

**Heavy rainfall alert in Tamil Nadu: Schools closed in 14 districts
 Water released from Poondi reservoir, Chembarampakkam full**

Chennai Dec 12 2024: Schools in Chennai, Kanchipuram, and Tiruvallur will remain closed following moderate to heavy rainfall overnight. Other districts declaring a holiday for schools include Villupuram, Thanjavur, Mayiladuthurai, Pudukkottai, Cuddalore, Dindigul, Ramanathapuram, Tiruvarur, Salem, Ariyalur, and Chengalpattu, as well as the union territories of Puducherry and Karaikal. Colleges in Nagapattinam, Puducherry, and Karaikal are also closed.



heavy showers, with Cuddalore, Kolathur recording the highest at 8.5 cm, followed by Nerkundram at 7.9 cm. Other areas, including Tondiarpet, Perambur, Madhavaram, Basin Bridge, Ayapakkam, and Aminjikarai, recorded over 7 cm.

The India Meteorological Department (IMD) has predicted continued rainfall, with intense spells likely over districts including Tiruvallur, Ranipet, Chengalpattu, Kancheepuram, Tiruvannamalai, Villupuram, Kallakurichi,

shutters starting at 1:30 pm.

R. Arunmozhi, Executive Engineer of the Kosasthalaiyar basin, notified the Tiruvallur district collector about the rising levels, urging preparedness for potential flooding in downstream areas.

Residents are advised to stay alert, avoid waterlogged areas, and heed official instructions as the state grapples with heavy rainfall and its aftermath.

As of 5.30 a.m. today, Karaikal has received 8 cm; Adiramapattinam and Vriddhachalam received 7 cm each; Nagapattinam, Tiruvarur, Cuddalore, Poonamallee and Red Hills received 6cm each while Nungambakkam in Chennai recorded 5cm.

The Water Resources Department (WRD) issued a flood alert as the Poondi reservoir's water level reached 34.05 feet, just shy of its 35-foot full capacity. To manage the inflow, 1,000 cusecs of water were scheduled for release through surplus

**CM M k Stalin inaugurates renovated Periyar Memorial and Library in Vaikom
 Pinarayi Vijayan, TN, Kerala Ministers participate**

Chennai Dec 12 2024: As part of the centenary celebrations of Periyar's participation in the Vaikom Satyagraha, the renovated Periyar Memorial and Library in Vaikom, Kerala, was inaugurated by the Chief Minister M.K. Stalin, in the presence of the Kerala Chief Minister Pinarayi Vijayan, and Dravidar Kazhagam President, K. Veeramani.



Advocates Madhavan, Keshava Menon, T.K. Madhavan, and Barrister George Joseph led the movement initially. However, when they were arrested, they appealed to Periyar, then President of the Tamil Nadu Congress, to lead the agitation.

Periyar intensified the struggle upon his arrival in Vaikom on April 13, 1924. Through his relentless campaign for social reform and justice, the movement gained widespread support, leading to the Travancore government abolishing the discriminatory restrictions. Periyar's pivotal role earned him the title "Vaikom Veerar" (Hero of Vaikom).

Leaders such as

library housing over 5,000 books in Tamil, English, and Malayalam.

During the event, the Vaikom Award 2024 was presented to writer and social activist Thiru Devanur Mahadeva from Karnataka. The award included a certificate, a medal, and a cash prize of Rs. 5 lakh.

The event was attended by several dignitaries, including Tamil Nadu Ministers Durai Murugan, E.V. Velu, S. Raghupathi, S. Muthusamy, M.P. Saminathan, Dr. K. Ponmudi, and N. Kayalvizhi Selvaraj, as well as Kerala Ministers V.N. Vasavan and Saji Cherian. Members of Parliament K. Francis George, Thol. Thirumavalavan, and Anthiyur Selvaraj, among other officials, also participated in the historic occasion.

**No ban on bike taxis - Transport Minister SS Sivasankar
 Strict action against bike taxi operators without licenses and Insurance**

Chennai Dec 12 2024: Transport Minister SS Sivasankar clarified on Wednesday that there is no ban on bike taxis or two-wheelers used for commercial purposes.

instructing Zonal Officers and Regional Transport Offices (RTOs) to conduct special drives to ensure compliance with the Motor Vehicles Act, particularly targeting two-wheelers used for commercial purposes.

Minister Sivasankar explained that the Union government has not provided clear guidelines on the commercial or rental use of two-wheelers. As a result, bike taxis would not be banned or confiscated. However, he emphasized that strict action would be taken against bike taxi operators who fail to carry valid licenses and vehicle insurance documents.

followed complaints from auto and taxi drivers, alleging that two-wheelers registered for personal use were being improperly employed for commercial activities. The Minister's clarification aims to reassure bike taxi operators while ensuring adherence to safety and regulatory requirements.

