonisation of India's construction sector through increased use of low-carbon cement and concrete.



of GCCA India, said

The two-year partnership will leverage GCCA India's expertise in the cement and concrete industry alongside the collective efforts of the Build Ahead coalition. The partnership will kick off with a critical green taxonomy and emission thresholds development exercise for cement and concrete. This foundational work will help shape policy for the production and use of low-carbon cement in India, addressing the urgent need for nation-specific definitions and standards. It will also provide several key benefits, enabling both short- and long-term innovations in the cement and concrete industry while determining how definitions and thresholds for 'green' cement and concrete will evolve over time, as well as creating inclusive definitions that encourage manufacturers across the emission spectrum to take action and consider the impact of future technologies.

We are glad that collaborating with Xynteo and the Build Ahead coalition, which includes prominent companies in the building and construction space, will help develop green public procurement guidelines for the transition towards low or near-zero emission products, leverage transition financing for activities that will drive emission reduction and the commitment to reach net zero CO2 by 2070 in India".

Mr. Deepak Khetrapal - Managing Director - Orient Cement and Co-Chair

"The reduction of clinker factor and the increasing use of supplementary cementitious materials (SCMs) in cement manufacturing is an important decarbonisation lever for the industry. Developing an India-specific definition for 'low-carbon' or 'Green' cement and concrete is the need of the hour, and it is crucial for the development of a net zero CO2 roadmap for the Indian cement and concrete industry. It is essential to develop India-specific low-carbon cement and concrete taxonomy and emission intensity thresholds that align with the Indian cement & concrete Industry.

Speaking at the occasion, Suman Jagdev, Partner at

Xynteo & Programme Director of Build Ahead, said, "We are excited to welcome GCCA India as a key partner of the Build Ahead coalition. Starting with the development of a green taxonomy for cement and concrete, this collaboration will mark a significant step towards realising our vision of a sustainable built environment in India. By combining Xynteo's expertise in driving systemic change with GCCA India's deep industry knowledge, we are poised to make substantial progress in reducing the carbon footprint of India's construction sector."

Thomas Guillot, the Chief Executive of the Global Cement and Concrete Association, which works closely with GCCA India, applauded the signing of the MoU.

"India plays a significant role in our global industry's decarbonisation journey. Delivering on the net zero aspirations of India's cement industry needs supportive policies from its government, as well as the inclusion of the cement value chain. Primary amongst these is low carbon procurement. To this end, GCCA has published, and will formally launch at COP29, global

definitions for low carbon and near zero cement and concrete to align with the Clean Energy Ministerial's Industrial Deep Decarbonisation initiative (IDDI), which is co-chaired by the Indian government. These definitions are designed to be adopted by member countries, adapted to suit local practice and for targets at the state level to be overlaid on them. We look forward to working with our GCCA members and Build Ahead to develop this work."

Beyond taxonomy development, the partnership will also focus on:

1. Joint engagement with government and multilateral organisations on partnerships for energy transition and industrial decarbonisation

2. Sharing of research findings and technical inputs to develop industry narratives for low-carbon building materials

3. Exploration of demonstration projects for sustainable construction practices.

This partnership comes at a crucial time as India continues to urbanise rapidly, making sustainable construction practices more important than ever. The collaboration between GCCA India and Build Ahead is expected to play a pivotal role in shaping policies and practices that will drive the adoption of low-carbon building materials across the Indian construction value chain.

## HP Launches 'Stories of India' campaign to Revive India's Folklore this Diwali

Chennai Nov 05 2024: During Diwali week, HP India released its Diwali campaign 'Stories of India with HP', bringing together tradition and technology in a heartfelt tale of legacy preservation in the digital era. The campaign follows Sharad, a retired storyteller, who represents a generation that often feels left behind by today's fast-paced, digital-first world. Through Sharad's journey, HP highlights the transformative role of AI in helping keep folklore alive, connecting generations through innovative storytelling.



With 'Stories of India with HP', the brand reaffirms its commitment to empowering creators, storytellers, and the elderly, offering a vision of a future where culture and innovation harmoniously coexist.

