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32 Metro Stations have been awarded with IGBC Platinum Rating



As part of CMRL commitment to reach its apex of sustainable green initiatives has been awarded with IGBC highest Platinum Rating for balance 14 no's of underground Metro Stations under Phase 1 successfully. The IGBC Chairman Chennai Chapter, Thiru C.N. Raghavendran handed over theplaques and certificates for 14 Underground Metro Stations to Thiru Pankaj Kumar Bansal, I.A.S., Managing Director , Chennai Metro Rail Limited. Director (Finance) Tmt. Sujatha Jayaraj, Director (Projects) Thiru Rajeev Narayan Dwivedi and Director I/C (Systems and Operations) Thiru L.

Narasim Prasad along with Senior Officials of Chennai Metro Rail Limited, Project Director of the various Contractors of the project and the Green Building consultants have participated in the event. The stations that have been awarded IGBC highest Platinum Rating are Washermenpet, Mannadi, High Court, Central Metro, Government Estate, LIC, Thousand Lights, AG-DMS, Teynampet, Nandanam, Saidapet Metro, Pachaiyappa's College Metro Station, Kilpauk Metro, Nehru Park. CMRL was awarded with IGBC highest platinum rating for 13 elevated stations and 5 underground metro stations (Thirumangalam,

Anna Nagar East, Anna Nagar Tower, Shenoy Nagar and Egmore Metro) earlier. Totally 32 Metro Stations under Phase I have been awarded with IGBC Platinum. The stations are discerningly designed reflecting functional aesthetics, user friendliness and energy efficiency with station architecture that is environmentally friendly and green. Salient Green features like rain water harvesting, harnessing solar energy, universal access to physically challenged commuters, Last mile connectivity through NMT(Non-Motorized Traffic), energy efficient design and various other green measures.

MTC needs to install digital display at Koyambedu

At Koyambedu, Chennai Mofussil Bus Terminus (CMBT) often passengers get confused about the boarding places for Metropolitan Transport Corporation buses going towards Tambaram, Velachery, Thiruvanniyur, Guindy, Ambattur, Perambur and Broadway. In order to make it more convenient for the travelling public, Metropolitan Transport Corporation officials need to installed digital bus information sign boards showing the route numbers, area names including the descriptions of buses have been displayed at each MTC bus bay so that the passengers could locate the bus easily without much difficulty. The increasing Metropolitan Transport Corporation bus services at CMBT Koyambedu need more parking spaces. The bus bays set up are now not able to handle the extra buses. Daily at least four to five buses are parked outside the bus bays. Separate bays have been only provided for route numbers 15B, 27B, 46, 46G, M70, 570, M27 and 159 series. A proper bus priority system is the need of the hour at Koyambedu CMBT.



Britannia recently brought back one of its iconic campaigns, Britannia Khao World Cup Jao, the nostalgic campaign, which debuted in 1999. The promotion brings together two Indian powerhouses – food and cricket. Britannia has tied up with Big Basket in an exclusive ecommerce partnership to launch the campaign on its portal. The promotional campaign that runs between April and June, offers assured prizes and a range of weekly prizes to Big Basket shoppers. The promotion also gives online shoppers a chance to watch a match live at the ICC Men's Cricket World Cup 2019. Mr. Hari Menon, co-founder and CEO, Big Basket, said "An exciting summer of Cricket lies ahead of us, and what better way to enjoy the game than being live at the scene of action of the greatest Cricketing event ever. We are excited to partner with Britannia to bring the cricketing bonanza online exclusively on Big Basket, for a 2-month long period". Mr. Ali Harris Shere, VP Marketing, Britannia Industries, said "It is most rewarding to bring back our iconic Britannia Khao World Cup Jao campaign in the biggest way possible on the completion of our centenary year. At the core of what we do at Britannia is offer choices to consumers. This time, we wanted online shoppers to have a chance to enjoy their favourite game and cheer their favourite cricketers live at the event". With every purchase of Britannia products worth Rs 99/- and above, consumers win assured Britannia products worth up to Rs. 25/-. Additionally, the promotion has weekly lucky draw prizes and a chance to fly on an all-expenses paid trip to watch a world cup match. Consumers who purchase Britannia products carrying the 'Britannia Khao World Cup Jao' Flash on pack, will be eligible to participate in the promotion, through the regular process mentioned on the pack as well. (Consumers can refer to details of this contest on www.britanniacontest.com)

Britannia launches Britannia Khao World Cup Jao Campaign on Big Basket



More buses on route 7F is needed



The Metropolitan Transport Corporation bus route 7F from Anna Nagar West Depot to Broadway via Purasawalkkam and Central needs better frequency. Residents of Anna Nagar West and Western Extension stated that the Metropolitan Transport Corporation should take steps to introduce new bus routes from the Anna Nagar West bus terminus towards Ayanavaram, Perambur, Mint, Poonamallee and other important places in Chennai city. The area residents also request MTC officials to increase the frequency of 7F, 24A.