The circular

SWITCH Mobility to Redefine Urban Mobility across India, Europe and GCC with the launch of two new low floor electric city buses - EiV12 and E1

Chennai Dec 12 2024: SWITCH Mobility Ltd, subsidiary of Ashok Leyland and part of the Hinduja Group, and a leading manufacturer of electric buses and light commercial vehicles today unveiled its contemporary electric bus platform SWITCH EiV12 - the low floor electric city bus for the Indian market. It is India's First Low-Floor City Bus with Chassis-mounted batteries, featuring a scalable battery capacity of over 400+kWh.



The vehicle was launched by Shri Nitin Gadkari Hon'ble Minister for Minister of Road Transport and Highways of India, in the presence of Ashok P. Hinduja, Chairman of Hinduja Group Companies (India), other dignitaries, and industry leaders.

On the occasion, SWITCH E1, engineered for the European Market, was flagged off virtually. Both these buses share common design philosophies and EV architecture.

The purpose-built SWITCH EiV12 platform is indigenously

designed, developed and manufactured for urban city commutes, offering global standards in performance, safety, reliability, and comfort. With seating for up to 39 passengers, the SWITCH EiV12 leads its segment, offering maximum revenue potential for operators.

Mr Ashok P. Hinduja, Chairman of the Hinduja Group of Companies (India) observed while launching these vehicles "These buses are a tribute to the PM's Make in India vision: made in India, for India and the World. Switch Mobility is inspired to launch newer vehicles with cutting-edge technology and zero carbon emissions, only because of the wonderful road infrastructure that is coming up in India, owing to visionaries like Modi Ji and implementers like

Gadkari Ji."

Mr. Dheeraj Hinduja, Chairman of SWITCH Mobility, said, "The launch of the SWITCH EiV12 and the flagging off of the SWITCH E1 for Spain is a proud milestone for the Hinduja Group and Ashok Leyland, underscoring our commitment to sustainable mobility. In addition to the EiV12 and E1, SWITCH is developing a range of new products to expand our global offerings. At SWITCH Mobility, we are driving a greener future and advancing our long-term vision to democratize electric mobility worldwide."

Mr. Mahesh Babu, Chief Executive Officer, SWITCH Mobility, said, "At SWITCH Mobility, we're excited to unveil two new products for India and Europe, both built on our Global EV architecture. These innovations harness cutting-edge EV technology to deliver superior efficiency, safety, and passenger comfort. Our low-floor electric city bus, designed for optimal energy performance and accessibility, has garnered an overwhelming 1,800 orders—proof of the market's confidence in SWITCH Mobility's vision for a sustainable urban transport future."

The India electric city bus market is expected to grow at a CAGR of 21% by 2030 with an EV penetration of 70%. The total parc for electric city buses is likely to cross 70,000 units by 2030.

What We Do

- 300 Project Management
- 300 Residential Construction
- 300 Commercial Construction
- 300 Industrial & Factory Construction
- 300 Structural Design
- 300 Architectural Design
- 300 MEP and HVAC works

Key Members

Our Projects

Build Your Future With Us

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

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

25+ Locations 500+ Projects 20+ Years of Excellence

Who We Are

Our Clientele

Projects in India

- VK Mall - Anna Nagar
- Power Plant Jan Nagar - Redhills
- Inteman - Chennai
- Shivan - Chennai
- Shivan - Chennai
- Shivan - Chennai

Projects in Coimbatore

Projects in Bangalore

Auriga - Bangalore

Projects in Chennai

- Vettuvangudi
- Iyyampakkam
- Thirupakkam
- Adambakkam

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

இ-சேவை மையம்
 உலகளாவிய சேவைகளை வழங்கும்
 உலகளாவிய சேவை மையம், 800 00
8148231942 / 8144337349
 சாலை எண் 15, சாலை தெரு, சாலை

Lauritz Knudsen Electrical and Automation (formerly L&T Switchgear) is the New Principal Partner of Mumbai Indians

Chennai, Dec 12 2024: Lauritz Knudsen Electrical and Automation (formerly known as L&T Switchgear), a leading player in the Indian Electrical and automation industry and a unit of the Schneider Electric group in India, today announced a strategic partnership with Mumbai Indians, one of the biggest and most valued cricket franchises, as their 'Principal Partner'. As part of this landmark partnership, the Lauritz Knudsen logo will prominently appear on the front of the Mumbai Indians' official jersey and training apparel, reaching fans at Wankhede and the team's 50 million global fan base, starting in the 2025 season.

Deepak Sharma, Zone President, Greater India, MD & CEO of Schneider Electric India, said, "Cricket unites India like no other platform, creating connections that transcend borders and cultures. At Lauritz Knudsen, our solutions have fortified the success of our customers for decades, and as we embark on a new growth trajectory aligned with the nation's vision of 'Viksit Bharat,' we remain committed to being a partner of



choice for our customers, partners, and stakeholders. This partnership with Mumbai Indians, one of the world's most successful cricket franchises, perfectly reflects our shared passion for growth, excellence, and performance. We wish the team an exceptional season, confident they will once again elevate the game, setting new benchmarks for class, quality, and innovation in cricket."