The campaign highlights the message of preserving folklore with the story of Sharad, who finds himself at a crossroads after retirement, struggling to find meaning until his granddaughter visits him for Diwali. As he shares his beloved stories with her, he realizes that traditional storytelling is at risk of being forgotten in the digital age. Encouraged by his daughter, Sharad is introduced to HP's AI-powered tools, which allow him to animate his stories, while also starting his own YouTube channel. Through this process, he is able to breathe new life into his folklore, bringing it to a modern audience and ensuring

these tales continue for generations to come.

Commenting on the launch of the film, Ipsita Dasgupta, SVP & MD, HP India market, said, "At HP, we believe that technology has the power to preserve the heart and soul of our cultural heritage. Our film tells a story of how technology innovations such as AI can weave together the past and present, uniting generations through the magic of timeless tales. We hope this story inspires everyone to embrace innovation while preserving the richness of our heritage for future generations."

A person and person standing in a room with a computer

Description automatically generated

Since the release of the film, it has garnered over 26MN views across platforms. The film has received a positive reception, striking an emotional resonance with audiences.

Link to the film: <https://www.youtube.com/watch?v=YRZjZUFpSkE>

Visit [www.printlearncenter.com/hpdiwali](http://www.printlearncenter.com/hpdiwali) and encourage your Nani/Nani/Dadu-Dadi or any elder to write or record their favourite mythological stories, regional folklore or local legends. Submit your story, and we'll transform it into a visual experience using the magic of AI and share it with the world of children out there! Plus, receive free downloadable characters from your story with a special credit to you!

## Vinbax 2024 bilat Army exercises in Haryana

Chennai Nov 05 2024: The fifth edition of India-Vietnam bilateral army exercise 'Vinbax 2024' commenced at Ambala in Haryana on Monday.

According to an official statement, the exercise will be conducted till November 23 at Ambala and Chandimandir.

Vinbax is a sequel to previously conducted bilateral exercise in Vietnam in 2023 and a major milestone in strengthening the

bilateral relations between India and Vietnam.

This edition marks a significant increase in the scope with bi-service level participation for the first time by personnel of Army and Air Force from both the countries.

The Indian Army contingent comprising 47 personnel is being represented by a regiment of the Corps of Engineers along with personnel from other arms and services. Meanwhile, the Vietnamese

contingent comprising of similar strength will be represented by the troops Vietnam People's Army.

The aim of Vinbax-2024 is to enhance joint military capability of both sides in employment and deployment of engineer company and medical teams to undertake engineering tasks as part of United Nation contingent in peace keeping operations under Chapter VII of the United Nations Charter.

A 48 - hours

validation exercise with Humanitarian Assistance & Disaster Relief demonstration and equipment display is also part of the schedule to assess the standards achieved by both contingents while executing technical military operations under similar scenarios in UN missions.

The joint exercise will also provide an opportunity to the troops of both the contingents to learn about the social and cultural heritages of each other.

## Zee Media Corporation Ltd. Announces H1FY25 Earnings, Revenue Reported at INR 3066.6 Mn

Chennai Nov 05 2024: Zee Media Corporation Ltd. one of the leading and largest news networks of India, approved and took on record the financial results of ZMCL for the quarter and half year ended September 30, 2024.

For H1FY25 (Cons), the revenue was reported at Rs. 3066.6 Mn. The EBITDA came in at -166.60 Mn, with loss shrinking YoY, from -399.60 Mn (H1FY24).

Zee News, the company's flagship Hindi news channel, has significantly improved its market reach, now ranking 4th with an impressive 58 million



viewers [Source: BARC, All 15+, Zee News, 0600-2400 hrs, WK 41'24 (4 weeks rolling average)].

Zee Business is leading the Hindi business news segment with a whopping 77.4% market share, average weekly reach of 1.2 mn and 33.7 minutes ATSV [Source: BARC, All 22+, Male ABC, HSM, 0600-2400 hrs WK 41'24 (4 weeks rolling average)].

The company's

Crores, by issuance of upto 13,33,33,333 fully convertible warrants, each convertible into one fully paid up equity share of face value of Rs. 1 each, at any time within 18 (eighteen) months from the date of allotment of the Warrants, to certain identified Non-Promoter / Non-Promoter Group entities at a price of Rs. 15 per Warrant on a preferential basis, in terms of extant applicable provisions. The proposed allottees include FIIs UNICO Global Opportunities Fund Ltd., AL Maha Investment Fund PCC Onyx Strategy, and Ebisu Global Opportunities Fund Ltd.

