



## Britannia Khao World Cup Jao Campaign

Chennai, 2 May 2019: Britannia announced the first batch of winners of the Britannia Khao World Cup Jao contest launch in early April. Cricket legend Kris Srikkanth gratified the winners with travel tickets to England and Wales to watch the World Cup live. Kris Srikkanth gave away tickets to winners to watch a match live at the ICC Men's Cricket World Cup 2019 in Chennai on 2nd May 2019. Mr. Ali Harris Shere, VP - Marketing, Britannia Industries Ltd., said "We are excited to announce the first set of winners of the Britannia Khao World Cup Jao campaign. Britannia would like to congratulate the winners who will experience the thrill of cheering the Indian Cricket team at the ICC Men's Cricket World Cup." The promotion offers a bouquet of prizes to millions of consumers who SMS an (on pack) promo code. The lucky draw prizes include bikes and consumer goods, and there are assured gifts such as e- vouchers and signed memorabilia from cricket legends. The contest continues until June. 100 lucky winners will head on an all-expenses paid trip to the ICC Men's Cricket World Cup. More details and terms and conditions on <http://www.britanniacontest.com>

-By Elwyn



## Magical Mango Brunch at Sheraton Grand Chennai Resort

Reef at Sheraton Grand Chennai Resort & Spa is curating a mango special menu dedicated to the lovers of the King of the fruits. Relish in an elaborate array of dishes set to surprise your taste buds created by the culinary maestros. Indulge in new summer cocktails, desserts and much more made from different avatars of this summer special fruit. Enjoy in abundance with fun-filled activities and a decadent choice of the season's treats highlighting seasonal fruit in every dish. Adding to the culinary soiree are the live mango dessert stations that will complete your lazy Sunday brunch experience. From refreshing juice to kaccheeamkekabeb, mango cheesecake, mango barfi to name a few, get your mango fix at Reef, Sheraton Grand Chennai Resort and Spa. The Reef, Sheraton Grand Chennai Resort & Spa, 5th May 2019, 12:30 PM - 4:00 PM. Price: INR 2,200++ Non-alcoholic. For details contact +91 44 7100 6000



## Wipro makes a Big Splash in Philippines acquires largest Filipino Personal care company



Wipro Consumer Care announces that it has signed a definitive agreement to acquire Splash Corporation a Philippines Personal care Care Company. This transaction strengthens Wipro Consumer care portfolio in personal care and completes the South East Asian footprint. Splash is the largest Filipino personal care player and amongst Top 5 in the Philippines market. It recorded revenues of USD 80 Mn last year. The Company has built iconic brands, namely SkinWhite – a strong brand in body lotions, Maxi-peel the numero uno brand of Exfoliants, Vitress – a

leave on hair conditioner. These brands cover a wide spectrum of personal care categories and are in leading positions in respective segments in the country. Commenting on the transaction, Mr. Vineet Agrawal, CEO, Wipro Consumer Care and Lighting and Executive Director Wipro Enterprises said, “This is an exciting milestone for us - given our Vision of being amongst the top 3 players in Personal Care in Asia. Splash gives us a market leading position in the Philippines, which is one of the strong economies in the region and a formidable personal care market. Brands of Splash overlap with and complement our portfolio. I see tremendous opportunity to further leverage the strengths of our manufacturing, R&D and sourcing for Splash brands. Splash has a strong and stable management team. They have built this business over the years. I find the team very passionate and entrepreneurial in nature.” Commenting on the acquisition, Dr. Rolando B. Hortaleza, CEO and founder of Splash Corporation, said, “I am very glad that Splash is now part of the Wipro family. This gives us immediate access to resources and markets that will help us fuel faster and enable us to unlock the true potential of our brands. Furthermore, Wipro shares our focus of building strategy with local consumer insights, as well as emphasis on driving operational efficiencies. We are confident that with Wipro’s marketing expertise and its international distribution network, we will significantly expand our geographical presence and take our brands to new heights.” “This acquisition enables us to grow Wipro brands in Philippines market by leveraging Splash’s distribution strength across market segments. Splash’s brands can be expanded further to other international markets where Wipro has a strong footprint and brands have latent equity. Splash brands are not only strong in the Philippines, but also have tremendous equity in multiple international markets like Indonesia, Vietnam, Hong Kong, Middle East and Nigeria.” states Mr. Nagender Arya, Regional Director (East Asia, Africa and Europe), Wipro Consumer Care. Mr. Raghav Swaminathan, CFO, Wipro Enterprises, said, “This is our 11th acquisition in consumer business and it reinforces our commitment to continue to invest in emerging markets to build a strong portfolio of local jewels that have created a niche market for themselves.”