Naresh Kumar, COO of Lauritz Knudsen, added, "At Lauritz Knudsen, our commitment to India is both profound and unwavering. This partnership with Mumbai Indians exemplifies the transformative power of collaboration in driving progress and innovation. As we chart a new course under our reimagined brand identity, we reaffirm our dedication to empowering India's growth through solutions that inspire aspiration and deliver unmatched reliability. Aligning with Mumbai Indians—a

team that epitomizes excellence and an indomitable spirit—enables us to deepen this commitment and engage with millions across the nation in meaningful ways."

Rajat Abbi, VP – Global Marketing and Chief Marketing Officer of Schneider Electric, Greater India, said, "Mumbai Indians exemplify the passion, focus, and relentless pursuit of excellence that resonate deeply with us at Lauritz Knudsen. With the launch of our new brand identity and our steadfast commitment to driving the nation's growth, this partnership symbolizes a strong synergy of trust and a shared vision between two iconic brands. In the long term, we see this collaboration as a catalyst—not just amplifying the unifying energy of cricket, but also advancing our mission to empower Bharat and contribute to shaping the New India."

This partnership signifies a bold step forward, combining

Lauritz Knudsen's cutting-edge expertise with the dynamic energy of one of cricket's most celebrated teams. Both brands aim to leverage this partnership to engage millions of fans globally, reinforce their market leadership, and set new benchmarks in their respective fields.

A Mumbai Indians spokesperson added, "We are thrilled to welcome Lauritz Knudsen Electrical and Automation as our principal partner—a brand that embodies innovation and performance. This partnership is built on the strong heritage of Lauritz Knudsen and the cricketing legacy that Mumbai Indians have crafted over the years. Together, we aim to build on the shared values that unite us, with our fans always at the heart of everything we do."

The partnership between Lauritz Knudsen and Mumbai Indians is a strategic alliance built on a foundation of shared values and synergies that promise to elevate both brands to new heights. It reflects Lauritz Knudsen's ongoing commitment to partner with brands that complement its legacy of excellence and deliver on brand values of 'Listen, Partner and Innovate'.

Tata Motors announces price increase of its commercial vehicles from January 2025

Chennai Dec 12 2024: Tata Motors, India's largest commercial vehicle manufacturer, today announced a price increase of up to 2% across its trucks and buses portfolio, effective 1st January 2025. The price increase is to offset the rise in input costs. While the price increase will vary as per individual model and variant, it will be applicable across the entire range of trucks and buses.

Part of the USD 165 billion Tata group, Tata Motors Limited (BSE: 500570; NSE: TATAMOTORS), a USD 44 billion organization, is a

leading global automobile manufacturer of cars, utility vehicles, pickups, trucks, and buses, offering an extensive range of integrated, smart, and e-mobility solutions. With 'Connecting Aspirations' at the core of its brand promise, Tata Motors is India's market leader in commercial vehicles and ranks among the top three in the passenger vehicles market.

Tata Motors strives to bring new products that captivate the imagination of GenNext customers, fuelled by state-of-the-art design and R&D centres located in India, the UK, the US,

Italy, and South Korea. By focusing on engineering and technology solutions catering to the future of mobility, the company's innovation efforts are focused on developing pioneering technologies that are both sustainable and suited to the evolving market and customer aspirations. The company is pioneering India's Electric Vehicle (EV) transition and driving the shift towards sustainable mobility solutions by developing a tailored product strategy, leveraging the synergy between Group companies and playing an active role

in liaising with the Government of India in developing the policy framework. With operations in India, UK, South Korea, Thailand and Indonesia, Tata Motors markets its vehicles in Africa, the Middle East, Latin America, Southeast Asia, and the SAARC countries. As of March 31, 2024, Tata Motors' operations include 90 consolidated subsidiaries, two joint operations, five joint ventures, and numerous equity-accounted associates, including their subsidiaries, over which the company exercises significant influence.

in liaising with the Government of India in developing the policy framework.

With operations in India, UK, South Korea, Thailand and Indonesia, Tata Motors markets its vehicles in Africa, the Middle East, Latin America, Southeast Asia, and the SAARC countries. As of March 31, 2024, Tata Motors' operations include 90 consolidated subsidiaries, two joint operations, five joint ventures, and numerous equity-accounted associates, including their subsidiaries, over which the company exercises significant influence.

Wedding-Ready and Party-Perfect: Must-Have Shoes from LANGUAGE®

Chennai Dec 12 2024: Wedding bells are ringing, and holiday lights are twinkling, signaling the perfect time to embrace the season with elegance and charm. Whether you're attending a winter wedding, gathering with loved ones, or toasting to the New Year, LANGUAGE® has the ideal footwear to enhance every moment. Our collection beautifully blends timeless craftsmanship with contemporary design, ensuring each pair embodies sophistication and style.

