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**VOLUME - 4 CHENNAI | DAILY | 4 Pages Friday, November 22 2024 Rs.2/- ISSUE - 132**

**CSIR-MSME-LUB MEET, 2024 at CSIR-Central Leather Research Institute "CSIR's Low cost technologies to MSME Sector"**

Chennai Nov 22 2024: The CSIR - Central Leather Research Institute (CSIR-CLRI) hosted a comprehensive CSIR Technology Showcase on November 22, 2024, at its Chennai campus. This event highlighted the technologies and services of several CSIR laboratories, including CSIR-CLRI, CSIR-SERC, CSIR-CSIO, CSIR-NEERI, and CSIR-CEERI, for the

benefit of Laghu Udyog Bharati (LUB) and its associated Micro, Small, and Medium Enterprises (MSMEs) in Tamil Nadu. This initiative is part of the "100 Days, 100 Technologies" program, a collaborative effort by the Council of Scientific & Industrial Research (CSIR), New Delhi, and Laghu Udyog Bharati, aimed at equipping MSMEs with advanced, indigenous technologies

to enhance their competitiveness and global presence. Dr. S. Ganesh, Senior Principal Scientist, CSIR-CLRI, welcomed the participants, while Dr. Mahesh Kumar and Ms. Deepti from the Innovation Management Directorate, CSIR, New Delhi, elaborated on the long standing partnership between CSIR and LUB, as well as recent successful technology transfers to



industries. Shri Om Prakash Gupta, General Secretary of LUB, shared success stories spanning 25 years of technology transfer and collaboration with various CSIR labs. Dr. S. Ganesh from CSIR-CLRI, Dr. C. Kumaravel, Senior Principal Scientist from CSIR-CEERI, Dr. G. S.

Ayyappan, Senior Principal Scientist from CSIR-CSIO, Dr.R.Sivacoumar, Chief Scientist and Dr. G. S. Saravanan, Principal Scientist from CSIR-NEERI, and Dr. K. Sathishkumar, Chief Scientist from CSIR-SERC, presented the key technologies and services offered by their respective laboratories. They presented technologies tailored to MSME needs, focusing

on cost-effective, sustainable, and socially impactful solutions. During the event, Dr. K.J. Sreeram, Director of CSIR-CLRI, engaged directly with MSME representatives, addressing their queries on technology transfer procedures and CSIR services. Approximately 78 industrialists from across Tamil Nadu attended the showcase,

exploring state-of-the-art facilities and technologies available at CSIR labs. The event concluded with a vote of thanks by Dr. S. Nithyananda Vasagan, Senior Principal Scientist, CSIR-CLRI. This program marks a significant step in empowering MSMEs to leverage cutting-edge CSIR innovations for sustainable growth and development.

**Dr. Jitendra Singh Champions Governance Reforms at the Raipur Conference**

Chennai Nov 22 2024: At the 2-day Conference on Good Governance here, Union Minister of State (Independent Charge) for Science and Technology; Earth Sciences and Minister of State for PMO, Department of Atomic Energy, Department of Space, Personnel, Public Grievances and Pensions, Dr. Jitendra Singh reiterated that the governance reforms introduced under the leadership of Prime Minister Sh Narendra Modi focus on "ease of loving" and transparency.



The event, a joint initiative by the Department of Administrative Reforms & Grievance Redressal (DARPG) of the Central Government and the Government of Chhattisgarh, brought together policymakers, bureaucrats, and experts to discuss reforms aimed at enhancing public service delivery. Dr Jitendra Singh was the chief guest at the Conference, which was graced by the Chhattisgarh Chief Minister Shri Vishnu Deo Sai, underlining the

significance of cooperative federalism in governance. Dr. Jitendra Singh emphasized the importance of taking governance beyond central halls of power, citing Prime Minister Narendra Modi's directive to move discussions out of Delhi's Vigyan Bhawan. " Holding these conferences across the States ensures that governance solutions are tailored to regional needs while fostering the collaboration between the Centre and the States," he stated. Over the past

years, similar conferences have been conducted in J&K, Arunachal Pradesh, Goa, Andhra Pradesh, Telangana, Tamil Nadu etc , demonstrating the government's outreach to all corners of the country.

The Union Minister highlighted key reforms implemented under the Modi administration, such as abolishing over 2,000 obsolete rules and regulations. These measures, Dr.Jitendra Singh said, reflect the government's focus on reducing bureaucratic red tape and empowering citizens. He gave the example of scrapping the need for attested documents, stating, "This simple move sent a powerful message that the government trusts its youth."

**82 Young Artists Conferred with Ustad Bismillah Khan Yuva Puruskar for the Years 2022 and 2023**

Chennai Nov 22 2024: Ustad Bismillah Khan Yuva Puraskar Ceremony honouring the exceptional recipients of 2022 & 2023 commenced with inauguration by Shri Arunish Chawla, Secretary, Ministry of Culture; Smt. Uma Nanduri, Joint Secretary, Ministry of Culture; Shri Joravarsinh Jadav, Vice-chairman, Sangeet Natak Akademi; Dr Sandhya Purecha, Chairman, Sangeet Natak Akademi; and Shri Raju Das, Secretary, Sangeet Natak Akademi.



