



Chennai based technology-driven platform 'Scooldudes.com' launches Scooldudes App



It is perhaps, a revelation and disturbing one that in a survey conducted by the Scooldudes team across 8 major cities in India and covering about 5000 school-going children has found out that 50% of the surveyed children in Chennai are acutely stressed with the reasons cited being heavy syllabus, long study hours (incl. after school tuition), parental/teacher pressure and lack of confidence. Thankfully, Mr Ramachandran Kannan, an XLRI alumnus (1982 batch) and a HR Professional turned Academician, seems to have come up with a workable solution to this vexing issue, courtesy, the innovative and engaging App Scooldudes formally launched in Chennai on 11th April 2019. The timing could not have been better what with the summer vacations just about to commence and the parents and children desperate to seek promising after-school engagement programs. Launching the Scooldudes App, Mr B

Santhanam, Managing Director, St. Gobain India Pvt. Ltd., lauded this initiative and said that this innovative effort will go a long way in addressing the major concern of today's parents and exhorted the children and parents to fully utilise the functionalities of the App.

The glittering App Launch function also witnessed a Panel Discussion on the very relevant topic of How Important is After School Activities vis a vis Academics. Mrs. Teresa, Headmistress, Sishya School, Mrs. Chithra Ravi, Founder, Chrysalis, Mr. Sanjay Rao, Emotional Intelligence Coach and Ms. Vijayalakshmi MCC Executive, Wellness and Life Coach, made the discussions a very lively one which was moderated by Mr Ramachandran Kannan. Mrs. Teresa also mentioned that it is very important that children engage in some after school activities to destress themselves. Started in 2013, as a fun-filled

after-school hangout for the children between the age-group of 12 to 18 years, currently, Scooldudes has a presence in Chennai and other Southern States. Recent entrant to Mumbai, Scooldudes will soon expand to other parts of India including Kolkata, New Delhi and other Tier I and Tier II cities in the next one year. The company is also planning for a global launch in the near term. With over 10,000 participants already signed in through its interactive online internet and off-line engagement platform in the form of communities, Scooldudes gives children an opportunity to bond with their counterparts and gain experience that would help in developing their life skills through daily activities such as contests, and express/develop their creative, literary and thinking skills. The well attended event concluded with the felicitation of the Panel Members followed by vote of thanks.

Prize winners in Sports and Academics



About 19 school students of Chennai Middle School, Balaji Nagar, Royapettah were honoured with prizes during the farewell Day by Mr.G.Thangaraj, district coordinator, National Green Corps. Earlier Mrs Thenmozhi, School HM lauded the performance of students in zonal level sports and their academic excellence. Naveen a boy of class 8 said, "though I hail from a village back ground, this Chennai school gave me a confidence to do well in higher studies and in extracurricular activities.

Children Advocating for their Rights through Arts



After successful launch of “Khilta Bachpan”, an innovative campaign that promotes art education as a means to support children ‘Engage, Express, Empower’, ChildFund India in association with Lady Irwin College organized an event – “Children Advocating for their Rights Through Arts”, as part of its Child-Led Child Protection initiative under the campaign. The event took place at the Amphitheatre in Lady Irwin College in New Delhi. At this event, children from government schools came forward and voiced their concerns related to their rights and protection using various Art forms. The main objective of this initiative is to empower children as Catalysts of Change. While we have child protection mechanisms in place, we, as a country, are still working towards providing our children with opportunity to have voice, platform, and engage meaningfully in the decisions that affect their protection and access to recourse. ChildFund with an aim to achieve SDG Target 16.2, which seeks to end violence against children, has been working to improve child protection and reduce violence against children by providing children and youth and their communities with knowledge about their rights and the child protection system, enabling them to monitor child protection systems, engage in

