

Accident involving ALH MK-III helicopter of ICG at Porbandar

Chennai Jan 05 2025: An ALH MK-III helicopter of Indian Coast Guard (ICG) met with an accident at Porbandar Airport Runway in Gujarat at about 1215 hrs on January 05, 2025. The

ICG helicopter, with two pilots and one aircrew diver, was on a routine training sortie. Immediately after the incident, the crew were recovered and shifted to Government Hospital, Porbandar, where they were declared brought dead. The reasons leading to the incident are being investigated by a Board of Inquiry. The mortal remains

Vice President Jagdeep Dhankhar inaugurates National Cadet Corps Republic Day Camp-2025

Chennai Jan 05 2025: Vice President of India Shri Jagdeep Dhankhar formally inaugurated the National Cadet Corps Republic Day Camp-2025 in Delhi Cantt on January 5, 2025. This year 2361 Cadets including 917 girl cadets from 17 NCC Directorates covering all the States and Union Territories of the Country are participating in Republic Day Camp 2025 which will culminate with the PM's Rally on 27 Jan 2025. The cadets will participate in a number of activities, including cultural programmes and institutional training competitions.



make a commitment to our national transformation that rests on five basic pillars - Social Harmony, Family enlightenment by nurturing patriotic values at grassroots, Environmental protection, Honouring Bharat maa delving deep into our civilisation ethos and Swadeshi & self-reliance.

nationalistic spirit that weaves individual responsibility, traditional values, and environmental awareness into India's journey towards cultural pride, unity, and self-reliance".

A contingent of NCC cadets drawn from all the three wings of Army, Navy and Air Force, presented a "Guard of Honour" to the Vice President on his arrival.

He said, "These Panch-Prana, flowing through our society's vein forge an unstoppable

The Vice President called upon the NCC cadets nationwide to be committed to nation-building. "Our dedication to the motherland has to be the foremost. It has to be steadfast, unflinching, and unshakeable as it is

VISIT OF AIR CHIEF MARSHAL AP SINGH, CHIEF OF AIR STAFF TO LAKSHADWEEP & MINICOY ISLANDS FROM 04 JAN 25 TO 05 JAN 25

Chennai Jan 05 2025: Air Chief Marshal AP Singh, Chief of the Air Staff visited Lakshadweep Islands from 04 Jan 25 to 05 Jan 25. The CAS interacted with the air warriors at Minicoy Island and Kavarati

Island. During his visit, he also visited various military establishments and interacted with the troops of Indian Air Force, Indian Navy and Indian Coast Guard.

state of readiness at all times. The CAS appreciated the professionalism of the forward deployed troops and exhorted them to be ever vigilant in safeguarding the security interests of the nation.

BIS - Building Industry through Standards



Chennai Jan 05 2025: At the national level, the work of preparing and issuing standards is carried out by NSBs. In some countries, NSBs are called "institutions" or "institutes" (e.g. American National Standards Institute, British Standards Institute) and in other "associations" (e.g. Standards Association of Zimbabwe). In India, NSB was earlier named as India Standards Institute (ISI), which was renamed the Bureau of Indian Standards in 1986. One of the main functions of BIS is the development, promotion, and implementation of standards by industry. Apart from standards

development, BIS operates various schemes like Product Certification (ISI Mark), Management Systems Certification, Hallmarking of Gold & Silver Jewellery & CRS (Compulsory Registration Scheme) for the benefit of ordinary consumers.

In India, the Bureau of Indian Standards (BIS) is responsible for the development and compliance of various standards on products or services across all sectors. Let us now look back at the historical significance of how BIS supported some important industries such as pumps and cement in our country.

Ayurveda's Next Big leap: Prime Minister Narendra Modi lays the foundation stone for the new building for the Central Ayurveda Research Institute at Rohini

Chennai Jan 05 2025: In a momentous step towards advancing healthcare and promoting traditional medicine Prime Minister Shri Narendra Modi laid the foundation stone (virtually) of Central Ayurveda Research Institute in Rohini, and termed it as the "Ayurveda's-next big leap". The ceremony was attended by Shri Prataprao Jadhav, Union Minister of State (Independent charge), Ministry of Ayush and other dignitaries.



Emphasising the Government's focus on making healthcare accessible to the poorest of the poor, the Prime Minister remarked that the Government is also promoting traditional Indian medicine systems like AYUSH and Ayurveda. He added that over the past decade, the AYUSH system has expanded to more than 100 countries. Shri Modi highlighted that the first World Health Organization (WHO) institution related to traditional medicine is being established in India. He added that a few weeks ago, he inaugurated the second phase of the All India Institute of Ayurveda. Shri Modi remarked that today, the foundation stone for the Central Ayurveda Research Institute has been laid and extended his special

congratulations to the people of Delhi for this achievement.

"India has immense potential to become the world's health and wellness capital", stressed the Prime Minister. He remarked that the day is not far when, along with "Make in India," the world will also adopt "Heal in India" as a mantra. He added that to facilitate foreign citizens in availing AYUSH treatments in India, a special AYUSH visa facility has been introduced and in a short span, hundreds of foreign nationals have benefited from this facility.