## Escorts to create new standards in Customer Service

Escorts Limited, a leading tractor company in India, announced launch of a new innovative and disruptive feature called ‘24X7 Care Button’ on its entire range of Powertrac and Farmtrac tractors. Now all Escorts customers can just press a special button on their tractor any time of the day for any technical or other help, and receive a call back from a trained Company Engineer within 2 minutes. The Company claims that this way they can always remain in direct touch with their customers and provide immediate assistance if and when the need arises. Speaking on the launch, CEO of Escorts Agri Machinery, Mr. Shenu Agarwal, said, “Escorts intends to create new benchmarks in Customer Service with launch of the 24X7 Care Button. Our tractors operate in far flung areas of this vast country. The livelihood of our customers depends on their tractors. In peak season, they cannot afford to lose even a single day of tractor’s work. If anything goes wrong, it is our duty to provide immediate assistance. We are investing in a large fleet of Mobile Service Vans and Bikes at our dealerships so quick doorstep service is provided to the customer in case of any need.” The Care 24X7 device is also a technological marvel. Factory-fitted now on all Powertrac and Farmtrac tractors, the device contains a speaker phone, a microphone and a specially designed SIM card, which helps Escorts maintain a direct, two-way contact with the tractor and the customer. This feature is supported in the back-end by a multi-lingual, round-the-clock Call Centre. Once a button is pressed, the customer receives a call back in a matter of a few seconds, and Company’s trained engineers provide online assistance. If for some reason the customer is not contactable on his mobile phone, a call can be made directly to the tractor through device’s own SIM, speaker and microphone. If needed, the Company’s engineer can dispatch trained staff from a nearby Escorts dealership to customer doorstep at the appointed time. The loop is closed once customers confirm that their problem is resolved to their complete satisfaction. Further speaking on this matter, Mr. Agarwal said, “Escorts is yet not the #1 tractor company in India. It is necessary that we continue to innovate and do different things. Customer service standards in the Indian tractor industry are nowhere close to that seen in the car or bike industry. We thought this was a great opportunity to bring some disruption and therefore came up with this idea. We are very happy to launch the 24X7 Care Button feature in all our tractors now. With this, we do hope that we will change the way customer service is delivered in rural India, especially to the tractor owners.”





## Starbucks introduces an all new Cold Brew this summer

The perfect way for coffee lovers to enjoy their coffee this summer! Starbucks has introduced a range of all-new Cold Brew beverages! All coffee enthusiasts can enjoy the stimulating new flavors that offer customers an elevated coffee experience through its cutting-edge take on the signature Cold Brew. Starbucks added a refreshing & delicious range of smoothies this season with three lip-smacking flavors, with zero added sugar. These new drinks are the perfect way to nourish your body this summer! Very Berry Smoothie – Blueberries, strawberries & probiotic curd blended to perfection and topped with granola. Banana Smoothie – Banana & probiotic curd blended to perfection and topped with granola. Banana Berry Smoothie – Blueberries, bananas & probiotics curd blended to perfection and topped with granolas.

## James Cook University, Australia forays into Indian Market

World's leading Institutions focusing on the tropics Australia's James Cook University (JCU) ranked in the top 2 % of the World's Tertiary Institutions by the respected Academic Ranking of World Universities. James Cook University (JCU) has been one of Australia's pioneering Universities offering distinctive and high-quality degrees that equip Students to understand and engage with the Global issues of today, providing Graduates with the skills to embark on rewarding careers. Prof. Paul Dirks, Associate Dean, Research - College of Science & Engineering (CSE), James Cook University said, "JCU is a leader in Teaching and Research that addresses the critical challenges facing the Tropics. JCU is a community where Students get personalised attention through a lower student to staff ratio, and an authentic Australian Learning Environment." Vignesh Vijayaraghavan, Head of International Recruitment said, "Our Students come from many backgrounds, promoting a rich cultural and experiential diversity on campus. Considering our first visit to India, our NEW courses shall open gateway of opportunities for the students as well as assist them to grow in the field of Science and Engineering. Also we are very happy to announce, Most Innovative International Scholarship in Australia - James Cook University's new, innovative International Student Merit Stipends (ISMS) Scholarship Program provides recipients with a secure income of A\$700 every month throughout their degree." There are specialist Centres and Institutes based at JCU that serve as hubs for Research and Innovation. Infrastructure such as the Orpheus Island Research Station and the Daintree Rainforest Observatory add to the quality of the learning and research experience.