informed dialogue with decision-makers and work with key stakeholders to realize positive change at the community and national level. Art Education plays an important role in helping children develop, engage meaningfully, build resilience, and reach their utmost potential. Engaging in Arts helps children to control their negative emotions by providing them with means to constructively cope with and channelizes their energies towards positive outcomes. “We believe children need to be aware of their rights; their right to survival, protection, participation and development, as it is fundamental to building strong and confident young citizens. When given the right platform, channel to express and encouragement they can play a role in their own protection and be the advocates for generations to come. We are aware that Arts is the most effective channel for creative expression, development and to influence young minds. We do live in the most vulnerable and unstable environment, this initiative gives them the opportunity to stay safe, protected and grow up in protected environment,” shared Neelam Makhijani, Country Director and CEO of ChildFund India. At the event, 100 children from 10 schools who were trained by the students of Lady Irwin College and professional artists performed dance as

well as skits based on child protection related issues; artworks created by them expressing their thoughts and imaginations related to child rights were also displayed. The highlight of the event was the discussion between children and duty bearers, such as Mr. Mohammad Salam Khan - Chairperson, Child Welfare committee (Distt. South East), Dr. Pawan Sudhir - Professor, Department of Education in Arts and Aesthetics, NCERT, Mr. Shashank Shekhar - Advocate, Supreme Court of India, Former DCPCR member and Consultant Child Protection, Dr. Pulkit Mathur - Professor, Department of Food and Nutrition, Lady Irwin College and Ms. Rita Singh - Member, Delhi Commission for Protection of Child Rights (DCPCR), who discussed about the protection issues faced by children, roles of the duty bearers and how best the children can protect themselves by understanding their rights better. The discussion was moderated by Dr Vinita Bhargava, Professor, Lady Irwin College. The event was attended by government school children, Principals, representatives from various corporate organizations, government and non- governmental organizations especially from child rights based organizations and forums as well as individuals.

Wipro Lighting and Mapiq announce Partnership for Smart Workplaces

Wipro Lighting, a pioneer in smart lighting products in India, is one of the largest lighting companies in the country. It is synonymous with innovative lighting solutions for indoor and outdoor across many different industries, such as retail, commercial offices, healthcare, and others. Wipro’s tremendous depth in lighting knowledge and collaborations with international lighting and technology companies led to the launch of Internet of Lighting (IoL)™ in 2018. In October of 2018, Frost & Sullivan recognized Wipro with the “Connected Lighting Company of the Year” award. “We’re going to see a rise in smart building world with a focus on the end-users. We believe that this partnership can take us to the next level when it comes down to really understanding the needs of employees and support them during their workday. A productive, happy employee is the foundation for the biggest ROI for a company.” said Anuj Dhir, Vice President & Business Head, Commercial Lighting Business of Wipro. Mapiq is a Dutch scale up and frontrunner in the development of smart building platforms. With head quarters in Delft, The Netherlands it creates a unified, cloud-based platform that helps optimize workspaces and activate the true

potential of employees. Mapiq is a software platform that shows your office building in an interactive 3D map. Employees can use Mapiq to book rooms, find their way around the building, search for free workplaces, find their colleagues, and much more. It works like personalized Google for Smart Workplace. Facility managers and building owners can use data collected by Mapiq to make well thought out decisions about their office spaces. “The workspace has become more open and dynamic than ever before. Being able to work anytime, anywhere, provides great flexibility. However, this way of working often decreases the amount of face-to-face contact in the office. Technology with its unique twist, brings people and teams back together,” said Sander Schutte, Founder & CEO of Mapiq. Wipro will implement Mapiq into their Internet of Lighting (IoL)™ - Smart Building Proposition. For Mapiq this partnership represents the global ambitions of the company. The agility and innovation from a Dutch scale-up and the experience and service from one of the most recognized technology companies is promising formula for a global roll-out. The first Smart building in India arising from this partnership is expected to go live before summer 2019.