For men, The Allen Loafer is a standout choice with its dipped leather upper, offering a subtle yet captivating allure that pairs effortlessly with any outfit. It's perfect for soirées and receptions, making you look sharp without sacrificing comfort. If you're looking for a blend of tradition and ease, the Clifford Loafer impresses with its refined saddle



detail and rich velvet upper combined with intricate textures, makes this loafer a standout choice for those special occasions.

For women, LANGUAGE® presents the Blair and Urania Loafers, designed to bring minimalist luxury to your holiday and wedding wardrobe. The Blair Loafer, crafted from premium suede, exudes everyday elegance while ensuring comfort with its cushioned footbed and durable rubber sole—ideal for

everything from office parties to casual outings. Meanwhile, the Urania Loafer is crafted from genuine patent leather with a shiny leather bow that says you can carry off any look with confidence.

Each pair in the wedding and holiday collection of LANGUAGE® is a masterpiece of craftsmanship, designed to provide exceptional comfort and timeless appeal. From standout loafers to sophisticated occasions, LANGUAGE® ensures that you

transition seamlessly from work to celebration, bringing flair and sophistication to every step.

Discover the perfect pair that matches your personal style in the latest collection from LANGUAGE® – a celebration of craftsmanship, versatility, and modern elegance. Explore the collection at exclusive outlets in Nungambakkam in Chennai, Sarath City Capital Mall & Banjara Hills in Hyderabad, Lulu Mall in Kochi, Pavilion Mall in Ludhiana, Bhupendra Road in Patiala, Mall Road in Bathinda, and The Outlet Village in Sangrur. The shoes are also available in over 250 multi-brand outlets nationwide, including Metro Shoes, Mochi, Inc.5, Centro, Rocia, and Regal Shoes.

Shop online at languageshoes.com, Tatacliq.com and Amazon.in to find your ideal pair.

Swiggy Launches One BLCK, An Invite-Only Premium Membership

Chennai Dec 12 2024: Swiggy Ltd (NSE: SWIGGY), India's pioneering on-demand convenience platform, today introduced One BLCK, an exclusive, invite-only membership for consumers seeking the highest level of convenience and service.

One BLCK is designed to deliver an elevated Swiggy experience. Members will enjoy faster deliveries on every food order, along with an On-Time Guarantee. When dining out, members can indulge in complimentary cocktails, drinks, or desserts. They will also benefit from access to Swiggy's top customer care agents for personalized, priority support.

One BLCK members will also enjoy all the benefits of the current Swiggy One membership, including unlimited free deliveries on both



food delivery and Instamart, as well as exclusive member-only discounts on food delivery and Dineout.

Industry's First Premium Membership

One BLCK is the country's only membership that offers benefits across categories of food delivery, quick commerce and dining out, along with industry-first benefits for premium users. Members also gain access to exclusive perks from top partner brands such as Amazon Prime, Hotstar, Hamleys, Cinopolis, and more. To celebrate the

launch, One BLCK members will receive a One BLCK-only complimentary Yatra Prime membership.

"We are thrilled to introduce Swiggy One BLCK, designed to provide an elevated experience for users who demand the highest levels of service, convenience, and exclusive privileges from Swiggy," said Phani Kishan, Co-founder and CGO of Swiggy. "Swiggy One BLCK is the business-class equivalent for our customers—refining the aspects that matter most to premium users: speed,

reliability, and personalized care. With this launch, we're setting a new benchmark for premium memberships in the industry."

Launched in 2021, ~80% of Swiggy One members use two or more services on Swiggy and spend 3x more than non-Swiggy One members. With the introduction of this premium service One BLCK, Swiggy aims to elevate the experience for premium customers while driving growth across all its businesses.

Available by invitation only, Swiggy One BLCK is offered at a launch price of INR 299 for a 3-month plan. Invitations to Swiggy One BLCK will be rolled out in phases, making this coveted membership available to select users across India. Existing Swiggy One members can also upgrade to this new membership.

"Masai School: A Launchpad for Student Ambitions and Transformative Careers"

Chennai Dec 12 2024: Masai School, a platform that builds a bridge connecting skills with opportunities, has succeeded in accomplishing the dreams of more than 5000 students across India. Working as an outcome-driven career institute, it has trained more than 100 batches and scaled up over the years with 6,000 current enrolments. Completing five years this month, the organisation has ensured to fulfil its sole goal of unlocking the human potential of India by making the education system outcome-driven.

Huxly Gerard Singh from Kanyakumari has a journey that is a testament to never giving up. A chemical Engineering graduate with multiple backlogs, Huxly faced many rejections and nearly lost hope as he fell into fraudulent job opportunities. However, a friend's encouragement led him to Masai School, where the 'Pay - After - Placement' model sparked a glimmer of hope.

