

Sexual assault case: Madras High Court takes suo motu cognizance



Chennai Dec 27 2024: The Madras High Court has taken suo motu cognizance of the sexual assault case involving a second-year student of Anna University and has directed the Tamil Nadu government and police to provide explanations regarding the incident.

outrage across Tamil Nadu, came to light when a second-year female student from Anna University reported being sexually assaulted. Concerns have been raised about procedural lapses in the police investigation, including allegations that the victim's identity was revealed despite legal

prohibitions. Moreover, the First Information Report (FIR) filed by the police was publicly disclosed, leading to further controversy. In this context, advocate Varalakshmi submitted a letter to the Madras High Court requesting the case be handed over to the Central Bureau of Investigation (CBI) for an impartial inquiry.

After reviewing the submissions from the two advocates and the contents of the letter from advocate Varalakshmi, the court expressed its concern over the serious allegations against the police investigation. It announced that it would take up the case suo motu based on Varalakshmi's letter.

Will remain in NDA forever, asserts Nitish

Chennai Dec 27 2024: Bihar Chief Minister Nitish Kumar reiterated that he would remain with NDA forever and would develop the country along with Bihar. While addressing a review meeting of Sitamarhi and Sheohar district during his Pragati Yatra on Thursday, Kumar, without taking the name of any Alliance or political party said that he mistakenly went with them twice but would now remain with the present Alliance forever and would work for the development of Bihar and the country as well.

Kumar said that his prime goal was to serve the people and develop the state without any discrimination. He said that people were free to exercise their franchise as per their choice but he would continue to work for everyone for the overall progress of Bihar. Referring to his initiatives for unleashing peace in Bihar and bringing transformation to the state, Kumar said that since people gave him the opportunity to work here on November 24, 2005, he has been working for the progress of the state in every field without any discrimination.

While addressing the review meeting the authorities to solve the problems shared by the public representatives at the earliest. Outlining various achievements of his Government since it came to power in the state, Kumar said that the special focus of his government was on providing better road networks, Medical Services, health facilities, education, law and order, women empowerment, employment, and others. The Chief Minister announced to provide government jobs to 12

lakh people and employment opportunities to 34 lakh in the year 2025. He further said that as of now 9 lakh people have been provided with government jobs and 24 lakh were facilitated with employment opportunities. He also announced to pay the dues of sugarcane farmers for which Rs. 52 crore have been approved. In addition to this, the Chief Minister said that he has also directed to increase the price of sugarcane by Rs. 20 per quintal for the convenience of the sugarcane growers.

Thailand accepts invite to become BRICS partner

Chennai Dec 27 2024: Thailand accepts BRICS invitation to join as a partner country with the hope of joining the

association as a full member in the future, Thai Foreign Ministry spokesman Nikorndej Balankura said on Thursday.

Russian Foreign Minister expressing Thailand's agreement to join BRICS as a partner country.

By becoming a BRICS partner country, Thailand hopes to increase the level of relations with the BRICS member countries in order to improve the development opportunities of Thailand's own economy, as the BRICS countries are at a high level of economic development and have high potential in trade, investment and tourism, the official explained.

P M Modi paid his respects to the late former P M Manmohan Singh C M MK Stalin tributes to Manmohan, calls him friend of State



Chennai Dec 27 2024: Tamil Nadu Chief Minister and DMK president M.K. Stalin and leaders of various political parties condoled the death of veteran Congress leader and former Prime Minister Dr Manmohan Singh on Thursday night.

Stalin, while expressing profound grief over his passing away, described him as a statesman whose intellect and leadership steered India's economic transformation that improved the lives of millions of people during his tenure that marked an era of steady growth, social progress and reforms.

Stalin said, showering effusive praise of his leadership qualities and economic acumen. Meanwhile, PMK founder S. Ramadoss and his son and PMK Chief and former Union Minister Anbumani Ramadoss also condoled the death of Manmohan Singh and described him as India's one of the greatest PM and a world-renowned economist who had an indispensable place in the India's political history.