Nba Champion Harrison Barnes To Visit India

The National Basketball Association (NBA) announced that NBA Champion Harrison Barnes of the Sacramento Kings will visit India to promote the continued growth of basketball in the country and the upcoming NBA India Games 2019. Barnes, a 6'8" forward who won an NBA Championship with the Golden State Warriors in 2015, will first stop in Delhi NCR on April 28 to attend the Reliance Foundation Jr. NBA National Finals at The NBA Academy India. Barnes will then travel to Mumbai for live television appearances on Sony Ten 1 and Sony Ten 3's NBA wraparound shows on April 30, before returning to Delhi on May 3 to attend the National Finals of the fourth ACG-NBA Jump, India's national basketball talent search program. "This trip to India will be a great opportunity for me to get a sneak peek of the local culture before the upcoming preseason games in Mumbai this October," said Barnes. "I look forward to being a part of that historic event, and I'm excited to help support the NBA's various basketball development initiatives in India." Now in its sixth year, the 2018-19 Reliance Foundation Jr. NBA program has engaged more than 6.3 million youth in 34 cities nationwide. The

program – the largest in its six-year history – focuses on inspiring youth to adopt a healthy, active lifestyle by integrating basketball into the physical education curriculum of the 7,900 participating schools. ACG, the official partner of The NBA Academy India, will provide 50 players from around the country with the opportunity to be selected into the NBA's elite basketball training center. At the end of the camp, the top prospects from the ACG-NBA Jump National Finals will be identified to receive scholarships and training at The NBA Academy India. The NBA India Games 2019 will mark the first games the NBA has played in India and the first games staged in the country by a North American sports league. The Indiana Pacers and Sacramento Kings will play on Friday, Oct. 4 and Saturday, Oct. 5 at the NSCI Dome in Mumbai. Tickets to the games will go on sale at a later date. Fans can visit nbaevents.com/indiagames to register interest for information and tickets. For the latest news, updates, scores, stats, schedules, videos and more, fans in India can follow the NBA on Facebook, Twitter, Instagram, and download the official NBA App on iOS and Android.

Principal Mutual Fund launches Principal Small Cap Fund

Principal Mutual Fund, announced the launch of new fund offer (NFO) for Principal Small Cap Fund- An open-ended equity scheme predominantly investing in Small Cap stocks. This scheme aims to identify and invest in smaller companies that have the potential to generate higher returns over a longer period. The NFO opened today, April 22nd & will close on May 6th, 2019. Principal Small Cap Fund offers facilities like - Smart Trigger Enabled Plan (STEP) & Auto Trigger. STEP aims to protect against sharp fall in market as it invests in a staggered manner to mitigate market-timing risk. STEP is an exclusive facility which is available only during the NFO. Through STEP facility, investors can spread their investment in Principal Small Cap Fund in 4 equal monthly instalments and only 25% of the application money is invested upfront in Principal Small Cap Fund, remaining 75% is invested

in Principal Cash Management Fund. If the market falls 3% from the date of allotment, the STEP gets activated and it automatically shifts 25% of the initial investment to Principal Small Cap Fund. If there are no fluctuations in the market, the switch takes place at the following month end from Principal Cash Management Fund to Principal Small Cap Fund. Auto Trigger facility allows investors to set a target rate of return and it automatically shifts appreciated amount to another fund when the target rate is achieved. Investors could use this facility to automatically rebalance their exposure to Small Caps. Commenting on the launch, Mr. PVK Mohan, Head of Equity, Principal Mutual Fund, "Small-cap funds have the potential of becoming excellent wealth creators over the long-term period. Their exposure to large organised sectors gives them the potential to scale up. Besides, the companies in sectors where large & mid

cap stocks have limited presence is an added advantage. In addition, STEP Facility helps investors to reduce the market timing related risk as investment in Principal Small Cap Fund is made in 4 instalments" Principal Mutual Fund is managed by Principal Asset Management Private Limited* which is part of the Principal Financial Group - A global investment management leader headquartered in Des Moines, Iowa, US. In India, it brings on board the financial strength and global experience of over 139 years in asset accumulation of Principal Financial Group. It offers products that provide a mix of short-term to mid-term to long-term financial growth. Guided by integrity, trust and knowledge, the team applies a disciplined and research-based approach to design investment solutions to suit various income levels and portfolios. To find out more, visit at www.principalindia.com