Upon the approval of the Board, the Shareholders of the Company at their Extra Ordinary General Meeting, approved raising of funds for an amount up to Rs. 200

## Cellecor Gadgets Ltd. Partners with Dixon Technologies (India) Ltd. to Manufacture Washing Machines

Chennai Nov 05 2024: Cellecor Gadgets Limited is pleased to announce its partnership with Dixon Technologies (India) Limited, a leading electronic manufacturing services (EMS) company in India. This collaboration aims to expand Cellecor's product lineup by manufacturing high-quality washing machines, further strengthening its presence in the home appliances segment.

Under this partnership, Dixon Technologies will manufacture a range of washing machines for Cellecor, leveraging its extensive expertise and state-of-the-art facilities. Dixon's manufacturing plants,



certified with ISO 9001-2015, ISO 14001-2015, and ISO 45001:2018, will ensure that Cellecor's washing machines meet the highest standards of quality and durability. This partnership aligns with Cellecor's vision of becoming a household name in India, delivering innovative, high-quality products at competitive value.

Dixon Technologies (India) Limited is the largest home grown design-focused and solutions company engaged in manufacturing products in the consumer

durables, lighting and mobile phones markets in India. Their diversified product portfolio includes (i) Consumer electronics like LED TVs; (ii) Home appliances like washing machines; (iii) Lighting products like LED bulbs and tube lights, down lighters; (iv) Mobile phones; and (v) Wearables (vi) Refrigerators. Dixon also provides solutions in reverse logistics i.e. repair and refurbishment services of LED TV panels. The company is renowned for its high-quality standards, ethical business

practices and commitment, making it a preferred partner across various industry verticals.

Cellecor has rapidly expanded its footprint across India, establishing itself as a brand known for quality and affordability. This collaboration with Dixon Technologies aims to strengthen Cellecor's market positioning, reinforcing its reputation for quality and driving innovation. The partnership represents a significant growth milestone, underscoring Cellecor's commitment to the 'Make in India' initiative and its goal of delivering world-class washing machines that meet the needs and aspirations of Indian consumers.

## Servotech Power Systems Ltd. Launches Innovative Solar Solutions, Strengthening Commitment to Renewable Energy

Chennai Nov 05 2024: Servotech Power Systems Ltd. a leading manufacturer of renewable energy solutions, launches its new series of innovative and high-tech range of solar on-grid inverters, solar hybrid inverters, solar micro inverters, battery energy storage systems, and solar Pump controllers in alignment with central government schemes like PM Surya Ghar Muft Bijli Yojana and PM-KUSUM Scheme for residential and commercial rooftops and empower farmers to harness solar energy and promote sustainable farming practices.

These cutting-edge



solutions will work in harmony for a more efficient, reliable, and readily available solution for domestic and commercial applications and are designed to meet the growing demand for clean energy and reduce dependency on conventional power sources.

Speaking at the launch, Raman Bhatia, Founder and Managing Director stated, "We are thrilled to introduce our solar solutions to the market. These solutions not only help individuals and businesses reduce their

carbon footprint but also drive sustainable growth. As a global leader in the renewable energy sector, we are at the forefront of accelerating a more productive and sustainable future. We continuously push the boundaries of technology to deliver energy-efficient, decarbonizing, and circular solutions that benefit customers, industries, and societies. With our digitally enabled and advanced solutions, we empower our customers and partners to achieve greater performance, safety,

and reliability in their operations."

The product range consists of On-grid inverter with a Range 1 kW 100 kW, a hybrid inverter with range 2 kW to 7.5 kW (1 Phase) & 10 Kw to 22.5 kW (3 phase). Further, the range consists of Battery Energy Storage System (Range 1.2kWh to 15kWh for Domestic User and 5.1KW model for E Rickshaw), Solar Pump Controller and Micro Inverter.

Recently, the company signed a sole distribution agreement to expand their EV charger distribution network across the UK and beyond, including North America.