Stalin also recalled Singh's relations with the late DMK patriarch and former Tamil Nadu Chief Minister M. Karunanidhi and said it was instrumental in advancing the State's development. "His tenure marked an era of steady growth, social progress, and reforms that improved the lives of millions," he posted. "To the people of Tamil Nadu, Manmohan Singh was not only a Prime Minister but a friend of the State. His ability to understand and address our needs helped strengthen Tamil Nadu's role in India's growth story," Stalin said.

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economist, had passed away due to ill health. "Manmohan Singh has an indispensable place in the political history of India", he said, adding "When India was facing a severe economic crisis in the early 1990s, he took charge as the Finance Minister in the P.V. Narasimha Rao-led government and laid the foundation for India's development through economic reform", he said. In a message, Anbumani said "I am saddened to learn that one of the world's leading economists and my Prime Minister, Manmohan Singh, passed away tonight in Delhi due to old age and ill health. His passing has come as a great shock. One of the leaders I will never forget in my life is Manmohan Singh. In 2004, I got the opportunity to serve as the Health Minister in his government. He was 72 at the time."

continued to pour in as leaders cutting across party lines, including the State Congress Committee Chief K. Selvaperunthagai, senior Congress leaders and the allies of the ruling DMK, who were also part of the INDIA bloc, Opposition AIADMK leader Edappadi K Palaniswamy and ousted AIADMK leader O Panneerselvam mourned the death of Dr Manmohan Singh. In a condolence message Industrialist V.G. Santhosham said, "I am deeply saddened by the demise of former Prime Minister Manmohan Singh. He was an exceptional economist, a skilled administrator, and an exemplary statesman. His contributions hold a remarkable place in the history of our nation. His dedication to public service will always be remembered. The passing of the great leader Dr. Manmohan Singh is an irreparable loss to the country. I extend my heartfelt condolences to his grieving family and pray for his soul to rest in peace and for his legacy to remain eternal."

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Prestigious Sri Tiruvarur Rajagopalan Memorial Awards ceremony during Margazhi Festival 2024 in Chennai - Haasini debuts her carnatic concert performance

Chennai Dec 27 2024: This Margazhi season, Haasini, a 15-year-old from San Diego, USA, took to the stage for her highly anticipated debut performance at the Tatvaloka Hall on December 25, 2024.

Haasini's performance was held during the presentation of the prestigious Sri Tiruvarur Rajagopalan Memorial Awards. The award ceremony honored distinguished figures in the world of Indian classical music, including Sri R. Balasubramaniam (fondly known as Cleveland Balu Mama), Vidwan Sri. Mannargudi A. Easwaran, and Sri. Dr. Shekar Viswanathan, President of the Indian Fine Arts Academy San Diego.

Margazhi season co-hosted by Cleveland Thygaraja Festival and the TTVV Trust, led by the renowned Guru Tiruvarur Vaidhyathan, Haasini's concert marked an unforgettable milestone in the grand



tradition of Chennai's vibrant music season.

Drawing from a lineage rich in tradition, Haasini has been under the tutelage of several illustrious gurus, including Vidwans Dr. C. M. Venkatachalam, Sri H.N. Bhaskar, and Sri R.K. ShriRaam Kumar.

Haasini's debut concert was a revelation of her mastery over the art form. Her performance was an exquisite display of emotive renditions of classic ragas, including Viriboni

Hariharasubramaniam (Ghatam).

As Chennai's Margazhi season continues, the city has witnessed the birth of a new musical talent who promises to carry forward the legacy of Carnatic music with grace, authenticity, and artistic excellence.

The event was graced by several prominent dignitaries, including Sri. VV Sundaram from Cleveland, whose lifelong dedication to the arts has earned him much admiration within the Carnatic music community.

The day was further enriched by musical performances from well-known artists such as Vidwans Sri. R. Suryaprakash, Sri. Nagaimuralidharan, and Vidushi Vasudha Ravi, who provided an inspiring soundtrack to an already memorable occasion. These performances highlighted the deep cultural connection between artists and audiences and were a reminder of the vibrancy of Chennai's music season.