Huxly was first overwhelmed by the demands of Masai's bootcamp because he had no prior experience with coding. Yet, he persevered, quickly adjusting to the rigors of coding and excelling at teamwork. His career took off thanks to the focused practice interviews and intense training, which helped

him land an attractive position as a software developer at CoinSwitch. Huxly is now working in a less demanding but nonetheless fulfilling atmosphere as he gets ready to expand his knowledge of blockchain development. Huxly says "Masai gave me a lifeline when I needed it most. It was more than education, it was a second chance,"

Balamurugan R has grown up in Madurai in a Tamil speaking household, he faced early loss and hardship when his mother passed away, leaving his father who works as a mason with limited education to raise him. Despite having a tough upbringing, Balamurugan's fascination with computers and video games sparked a passion for coding that would end up defining his future. Navigating through Tamil-medium schools, he entered K.L.N. College of Engineering, where he battled the language barrier, eventually graduating in Computer Science. Even as the first in his family to graduate, financial struggles continued, and a job offer from TCS fell through during the pandemic that left him at a crossroad.

With no clear path, Balamurugan's decision to join Masai School marked a turning point. He was drawn by Masai

School's pay-after-placement model, he fought through his struggles with English that quickly improved, thanks to the steady support from the team at Masai. After facing 15 unsuccessful interviews, his persistence paid off when he secured a role as an Associate Software Engineer at Disprz (Heuristix), beginning his tech journey in Bengaluru. Balamurugan said "Masai School transformed my challenges into opportunities. It gave me the skills and courage to chase my dreams,"

Santhosh Sudararajan's story reflects the courage to change course and chase one's true calling. Originally a mechanical engineer, Santhosh ventured into digital marketing but soon felt drawn to web development, driven by a vision to create his own product. He discovered Masai School through a simple Google search and he was interested by the unique pay-after-placement promise.

Initially, his parents were concerned by his career switch, but over time they supported his entrepreneurial spirit. At Masai, Santhosh thrived in the fast-paced learning environment, mastering his skills and learning to contribute to a team during the intense Construct Week. His hard work paid off when he secured a role at Syntizen - an M2P

company sooner than expected, impressing both himself and his family. After looking at the success at his journey at Masai School, Santhosh encourages others to take a leap of faith and to work hard for their future. He believes Masai was a worthwhile investment of his time and efforts. Santhosh says "Masai wasn't just a bootcamp; it was a launchpad. It reshaped my career and gave me the confidence to dream bigger"

While speaking about Masai School, Prateek Shukla, CEO and Co-founder of Masai School, said, "We aim to offer a platform to sharpen the skills and to unlock the potential of the students with assured outcomes delivered. We are dedicated to introducing new schemes and expanding the teams by collaborating with established firms, thereby expanding the opportunities for the students. We envision ourselves progressively transforming the education ecosystem."

Along with joining hands with major firms in the industry, Masai School has developed collaborations with three IIT firms, i.e., IIT Guwahati, IIT Mandi, and IIT Ropar and the National Skill Development Corporation (NSDC), breaking barriers and pushing the limits of what's possible.

Debunking Common Myths in LDL Cholesterol Management for Better Cardiovascular Health

Chennai Dec 12 2024: High cholesterol is a health concern that often goes unnoticed due to its lack of symptoms, allowing it to silently increase the risk of heart disease and stroke. Low-density lipoprotein cholesterol (LDLC) also known as 'bad cholesterol' contributes to plaque buildup in the arteries and causes damage, making it a 'silent killer'. Additionally, misconceptions related to the management of high LDLC levels impact treatment adherence and overall patient outcomes.

Maintaining LDLC levels requires a lifelong commitment to sustain the target levels. However, a growing trend shows people discontinuing medication due to the belief that once LDLC targets are met, continued treatment is no longer necessary. This is evident in the study published in Population Medicine, which found that nearly 40% of older adults with high cholesterol do not adhere to prescribed regimens. This non-adherence can lead to the progression of atherosclerosis, often nullifying any progress achieved during the medication cycle.

Dr. Nagendra Boopathy S, Professor of Cardiology, Sri Ramachandra Institute of Higher Education and Research, Chennai, "In my many years of experience, I have seen that most of the patients have misconceptions about LDL cholesterol. Many patients believe that LDLC is not responsible for heart blocks which is a misconception. It is the single most important factor responsible for heart blocks. They also

believe it could be treated by one visit or by taking a tablet for a few days to weeks. The fact of the matter is that when treating LDLC, it's a lifelong, ongoing commitment that must be maintained to reduce cardiovascular risks effectively. In addition to lifestyle modifications, the continuation of drugs prescribed by their doctors is very essential. Discontinuing medication once target levels are reached leads to reversing any progress made and might further heighten the risk of heart disease and stroke. Personalized treatment is the key, as individuals with different risk factors, such as diabetes, coronary artery disease, stroke, and familial dyslipidemia require stricter LDLC goals than those without these conditions. Treating LDL-C is both a scientific and individualized process, and both factors should be considered for effective long-term results."