82 Young Artists Conferred with Ustad Bismillah Khan Yuva Puruskar for the Years 2022 and 2023 at Dr Ambedkar International Centre, New Delhi.

Shri Arunish Chawla, Secretary, Ministry of Culture, Government of India expressed his happiness, stating, "It is delightful to see that this year's awardees represent the rich cultural diversity of India, hailing from every corner of the country, every region, every state, and every community's unique heritage. Through this award, the Sangeet Natak Akademi and the

Government of India have recognized their exceptional contributions to the performing arts." Speaking about the award ceremony, Dr Sandhya Purecha, Chairman, Sangeet Natak Akademi, stated, "It is truly heartening to witness how today's young dancers have devoted themselves to their art with such focused dedication. Despite the bombardment of choices, the influence of globalization, and the distractions of the modern world, these youth have chosen their path with conviction. They strive tirelessly to master their craft, and that passion shines through in the awardees here today." The award ceremony will be followed by the festival of performing arts featuring the recipient of Ustad Bismillah Khan Yuva Puruskar at three different venues Meghdoot Theatre Complex, Rabindra Bhawan, Copernicus Marg, New Delhi; Abhimanch Theatre, National School of Drama, Bhawalpur House, New Delhi and Vivekanand Auditorium, Kathak Kendra, Chanakypuri from 22 to 26 November, 2024.

**Pharmaceuticals & Medical Devices Bureau of India participates in 43rd Edition of India International Trade Fair (IITF) 2024**

Chennai Nov 22 2024: The Pharmaceuticals & Medical Devices Bureau of India (PMBI), the implementing agency of the Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) is participating actively in the 43rd India International Trade Fair (IITF) 2024. The exhibition highlights the milestones and initiatives under



PMBJP, emphasizing the mission to provide quality and affordable medicines across India. Shri Ravi Dadhich, CEO-PMBI visited the Pradhan Mantri

increasing the number of Pradhan Mantri Bhartiya Janaushadhi Kendras (PMBJKs) to 25,000 by March 2027. This achievement highlights the growing trust and reliance of the people on affordable and quality medicines. This is possible only with the unwavering support of the citizens, who have embraced the initiative by purchasing medicines from over 14,000 Jan Aushadhi Kendras across the country. This substantial growth is a testament to PMBI's commitment to making healthcare affordable and accessible throughout the country. The event started on 14th November and will continue its exhibition till 27 November 2024, where many public awareness activities will also be conducted at Jan Aushadhi stall to spread the public awareness about the scheme. The Government aims to expand the reach of PMBJP by

Bhartiya Janaushadhi Pariyojana (PMBJP) stall to oversee the functioning. He expressed his best wishes and appreciated that this stall is providing information about the noble project of the Government of India to make healthcare affordable and accessible throughout the country. The PMBJP initiative continues to empower communities, ensuring that quality healthcare is within reach for every citizen. PMBI's exhibit at IITF 2024 reflects its ongoing dedication to enhancing public health and contributing to the vision of a healthier and more inclusive India.

**Coal Ministry Signs Agreements with Successful Bidders of 3 Coal Blocks**

Chennai Nov 22 2024: Ministry of Coal has executed the agreements for 3 coal blocks with successful bidders on November 22, 2024. The event marked the successful auctions of 104 coal blocks till date since the launch of commercial coal mining in the country by Prime Minister Shri Narendra Modi. All these three coal blocks are fully explored coal blocks.



Secretary, Ministry of Coal, Shri Vikram Dev Dutt, along with Additional Secretary & Nominated Authority Ms. Rupinder Brar, handed over the agreements to the successful bidders of three coal blocks. During the occasion both officials assured full support & cooperation from the Ministry to ensure the smooth operationalization of the blocks. Shri Dutt emphasized the Ministry's commitment to facilitating the successful implementation of coal mining projects, which are expected to contribute significantly to India's energy security and economic growth.

The blocks for which these Coal Block Production and Development Agreements have been executed are Meenakshi and Rampia & Dip Side of Rampia coal blocks. The Successful Bidders include Hindalco Industries Limited and Jhar Mineral Resources Private Limited respectively. The total annual revenue generation from these 3 coal blocks under commercial auctions is estimated at ~Rs. 2,709.95 crores considering production at aggregated Peak Rate Capacity level of ~27.00 MTPA. Once these blocks are fully operational, they are expected to generate employment for ~36,504 persons directly and indirectly and total investment of ~Rs 4,050 crores will be expended to operationalise these coal blocks. With the execution of CMDPAs for these 3 coal blocks, CMDPAs have been signed for 101 coal mines auctioned under commercial coal auctions. Further, in the ongoing e-auction of 10th round, the Second day witnessed the auction of 2 coal blocks. Both the coal blocks are fully explored coal blocks. The total geological reserves for these 2 coal blocks are 180.26 Million Tonnes and Peak Rated Capacity (PRC) is 2.10 MTPA.

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## Lineman Movie works as a homage to people whose gift goes unnoticed

Chennai Nov 22 2024: A youthful electronics sucker, who has several out-of-the-box ideas, comes up with an invention that's likely to change the fortune of his vill. still, he faces a slew of challenges that discourage him from following his passion. Will he be successful in his bid?