Aninda Chatterjee takes over as mjunction CFO

Mr Aninda Chatterjee has taken over as Vice President, Finance & Chief Financial Officer (CFO) of India’s largest B2B e-commerce company, Kolkata-based mjunction services limited. Before joining mjunction, Mr Chatterjee was Managing Director of the West Bengal Electronics Industry Development Corporation Limited (Webel). Mr Chatterjee is a Chartered Accountant from Institute of Cost Accountants of India and an alumni of XLRI Jamshedpur. He has over 27 years of experience in the finance domain in various industries. In the past, he has been associated with reputed organizations such as Bengal Aerotropolis, Nokia Siemens Network, TCG Software and Tata Steel.



Kalari Kids on POGO take you to the magical jungle of Kalaripuram



Imagine a thick jungle full of magic and secrets, thrilling stunts, high-octane action and exciting adventures! Get ready for POGO's newest show, Kalari Kids. Gear up for an unforgettable summer, as kids' favourite entertainment channel presents this adventurous ride starting April 15, every weekday at 5pm. Check out Kalari Kids video and the theme song here. The show combines the old-world charm and warmth of India with new-age sassiness and fun! Learning the ancient martial art form – Kalaripayattu – the Kalari Kids reside in the enchanted jungle of Kalaripuram full of magical powers. The cool kids train in two schools, one led by Guru Palan and the other by Guru Veta. Team Guru Palan with Beenu, Meena, Shyam, Unni and Ami are often pitted against Team Guru Veta with Raaka, Dhaana, Mani, Lekha, Langot and Monster. While Guru Palan believes in bringing the best out of his students with light hearted methods, valuing their age and innocence, Guru Veta believes in a rigid military form of training. After their training sessions and Kalaripayattu, the kids go back to their regular life and enjoy playing pranks on each other. The show's visual direction is inspired by and brings to life the beauty of traditional Indian paintings. The dynamic paneling and high-contrast style promise an exciting experience for young fans. The fun-filled Kalari theme song, that is bound to be a hit with fans, infuses Indian classical music with modern, catchy tunes. Speaking about the television premiere on POGO, Siddharth Jain, Managing Director of Turner India, said, "We constantly

aim to offer kid friendly content to create a deeper connect with our audience, and homegrown and localized shows play a critical role in POGO's programming strategy. We are certain that Kalari Kids will strengthen our engagement with our little fans." POGO will also engage with fans with a range of fun and exciting activities, which will immerse them into the magical world of Kalari Kids! The high-impact, 360-degree campaign includes on-ground and digital experiences in multiple cities. This includes an exciting association with Junglee, a family adventure film, featuring action-hero and star Vidyut Jammwal. And there's more! Stacking up the excitement quotient, little fans can experience the fantastic world of Kalari Kids themselves at an augmented reality booth at Infinity Mall, Malad, Mumbai in the first weekend of the show launch. This digital innovation is yet another endeavour by POGO to engage with fans in newer and more immersive ways than ever before. Additionally, this May, kids' superhero Bheem has some incredible surprises up his sleeve for his fans as he introduces them to the world of Kalari Kids across the country. Kids can also watch their favorite cartoon characters and celebrate Bheem's birthday with Kalari Kids by participating in a special on-air contest. Watch POGO and follow the Facebook page @PogoTV India to never miss out on the never-ending action and fun that Kalari Kids are up to. The show, by Green Gold Animation, is available on POGO for fans in Tamil, Hindi and English