LDLC target level is often considered a fixed figure, whereas in reality, it varies depending on individual risk factors, family history, and existing health conditions. The recent CSI guidelines emphasize the importance of personalized LDLC goals, tailored to each patient's risk profile. For instance, individuals with diabetes and hypertension may have a more stringent target LDLC level (e.g., <70 mg/dL) compared to those without significant comorbidities.

There is a common

misconception among people that when treating LDLC, lifestyle changes like dietary improvements, and increased physical activity are sufficient to effectively manage LDLC goals, making medications seem unnecessary or redundant. Lifestyle modifications play an essential role in supporting cardiovascular health, but they often fall short of effectively controlling LDLC levels individually, especially in high-risk individuals. Clinical evidence underscores the importance of combining lifestyle adjustments with pharmacological therapies to achieve optimal LDLC reduction.

Another myth is that elevated LDLC is only relevant for older adults, further undermining early preventive care. Elevated LDLC, along with its associated cardiovascular risks, can impact individuals of all ages, including young adults. According to the CSI guidelines², it is recommended that young adults undergo lipid profile assessments to identify and manage dyslipidemia early on, especially if they have a family history of cardiovascular disease or genetic predispositions. Early identification and management of elevated LDLC can help prevent the development of coronary artery disease (CAD) later in life, reducing the likelihood of heart disease in adulthood.

Shifting treatment paradigms also reflect evolving standards in LDLC management. Historically,

cholesterol reducing medicines were prescribed primarily for patients with LDLC levels above 130 mg/dL for those with diabetes or above 160 mg/dL for non-diabetics. This changed when new draft guidelines for the UK's National Health Service (NHS) suggested broader use of cholesterol-lowering drugs, recommending that they be prescribed even to individuals with less than a 10 percent risk of heart attack or stroke within the next decade. But the older protocol regarding medicine use is still more widely followed.

Concerns regarding side effects from cholesterol lowering medication, most commonly, muscle pain are another obstacle to adherence. Although medications can cause side effects such as muscle pain, these adverse reactions are not universal. According to the CSI guidelines, many patients tolerate cholesterol lowering medicines well, and those who experience side effects may benefit from dosage adjustments, alternative prescriptions, or supplementary therapies. Awareness of potential side effects allows clinicians to address patients' concerns while ensuring effective LDLC management.

Addressing common misconceptions and consulting your physician for the treatment regimen that best suits your diagnosis can support more effective treatment outcomes and a reduction in long term cardiovascular risk.

Tata AIA Showcases Benchmark-Beating Fund Performance Across Its ULIP Offerings

Chennai, Dec 12 2024: Tata AIA Life Insurance continues to set benchmarks in fund performance through its Unit Linked Insurance Plans (ULIPs). The company's funds have outperformed market benchmarks. This offers policyholders an ideal combination of long-term growth and life insurance protection. According to Morningstar, a global rating platform, Tata AIA Life has 96.19% of its Assets Under Management[^] (AUM) rated as 4 or 5 stars as of 31st October 2024.

Tata AIA Life Insurance's NFOs, including the

Emerging Opportunities Fund, Dynamic Advantage Fund, Sustainable Equity Fund, Small Cap Discovery Fund, and Flexi Growth Fund, have showcased exceptional performance across diverse categories. These funds reflect a strategic focus on innovation, sustainability, and adaptability, ensuring alignment with evolving investor needs.

Tata AIA's funds provide policyholders with access to high-growth equity opportunities, backed by robust life and health insurance benefits. The funds

focus on high-performing stocks, offering a balance of risk and return across multi-cap and mid-cap indices.

Harshad Patil, EVP & CIO of Tata AIA, said, "We at Tata AIA Life focus on delivering superior, consistent and risk adjusted long term returns, in line with the fund's investment objective. We follow a bottom-up stock picking approach backed by well-defined research process. This has helped us in delivering outstanding fund performance across our funds."

With a steadfast

focus on policyholder benefits, Tata AIA Life Insurance continues to lead by delivering consistent, benchmark-beating returns and redefining life insurance through its integrated ULIP offerings.

Achieving a significant milestone, Tata AIA's Assets Under Management as of Nov'24 is INR 1,17,867.73 Cr. compared to INR 86,728.92 Cr., showcasing a 35.91% YoY growth. This growth is powered by robust Individual New Business Premium income and exceptional investment performance.

Jal Jeevan mission drives women empowerment in rural: Modi

Chennai Dec 12 2024: Prime Minister Narendra Modi highlighted the transformative impact of the Jal Jeevan Mission on women's empowerment in rural India during a statement on Thursday. Launched in August 2019, the initiative aims to provide functional tap water connections to every

rural household, easing the burden of fetching clean water from distant sources.