There's nothing further painful than fate playing cruel tricks on us when we set out to do commodity unusual to prove our worth to the world. Ushaikumar's Lineman is grounded on this aspect of an ambitious person's life. Set against the background of swab kissers in Thoothukudi, the film chronicles the perseverance of Senthil (Jegan Balaji), an electronics sucker, who's keen on setting up a device that saves electricity in his vill.

Amid people who look down upon him for his preoccupation with new inventions, it's his father Subbayya's (



Charlie) grim support that keeps him going. The ultimate, a regardful lineman, has earned the wrath of a loan wolf despite his welcoming geste. Senthil plans to gain an appointment with the quarter collector to explain his invention, but fate has different plans for him.

First effects first, the film's illustrations effectively capture the

unhappy youth torn between chasing his dream and looking for a government job. Saranya Ravichandran is decent despite her character not being dilate out while Aditi Balan appears in a notable gem.

The subtle manner in which certain dramatic sequences are approached works only in corridor. Some of the occurrences needed more emotional weight to impress the observers. The wafer-thin character design of a many places dilutes some of the plots that could have elevated the plot. The realistic depiction of rustic life prayers to an extent, still, the predictable character bends attributed to a many actors stick out like a sore thumb. The sincerity with which the real-life story of a determined person has been approached deserves appreciation, however. Lineman works as a homage to people whose gift goes unnoticed.

substance of the vill in Thoothukudi where the story unfolds. The father-son cling is another highlight of the movie that makes us root for the two characters. Charlie's royal performance is the soul of the film as he faultlessly fits into the shoes of the nominal part. He manages to save a many underwhelming scenes with his presence. Jegan aces the part of a

## Sara Ali Khan Curates and Hosts an Exclusive Wellness and Yoga Retreat on Airbnb

Chennai Nov 22 2024: Bollywood actor, fitness and travel enthusiast Sara Ali Khan will for the first time curate and host an exclusive wellness and yoga retreat for a group of up to four guests at a serene Airbnb in Goa, India. Set amidst the lush landscape of the sunshine state, this retreat is set to offer the ultimate escape, providing a perfect backdrop for relaxing and nurturing one's holistic wellbeing. Known for balancing her dedication to fitness with her fast paced cinematic career, Sara is now bringing her

passion for wellness and yoga to Airbnb for this retreat in Goa. Guests will enjoy practising yoga with Sara in a stunning nature-inspired sanctuary, and get the opportunity to gain insights into Sara's personal wellness rituals and secrets. "I'm really excited to welcome guests to this special wellness and yoga retreat in Goa, only on Airbnb. Surrounded by nature's beauty, we'll focus on nourishing the mind, body and soul while creating meaningful memories together. It's an opportunity to unwind, reconnect and

embrace life's simple pleasures in an unforgettable setting," shared Sara.

Airbnb signed a Memorandum of Understanding (MoU) with the Goa Tourism Department in 2022

"We are ecstatic to welcome Sara as Airbnb's latest host. With the rise of Indian travellers seeking unique and immersive experiences when they explore destinations, combined with Bollywood as a cultural zeitgeist, this retreat promises to be unlike any other. It also offers a glimpse into wellness

tourism as an exciting emerging travel trend," said Amanpreet Bajaj, Airbnb's General Manager for India, Southeast Asia, Hong Kong and Taiwan.

"Goa's evolution as a wellness destination highlights the state's incredible diversity. In partnership with Airbnb, we are committed to promoting Goa as a harbour for high-quality tourism and experiences that travellers can discover, cherish and rejoice in," said Shri Rohan Khaunte, Minister for Tourism, Government of Goa.

## super.money introduces first of its kind FD on UPI product, that gives up to 9.5% interest with leading banks

Chennai Nov 22 2024: super.money, today announced the launch of superFD. It is a fully digital savings product that brings the ease of UPI to fixed deposits. The company aims to redefine FDs by making the process fully digital (less than 2mins), flexible and highly rewarding. Users on super.money can choose from five banks currently that are approved by the RBI. All the FDs on super.money will be insured up to Rs.5,00,000 by the DICGC.

An industry first, superFD is a product that aims at promoting savings amongst young Indians. With superFD, users can book FDs as low as Rs. 1000 and also earn interest of up to 9.5%. The product has been designed with the

new-age Indian investor in mind, who is a digital native and financially savvy. This product will help users to balance their portfolios and/or start their investment journey.

Prakash Sikaria, Founder & CEO of super.money, said, "We are excited to launch the first ever FD on UPI. Our product will disrupt the way young Indians save and invest. By offering attractive interest rates, flexibility, and seamless access, superFD makes it easier for individuals to invest in a low risk, high return product. This aligns with the Reserve Bank of India's vision of making deposits appealing to the new-age investor."

According to recent data from the Ministry of Statistics and Programme

Implementation, there has been a significant fall in net financial savings of households by over Rs.9 lakh crore between 2020-21 and 2022-23. superFD aims to address the challenges posed by the widening gap between credit and deposit growth in the banking sector by providing a low-risk savings tool. This product will also help individuals offset inflation and achieve steady returns on their investment.

With superFD, super.money has launched its first investment product for all of its 7 million users. The onboarding experience is straightforward, allowing users to complete a simple eKYC process with just a few taps.