Speaking at the event, Shri Prataprao Jadhav, Union Minister of State (Independent charge), Ministry of Ayush, expressed his gratitude to the Prime Minister for his leadership, stating, "This facility will drive forward research and quality healthcare, making a lasting impact on millions of lives across the country."

In a connected event at Central Ayurveda Research Institute in Rohini,

Shri Yogender Chandolia, Member of Parliament, North West Delhi; Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush, along with officials from Ministry of Ayush & CCRAS joined the occasion.

Shri Yogender Chandolia, Member of Parliament from North West Delhi, today graced the occasion of Bhoomi Pujan of the New Building of CARI, New Delhi at Rohini Sector 28, Delhi. He emphasized the significance of two major developments - the inauguration of the new Metro line and the laying of the foundation stone for the new CCRAS-CARI building. Addressing the gathering he said that both the milestones are a "gift" from the government to the people of Delhi, underscoring the long-term benefits of the new Central Ayurveda Research Institute to the city's residents. He also expressed his gratitude towards Vaidya Rajesh Kotecha, Secretary Ayush, Dr. Acharya, DG CCRAS Dr. Bharti, Director Institute and their

entire team for their continued efforts in advancing Ayurvedic research and healthcare.

Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush, while highlighting the significance of the new building stated that acquiring a dedicated space in Rohini after 46 years is a monumental achievement, setting a benchmark for future endeavors. He said "this futuristic building is poised to provide high-quality services to society, enhancing awareness and accessibility of traditional medicine." Secretary Ayush remarked, that we are privileged to be a part of this event, marking a new chapter in our journey towards elevating Ayurvedic research and healthcare to unprecedented heights."

The new facility, spanning 2.92 acres with an investment of Rs.187 crore, will feature a 100-bed research hospital dedicated to advancing Ayurveda research and providing healthcare services to the community.

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Make up Artist Ms Nandhini sekaran honoured Indian Awards 2024 presented by Actress Amritha Iyer

Chennai Jan 05 2025: Ms Nandhini sekaran Founder of Mahee makeover received Rising Makeup Artist of the Year from Actress Amritha Iyer at the Grand Indian Awards 2024 presented & Organised by Indian Media Works

Indian Awards 2024 honouring Cinema Celebrities, Politicians & Entrepreneurs, Doctors, Fashion entrepreneurs & business leaders etc

Indian Awards 2024 by Indian Media Works was held at Quality in Sabari Hotel in T. Nagar, Chennai.

The event was attended by Indian Media Works MD John



Amalan and Mr. Jayaseelan, IDAS - Controller of Defence Accounts (Ministry of Defence) as special guest and a Indian Awards 2024 recipients.

The Indian Awards 2024 awards were presented to those who are an inspiration in various fields including cinema, television, politics, social service, fashion entrepreneurs, business leaders etc.

Indian Media Works MD John Amalan said that The Indian Awards 2024 ceremony was very successful this year. He also said budding entrepreneurs were also motivated & honoured at Indian Awards 2024.

Vipul Amrutlal Shah's Sunshine Pictures files for IPO

Chennai Jan 05 2025: Vipul Amrutlal Shah, reputed producer and director of films and TV shows and a leading figure in India's entertainment industry for decades, is proposing to take his company, Sunshine Pictures Limited, public.

Sunshine Pictures Limited, one of the reputed and renowned production-houses engaged in the business of originating, creating, developing, producing, marketing and distribution of films and web series, has filed a draft red herring prospectus (DRHP) for an initial public offering (IPO).

The DRHP comprises a total offer size of up to 83.75 lakh Equity Shares including a Fresh Issue of up to 50 lakh Equity Shares and an Offer for Sale (OFS) of up to 33.75 lakh Equity Shares. Vipul Amrutlal Shah as Promoter Selling Shareholder is proposing to sell up to 23,69,200 Equity Shares; and Shefali Vipul Shah as Promoter Selling Shareholder is proposing to sell up to 10,05,800 Equity Shares.

The Company proposes to utilize the Proceeds from the Fresh Issue towards funding the following objects: 1. To meet the Working Capital Requirements; and 2. General Corporate Purposes. In addition, the Company expects to achieve the benefit of listing of its Equity Shares on the Stock Exchanges and enhancement of the Company's visibility and brand image and creation of a public market for its Equity Shares in India.

The Company proposes to utilize upto Rs.94 crore from the Net Proceeds towards funding the Company's long-term working capital requirements. The Company requires additional long-term working capital for funding future growth requirements of the Company and for other corporate purposes. As on the date of this DRHP, the Company produced; (i) ten (10) commercial films out

of which six (6) are co-produced with reputable studios; (ii) two (2) web series; (iii) two (2) TV serial; and (iv) one (1) short commercial film. Further, as on date, the Company is co-producing two (2) of commercial film projects with Jio Studios which are under production and are solely producing one (1) web series for Prasar Bharati, Doordarshan, which is streaming on Doordarshan channel and its OTT platform. The Company has eight (8) films and 2 (two) web series in the pipeline for production.