"With clean water at their doorstep, women can now focus on skill development and self-reliance," PM Modi said in a post on X, emphasizing the program's role in improving the lives of rural women. He added, "A good perspective on

how the Jal Jeevan Mission is furthering women empowerment, especially in our rural areas."

The program has significantly expanded access to tap water. From only 3.23 crore (17%) rural households with connections in 2019, the mission has added 11.96 crore new connections by October 2024. Currently, over

15.35 crore households, or 79.31%, have access to tap water, according to government data.

Eleven states and union territories, including Goa, Telangana, Gujarat, Punjab, and Himachal Pradesh, have achieved 100% coverage of tap water connections, underscoring the program's success.

Coromandel International and International Fertilizer Development Center Partner to Advance Fertilizer Innovation and Sustainable Agriculture in India

Chennai Dec 12 2024: Coromandel International Limited (CIL), one of India's leading agri-input companies, and the International Fertilizer Development Center (IFDC), a globally renowned non-profit organization based in the US, have signed a strategic Master Research Agreement to foster innovation and sustainability in fertilizer development.

The collaboration marks a significant step towards addressing critical challenges in agriculture by introducing next-generation fertilizers aimed at enhancing nutrient efficiency, improving crop productivity, and reducing environmental impact. The agreement brings together CIL's extensive market reach and advanced R&D facilities with IFDC's global expertise in fertilizer research and production



technologies.

Key Areas of Collaboration

Coromandel International is actively pursuing the development of new and efficient fertilizers at its three state-of-the-art R&D centers located in Vishakhapatnam, IIT Bombay, and Coimbatore. These efforts aim to bring innovative solutions to the Indian market, empowering farmers with advanced products that enhance productivity while promoting soil health.

IFDC, with its cutting-edge research facilities in Muscle Shoals, Alabama, USA, has been a pioneer in developing advanced fertilizers

efforts with IFDC's globally recognized expertise in fertilizer development and production technologies, we aim to deliver impactful innovations that improve productivity and reduce input costs for farmers."

Commenting on the partnership, Mr. Henk van Duijn, President and CEO, IFDC, added, "We are excited to collaborate with Coromandel International to innovate and develop efficient, environmentally sustainable fertilizers tailored for India. With its vast agricultural landscape, India holds immense significance for IFDC. Our plans to establish a Fertilizer Innovation Center in the country will further strengthen our commitment by enabling dedicated research to address India's unique agricultural needs in collaboration with companies such as Coromandel."

Looking ahead, IFDC plans to establish similar facilities in India, further strengthening the collaborative ecosystem for fertilizer innovation.

Announcing the partnership, Mr. S Sankarasubramanian, Managing Director & CEO, Coromandel International Limited, said, "As a farmer-first company, Coromandel is deeply committed to driving innovation that enhances soil health and boosts crop productivity. This Master Research Agreement with IFDC represents a significant step in our journey towards sustainable agricultural solutions. By combining our

NECC Ltd. to Develop New Warehouse Facility, Affirms Commitment to Green Logistics

Chennai Dec 12 2024: North Eastern Carrying Corporation Ltd. a leading player in domestic, international, commercial, and industrial goods transportation has announced a recent business update.

NECC is in the process of developing a state-of-the-art, 183,000 sq. ft. warehouse facility at its site in Tauru, near Gurugram. This integrated facility will be built on a 5-acre land parcel and will feature Housing facilities for staff, Multi-level racking systems for efficient storage, Modern electric material handling equipment along with 2 MW of solar power installed on the roof.



This new facility will have a substantial impact on NECC's profitability, as we already have secured business for the upcoming warehouse. The project is being fully funded from the company's reserves.

This facility also exemplifies the company's futuristic approach to building sustainable, integrated logistics hubs across India. With in-house solar capacity, NECC will benefit from reduced input costs and improved

efficiency. Additionally, the facility will significantly lower the cost of first-mile and last-mile deliveries, particularly when using electric (EV) trucks.

The company further added, "We are also excited to share NECC's recent strategic investment in SG Green Logistics, a company dedicated to sustainable trucking solutions, particularly in heavy-duty electric vehicles (EVs). SG Green has already

secured 50 electric trucks, cranes, material handling equipment, and installed charging stations at multiple locations across India."

As one of the top freight forwarding companies in India and among the best Goods Transport Agencies in the region, North Eastern Carrying Corporation continues to set the standard for excellence in the industry.

JK Tyre Launches Advanced OTR Tyres for Mining Equipment at Bauma Conexpo 2024

Chennai Dec 12 2024: Indian tyre major and pioneer of OTR tyres, JK Tyre & Industries, today launched its latest innovation in Off-the-Road (OTR) tyres, designed specifically for the mining sector at the Bauma Conexpo 2024 India, further strengthening its comprehensive OTR portfolio. The new offerings include, 17.5-25 VEM 63 L5 for wheel loader, 16.00-25 VEM 99D E3 for Wide Body Dump Truck, 12.00-24 VEM SMOOTH L5S for Load Haul Dumper, 300-15 JET LIFT for Forklift and 10/75-15.3 MPT117 for Self-loading concrete mixer.



revolutionary technology enhances the efficiency in heavy duty operations thereby reaffirming the company's dedication to advancing smart mobility solutions for the construction and mining industries.