How to save and invest money through



superFD in 4 simple steps: Download the super.money App, Choose your choice of Bank FD Offering Do the eKYC, Set up Deposit, and vKYC (optional in some cases)

As part of its commitment to expand financial offerings on UPI, super.money has thus far launched superUPI, superCard and now superFD. super.money is also slated to launch many more such innovative products on UPI.

## Max Life Insurance celebrates Trust and Life Advisor Excellence with 'Bharose ka Tour'

Chennai Nov 22 2024: Max Life Insurance Company Ltd. ("Max Life"/"Company") launched a citywide Life Advisor-led customer engagement initiative, the "Bharose Ka Tour," on November 20, 2024.

This unique celebration of trust and financial empowerment emphasizes Max Life Insurance's commitment to building meaningful connections with communities while recognizing the vital contributions of its top-performing advisors. It engages communities, recognizes outstanding advisors, and educates the public on the role of life insurance in securing financial futures.

The initiative underscores the pivotal role of Max Life Insurance's advisors, who have driven 33% agency growth to Rs.723 crores and expanded the advisor base to 1.2 lakh, marking a 38% increase in FY24. Their efforts have also contributed to an 89.3% persistency ratio - clear indicators of their ability to deliver trust and long-term value. The 'Bharose Ka Tour' celebrates these advisor achievements and features interactive



sessions with Max Life Insurance's top management and advisors, celebrating the 'Bharosa Champions,' who stand out for their professionalism and commitment to building trust-based client relationships.

Sumit Madan, Chief Distribution Officer, Max Life Insurance, remarked, "The 'Bharose Ka Tour' celebrates the lasting relationships we've nurtured with our customers and life advisors over the past two decades. With 150,836 crores in assets under management and a sum assured of 1,779,409 crores, these achievements reflect the strong Bharosa of our customers, built on the exceptional expertise and dedication of Max Life Insurance' Advisors, who deliver comprehensive financial security with unwavering commitment. By engaging with diverse product

communities, the tour highlights life insurance as a foundation of resilience and peace of mind, extending protection to our diverse customer segments."

In Chennai, the 'Bharose ka Tour' commenced with a symbolic flag-off from the Max Life Insurance office in Aminjkarai, before heading out to the city's prime monument - Fort St. George Museum, where the top Bharosa Ambassadors shared inspiring stories of their impact on clients' lives, showcasing the transformative role of life insurance in fostering financial resilience. Returning to the Max Life Insurance branch in Aminjkarai, the Bharosa Ambassadors along with Max Life Insurance's leadership undertook interactive sessions where attendees met advisors and company leaders, learning about Max Life Insurance's

offerings and their relevance to financial security.

With 460 branches nation-wide, Max Life Insurance continues to extend its footprint to serve more communities, aligning with the Insurance Regulatory and Development Authority of India's (IRDAI) vision to achieve 'Insurance for All' by 2047. Coinciding with the impactful Super Customer Week, the 'Bharose Ka Tour' amplifies Max Life Insurance's engagement with customers and advisors, creating deeper connections rooted in trust and resilience. This activation not only demystifies life insurance by enhancing financial literacy and accessibility but also supports the Aarohan initiative by expanding Max Life Insurance's distribution footprint. By helping increase life advisor recruitment, the tour helps build a robust network that reaches new and underserved demographics across India, reinforcing Max Life Insurance's promise to stand by its customers and advisors at every step of their financial journey.

## Jaipur Literature Festival 2025 Announces First List of Speakers for Landmark 18th Edition

Chennai Nov 22 2024: India's pioneering festival curator and production house, Teamwork Arts, announced the first tranche of speakers for its much-awaited 18th edition of the iconic Jaipur Literature Festival, scheduled to take place from 30th January to 3rd February 2025, at Hotel Clarks Amer in Jaipur. Globally known as the 'greatest literary show on Earth', the Festival will once again bring together a vibrant mix of writers, thinkers and readers to explore the transformative power of literature and its unique ability to connect people across cultures.

The 2025 edition of the world's grandest celebration of books and ideas will reinforce the timeless power of our stories to bridge divides, foster empathy, and celebrate our shared human experiences. In line with a commitment



to sustainability, the 2025 iteration will feature environmentally conscious practices throughout the Festival. With an engaging lineup of debates, thought-provoking discussions, and unforgettable performances, this year's programme promises a unique blend of cultural wealth, literary masterpieces, and a focus on a greener future, making it a literary festival like no other.

At its heart, the Jaipur Literature Festival remains a champion of linguistic diversity, providing a platform for a wide array of languages. This year's sessions will

feature works and discussions in languages including Hindi, Bengali, Rajasthani, Kannada, Tamil, Telugu, Odiya, Sanskrit, Assamese, Malayalam, Marathi, Punjabi, and Urdu emphasising the Festival's commitment to inclusivity and representation of India's rich literary heritage.

The 18th edition will feature over 300 speakers across five dynamic venues, offering attendees the chance to engage with a stellar lineup of global and Indian literary figures. The first list of speakers includes literary luminaries such as André

Aciman, Anirudh Kanisetti, Anna Funder, Ashwani Kumar, Cauvery Madhavan, Claudia De Rham, David Nicholls, Fiona Camarvon, Ira Mukhoty, Irenosen Okojie, Jenny Erpenbeck, John Vaillant, Kallol Bhattacharjee, Maithree Wickramasinghe, Manav Kaul, Miriam Margolyes, Nassim Nicholas Taleb, Nathan Thrall, Prayaag Akbar, Priyanka Mattoo, Stephen Greenblatt, Tina Brown, V. V. Ganeshanathan, Venki Ramakrishnan, and Yaroslav Trofimov, promising a series of stimulating and eclectic discussions.