As on the date of the DRHP, the Company is co-producing two (2) film projects with Jio Studios, one of which i.e., 'Hisab' (star cast of the movie includes Shefali Vipul Shah, Jaideep Ahlawat, Abhishek Banerji and others) is being scheduled for release in first quarter of calendar year 2025. The Company is solely producing one (1) web series for Doordarshan, which is streaming on Doordarshan channel and its OTT platform. The upcoming film projects Good Morning Rhea, Governor, The Kerala Story 2, Bulldozer, Samuk, Kaanha and Bheem; and the web-series projects are Maaya, Nanavati vs Nanavati and Whistle Blower.

The Company has been profitable for the last 3 fiscals and the first half of FY25. The Company's revenues from operations were Rs. 133.8 crore in FY24, Rs. 26.51 crore in FY23; Rs. 87.13 crore in FY22. In H1FY25, its revenue from operations were Rs. 39.02 crore. The EBITDA was Rs. 77.75 crore in H1FY25; Rs. 73.08 crore in FY24; Rs. 4.46 crore in FY23 and Rs. 15.21 crore in FY22. Its Net Profit was Rs. 45.64 crore in H1FY25; Rs. 52.45 crore in FY24; Rs. 2.31 crore in FY23 and Rs. 11.2 crore in FY22.

Incorporated in year 2007, Sunshine Pictures is a production-house engaged in the business of originating, creating,

developing, producing, marketing and distribution of films, TV serials and web series ("Projects"). Since incorporation, the Company produced various prominent works in modern Indian cinema. Its debut production 'Force', under its banner was a box office hit. Since then, it produced and distributed prominent, commercial and socially relevant films such as 'Commando: A One-Man Army', 'Holiday: A Soldier is never off duty', 'Force 2', 'Commando 2: The black money trail', 'The Kerala Story', etc. The Company's productions such as 'Force', 'Holiday: A Soldier is never off duty', 'Human (web series)' and 'The Kerala Story' and their respective cast have bagged various awards such as the Filmfare Award, the International Indian Film Academy award, the Stardust Awards, the Global Film Award, the Apsara Film Producers Guild Awards, the BIG Star Entertainment Awards, India, the Indian Telly Streaming Awards, the Bollywood Life Awards, the Dadasaheb Phalke Film Foundation Awards, the Iconic Gold Awards, the Zee Cine Awards, etc. The Company's production, 'The Kerala Story' emerged as the highest return-on-investment blockbuster in 2023, reflecting the company's ability to balance commercial appeal with critical acclaim (Source: D&B Report).

Sunshine Pictures is a technology-driven content creator and specializes in multi-formats commercial films, emphasizing innovation in storytelling and production techniques (Source: D&B Report).

Sunshine Pictures has its presence on social media platforms such as YouTube, Instagram, Facebook, etc. On YouTube, as of date it has a subscriber base of 1,62,960 subscribers on YouTube with over 9,18,89,854 views in total. On Instagram and Facebook, it has a

cumulative follower base of 1,04,500. The streaming of short forms of content on such platforms also adds to the Company's revenue.

Sunshine Pictures is led by Promoter and Managing Director, Vipul Amrutlal Shah, who possesses an experience of over 24 years in M&E industry and is a prominent film producer and director of films, TV serials and web series. His debut as a director in Hindi film industry was with the movie 'Aankhen' which was one of the blockbuster hits of year 2002 followed by 'Waqt: The Race Against Time', 'Namaste London, Singh Is Kinning and 'London Dreams', amongst others. Under the leadership of Vipul Amrutlal Shah, the Company is established as a credible production house, delivering content that enriches the lives of audiences and sets new benchmarks in storytelling. Promoter and While Time Director, Shefali Vipul Shah is a national award-winning actress with a career spanning over 25 years across various genres and formats in Indian film industry. She has acted in Hindi films such as 'Satya', 'Monsoon Wedding', 'Gandhi, My Father', 'Dil Dhadakne Do', 'Once Again' etc.. Shefali Vipul Shah has won numerous awards including the Filmfare Award, Stardust Award, Tokyo International Film Festival Award and Asian Academy Creative Award. She received the National Award (Best Supporting Actress) at the 55th National Film Awards. She has recently acted in multiple films and series such as 'Darlings', 'Doctor G' and 'Delhi Crime' among others. She was nominated for International Emmy's Award in 2023 for her performance in the category of 'Best Actress' for the web show (OTT) 'Delhi Crime'.

The sole book running lead manager is GYR Capital Advisors.