"Hello Holidays" VIP bags aims to be a family's most preferred travel gear



V.I.P Industries, which enjoys a dominant leadership in the luggage industry; is all set to unveil the campaign for its homegrown iconic brand, VIP. The brand has transformed itself with a new philosophy of 'Hello Holidays', targeting young and contemporary families. With emphasis on people who love to travel, VIP bags aims to be a family's most preferred travel gear. The relaunch touches every dimension; unveiling a new brand logo and identity, a new consumer proposition and a new collection which embodies the new VIP. The 50-year-old brand will launch its latest TVC campaign with new brand ambassadors, Saif Ali Khan and Kareena Kapoor Khan, illustrating the transformation of India's pioneering luggage brand. VIP Bags entered the luggage industry in 1971, today it is the second largest luggage producer globally. The brand provides luggage choices from suitcases, business bags, briefcases, duffels to backpacks and vanity cases. The new and improved version reflects VIP's endeavor to consciously keep the brand fresh, trendy and steer it to the liking of the new-age traveler. The new campaign captures the zeitgeist of a family holiday, a journey across different cities, experiences and situations featuring Saif and Kareena (with a kid in tow), and their trustworthy companion, VIP Bags. Commenting on the core idea behind the rebranding, Mr Sudip Ghose, Managing Director, VIP Industries stated, "The overall goal was to make the brand relevant and contemporary, whilst retaining its iconic essence. With this relaunch,

we aim to grow even more relevant to our ever-evolving consumers. Kareena and Saif Ali Khan are indeed a seamless fit for VIP's new identity and positioning of Indian modern family. As a unit they represent the ambitious travellers of today's generation who are always on the hunt for travel luggage/ necessities that truly reflect their personalities. The duo will certainly help strengthen the brand as contemporary, fashionable, reliable and everyone's first choice for holiday travel. With this endorsement, we are confident that we will sharply position the brand as the country's best and leading 'holiday' luggage brand. If it's Holiday it has to be VIP". Commenting on the brand association, brand ambassadors and celebrity couple, Saif Ali Khan and Kareena Kapoor Khan stated, "We are delighted to be VIP bags brand ambassadors. We have all grown up seeing our parents use the quintessential VIP Bags, briefcase and suitcases, and to be associated with the same brand today is indeed a proud moment for both of us. As avid travelers ourselves, the messaging of the campaign resonates with us and we encourage everyone to say #HelloHolidays with VIP Bags". Going live on 4th April the campaign features new ranges like "Fairway", "Scope", "Conrad and "Ascend" which embody the revamped brand essence through the collection's contemporary colors, styles and variants are definitely a must have. The relaunch will be a complete 360-degree campaign and will be promoted across all platforms such as TV, Print and Digital.

Free two nights getaway at Abu Dhabi with Etihad Airways



Etihad Airways is inviting travellers flying through Abu Dhabi to enjoy a free stopover in the capital of the UAE, as part of a landmark global promotion launch. Abu Dhabi is a vibrant and diverse city offering visitors the chance to explore cultural highlights, impressive architecture, world-class theme parks as well as striking beaches and desert landscapes. The city appeals to solo travelers and couples in search of unique travel experiences as well as families looking to create extraordinary memories with children, making it the perfect destination for a holiday within a holiday. Etihad Airways is offering two free nights of hotel accommodation in Abu Dhabi for all guests booking flights to and from all Etihad destinations via Abu Dhabi. Guests can choose from a range of 15 hotels located across the city including the five-star Intercontinental Abu Dhabi and Dusit Thani Abu Dhabi, as well as the Courtyard by Marriott WTC, Crowne Plaza and Radisson Blu. The free Abu Dhabi stopover promotion is available for bookings online through etihad.com or via a travel agent from 10 April to 15 June 2019, for flights between 21 April and 15 July 2019. Guests can enjoy the stopover in Abu Dhabi with the new 48-hour free UAE transit visa. This transit visa, available up on arrival and applicable for guests with a confirmed onward journey, is free for the first 48 hours and extendable up to 96 hours at an extra cost. Robin Kamark, Chief Commercial Officer Etihad Aviation Group, said: "The number of visitors to Abu Dhabi continues to grow every year, and this incredible promotion allows us to showcase our