## Flat Track Racing Meets Modern-Retro Design: TVS Motor Company Invites Riders to Live #Unscripted with the TVS Ronin Drift R School

Chennai Nov 22 2024: TVS Motor Company, a leading global automaker operating in the two and three-wheeler segments, has introduced the TVS Ronin Drift R School - a unique opportunity for motorcycling enthusiasts to experience the excitement of flat track racing. This initiative aligns with TVS Ronin's philosophy to offer unique riding experiences, manifesting the brand's 'Unscripted' ethos.



Participants will learn key flat track techniques such as sliding and cornering on custom Ronin Flat Trackers, guided by

experienced trainers like TVS Athlete Aishwarya Pissay and Nilesh Dhumal. The program provides a hands-on, engaging experience that builds rider confidence on the track, all in a safe and controlled environment. In addition to improving skills, the Ronin Drift R School fosters a sense of community by bringing together riders who share a passion for motorcycling and

adventure. Vimal Sumbly, Head Business - Premium at TVS Motor Company, said, "The TVS Ronin Drift R School is an exciting opportunity for riders to experience flat track racing with the signature Ronin twist—blending our modern-retro design with the spirited essence that defines our brand. This initiative goes beyond teaching riding techniques; it's about

creating a space where riders can discover their passion, enhance their skills, and be part of a community that shares a love for the sport."

The Ronin Drift R School adds a new dimension to TVS Ronin's ethos. It will allow riders to engage with flat track racing and connect with the new-age rider community. The TVS Ronin, known for its distinctive blend of modern technology and retro aesthetics, represents more than just a motorcycle. This versatile bike embraces the motorcycling experience that allows one to be spontaneous, and follow one's own #Unscripted path.

## Tata AIA Life Insurance crosses milestone of 1 million App Downloads

Chennai Nov 22 2024: Tata AIA Life Insurance (Tata AIA), one of India's leading life insurers, has announced that its customer app has crossed 1 million downloads. This milestone is yet another testimony to the growing trust and dependence of Tata AIA customers on its digital solutions that include mobile app, consumer portal, WhatsApp enabled services etc. These solutions encourage a 'Do-It-Yourself' philosophy empowering Tata AIA consumer to experience convenient and seamless ways to manage their life insurance journey with the brand.

With this ultramodern app, consumers can manage their insurance policies from anywhere at any time. They need not visit a branch or print policy documents, as everything they need is available at their fingertips.

The app provides over 60 services 24x7, including premium payments, tracking

claim requests, portfolio updates, sum assured, fund value, NAV details. It also offers industry-first features like Instant Loans, improving the consumer experience and enhancing the ease of transactions. Another 'first of its kind' feature includes instant customer service, where transactions get completed in real-time and the consumer is intimated instantly.

Apart from service led facilities, the app provides over 12 Health and Wellness services, promoting holistic well-being among users. These include Outpatient Consultations, Diagnostics, Virtual/Online Consultations, Emergency Care, Emotional Wellness, Nutrition Management etc.

"We are committed to enhancing our customers' experience by continually innovating and expanding our digital offerings," said Soumya Ghosh, Executive Vice President and Chief Technology Officer of

Tata AIA. "Reaching over 1 million app downloads is not just a number; it signifies our dedication to providing best-in-class services that meet the evolving needs of our customers."

Through its sustained focus on digitization initiatives, Tata AIA has improved its instant issuance process with an end-to-end Straight Through Processing (STP) mechanism, which ensures an efficient and swift response to inquiries. Tata AIA ensures seamless digital services for its customers with an STP ratio of 97% in FY24.

The company's commitment to providing a superior payment experience is reflected in its app-to-app native unified payment interface (UPI) integration and transactions with no Card Verification Value (CVV). Tata AIA Life Insurance takes pride in its digital infrastructure, achieving 100% uptime on digital platforms with no outages recorded in

this financial year. This reliability ensures that customers can access vital services anytime, anywhere.

In the past 12 months, the number of monthly active users has increased 2X with a daily and monthly active user engagement of 11%. Due to its ease of use and best-in-class Consumer Experience, the app has seen a fivefold increase in digital transactions. Its user-friendly interface and functionality have earned the app an excellent rating of 4.7 on Android and 4.6 on iOS.

As proven by the impressive 92 Customer Satisfaction Score of its digital platforms, customer satisfaction remains the top priority for Tata AIA. The Persistency ratio which reflects the percentage of consumers who choose to renew their policies with Tata AIA, has earned the Company the top rank in four out of five cohorts, including 13th-month persistency.

## Colgate's Oral Health Movement to empower millions of Indians with AI-powered personalized Dental Screening

Chennai Nov 22 2024: As part of its mission to champion India's Oral Health journey, Colgate-Palmolive (India) Limited, the country's leading Oral Care brand, has announced the launch of its transformative Oral Health Movement.

This unique AI-enabled initiative aims to encourage Indians to prioritize their Oral Health, while leveraging technology to bridge the gap between the awareness and accessibility of Oral Healthcare in India. This initiative aligns with Colgate's commitment to elevate India's Oral Health status through ecosystem building and science-led innovations, positioning Oral Care as a significant priority and contributor to the nation's overall health.