At the inauguration, Mr. Anuj Kathuria, President (India), JK Tyre & Industries, said, "JK Tyre consistently pushes the boundaries of innovation in the OTR tyre segment, delivering solutions that are both robust and specifically designed to boost productivity in its sector. Our latest OTR tyres are engineered to excel in the most challenging terrains, offering unparalleled durability and efficiency for heavy-duty machinery in the mining sector. As a front-runner in the segment, we are dedicated to advancing performance, setting new standards in tyre

The products were unveiled by Mr. Anuj Kathuria, President (India), JK Tyre & Industries, and Mr. Debasis Khuntia, OTR Head at JK Tyre & Industries. The newly introduced tyres are designed to deliver exceptional longevity and improved performance even in the most challenging terrains.

Being the pioneers of bringing smart tyre technology - Treel (tyre pressure and temperature monitoring solutions) in the country, JK Tyre has also showcased this cutting-edge innovation designed specifically for OTR tyres at the Expo. This

enhancing the overall productivity in OTR industry."

With JK Tyre's extensive research and technologically advanced manufacturing capabilities, the company is catering to the diverse needs of the mining industry with these advanced products. The VEM 63 (L5 Pattern) features an extra-deep tread for extended service life, enhanced by a sidewall protector, broad lugs for stability, and a tough nylon casing for load capacity. While the VEM 99D (E3 Pattern) offers superior handling with its chevron pattern, improved heat dissipation, and an exceptional cut resistance.

The VEM SMOOTH L5S ensures long tread life, stability, and high load endurance, ideal for harsh mining conditions. The JET

LIFT provides superior stability and wear resistance with a robust casing and silica-based compound, and the MPT 117 offers excellent mileage, enhanced durability, and high load capacity for both on-road and off-road operations.

From being pioneers of manufacturing India's largest tyre size-40.00-57, 12 ft. in diameter, weighing approximately 3700 kg's, to entering the Limca Book of Records for the largest off-the-road tyre—the VEM 045 measuring 12 feet in height and weighing approx. 3.4 tons, JK Tyre has been the leader in the Ultra large OTR tyre category. With a robust and comprehensive product range, JK Tyre continues to cater to the diverse needs and requirements of industrial and mining applications, delivering quality and dependability.

Apollo Children's Hospital Organises Inclusive Zoo Trip for Children with Special Needs

Chennai Dec 12 2024: In a heartfelt initiative promoting inclusivity and accessibility, Apollo Children's Hospital organised a memorable trip to the Arignar Anna Zoological Park for a group of children, with special needs. This initiative was inspired by Ms. Supriya Sahu, Health Secretary, whose efforts in making zoos more accessible have included ramps, paved pathways, and accessible restrooms.

The trip featured a government accessible bus for transportation, enabling children in wheelchairs and walkers to enjoy a true excursion. Special entrances, wheelchair-friendly restrooms, smooth pathways along animal enclosures, and accessible restaurants made the experience seamless and enjoyable. Apollo Hospitals Vice Chairperson, Ms. Preetha Reddy, supported the endeavour by sponsoring the entire



event. The excursion was meticulously planned in partnership with the Zoo Director, Mr. Ashish Kumar Srivastava, and Assistant Zoo Director Mr. Manikanda Prabhu, along with support from Apollo Children's Hospital

Ms. Supriya Sahu, Additional Chief Secretary, Health Department, Government of Tamil Nadu, said, "Every child deserves the chance to explore and enjoy the world around them. This initiative is about more than just accessibility—it's about inclusion and ensuring that no child feels left out. Seeing the joy and excitement of these

children reminds us how important it is to create spaces where everyone feels welcome and valued."

Dr. Deepthi Morais, Consultant Anaesthesiologist at Apollo Children's Hospital and mother of a child with special needs, said, "Why should a child in a wheelchair be deprived of the opportunity of experiencing a typical field trip? At Apollo Hospitals, we believe healthcare is about more than just treatment, it's about inclusion, care, and creating equal opportunities for everyone. This idea became a reality

thanks to the unwavering support of Ms. Preetha Reddy and the accessibility improvements initiated by Ms. Supriya Sahu and her team."

In a touching gesture of gratitude, the children, along with animal lovers from Apollo Hospitals, donated ₹78,800 to sponsor the Christmas meal for the zoo animals. The trip concluded with a thoughtful slogan, "Everyone can enjoy the zooyou, me, and the animals too," highlighting the importance of accessibility and inclusion.