A BILLION DISCOVERIES AND COUNTING



Charmboard – AI based visual discovery platform that enables consumers discover style from popular culture, mainly from video, announced that the company served its one-billionth discovery. Thousands of brands across fashion apparel, footwear, accessories, lingerie, jewellery, hair and beauty were discovered by 15 million users across a vast library 300,000 hours of video content. Charmboard is currently available on videos at OTT platform Zee5 across eight languages and on tens of thousands of shared videos at its owned property. The shows on Zee5 include some of the highest rated in India such as Kumkum Bhagya & Kundali Bhagya. Top brands like L'Oréal, Marico, Myntra, Amway, Jockey are amongst the brands who have been using Charmboard. Around 66% of Charmboard's shoppers who have discovered the products are women between 18 and 34 years old, from a range of key cities like Pune, Lucknow, Hyderabad, Patna, Bangalore, Delhi and Mumbai. The term 'Charm' indicates micro moments of desire within videos that viewers can save while watching video with a simple touch. Charms encapsulate immense possibilities of highly contextual discovery including but not limited to products seen in the video, context relevant brand stories and other placement of

key information pertaining to the video moment being saved. This mindset where the user is still open and has not yet zeroed down to the exact thing she wants is very attractive to brands. Charmboard enables purchases by providing direct links to the product pages on partners sites. Charms can be saved to thematic collections called 'boards'. On this occasion, Mr. GBS Bindra, Founder and CEO, Charmboard commented, "Charmboard provides a platform which inspires potential customers to discover brands organically whilst consuming video content. By being present in these intent-rich moments, brands are able to favourably influence the outcomes.. We are leveraging video content as an impactful source of discovery and pioneering a non-intrusive way for brands to get across to interested users. Completing one billion discoveries is a milestone not just for us but also for brands who have associated with us throughout these years. This shows the power and scale of digital video consumption and demonstrates how using AI, Charmboard is building a very large business off video. On an average, Charmboard records 5 touches per video view on charm-enabled video, roughly 3 products are discovered per Charm and discovered product cards have 4 to 5% Click Through Rate.

Scientists using artificial intelligence to predict weather



The Numerical Weather Prediction (NWP) model studies and analyses vast data sets from satellites and other sensors to provide short-term weather forecasts and long-term climate predictions. Other companies are currently investing heavily on AI weather prediction. Recently, tech-giant IBM purchased The Weather Company and combined its data with their in-house AI development Watson. This led to the development of IBM's Deep Thunder which provides customers with hyper-local weather forecasts. Since the dawn of mankind, humans have always cast their eyes above to check out what's in store from the sky. Weather forecasting is very essential as knowing a day's weather helps us plan our work, in general. Technology has advanced and so has the method of weather forecasting. Scientists have started using artificial intelligence (AI) to predict weather and its uses have shown promising results. The process of predicting weather patterns is a very complicated science. Every day, we need to analyse and decode massive data gathered from thousands of sensors and weather satellites. And to identify patterns in collected data to predict the future is a very strenuous task. As we can't control weather, meteorologists can use past and present data to predict the future. Weather prediction accuracy has increased but it isn't 100 per cent accurate. Meteorologists use a variety of sensors, satellites and computer models to predict future weather patterns. Most people are familiar with instruments like thermometers, barometers and anemometers for recording temperature, air pressure, and wind speed. But they also employ sophisticated equipment like weather balloons. Likewise, radar systems are used to measure precipitation around the world. Some other powerful tools are environmental satellites that monitor Earth's weather.