SOUTH ZONE INTER-UNIVERSITY MEN'S HOCKEY TOURNAMENT

Chennai Jan 05 2025: SRM Arts and Science College, Kattankulathur and the University of Madras jointly organized the South Zone Inter-University Men's Hockey Tournament. The Tournament was inaugurated by Dr. Ravi Pachamuthu, Chairman of SRM Group of Institutions at Mayor Radhakrishnan Hockey Stadium, Chennai on 2nd January 2025. The event commenced with his inaugural address that highlighted the critical role of sports in enhancing students' physical and mental health in a technology-driven era. He emphasized how active participation in sports complements academic pursuits and



brightens career prospects. The event was graced by distinguished guests of honour, Mr. N. Mohammed Riaz, Arjuna Awardee, and Asian Games Gold Medalist, alongside Mr. P. Pitchaimani from GST & Central Excise, Chennai. They encouraged the players to make the most of the facilities and opportunities to advance their skills and climb the professional ladder. Dr. R. Vasudevaraj, Principal of SRM Arts and Science College, and Dr. R. Mohana

Krishnan, Director of Physical Education & Sports Sciences, SRM Institute of Science and Technology felicitated the occasion. The function was presided over by Dr. V. Mahadevan, Director of Physical Education and Sports, University of Madras, and Dr. K. Govarthanan, Director of Physical Education, SRM Arts and Science College, Kattankulathur. There are 68 University teams from across South India participating in the tournament, which is scheduled to take

place from 2nd to 7th January 2025.

Results:
Day : 1 :
03.01.2025

Match No: 1 Jain University won the match

Match No: 2 MG University beat TNPES University

Goal:4-2
Match No: 3 VTU University Beat Vinayaka University

Goal:4-3
Match No: 4 Madurai kamaraj university Beat Achariyiyi Nagarjuna University

Goal:4 2
Match No: 5 Karnataka university beat Sri Krishna Devaraya University

Goal:5-0.

Director General of Railway Health Services Inaugurates Modular Operation Theatre and ICU Complex at the New Southern Railway Hospital Complex at Perambur

Chennai Jan 05 2025: Southern Railway achieved a significant milestone with the inauguration of a state-of-the-art Modular Operation Theatre (MOT) and Intensive Care Unit (ICU) Complex at the newly constructed Southern Railway Headquarters Hospital in Perambur. The facility was inaugurated by Dr. Man Singh, Director General, Railway Health Services, Railway Board today (03.01.2025), in the presence of Shri R.N. Singh, General Manager, Southern Railway, Dr. M. Ravindran, Principal Executive Director (Health), Railway Board, Dr. C.M. Ravi, Principal Chief Medical Director, Southern Railway, Dr. Kalyani Sai Dhandapani, Principal Chief Medical Director, Railway Hospital, Perambur, Shri. S.K. Maurya, Chief Administrative Officer (Construction), Shri. B. Vishwanath Eerya, Divisional Railway Manager, Chennai



Division, Dr. V.Kannan, Medical Director, Railway Hospital, Perambur and other dignitaries.

Speaking at the event, Dr. Man Singh highlighted the advanced capabilities of the facility and shared plans for setting up a Post Graduate Institute at the hospital. He also emphasized the potential of introducing robotic surgery to match corporate healthcare standards.

Shri R.N. Singh, General Manager, Southern Railway, reiterated the need to optimally utilize this world-class infrastructure for the benefit of railway employees, their families, and also by

non-railway patients on payment basis. He proposed developing oncology and radiotherapy services under a PPP model in the old hospital premises to enhance services for cancer treatment while generating additional revenue. He mentioned that the new facility would benefit Railway patients for cancer therapy and the general public can also be treated with affordable cost.

The New Modular Operation Theatre & ICU Complex

The new hospital complex at Perambur, sanctioned in 2005-2006, is spread across 14 acres with a built-up area of 52,905 sq. meters, planned to

accommodate 600 beds. The Modular Operation Theatre (MOT) complex comprises 15 fully modular operation theatres catering to specializations like Cardiac Surgery, Orthopaedics, Neurosurgery, Ophthalmology, ENT, Obstetrics, and General and Laparoscopic surgeries. Equipped with international standards, it also provides comprehensive peri-operative care through four specialized ICUs.

This cutting-edge facility marks a new chapter in Southern Railway's commitment to providing high-quality healthcare services.

Silversky Builders launched Golden League New Year 2025

Chennai Jan 05 2025: At Silversky build and develop flats and plots. So far three successful apartment projects were completed at Puzhal, Chennai.

Silversky Builders have developed 900+ apartments, and 18 Acres of land. The third generation of legacy is being witnessed with their latest projects called Silversky Lakeside 3, The Springs, The Edge & The One.

The new generation which has Nishank Sakaria, Mitul Damani



and Prathik Jain trying their best to develop Silversky into a sustainable global company.

SilverSky Builders wants to cherish these moments collectively as progressive society. To thank their

customers, they have launched a New Year party called Golden League New Year 2025.