At the heart of this movement is an AI dental screening tool developed in partnership with Logy.AI, which allows users to receive an instant AI generated dental screening report through a simple WhatsApp interaction. Available in 9 leading Indian languages, anyone can participate by scanning the QR code on the recent Colgate product packs or by dialing 8806088060, answering a few questions, and uploading three images of their mouth to receive a free AI-powered dental screening report.

Furthermore, Colgate has partnered with the Indian Dental Association (IDA) to

activate a network of 50,000 dentists to support the Movement and offer free dentist consultations to people post the tool-based screening. To ensure widespread reach, the Movement aims to cover multiple touchpoints like retail stores, educational institutions and corporates across multiple cities in India.

Commenting on the Movement, Prabha Narasimhan, Managing Director & CEO of Colgate-Palmolive (India) Limited, said, "At our core, is the mission to improve the Oral Health of everyone in India. This is both our fundamental responsibility and a tremendous privilege. The #ColgateOralHealthMovement is a significant step towards this long-standing commitment. We firmly believe that Oral Health is essential to overall well-being and through our AI-powered Oral Health Movement we are democratizing awareness and access to Oral Care. This action will enable millions of Indians to take charge of their Oral Health in the comfort of their own homes, and pave the way for a healthy population and healthy nation. We are grateful to our partners who are helping us reach millions of Indian homes to make Oral Health a part of their overall health focus."

The company's flagship education program, Colgate Bright Smiles, Bright Futures® (BSBF) has gone strength to strength in India, reaching over 180

million school children since 1976. The program focuses on inculcating the right Oral Care habits, awareness about tobacco prevention and the need for good nutrition. This year, the BSBF program achieved significant milestones partnering with the State Governments of Uttar Pradesh and Goa to extend the reach of this flagship in-school, additionally aiming to positively impact Oral Health awareness amongst over 2 crore children in Uttar Pradesh and over 2 lakh children in Goa.

90% of Indians suffer from Oral Health issues\* and yet, 80% of urban Indians don't brush twice daily and a mere 9% visit a dentist in a year.

A comprehensive pan-India study conducted by Colgate and Kantar in 2023 underscores why prioritizing Oral Health is the need of the hour. According to the study, (North) only 10% of the region visits the dentist each year. However, the region also reports that 18% people experience toothaches, while 14% face gum problems.

According to the study, East India reports that only 8% visit the dentist each year. However, the region also reports that 27% people experience toothaches, while 21% suffer from sensitivity concerns and 15% have cavities. Notably, 22% of East India faces gum issues, which is 60% higher than the national rate.

According to the study, while South India



is more conscious about their Oral Health, only 9% visit the dentist in a year, 14% experience toothache.

According to the study, West India reports higher instances of advanced dental procedures, with 10% of dentist visits a year. That being said, currently 14% experience tooth sensitivity while 16% are facing toothaches according to the study.

Through the power of partnerships, Colgate's Oral Health Movement will leverage an extensive network for maximum impact. Apart from its partnership with the Indian Dental Association (IDA), the company will collaborate with a significant number of retail customers, educational institutes, housing societies, bus stations and corporates for on-site free dental screenings.

The Oral Health Movement is accompanied by a mass media campaign, rolled out across television and digital platforms urging people to take dental screenings, supported by nationwide on-ground activations and influencer partnerships. Through this multi-faceted approach, Colgate aims to reach millions of Indians.

## One Car, One World: Nissan commences exports of the New Nissan Magnite SUV

Chennai Nov 22 2024: Building on its 'One Car, One World' philosophy, Nissan Motor India has commenced exporting its recently launched SUV, the New Nissan Magnite to South Africa. In line with the announcement made during the New Nissan Magnite launch in October this year, the company is now rolling out its latest offering from Nissan's Alliance JV plant in Chennai to international markets, with South Africa becoming the first country to receive the New Nissan Magnite.



The launch of the New Nissan Magnite took place recently in October 2024 at New Delhi, India, underlining Nissan's commitment to the domestic and export markets as part of its renewed strategy under 'The Arc' plan. The introduction of the New Nissan Magnite B-SUV is a significant step in reinforcing India's position as an export hub for Nissan. Considering the continuing demand

and popularity of the 'Made-in-India' Magnite across international markets, Nissan is set to expand its total export footprint to over 65+ international markets now including Left-Hand Drive markets.

Frank Torres, Divisional Vice President-AMIEO Region Business Transformation & President-Nissan India Operations said on the occasion, "Ever since the Nissan Magnite's launch in 2020, we have seen a resounding acceptance and demand from customers in the South African market for the Made-in-India compact SUV. Our focus on the domestic and export

market both are crucial parts of our strategy to deliver outcomes in line with 'The Arc and India

remains a key part of the growth strategy for the company. The export of the New Nissan Magnite will further enhance India's position as an export hub and drive Nissan's growth in the AMIEO region, exemplifying Nissan India 'One Car, One World' philosophy."

"We are delighted to receive the shipment of New Nissan Magnite SUVs from India and glad that they will be available for the local customers. With its bold aesthetics, enhanced safety and advanced tech features,

catering to a wide range of preferences and customer needs, our customers in South Africa and other African markets are sure to like the New Nissan Magnite B-SUV," said Jordi Vila, Nissan Africa President.