## Want a chemical-free lifestyle? Start with an Ayurvedic soap



In a world filled with chaotic lifestyles, polluted surroundings and unhealthy eating habits, our skin usually ends up bearing the brunt of harmful chemicals and toxins. These pollutants can impair the environment as well as your precious skin, resulting in irreversible skin damage. Chemical-free products therefore have become the need of the hour, and rightly so. More and more companies and people have joined the 'No chemicals' movement to protest chemically synthesized products, especially in the skincare industry. The game changer here has been Ayurveda, a 5,000+ year age

old tradition of India that helps balance energies and stimulate optimal health and longevity.

The demand for Ayurvedic products in India has shot up multifold, particularly for soaps since they are so fundamental to a good skincare regimen. Ayurvedic soaps not only help obliterate all contaminants at the grass root level but also use pure ingredients to help moisturize, reduce sun and pollution damage, prevent pimples / breakouts and give your skin a bountiful, soft and radiant glow. "Our skin is the only barrier against infections, therefore needing more upkeep and attention. In case of soaps which are used widely, they should be gentle and safe on the skin, the synthetic & harsh chemicals can be harmful in the long run. It is therefore becoming imperative to combat these impurities and choose soaps infused with the power of natural ingredients derived from herbs and essential oils", says Vikas Dixit, Head of Soap Research and Development, Wipro Consumer Care & Lighting.

So, when you buy your next green soap, look out for the list of ingredients suggested by Vikas, that will not only soothe but also help restore the natural composition, softness and elasticity of the skin: Sandalwood is traditionally used for their aromatic properties, the sweet-smelling extracts of sandalwood have long been known as nature's favourite fragrance. Sandalwood is a naturally effective way of cooling the body, toning the skin, and enlivening dehydrated skin owing to its revitalizing and moisturizing properties. Its antibacterial and anti-tanning nature helps keep the skin clear, prevents scars and marks while simultaneously tightening it, making it more youthful and glowing.

Coconut Oil has recently found its revival in mainstream product range, getting touted as the one stop solution to all skincare woes. In addition to replenishing the skin's natural oils and calming the skin to reduce outbreaks and irritation, Coconut oil is also rich in antioxidants and Vitamin E. This in turn wards off toxic substances and helps slow the aging process. A soap high in coconut oil content is crucial to a supple, nourishing and blushing skin. Patchouli oil's earthy scent brings along antifungal, antiseptic, and anti-inflammatory properties. It aids in promoting the growth of new skin cells, speeds up the healing of scars, reduces unevenness in skin tone and controls acne and body odor. With patchouli oil, very little goes a long way in giving you wholesome and joyful skin. It's time to become more conscious and aware of not just what goes in your body but also what goes on your body. While everyone's skin types and needs are different, introducing these key ingredients in your bathing routine can result in a balanced skin, one of the first steps towards a healthier body and lifestyle.

# Asian Athletic Gold Medalist Felicitated At Velammal



Velammal Vidyalaya, Alapakkam, Chennai - 600 095 felicitated the first ever gold medalist of 23rd Asian Athletics Championships - 2019, Ms. Gomathi Marimuthu, a young and vibrant athlete from Tiruchirappalli District. She was given a magnanimous welcome by the school and was felicitated with a cash prize worth Rs. 3 lakhs by the school management. The sports achievers of the school were honoured on stage by the Golden Girl with medals and certificates. The golden girl also inspired the gathering by her electrifying speech. The speech motivated each and every student to aspire and shine in all areas of their interest. The caliber of an individual could be unraveled by the opportunity chosen and utilized by the person; this thought was imparted in a manner that inspired the gathering.

## Velammal students excel in SSLC Examination 2018-19.



In the recently concluded SSLC Examination 2018-19, Miss B. Ishwarya secured 491/500 and her marks are

Language	- 98
English	- 98
Maths	- 98
Science	- 97
Social Science	- 100
Total	- 491/500

The School Management appreciated the students and celebrated their stupendous achievement for producing 100% results. The school also produced 37 centum in the examination.

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