(bhairavi, khanda atalalam), Aparna Parvathi (nalinakanthi, rupakam), Maayamma (ahiri, adi talam), Vara Raga Laya (chenchukambhoji, desadi), Sendil Andavan (kharaharapriya, rupakam), Chudare Chelulaara Yamuna (panthavarali, misra chapu), Potana bhagavatha padyam - Nitalalakamuvanti (misra maand).

Haasini was so very ably accompanied by Devan Narayanan (Violin), Suriya Nambisan (Mridangam) and S.

Harris Jayaraj's son Samuel Nicholas makes a stunning debut with 'Aiyaiyo'

Chennai Dec 27 2024: Samuel Nicholas, the son of renowned music composer Harris Jayaraj, has made his grand entry into the world of music. He has not only skillfully composed and soulfully sung the energetic track 'Aiyaiyo', but also starred as the hero in the video song. Released by prominent label Think Music, the song is receiving widespread acclaim from various quarters.

The youthful and exuberant song 'Aiyaiyo' captures the joy, celebration, and vibrancy of today's youth, with its theme revolving around the women with diverse characteristics. In this debut track, Samuel Nicholas has stamped his unique mark in



music, singing and acting, presenting himself as a well-rounded talent.

Talking about the song, Samuel Nicholas shared, "I started my musical journey as a chorus singer in the film 'Ezham Arivu'. I have also been part of my father's music concerts as a guitarist and a vocalist. I sang a song for the background score of 'Dev' as well. It's a great pleasure to be introduced as a music composer with the

song 'Aiyaiyo'."

From the age of four, Samuel Nicholas has been training in music under the curriculum of Trinity College of Music, making his musical journey notable from an early age.

The song 'Aiyaiyo' was written by Mohan Raj and Samuel Nicholas, and directed by Sanaa Mariam. The song's production team includes cinematography by Zayd Tanveer, choreography by

Alisha Ajit, costume design by Harshene Ravichandar, art direction by Pradeep Raj, and editing/VFX by Creative Crowd, Shivasundar, and Sai Muthuraman. Sound design was handled by Anand Krishnamoorthi, while the coloring was done by Manoj Hemachandar.

With 'Aiyaiyo,' Samuel Nicholas has truly showcased his multifaceted talent, marking a significant milestone in his career.

Vi recognized as top provider for 4G Experience in Tamil Nadu: Opensignal Report

Chennai Dec 27 2024: Leading telecom operator Vodafone Idea (Vi) today shared that it has been lauded for its numerous wins for 4G network experience in Tamil Nadu, as highlighted in Opensignal's 4G Network Experience Report November 2024*, where it examines the 4G experience of 4G users. Vi's remarkable network augmentation in Tamil Nadu highlights its commitment to delivering superior digital experiences and connectivity to its users.

According to the Opensignal report, Vi has been recognised for delivering top 4G experience including 4G Live Video, 4G Video, 4G Gaming, 4G Voice & 4G Downloads & Uploads

speeds, ranking it as the top performer across the categories in Tamil Nadu.

The findings in the Opensignal report come on the back of Vi's sustained focus on enhancing network performance across Tamil Nadu. Earlier this year in April, Vi successfully raised Rs 18,000 crore via FPO and committed to using the funds to ramp up and enhance its 4G network nationwide

As part of these efforts, Vi has increased its 4G capacity in more than 3200 locations by adding more layers of network capacity, ensuring even better network coverage and faster internet speeds covering 95% of Tamil Nadu's population. These advancements have resulted in a seamless and superior

network experience on the Vi GIGANet network.

Speaking on the occasion R. S. Shantaram, Cluster Business Head, Kerala & Tamil Nadu, commented, "We are thrilled to be recognized for our outstanding performance in Tamil Nadu. This achievement reflects our continuous investments in strengthening our network and ensuring seamless connectivity for our customers. We remain committed to delivering excellence in connectivity."

Vi strives to continuously enhance its customer offerings and deliver superior digital experiences. Through a range of innovative initiatives, including ongoing network upgrades, enhanced service

quality, and tailored solutions, Vi is dedicated to meeting the evolving needs of its customers. Some of its recent offerings include:

□ Vi SuperHero recharge: Vi customers can enjoy unlimited data for half a day from 12AM to 12PM everyday, along with other exclusive benefits like weekend data rollover and data delight.

o Unlimited High Speed Data half day, every day from 12am 12pm

o Weekend Data Rollover: Lets users can carry forward unused weekday data and use it during the weekend

Data Delight: Offering upto 2GB extra data/month, over and above their daily data quota at no extra cost.