Building on its previous success, the New Nissan Magnite UV exemplifies MAGNITE-ness with a tougher, bolder and more robust exterior that enhances its commanding road-presence. A strong road presence with a redesigned premium new exterior and interior design, and 20+ Segment-First features in India, the New Nissan Magnite personifies its 'Bold Inside Out' philosophy. Engineered to meet global standards, the New Nissan Magnite SUV offers enhanced safety with reinforced body structure, 40+ Standard Safety Features including six Airbags, Electronic Stability Control, Traction Control System and Hydraulic Brake Assist.

## Rela Hospital to Present Kamba Ramayanam Event Featuring a Blend of Discourses and Music in Chennai

Chennai Nov 22 2024: Rela Hospital is set to present a unique Kamba Ramayanam programme in Chennai, featuring a blend of recitations, English discourses, and soulful vocal performances of select verses from the timeless Tamil epic. The event will take place at Narada Gana Sabha on 23 November for the public and aims at making Kamba Ramayanam accessible and engaging for a diverse audience.

Prof. Mohamed Rela, and Dr. Priya Ramachandran will collaboratively narrate the original verses in Tamil and provide their explanations in English, while the acclaimed vocalist Mr. Sikkil Gurucharan will present the musical renditions of the verses in classical style in various ragas. Over 90 minutes, 14 verses will be showcased, offering an immersive experience that combines the profound essence of Kamban's work with musical artistry.

Prof. Mohamed Rela, a globally acclaimed liver transplant surgeon and



Chairman and Managing Director of Rela Hospital, is also a distinguished scholar of Kamba Ramayanam. Dr. Priya Ramachandran, a Paediatric Surgery expert in Kamba Ramayanam poetry. Mr. Sikkil Gurucharan, a renowned Indian classical vocalist, is a youth ambassador for Carnatic music.

Addressing a pre-event press conference, Prof. Mohamed Rela, said, "Kamban's epic, with over 10,500 verses, is a magnificent literary masterpiece that is being explained in English and set to music for the public. The aim is to reach beyond the Tamil-speaking audience to all rasikas who appreciate poetry and music. I am thrilled to collaborate with Dr. Priya Ramachandran and Sikkil Gurucharan in bringing out the

beauty and depth of Kamba Ramayanam. Dr. Priya and I have participated in several literary events together in the past, and Sikkil Gurucharan, a luminary in the Carnatic music world, will bring the verses to life with his musical genius. We look forward to offering an enriching and memorable experience of this timeless Tamil epic."

In her address, Dr. Priya Ramachandran said, "When the Honorable Prime Minister, Mr. Modi, visited Srirangam earlier this year, Mr. Sikkil Gurucharan and I presented Kamban's verses set to music, accompanied by explanations in English. This was very well received. Now, we are eager to bring this experience to a broader audience in Chennai and create greater awareness of the beauty of Kamban's poetry. We

are happy to have Prof. Mohamed Rela joining us this time. He has been deeply passionate about Tamil literature, particularly Kamba Ramayanam, since a young age. Despite his demanding schedule as a transplant surgeon, he has consistently nurtured his love for Tamil poetry. The addition of Prof. Mohamed Rela to this event will undoubtedly add immense value, enhancing the depth and impact of our presentation."

In his address, Mr. Sikkil Gurucharan said, "I am delighted to collaborate with Dr. Priya Ramachandran and Prof. Mohamed Rela to present Kamba Ramayanam in a new and innovative format. Our shared love and reverence for this epic unite us, transcending our individual fields of expertise. Dr. Priya's profound knowledge of poetry and Prof. Rela's deep passion for Kamban's literature create a unique synergy. I believe that combining their insightful presentations with various ragas in Carnatic music will offer the audience a rich and multifaceted experience."

## SMFG India Credit's 'Centre of Excellence & Registered Office' Finds A New Address in Chennai

Chennai Nov 22 2024: SMFG India Credit has embarked on an ambitious growth journey with the inauguration of its 'Centre of Excellence & Registered Office' in Commerzone IT Park in Porur, Chennai.



This strategic move aligns seamlessly with SMFG India Credit's expansion plans in Tamil Nadu by establishing a strategic centralized location for back and mid-office functions. The Centre of Excellence & Registered Office will imbibe SMFG India Credit's ethos of empowering people which will help them collaborate, embrace new processes, and thus outperform in their roles.

The new state-of-the-art office space spread across an area of almost 70,000 sq. ft. will provide an

exceptional work environment for over 700 employees, equipped with cutting-edge infrastructure and access to a myriad of amenities. This move signifies the company's dedication to fostering a conducive workspace and promote employee well-being.

Mr. Swaminathan Subramanian, Chief Operating Officer of SMFG India Credit, said, "With the new Centre of Excellence &

Registered Office, SMFG India Credit is poised to attract and nurture top talent in Chennai, thus bolstering its workforce and positioning itself as a key player in the financial services sector. This move not only signifies physical expansion but also underscores the company's focus on talent acquisition and retention as integral components of its

growth strategy. It will also empower employees to collaborate, adopt best practices and keep themselves updated with new processes, enhance their area of expertise and consistently outperform in their roles, thus striving for excellence."