## Sony India launches new WF-L910 (LinkBuds Open) wireless earbuds redefining all-day comfort and connectivity

Chennai Nov 05 2024: Sony India today announced the launch of its latest addition to the innovative LinkBuds series, the WF-L910 (LinkBuds Open) wireless earbuds. These earbuds bring together cutting-edge technology and ergonomic design to offer an immersive yet natural audio experience, perfect for users who value comfort, connectivity, and superior sound quality. The WF-L910 (LinkBuds Open) earbuds are designed to seamlessly integrate high-quality audio with everyday life, providing users with a one-of-a-kind listening experience while staying connected to their surroundings. With the introduction of a unique open ring design and smart features, these wireless earbuds redefine convenience and audio clarity.



clear mid-high frequency sounds.

3. Open-ring design keeps you aware of your surroundings

The WF-L910 (LinkBuds Open) lets you experience a new kind of earbud with a newly developed open-ring design that keep you connected to your surroundings. This model comes in a range of colours to suit any style with different colour cases and supporters to tailor your look. The open ring driver at the center of the diaphragm maintains audio transparency, ensuring you can hear external sounds such as conversations or important alerts. This design is perfect for those who need to remain aware of their environment while listening to music or taking calls, offering a seamless blend of entertainment and real-world connectivity.

4. Balanced sound with DSEE capability powered by the advanced Integrated Processor V2

WF-L910 (LinkBuds Open) offers well-balanced, high-quality audio with clear mid to high ranges, powered by Sony's Integrated Processor V2 and a specially designed 11mm ring-shaped driver unit. A high-compliance diaphragm and powerful neodymium magnet were specifically selected to reproduce clear mid and high frequency sound. LinkBuds Open also support DSEE™ (Digital Sound Enhancement Engine) and features precise voice pick up technology for ultra-clear, noise-free calls.

seamless communication experience, making conversations crystal clear, even in noisy or busy environments.

7. Up to 22-hour battery life with quick 3-minute fast charging

The WF-L910 (LinkBuds Open) offers an impressive battery life of up to 22 hours, ensuring all-day entertainment without interruption. A quick charge feature provides added convenience—just a 3-minute charge delivers up to 60 minutes of playback, making it perfect for users on the go. This extended battery life, combined with rapid charging, ensures that users can enjoy high-quality audio, calls, and entertainment throughout the day without worrying about frequent recharging.

8. Smart features for seamless access to entertainment

The WF-L910 (LinkBuds Open) are packed with intuitive features and controls such as Auto Switch, Auto Play, Quick Access, voice control, Wide Area Tap and Multipoint Connection.

9. Compatibility with the new Sound Connect app

LinkBuds Open is compatible with the renewed Sound Connect app. By using this app, you can personalise the earbuds by adjusting various settings such as the equalizer. The simple interface lets you dial in your ideal sound and shortcut settings and can even keep track of your recent listening history in line with World Health Organisation (WHO) healthy listening habits. When activated, Background Music Effect uses DSP to make audio sound as though it's playing in your space, rather than feeling like it's localised in your head – perfect for when you're doing other tasks or want something a little less intense.

5. Adaptive Volume Control adjusts based on your environment

The WF-L910 (LinkBuds Open) features an Adaptive Volume Control, a smart feature that automatically optimises the volume based on where you are. You can enjoy lower volumes in quiet places and higher volumes in noisier places. Adaptive Volume Control is an intelligent feature that automatically adjusts the volume of your earbuds based on your surroundings. Whether you're in a quiet room or a bustling outdoor environment, the technology seamlessly optimizes the audio levels to ensure the perfect listening experience. In quieter spaces, the volume lowers for more comfortable listening, while in noisier environments, it increases to ensure clarity. This smart function allows users to enjoy uninterrupted audio without the need for manual volume adjustments.

6. Advanced audio processing ensures ultra-clear, noise-free calls

Advanced audio signal processing utilizes cutting-edge algorithms to deliver ultra-clear, noise-free calls by minimizing background noise and enhancing voice clarity. This technology, often powered by AI and machine learning, analyzes and suppresses ambient sounds in real-time, ensuring that only the user's voice is captured clearly. By optimizing microphone input and using precise voice pickup technology, advanced audio processing creates a