'Jinn' - Teaser promises a lively horror film directed by T. R. Bala, starring Mugen Rao, Bhavya Trikha and Bala Saravanan

Chennai Dec 27 2024: 'Jinn The Pet' is a horror, action, love and humour filled entertaining film directed by T.R. Bala, who directed the song 'Otha Thamarai', which crossed more than 4.5 crore views and became a huge hit on the internet.

'Jinn' is all set to captivate audiences with its intriguing blend of multiple ingredients. The film, produced by T. R. Bala and Anil Kumar Reddy and co-produced by Venkadachalam, promises to deliver a gripping story. Its teaser is already garnering attention.

'Jinn' is produced under the banners of Fairy Tale Pictures and AR Touring Talkies Productions, in association with VGV Creations and Cinema Rasa Productions. Diya movies is the business partner.

The film stars Bigg Boss winner Mugen Rao and 'Jo' fame Bhavya Trikha in the lead roles, with Bala Saravanan, Datuk



Viveka, Ku. Karthik, and Vishnu Edavan, while the action sequences have been choreographed by Phantom Pradeep.

It is noteworthy that the song Kuttymaa featured in the film has already become a hit on the internet. Everyone who has seen the teaser of 'Jinn' so far has praised it greatly.

Screenplay Consultant- Karunthel Rajesh; Choreographer: 'Kalaimamani' Sridhar, Akshadha Sridhar; Costume designer- Deepthi RJ; Sound design & Sound mix- T. Udhayakumar; Colorist- Shanmuga Pandian M; Vfx- Effects & logics; PRO- Nikil Murukan; Publicity designs- Foxeye.

With post-production works currently in full swing, 'Jinn' directed by T. R. Bala, starring Mugen Rao, Bhavya Trikha and Bala Saravanan is set to release soon, bringing audiences a multi-layered emotional journey with unexpected twists.

Radharavi, Iman Annachi, Nandu A n a n d , Vadivukkarasi, Nizhalgal Ravi, Vinodhini, George Vijay, and Rithvik playing key roles. The character Jinn, which has been created on a huge cost with modern technology, plays a key role in the film.

Jinn, created after eight months of hard work by technical experts in cities including Chennai, Hyderabad, Kochi and Mumbai, is featured in the film for about 40 minutes. It will appeal to fans from all walks of life.

Director T. R. Bala shared his thoughts on the film, stating, "We have created 'Jinn' as an engaging love story, which blends suspense, chills, and humour. The story is based on real-life events, and it is set in

Malaysia. The character of Jinn will captivate everyone who watches the film."

He further commented on working with both fresh faces and experienced actors: "It has been an unforgettable experience working with young talents like Mugen Rao, Bhavya Trikha, Bala Saravanan, and with seasoned performers like Radharavi, Vadivukkarasi, and Nizhalgal Ravi. The chemistry between the cast has made this journey special."

The music for Jinn is composed by Vivek Mervin, with Arjun Raja handling the cinematography. Deepak is in charge of editing, and V. S. Dinesh Kumar is responsible for the art direction. The film's lyrics are written by

Discover the Sparkle of Elegance at the Bhima Brilliance Diamond Jewellery Festival Avail exceptional offers on diamonds at Bhima stores, exclusively available until January 5th

Chennai Dec 27 2024: As the wedding season unfolds, Bhima, a name synonymous with trust, quality, and unmatched craftsmanship, presents the 'Bhima Brilliance Diamond Jewellery Festival' from December 9th to January 5th, 2025. This grand celebration invites customers to indulge in the beauty of exquisite diamond jewellery while enjoying unparalleled offers designed to make the season even more special. To enhance the joy of diamond shopping, Bhima is offering a flat INR 7,000 off per carat, a free 1-gram gold coin with every carat and also a chance to save 10% on making charges with exchange of old diamond or gold jewellery purchases,



making it easier than ever to own the finest pieces that capture the essence of elegance.