Equitas Small Finance Bank's commitment to financial inclusion impacts 1.45 crore lives

Chennai Jan 05 2025: Equitas Small Finance Bank, one of India's largest SFBs, proudly commemorates their years of dedication to ensure financial inclusion and social impact. Since its inception, Equitas has been committed to empowering individuals and communities, going beyond traditional banking services through significant strides in various social and economic development

initiatives. "Equitas has always been driven with its mission of empowering lives and building sustainable communities," said Mr. P N Vasudevan, MD & CEO, Equitas SFB. "We take immense pride in the transformative impact that Equitas Development Initiatives Trust (EDIT) has been able to make, in these years. At Equitas, we feel honoured to contribute

5% of our profit on an annually basis to EDIT, which has been restoring vision to thousands, providing quality education to thousands more and empowering women with skills. Through these initiatives, we have strived to address the root causes of poverty and inequality. As we look ahead, we are inspired to continue our mission with renewed vigour, creating a brighter future for generations to come."

Over the past years, Equitas has been able to empower the society by achieving remarkable milestones:

31 lakh+ eye care beneficiaries

3 lakh+ lives impacted through Job Fairs

7000+ students enrolled in Equitas Gurukul Schools

6 lakh+ women empowered with skill training programs

5000+ pavement dwellers rehabilitated.

A-ONE STEELS INDIA LIMITED FILES DRHP WITH SEBI TO RAISE UPTO Rs. 650 CRORE THROUGH IPO

Chennai Jan 05 2025: A-One Steels India Limited, one of the top 5 (five steel producers in southern India in terms of crude steel capacity, and the only company manufacturing 10 steel products and industrial products. (Source: CRISIL Report) has filed its Draft Red Herring Prospectus ("DRHP") with market

regulator Securities and Exchange Board of India ("SEBI").

The Company plans to raise funds through offer of equity shares (face value Rs.10 each) through initial public offerings aggregating up to Rs.65,000 Lakhs [Rs.650 Crore]. ("Total Offer Size")

The total offer size comprises of fresh issue

of equity shares aggregating up to Rs.60,000 Lakhs [Rs.600 crore] (The "Fresh Issue") and offer for sale by Selling Shareholders aggregating up to Rs.5000 Lakhs [Rs.50 Crore] ("Offer for Sale").

The Equity Shares that will be offered through the Red Herring

Prospectus are proposed to be listed on the BSE Limited ("BSE") and National Stock Exchange of India Limited ("NSE"). ("Listing Details")

PL Capital Markets Private Limited and Khambatta Securities Limited are the Book Running Lead Managers to the issue. ("BRLMs").

PM to inaugurate and lay foundation stone of multiple railway projects on 6th January

Chennai Jan 05 2025: Prime Minister Shri Narendra Modi will inaugurate and lay the foundation stone of various railway projects on 6th January at 12:30 PM via video conferencing.

In a key move to further boost connectivity in the region, Prime Minister will inaugurate the new Jammu Railway Division. He will also inaugurate the Charlapalli New Terminal Station in Telangana and lay the foundation stone of

Rayagada Railway Division Building of East Coast Railway.

Creation of the Jammu Railway Division, with 742.1 KM comprising Pathankot - Jammu - Udhampur - Srinagar - Baramulla, Bhogpur Sirwal - Pathankot, Batala - Pathankot and Pathankot to Joginder Nagar sections, will significantly benefit Jammu and Kashmir and surrounding regions, fulfilling the long pending aspiration of the people and improving connectivity

to other parts of India. It will create employment opportunities, infrastructure development, promote tourism and lead to overall socio-economic development of the region.

Charlapalli New Terminal Station in the Medchal-Malkajgiri District of Telangana has been developed as a new coaching terminal along with provision of second entry with a cost of around Rs 413 crore. This environment friendly terminal, having good passenger

amenities, will ease congestion on the existing coaching terminals in the city like Secunderabad, Hyderabad and Kacheguda.

Prime Minister will lay the foundation stone for Rayagada Railway Division Building of East Coast Railway. It will improve connectivity in Odisha, Andhra Pradesh and nearby areas and lead to overall socio-economic development of the region.

KVN Productions & Thespian Films Untitled Malayalam Film with Industry Mavericks Chidambaram and Jithu Madhavan..!!

Chennai, Jan 05 2025: KVN Productions, led by the visionary Mr. Venkat K Narayana, has announced an exciting collaboration with Thespian Films, helmed by Mrs. Shailaja Desai Fenn, to bring together two trailblazers of Malayalam cinema. Director Chidambaram, celebrated for Manjumal Boys, and Jithu Madhavan, Celebrated for Avesham, will helm this ambitious new project as a writer.

The film promises to be a spectacle, boasting an ensemble of industry stalwarts: Shyju Khaled as the Director of Photography, Sushin Shyam as the Music Director, and Vivek Harshan as the Editor.

Commenting on the project, Mr. Venkat K Narayana, Founder of



KVN Productions, said, "Our vision has always been to redefine cinema across languages, and this film marks our foray into Malayalam with the same grandeur and excellence that audiences expect from us. With such exceptional talent at the helm, we're confident about it."

Director Chidambaram shared, "I'm thrilled to work

with a team that shares my passion for storytelling. This collaboration is something I am looking forward to, can't wait to bring this vision to life."

Writer Jithu Madhavan added, "This script is close to my heart, and with the support of such a stellar team, I am sure we will make something good."