extraordinary home to more visitors worldwide. Guests will be welcomed with traditional Arabian hospitality, and will enjoy a modern infrastructure, multi-cultural society, and the many unique attractions the city, and wider emirate, have to offer." Abu Dhabi visitors can experience cultural masterpieces and architectural highlights including Sheikh Zayed Grand Mosque, Louvre Abu Dhabi and the newly opened Presidential Palace Qasr Al Watan. Tourists seeking nature can escape to the beautiful sand dunes of the Arabian desert, or find calm on the pristine coastline and beautiful beaches surrounding Abu Dhabi island. Adrenalin-seeking adventurers can revel in the thrills of the city's theme parks including the intense G-force experienced on Ferrari World's roller-coasters, as well as the rides and attractions at Yas Waterworld and Warner Bros World. Unforgettable desert safari expeditions, a myriad of world-class golf courses and an exceptional range of local and international dining experiences ensures there is something for everyone. The advantage of a stopover goes beyond creating two holiday experiences out of one and can also support with combating jetlag. Global travellers on long-haul journeys will benefit from adjusting to the time zone along their journey, arriving at their final destination feeling more refreshed. Etihad guests booking online should select a multi-city flight and will be directed to the stopover booking page once the booking is confirmed. Guests then have the option to choose a hotel package with one of the many hotel partners operating this promotion.

Kewal Kiran Clothing launches booking for Autumn Winter collection



Chennai: Kewal Kiran Clothing launches booking for AW'19 collection at mega event in Goa. The beach town of Goa is witnessing unveiling of AW'19 collection for its five major iconic brands- Killer, Integriti, LawmanPg3, Easies and recently acquired women's wear brand Desi Belle at Park Regis Hotel in the heart of North Goa.

Killer continues to dominate in terms of brand recall and its revenues contribution to overall revenues of the company. LawmanPg3 is the second largest brand in the portfolio and integriti is picking up very fast.

The first official collection of Desi Belle, after its acquisition, will be unveiled during this event with its AW'19 collection themed around fusion wear for women. Desi Belle is all about finding the magical balance between style and functionality. With passion, precision and attention to details the brand

makes remarkable desi apparel for the modern woman, designed to fit different personalities. Kewal Kiran Clothing is expecting Rs. 250 crore revenue from Desi Belle in the next five years.

Commenting on the development, Mr. Kewalchand P Jain, CMD, "This is the largest event any branded apparel player has ever hosted. We are displaying all our leading brands in 17,000 sq.ft. area. We are committed to the growth of our brands with our distributors, Multi Branded Outlets, Exclusive Branded Outlets and Large Format Stores like Future Retail, Lifestyle and Shoppers Stop. This kind of event will definitely give our distributors and other channel partners a platform to experience all our products at one place at such a scale and this is going to be biggest boost for bookings for the next season".

Tasty Treat introduces the all-time favourite 'Potato Chips'



Chennai, 11th April 2019: Potato chips is one munching snack that is a big hit among all families and age groups. Whether it is while watching a movie or just passing your free time, potato chips are always the first snack that anyone craves. Tasty Treat, the munching brand from Future Consumer Ltd. introduces its range of potato chips in five flavours – Cheese flavor, Sour Cream and Onion, Tangy Tomato, Classic Salt, Desi Masala Magic.

Speaking about the new snacking range Sadashiv Nayak, CEO - Food Business, Future Groupsays, "Within a short span, Tasty Treat has grown as one of the most preferred snacking brand in the country. We are excited to introduce our range of potato chips for all our foodie customers. Tasty Treat chips are seasoned with special spices that allow the chips to retain the potato flavour at the same time making it crunchier and irresistible than other brands."

As the Official Partner for the Indian Premier League, Tasty Treat is giving its customers a chance to watch the IPL in the stadium. Buy any Tasty Treat products and stand a chance to win an all-expense paid trip to the IPL finals.

Velammal Sports Council Applauds - The Stupendous achievement of the Chivalrous chess player A. Harshini of Std XII for winning silver medal in U-18 Asian Youth Chess Championship held at Sri Lanka.