These offers are a celebration of the timeless allure of diamonds, symbols of aspiration, prestige, and enduring beauty that mark life's most cherished moments. Whether you're preparing for a wedding or commemorating a milestone, Bhima's diamond collection is designed to reflect the precious memories and

emotions that diamonds so perfectly embody. The festival also caters to the discerning tastes of the HNIs and coincides with the return of NRI's who seek exceptional design and Indian craftsmanship, offering an exclusive range from traditional to contemporary. Each piece in this thoughtfully curated collection, including exquisite necklaces, bracelets, nose pins and rings embody an impeccable blend of

artistry and innovation, making it not only a treasured investment but also a testament to refined taste.

Bhima, with decades of expertise and an unwavering commitment to quality, has been a trusted partner for countless customers, helping them celebrate milestones with elegance and grace. The Bhima Brilliance Diamond Jewellery Festival extends this legacy, offering not just jewellery, but an unforgettable experience that embodies trust, sophistication, and unparalleled customer service.

Visit your nearest Bhima store today and explore an exquisite array of designs along with exceptional offers.

Equentis Wealth Advisory Services Launches MultiplyRR the go-to DIY platform for new investors

Chennai Dec 27 2024: Equentis Wealth Advisory Services announces the launch of its DIY solution, MultiplyRR. This smart and engaging equity investment solution is designed to make the equity markets more accessible for new investors. In a world where the stock market is still considered a rich man's field, this solution aims to dispel this myth and encourage new investors to start small and get a taste of equity investments.



Speaking on the product launch, Manish Goel, Founder and MD of Equentis Wealth Advisory Services, shared, "At Equentis, we firmly believe in equal opportunities for all, regardless of their investible surplus. Wealth creation we believe is a fundamental right, and everyone deserves the chance to participate. While engaging with clients across diverse age groups, we've observed that nearly 42% prefer starting with a smaller investment surplus to explore and understand the markets. This insight inspired us to develop a product tailored to the growing interest of youth and first-time

investors. This solution reflects our belief in Equal Existence and reinforces our commitment to fostering a culture of accessible wealth creation."

Catering to new-age investors looking for capital appreciation over the short and medium term, the platform's six curated stock baskets are thoughtfully crafted to align with investors' risk appetite and investment style, aimed to help them achieve their financial goals. Each basket contains 56 carefully selected high-growth stocks, allowing individuals to invest in equity without the hassle of picking stocks individually. With investment requirements starting from Rs.22000/, MultiplyRR ensures aspiring investors can confidently invest in the equity markets

regardless of their starting capital.

"We have designed these stock baskets to make investing simple, transparent, and aligned with the preferences of new-age investors. MultiplyRR's baskets are curated in such a way that it simplifies investing for new-age investors, helping them achieve financial goals with transparency and minimized risk," added Jaspreet Arora, CIO at Equentis Wealth Advisory Services.

It is designed to help individuals invest in just a few clicks making it a complete DIY product without need for human intervention. MultiplyRR's key features include real-time market insights, intuitive and user-friendly interface, personalised portfolio creation and monitoring, seamless

integration with investors' preferred broker, and a scalable, future-ready architecture designed for continuous growth.

"Our next-gen investment advisory platform harnesses cutting-edge technologies to deliver personalized, data-driven investment solutions tailored to each investors' unique financial goals. With MultiplyRR, we've seamlessly blended innovation and simplicity to empower modern investors. We are committed to leveraging advanced technology to prioritize our customers and make goal-based investing accessible and truly effortless," added Sudeendra Nadager, Head of Technology at Equentis Wealth Advisory Services.

MultiplyRR embodies Equentis' vision of redefining wealth advisory by blending guidance, accessibility, and simplicity. Designed for today's investors, it streamlines the investment process while offering innovative, technology-driven solutions that empower individuals to confidently pursue their financial goals and multiply their savings.