The opening of the new Centre of Excellence & Registered Office in Chennai comes on the heels of SMFG India Credit's launch of its 1000th branch earlier in September 2024, furthering its commitment to expanding its footprint across the country.

Chennai Registered office Address: Commerzone IT Park, Tower B, 1st Floor, No. 111, Mount Poonamalle Road, Porur, Chennai-600116.

## Chennai Half Marathon 2024 receives over 6000 entries

Chennai Nov 22 2024: The 6th edition of the Chennai Half Marathon will see over 6000 running enthusiasts lining up for glory at one of the city's most prestigious run events here on Sunday, November 24, 2024.

The event, organised by NEB Sports and powered by Apollo Tyres, will see runners from all walks of life coming out in large numbers to be a part of the event which will be flagged-off from Olcott Memorial High School Ground, Besant Nagar and traverse through the scenic routes of Chennai.

The event will see runners compete in three different categories: Half Marathon (21.1k), Timed 10K and 5K Run. The Half Marathon will start at 4.30am, and the Timed 10k at 5:45am and 5k run at 7:00 am. Every participant will get a Race Day tee, Finisher Medal and Post Race



Refreshments.

The Chennai Half Marathon has carved a niche for itself not only amongst the running community of the city, but also across different sections of the society including the corporate sector and NGOs. Over 6 corporates have fielded their teams. Various Corporates like Apollo Tyres, Asian Paints, Indus Ind have encouraged their employees to participate as teams thus fostering fitness and healthy lifestyle. Renowned pharmaceutical company Amrutanjan has come on board as the Pain Relief Partner.

A group of runners will participate to promote women's health, safety and education.

A team of Visually

Impaired Runners, supported by Guide Runner India, will be running Half Marathon and 10K.

Additionally, youth athlete ambassadors, born and living with HIV, from 'Champion in Me' initiative of Bangalore School Sports Foundation, will also be participating in the run.

"It is a pleasure to see Chennai hosting this event and the good response it has received. Being a fitness enthusiast myself, I understand the importance of adapting a healthy lifestyle. If the community is coming together, it will contribute to the betterment of Society as a whole" said Mr. Pratap Singh - Director General -

Investigations.

"We are very happy with the response received this year and the diverse participation of people from all walks of life. This synergizes with Apollo Tyres' 'access to sports' initiative, and how we promote health and wellness within our teams as well. We reinforce our commitment to a lifestyle that supports physical fitness, mental health and team spirit, and drives performance across all walks of life." Remus D'Cruz, Head, Sports Marketing and Communities, Apollo Tyres said.

"The Chennai Half Marathon has grown in leaps and bounds from its first edition in 2017 and has seen a constant and steady increase in participation every year. We at NEB Sports believe in providing a wholesome experience to participants and hope Chennai Runners enjoy this event as much as we do" Nagaraj Adiga, Race Director said.

## HDFC Life launches 'The Missing Beat - Second Chance'

Chennai Nov 22 2024: After the success of the first phase of 'The Missing Beat', a campaign aimed at increasing public awareness on Cardiopulmonary Resuscitation (CPR), HDFC Life has launched the next phase of the campaign, titled 'Second Chance'.

The first digital film of 'The Missing Beat' campaign generated effective results, reaching over 25.4 million views and 46 million impressions, and over 124,000 visits, highlighting the extent of audience engagement for a critical topic CPR. With 'Second Chance', HDFC Life takes a step further, using storytelling to raise CPR awareness in a relatable way.

In 'Second Chance', viewers follow the story of a corporate employee who experiences a sudden cardiac arrest at an office event. The film captures his journey as he envisions key moments in his life dreams he has yet to fulfil, milestones he wishes to achieve, and promises that he made to his family.

'Second Chance' seeks to deepen the public conversation



campaign inspires people to take CPR training seriously and to contribute to the noble cause of saving lives."

Manesh Swamy, Director & Chief Creative Officer at LS Digital, added, "This campaign goes beyond the statistics, bringing to life the emotional reality of a cardiac emergency. We aim to connect with audiences on a personal level, underscoring the value of CPR and the peace of mind life insurance provides. Through this story, we are committed to making India CPR-ready and financially secure."

Cardiac arrest is a growing crisis in India. Around 500,000 to 600,000 lives are lost each year due to cardiac arrest. The awareness of CPR remains extremely low, with fewer than 2% of the population trained in this vital skill.

In the fiscal year 2024, HDFC Life provided coverage to 6.6 crore lives and achieved a 99.5% claim settlement ratio for individual claims, reflecting its dedication to policyholders and their families.

about CPR and emphasises the need for an individual to be prepared in every way. It gives an important message that being equipped to save a life and protecting loved ones financially, are dual responsibilities everyone should consider.

Vishal Subharwal Group Head Strategy & CMO, HDFC Life, said, "The first phase of our campaign received a phenomenal response, motivating us to go a step further by exploring the personal impact on

an individual whose dreams could remain unfulfilled without CPR intervention. In this phase, we see the protagonist in an ethereal realm during a cardiac arrest, getting a glimpse of the future he had planned his aspirations, milestones, and promises made to loved ones.

Every individual has dreams and to pursue them, one must be prepared in every way to save a life in a critical moment and to protect loved ones financially. Our hope is that this