With 2025 shaping

up as KVN's most ambitious production slate—including KD (Kannada), Toxic with Yash, Thalapaty 69 (Tamil), and Thriller with Priyadarshan in Hindi. This Malayalam debut venture only strengthens the production house credibility and will make them the one of the strongest leaders in the entertainment business.

Infibeam Unveils CCAvenue SoundBox a Tap-to-Pay POS Devices for Offline Payments with Dynamic QR, Soundbox, & Cutting-Edge Features

Chennai, Jan 05 2025: Infibeam Avenues Limited, a leading global fintech company, has announced a major milestone in its journey toward revolutionizing payment solutions. The company has received approval from key card networks for its state-of-the-art offline payment point-of-sale (POS) devices, enabling the rollout of tap-to-pay functionality across retailers and brands.

The CCAvenue SoundBox a tap-to-pay POS device, designed for simplicity, speed, and security, will empower merchants to offer seamless and contactless payment experiences offline to their customers. With the increasing adoption of digital payments across online and offline formats, Infibeam's payment solution meets the growing demand for faster, more efficient transactions at retail outlets.



Key Features of the POS Device:

Contactless Payments: Integrated with tap-to-pay functionality for quick and secure transactions.

Offline Capabilities: Designed to process payments even in areas with limited connectivity, ensuring reliability for merchants.

Enhanced User Experience: Intuitive interface for faster checkout, reducing queues and wait times.

Robust Security: Meets global security standards to protect customer data and transaction details.

Dynamic QR Code Generation: Enables

merchants to create unique, real-time QR codes for each transaction, ensuring secure and seamless payment processing.

Integrated Soundbox for Payment Alerts: The POS device comes equipped with an integrated sound box that provides instant audio confirmations for successful payments, ensuring real-time transaction updates for merchants and enhancing operational efficiency.

Speaking about the launch, Mr. Vishwas Patel, Jt. Managing Director of Infibeam

Avenues, said, "This approval marks a significant step forward for us as we strive to redefine the payment ecosystem. By providing innovative and secure solutions, we are equipping retailers and brands with tools to enhance customer experience and boost operational efficiency. The rollout of our tap-to-pay POS devices is a testament to our commitment to advancing India's digital economy."

Infibeam's CCAvenue SoundBox a tap-to-pay POS devices are set to be deployed across a wide network of retail stores and partner brands. For the past three months, the Company has collaborated closely with thousands of merchants for its pilot project prior to launching the POS device to ensure smooth integration and training, helping merchant's transition seamlessly to the new payment system.

Yamaha Announces Special Pongal Offers on FZ Series, Fascino, and RayZR Models for Customers in Tamil Nadu

Chennai Jan 05 2025: India Yamaha Motor is celebrating the festive spirit of Pongal with exclusive offers on its popular two-wheelers, making it the perfect time for customers to bring home a Yamaha. The special offers include attractive cashback and low-down payment schemes, giving customers in Tamil Nadu a fantastic opportunity to own a Yamaha during the joyous Harvest Festival.

Details of Pongal Offers:

Cashback of up to INR 4,000 and low-down payment of INR 4,999 on the FZ-S Fi Ver 4.0, FZ-S Fi Ver 3.0, FZ Fi and the FZ-X Series.

Cashback of up to INR 4,000 and low-down payment of INR 999 on the Fascino 125 Fi Hybrid and Ray ZR



125 Fi Hybrid scooters.

These special Pongal offers are available for a limited time, allowing customers to embrace the festive season with the joy and excitement of bringing home a Yamaha.

Yamaha's diverse

product portfolio includes premium motorcycles such as YZF-R3 (321cc), MT-03 (321cc), YZF-R15M (155cc), YZF-R15 V4 (155cc), YZF-R15S V3 (155cc), MT-15 V2 (155cc), and FZ series bikes like FZ-S Fi Ver 4.0 (149cc), FZ-S Fi Ver 3.0 (149cc), FZ Fi (149cc), and FZ-X (149cc). Additionally, Yamaha offers a range of scooters including Aerox 155 version S (155cc), Aerox 155 (155cc), Fascino S 125 Fi Hybrid (125cc), Fascino 125 Fi Hybrid (125cc), RayZR 125 Fi Hybrid (125cc), and RayZR Street Rally 125 Fi Hybrid (125cc).

Vakrangee Ltd. Partners With Shriram Life Insurance To Offer Life Insurance Products Across Its Network

Chennai Jan 05 2025: Vakrangee Limited one of India's largest Last Mile Distribution Platform, is proud to announce a strategic corporate agency tie-up with Shriram Life Insurance. This partnership aims to provide easy access to comprehensive life insurance products through Vakrangee Kendra network across the Country.

This collaboration will enable Vakrangee Kendras, located across underserved and unserved areas, to offer a wide range of life insurance products. By leveraging this partnership, we aim to enhance accessibility and affordability of

insurance solutions, empowering customers with financial security.

Commenting on this partnership, Mr. Vedant Nandwana, Managing Director, Vakrangee Ltd. said, "We are delighted to partner with Shriram Life Insurance to expand our portfolio of essential services. This initiative aligns with our vision of driving financial inclusion and providing last-mile access to high-quality insurance products for every Indian,

regardless of their location."