Greaves Electric Mobility Limited files DRHP with SEBI; aims to raise Rs. 1000 crore via fresh issue

Chennai, Dec 27 2024: Greaves Electric Mobility Limited, an EV manufacturer known for its Ampere, Eltra and Ele brands and offering a complete suite of vehicles across electric two-wheeler (E-2W) and three-wheeler (3W) segments catering to both B2C and B2B customers for personal and commercial purposes, has filed the draft red herring prospectus (DRHP) with capital markets regulator, SEBI to raise funds through an initial public offering (IPO).

According to the draft red herring prospectus, the Initial Public Offering of the company consists of a Fresh Issue of equity shares aggregating up to Rs. 1000 crores and an Offer for Sale of up to 18,93,98,200 Equity Shares (18.9 crore shares) by the Selling Shareholders. Under the offer for sale component, Greaves Cotton Limited, the Promoter Selling

Shareholder will divest 5.1 crore equity shares and Abdul Latif Jameel Green Mobility Solutions DMCC, the Investor Selling Shareholder will divest 138,398,200 Equity Shares (13.8 crore shares).

The company, in consultation with the BRLMs, may consider a Pre-IPO placement aggregating up to Rs. 200 crores, prior to the filing of the Red Herring Prospectus. If the Pre-IPO placement is completed, the fresh issue will be reduced to the extent of such Pre-IPO placement.

Greaves Electric Mobility Limited (GEML) which was established in 2008 proposes to utilize the Net Proceeds of the Fresh Issue towards investment for product & technology development and enhancing capabilities at its Technology Centre in Bengaluru (Rs. 375.2 crores); development of in-house battery

assembly capabilities (Rs. 82.9 crores); funding expansion of the manufacturing capacity of Bestway Agencies Private Limited (wholly owned Material Subsidiary) (Rs. 19.8 crores); funding expansion of the manufacturing capacity of MLR Auto Limited (a Material Subsidiary) (Rs. 38.2 crores); increasing company's stake in MLR through acquisitions (Rs. 73.6 crores); increase digitization and deployment of information technology infrastructure (Rs. 27.8 crores); funding inorganic growth through unidentified acquisitions and general corporate purposes.

GEML's vehicle portfolio caters to a diverse customer base, with its offerings spanning E-2W across all three segments - High Speed e-Scooters, City Speed e-Scooters and Low Speed e-Scooters,

with models for B2C and B2B use cases, and 3Ws which includes products across the entire spectrum of 3W mobility, which includes electric three-wheelers, internal combustion engine three-wheelers (diesel or CNG) and e-rickshaws, with models for cargo and passenger use cases.

As of September 30, 2024, GEML operated three manufacturing facilities in strategic locations in Ranipet (Tamil Nadu), Greater Noida (Uttar Pradesh) and Toopran (Telangana). The company's revenue from operations as of Fiscal 2024 was Rs. 611.8 crores and Rs. 302.2 crores for the six months ended September 30, 2024.

Motilal Oswal Investment Advisors Limited, IIFL Capital Services Limited and JM Financial Limited are the book running lead managers to the issue.

Croma Unveils the Superrr Exchange - Trade in Your Old Electronics for Triple the Benefits!

Chennai, Dec 27 2024: Croma, India's largest electronics retailer backed by the Tata group, unveiled its "Superrr Exchange" to begin festivities for the New Year! Superrr Exchange makes it easier for customers to upgrade their old electronics while contributing to a cleaner, greener future. Starting December 21, 2024, Superrr Exchange offers customers three times the regular benefits on exchanging their outdated gadgets for brand-new, energy-efficient devices.

Under Superrr Exchange, customers exchanging select home appliances and a wide range of other electronic devices will enjoy up to 3x exchange benefits and exclusive rewards and discounts on brand-new products. In addition, they can save up to Rs 21,000 when exchanging old laptops and mobiles.



As a part of this universal exchange initiative, customers can walk in with any old device and walk out with any new product. Yes, this means you can exchange your unused old grinder and walk out with a brand-new Smart TV! What's more, customers with products that no longer work need not feel left out; even these can be dropped off at their nearest Croma store in exchange for a Rs 500 Croma voucher.