Indian Railways brings out new trains



Indian Railways is all set to introduce several new trains this year! The national transporter is all set to introduce many new Humsafar Express as well as Antyodaya Express trains, which were introduced for the first time in 2016 and 2017 respectively. The Humsafar Express trains, which comprise of all AC 3-tier coaches, offer premium service to passengers for overnight journeys, while the Antyodaya Express trains offer better comfort and amenities to unreserved passengers. In the coming two years, the national transporter will introduce as many as 20 new Humsafar Express trains and 10 new Antyodaya Express trains. According to Indian Railways, since their introduction, both the trains have been received well by passengers and also their occupancy rates have been high. Earlier this year, a senior official from Railway Ministry told Financial Express Online that in the year 2019-20, 200 Humsafar Express coaches and 100 Antyodaya Express coaches will be manufactured. The Humsafar Express trains support various modern features including multiple mobile charging points, extensive fire retardant and suppression system, CCTV cameras, GPS-based passenger information system, LED lights, modular bio-toilets, smoke detection devices, toilet occupancy indicators, tea/coffee/soup vending machine, etc. Indian Railways is also likely to roll out the second UDAY Express train of Utkrisht Double Decker Air Conditioned Yatri service this year. However, the route for the new luxury double-decker chair car service, aimed at business travellers has not been announced yet.. Indian Railways plans to manufacture over 4,000 LHB coaches in the on going financial year, several of which will also help replace the aging ICF-design coaches. The production target also includes manufacturing 160 coaches for Train 18-like train sets.

Travel with Gits Ready Meals

Don't you just crave a good Indian meal during a long trip abroad? Gits Ready Meals are your solution to have to all natural, hand cooked and authentic desi food in a pack! All you need to do is just heat and eat! These products are made with best quality ingredients sourced from where they grow best! The Rajma beans are fetched from Jammu and the Basmati Rice from Punjab. Dishes like Gits Dal Makhani are slow cooked in earthen ovens for 12 hours and the Pau Bhaji is a perfected Mumbai street food recipe. They are all natural and safe for kids too! Thanks to advanced retort technology,

that enables preserving food without any added preservatives, or added colours and artificial flavours. So this upcoming holiday season, choose your perfect desi travel companion from an array of 26 delectable and authentic ready meal options like Pau Bhaji, Dal Makhani, Veg Biryani, Paneer Tikka Masala, Rajma Masala and more. Gits products are available across leading retail outlets, departmental stores and ecommerce platforms. You can also order online on www.gitsfood.com to have product shipped directly from the factory to your doorstep!

Cyclone Fani is expected to bring heavy rainfall

Cyclone Fani in the Bay of Bengal is expected to bring heavy rainfall and brute winds to coastal Tamil Nadu and Puducherry next week and the Indian Meteorological Department (IMD) has issued 'red alert' in the State for 30 April and 1 May. Wind speed would touch 90-100 kmph gusting to 115 kmph along and off north Tamil Nadu and Puducherry and adjoining south Andhra Pradesh districts coasts from the afternoon of 30 April. The department has advised fishermen against venturing out to sea in the Indian Ocean and Bay of Bengal areas until 1 May. The statement said that sea conditions will intensify. A meeting was chaired by Chief Secretary Girija Vaidyanathan at the Secretariat today during which strategies were devised to minimise the damage. Special teams will be formed soon, sources said.

Forevermark's Traditional Setting Collection



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Chennai: On the auspicious occasion of Akshaya Tritiya, Forevermark, the diamond brand from De Beers Group, presents the Traditional Setting Collection. The finest blend of timeless tradition and modern marvel, the Forevermark Traditional Setting Collection is perfect for today's contemporary Indian woman. Inspired by the rich culture and heritage of Southern India, this splendid collection showcases beautiful Forevermark diamonds in closed settings

and unique designs. Each Forevermark diamond featured in this collection has been carefully selected for its outstanding qualities. Going beyond the 4Cs to select its diamonds Forevermark diamonds are amongst the most beautiful in the world with less than one per cent of the world's diamonds eligible to be inscribed as Forevermark, making this collection a truly unique gift for such a joyous event. Highlighting the collection, Mr. Sachin Jain, President,

Forevermark, said, "For those looking for something special, distinctive and symbolic of forever to celebrate such a joyful occasion as Akshaya Tritiya, the Forevermark Traditional Setting is the perfect choice." This exquisite collection comprising bangles, rings, necklaces, pendants, mangalsutras and earrings in precious yellow and rose gold is available at authorized Forevermark jewellers across South India.

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