Vakrangee Kendras are exclusive Branded format outlets offering a comprehensive range of products and services across banking, insurance, ATM, assisted e-Commerce, e-Governance and Total Healthcare. With 83% of Vakrangee Kendra outlets in Tier-4 to 6 locations, this association will enable Vakrangee to allow its customers to get access to insurance services in the most

remote parts of the country.

We will continue to add more products and services and tie-up with leading business partners to offer our customers a one-stop solution to all their needs. We are aspiring to be the most trustworthy physical as well as online convenience store across India and positively moving towards Vakrangee Kendra's new brand philosophy of 'AB Poori Duniya Pados Mein'.



How Chennai Swiggy'd: A Geek God in Chennai Splurged Rs.1,25,454 on Electronics on Swiggy Instamart this year!

Chennai Jan 05 2025: With streets bustling like its iconic Marina Beach and a filter kaapi in every hand, Chennai made Swiggy Instamart its go-to for every essential and indulgence this year. The annual "How India Swiggy'd 2024-Swiggy Instamart Edition" report reveals how this cultural powerhouse mixed its love for tradition with quick commerce convenience, creating a shopping story as unique as the city itself.

On the report, Amitesh Jha, CEO, Swiggy Instamart, said, "Since launching in July 2021, we've seen Chennai increasingly turn to the convenience of quick commerce, with everything from everyday essentials, toys, beauty, makeup, and even festive essentials delivered in just 10 minutes. The top purchases from the city include milk, potato chips, curd, soft drinks and tomatoes, with a city user spending as much as Rs.8,69,543 on groceries, electronics and everything else they need in 10 mins. We're proud to be a part of this journey, making convenience a part of daily life, and helping our customers enjoy what they need, when they need it."

Chennai's Iconic Quick Commerce Trends in 2024

National trends that ruled quick commerce in 2024- The Swiggy Instamart edition

- Delivered in 89 seconds: The fastest delivery of the year happened in Kochi, in just 89 seconds. The distance covered was 180 metres!
- Top spenders were from Delhi and Dehradun, who splurged over ₹20 lakhs on Swiggy Instamart in 2024
- Techno-crat alert! A Chennai user splurged ₹1,25,454 on electronics, electricals and home appliances this year, picking up nearly 85 items
- Sona kitna sons hai... said an Ahmedabad user, setting the gold standard on Dhanteras, spending a staggering ₹8,32,032 on gold coins
- The peak time for stealthy orders was between 10-11 PM. Top items ordered through Incognito Mode Masala-flavoured chips, Kurkure, and flavoured condoms!
- Canada had the highest number of International Logins to place orders for loved ones in India, followed by the United States, Kuwait, and Singapore
- Potato chips to poker chips: Over 43 snack lovers splurged more than ₹75,000 on chips in 2024! The top chip fanatics are crunching away in Hyderabad, Chennai, Kochi, and Kolkata. Meanwhile Delhi splurged ₹4,60,000 on poker chips this Diwali!

Chennai's South. favourites: The top 5 items ordered by the city were tomatoes (Thakkali), onion (Vengayam), curd, milk and eggs.

The Filter 'Kaapi' Effect: Nothing beats a freshly brewed cup of coffee at home—Chennai ordered a whopping 1.2 million units of filter coffee powder, proving that caffeine truly fuels the city!

Chip-aholic Central: when it comes to personal chips obsession, Chennai emerged as one of the top chip fanatics, crunching away over 9 million packets of chips, with 1.7 million chip orders making it the snack capital of the

South. Frozen Favorites: Whether battling the summer sun or festive cheer, Chennaites scooped up over 2.1 million portions of frozen delights!

Beauty on Point: With over 2 lakh orders for beauty products, the city ensured its glow-up game was strong, one skincare and makeup essential at a time.

Toy Time Wins: Kids (and the young at heart) in Chennai received nearly 60,000 toys, bringing joy and playful vibes across the city.

Techno-crat alert! A Chennai user splurged Rs.1,25,454 on electronics, electricals and home appliances

this year, picking up nearly 85 items. The top choices? gaming ear phones, smartwatches, an induction cooker, a sandwich maker, a hair straightener, a table fan and a toaster among other things.

The ultimate spender: The highest single-user spend from Chennai was recorded at Rs.8,69,543

Festive Splurges and Traditions

Golden Standard: Proving its love for auspicious buys, Chennai spent over Rs.1,00,000 on Dhanteras, solely ordering gold coins, setting festive goals high.

Banana Leaf Bonanza: Traditional dining stayed a priority with nearly 5 lakh banana leaves ordered, peaking during festival seasons—ensuring every meal was rooted in culture.

The Chennai Way:

From scooping up millions of ice creams to brewing endless cups of filter kaapi and keeping party plans under wraps, Chennai turned quick commerce into a true art form. Whether it's festive gold coins or cheeky incognito buys, Swiggy Instamart made sure every delivery was as timely as the city's iconic filter kaapi—hot, fresh, and right on time!