Superrr Exchange will run nationwide across all 550+ Croma stores, making it easier than ever for customers in every part of the country to trade in their old

devices responsibly. Every Croma store has a designated disposal area, where old electronics are collected before being ethically recycled in partnership with authorised recycle partners.

Shibashish Roy, Chief Executive Officer, Infiniti Retail Ltd. said, "As we welcome the New Year, Superrr Exchange is helping create new beginnings. People aren't just getting new devices when they avail of exchange, they're thinking consciously about buying responsibly. They are also joining a growing movement of people who know that

little changes add up to making earth a better place to live."

In addition to in-store promotions, Croma will spread the word through, social media, outdoor advertising, and other targeted outreach campaigns. By making it more rewarding to upgrade and recycle, Superrr Exchange affirms Croma's commitment to both its customers and the planet while proving that upgrading to cutting-edge electronics and caring for the environment can go hand in hand. All old electronics will be processed and recycled in an environmentally responsible way.

Voltas brings back its iconic All-Weather Campaign this winter

Chennai Dec 27 2024: Voltas, India's undisputed leader in Cooling Products and India's No. 1 AC brand, from the house of TATA, has announced the revival of its iconic All-Weather winter campaign in the states of North India primarily on Digital platforms & Radio, to create traction for its All-Weather Hot & Cold AC proposition, while emphasizing its suitability for diverse weather conditions. As the first brand to introduce the concept of All-Weather Air Conditioners more than a decade back, Voltas is keen to redefine the market once again with a targeted winter campaign aimed at North India, a region where the need for heating solutions is paramount in winters.

This revitalized campaign raises the

pitch for the Voltas All-Weather Hot & Cold ACs, positioning it as the ideal comfort solution across all seasons, particularly in winters. The standout benefits of the product include intelligent heating for extreme winters, active dehumidification for monsoons and maintaining optimal moisture levels for enhanced comfort during winters. Further due to its more effective and uniform heating, it saves more energy as compared to traditional room heaters. So, whether the consumer wants to beat the heat in summer or stay warm in winter, Voltas All-Weather ACs can deliver optimal comfort and convenience.

Commenting on the campaign, Deba Ghoshal, Head of Marketing, Voltas



Limited, said, "With the reintroduction of our favourite protagonist, Mr. Murthy, during the launch of our Smart Air AC campaign earlier this year, we thought now is the best time to reintroduce our All-Weather campaign, this winter. Voltas has the highest brand equity in the cooling and comfort space, and leads the market in ACs. By combining innovation and consumer-centric benefits, Voltas has always redefined comfort while ensuring a smarter and

more energy-efficient choice for its customers. This campaign not only underlines the versatility of Voltas All-Weather ACs but also demonstrates the brand's commitment to addressing seasonal needs with superior technology, in an interesting manner."

Ritu Sharda, CCO, Ogilvy India (North), spoke about the campaign and said, "After a long sabbatical, this year Murthy came back in a refreshing summer campaign that propelled Voltas' brand growth to new heights. But what was equally joyous was to see how much people had missed Murthy. Everyone started remembering all the Murthy stories from the past. So as a treat to our consumers, and on very popular demand, we're bringing them back."

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The event was graced by several prominent dignitaries,

including Sri. VV Sundaram from Cleveland, whose lifelong dedication to the arts has earned him much admiration within the Carnatic music community.

The day was further enriched by musical performances from well-known artists such as Vidwans Sri. R. Suryaprakash, Sri. Nagaimuralidharan, and Vidushi Vasudha Ravi, who provided an inspiring soundtrack to an already memorable occasion. These performances highlighted the deep cultural connection between artists and audiences and were a reminder of the vibrancy of Chennai's music season.

JK Tyre Inaugurates 100th JK Truck Wheels Brand Shop in India

Chennai Dec 27 2024: In a milestone moment for its retail expansion, JK Tyre & Industries, a leader in the Indian tyre industry, has inaugurated its 100th JK Truck Wheels brand shop in India. This achievement reinforces the company's stronghold in the Truck Bus Radial (TBR) segment and underscores its position as a trusted partner for commercial vehicle solutions.

Located in Erode, Tamil Nadu, the new JK Truck Wheels was inaugurated by Mr. Anuj Kathuria, President (India), JK Tyre & Industries. The launch aligns with the company's efforts to cater to the evolving needs of Indian consumers by offering innovative and premium products, leveraging the growing trend of premiumisation in the

automotive sector.

Speaking at the inauguration, Mr. Anuj Kathuria, President (India), JK Tyre, said, "This is a significant milestone in our journey to enhance customer experiences across India. It reflects our dedication to providing exceptional services and being the preferred tyre partner for commercial vehicles. We are the most preferred brand in the Truck Bus Radial (TBR) range of products, and we would further consolidate our position in this space by enhancing the overall value. We continue to focus on making the tyre-buying process efficient, customer-centric, and innovative. With Tamil Nadu emerging as a vital transport hub, this milestone outlet strengthens our presence in the region. We are confident that

this new JK Truck Wheels will enable us to deepen customer connections, empower fleets, and support businesses across the state."

Spanning over 15,000 sq. ft. the state-of-the-art facility is strategically located on Salem Bypass Road, Gangapuram to ensure easy access for customers. Operated by Sri Balaji Tyres, the new brand shop provides holistic solutions for trucks and bus tyre needs, featuring advanced wheel servicing equipment, a full selection of Smart tyres and conventional tyres for commercial vehicles, and an experience zone showcasing JK Tyre's distinctive retail identity. The outlet is supported by highly trained technical advisors to provide seamless service and expert guidance.

JK Tyre has an

extensive network of 1600 touch points in South of India, to cater to customers in replacement markets. Tamil Nadu is one of the biggest markets for tubeless tyres for trucks and buses and the company is aiming at increasing its market share in the region with high focus on Chennai, Coimbatore, Salem, Erode, Karur, Kanyakumari, Madurai, as well as Puducherry.

JK Tyre's extensive retail network of over 850 exclusive Brand Shops and 6,000+ channel partners ensure customers nationwide benefit from superior products and services. By continually expanding its portfolio and strengthening its market presence, JK Tyre is poised to lead the transformation of India's tyre industry and drive the future of mobility.

Standard Capital Markets Ltd. Board Approves Allotment of NCDs, Raises INR 15 Cr

Chennai Dec 27 2024: Standard Capital Markets Ltd. a leading player in Non-Banking Financial Company (NBFC), has announced that its board has approved the allotment of NCDs aggregating to INR 15 Cr on private placement basis.

Earlier, the company announced the successful issuance of INR 5 billion in Non-Convertible Debentures (NCDs) to strengthen its capital structure and support its growth initiatives.

Of the total funds INR 1.3 billion has been successfully raised and strategically deployed towards enhancing and expanding the



company's operations. This investment is aimed at driving operational efficiency, increasing capacity, and supporting the company's continued growth trajectory.

Commenting on the issuance, Management of Standard Capital Markets Limited, said, "The successful issuance of these NCDs is a testament to the strong investor confidence in our business model and growth prospects. The deployment of INR 1.3 billion towards operations is part of our ongoing commitment to

enhancing operational excellence and strengthening our market position. We remain focused on delivering long-term value for our shareholders and customers."

The company plans to utilize the remaining proceeds from this issuance for various strategic purposes, including further expansion, working capital needs, and reduction of existing liabilities.

Standard Capital Markets Limited is confident that this funding will position the company for

sustained growth, innovation, and enhanced shareholder value.

The board had approved the issuance of up to 50,000 Secured, Unlisted, Unrated, Redeemable NCDs, aggregating up to an amount of INR 500 Cr in one or more tranches on a Private Placement basis.

Earlier, the company announced a zero-cost EMI scheme for schools and educational institutions to acquire interactive flat panels (IFPs). This initiative is set to revolutionise the way teaching is conducted, offering students and teachers an enriched, tech-driven learning experience.

Condolence on Demise of Former PM Dr. Manmohan Singh Statement by Mr. Sajjan Jindal, Chairman, JSW Group

Chennai Dec 27 2024: Deeply saddened by the passing of Dr. Manmohan Singh ji, former Prime Minister of India and the visionary leader behind India's economic liberalization. A statesman of humility and wisdom-India owes him a debt of gratitude.