Chennai Jan 05 2025: Axis Max Life Insurance Ltd. formerly known as Max Life Insurance Company Ltd. ("Axis Max Life"/ "Company"), announced the launch of Axis Max Life Sustainable Wealth 50 Index Fund. This first-of-its-kind fund which intends to invest in companies that generate consistent cash flows based on the proprietary Sustainable Yield Index is developed by Axis Max Life. This customised Index will be computed and maintained by NSE Indices Limited.

Fund Highlights:

Fund Objective: The Axis Max Life Sustainable Wealth 50 Index Fund invests in a basket of 50 top-performing stocks based on a proprietary equal weighted factor-based quantitative index. It is designed to identify top-performing stocks from the Nifty 500 universe based on Free Cash Flow Yield (FCF Yield)

for non-financial companies and Dividend Yield for financial companies.

Asset Allocation:
Equity: 80–100%
Cash & Money Market Instruments: 0–20%

Sachin Bajaj, EVP and Chief Investment Officer, Axis Max Life commented, "The launch of the Axis Max Life Sustainable Wealth 50 Index Fund, reaffirms our commitment to providing value-driven investment options that address evolving market dynamics and investor priorities. This fund leverages the power of a unique, factor-based index that identifies companies with robust

cash flows based on our internal methodology. We believe this fund will be a valuable addition to our portfolio and strengthens our position as one of India's leading life insurance companies."

As the first proprietary index fund in the insurance industry, the Axis Max Life Sustainable Wealth 50 Index Fund offers exclusive access to a quantitative, factor-based index and aligns with investor demand for sustainable and value-driven investments. By focusing on companies with strong cash flows and consistent growth potential, it caters to customers seeking

stability and performance. The fund will be currently available through Axis Max Life's Online ULIP products, including the Online Savings Plan and Flexi Wealth Advantage Plan, and will be expanded to additional products post-launch.

Mukesh Agarwal, CEO, NSE Indices Limited, said, "We have worked with Axis Max Life Insurance to create this customised index based on Axis Max Life Insurance's methodology. The Customised Index will be computed and maintained by NSE Indices Limited."

Axis Max Life has established itself as a market leader in the online savings segment, achieving notable success with its suite of passive index funds, such as the 'NIFTY Smallcap Quality Index Fund', 'Midcap Momentum Index Fund', and 'NIFTY Alpha 50 Fund'.

SOUTH ZONE INTER-UNIVERSITY MEN'S HOCKEY TOURNAMENT

Chennai Jan 05 2025: Results : Day : 1 & 2 : 03.01.2025 & 04.01.2025
Match No : 6 UNIVERSITY OF KERALA (KL) beat ST JOSEPH UNIVERSITY BANGALORE (KAR) Goal : 6 - 1
Match No: 7 ANNA UNIVERSITY (TN) beat OSMANIA UNIVERSITY HYDERABAD (TS) Goal : 8 - 1
Match No: 8 BHARATHIYAR UNIVERSITY (TN) beat KODAGU UNIVERSITY (KAR) Goal : 4 - 0
Match No: 9 KAKATIYA UNIVERSITY (TS) beat ST JOSEPH'S UNIVERSITY (TN) Goal

: 8 - 0
Match No: 10 YOGI VEMANA UNIVERSITY (AP) Vs MANIPAL UNIVERSITY (KAR)

Both the teams are not turn-up. Match No: 11 TELANGANA UNIVERSITY (TS) Vs ANDHRA UNIVERSITY (AP) Telangana University not turned up. Andhra University qualified for next match. Match No: 12 PALAMURU UNIVERSITY (TS) beat NIT TIRUCHIRAPALLI (TN) Goal : 5 - 0
Match No: 13 RAJIV GANDHI UNIVERSITY (AP) Vs THIRUVALLUVAR

UNIVERSITY (TN) Rajiv Gandhi University not turned up. Thiruvallur University qualified for next match.

Match No: 14 JNTU, HYDERABAD (TS) beat Mahatma Gandhi University (AP) Goal: 0 0 (TB 4-2)
Match No: 15 THE RAMAKRISHNA MISSION VIDYALAYA (TN) Vs DR B.R. AMBEDKAR UNIVERSITY SRIKULAM (AP)

The Dr. B.R. Ambedkar University team not turned up. The Ramakrishna Mission Vidyalyaya qualified for

next match. Match No: 16 RAYALASEEMAN UNIVERSITY KURNOOL (AP) Vs MALLAREDDY UNIVERSITY (TS) Both the teams are not turned up. Match No: 17 PONDICHERY UNIVERSITY (PY) beat DAVANAGERE UNIVERSITY (KAR) Goal : 8 - 0
Match No: 18 KLE TECHNOLOGICAL UNIVERSITY (KAR) beat PRIST UNIVERSITY (TN) Goal : 4 - 0
Match No: 19 SAVEETHAIMATS (TN) beat KALASALINGAM UNIVERSITY (TN) Goal : 3 - 0.