

## New MTC buses are equipped with Fire Extinguishers

Chennai Metropolitan Transport Corporation (MTC) has introduced new red coloured buses in various routes. As a safety measure, all the new bright red coloured MTC buses which are plying in many important routes in Chennai city have been equipped with fire extinguishers. In fact most of the public transport buses in India are equipped with safety systems such as fire detectors, extinguishers and alarms. The new norm was formulated in the wake of several fire-related instances in the past. The new Fire Detection, Alarm & Suppression System (FDSS) fixed in the buses will be able to detect fire hazards in the engine compartment using sensors that can receive inputs when temperatures are higher than usual or the rate of rise in temperature is abnormal. Even with a fire-suppression system installed in a bus the general maintenance procedure of the engine compartment is extremely important to fulfil. Poor maintenance and cleaning of the engine, engine compartment, hydraulics and so on will make the vehicle more prone to catch fire and also make it more difficult for the fire-suppression system to work properly. Moreover leading bus



manufacturers operating in India such as Ashok Leyland, Volvo, Scania, Eicher already sell products with such fire safety equipment. However, a good majority of existing MTC buses do not have at least a hand-operated fire extinguisher on board. Bus crew also need proper training in handling a fire extinguisher. Passengers hope that this will not be the case in the coming months.

-By ELWYN

## Vibrant Tamil Nadu 2019



Chennai, 21st May 2019: Tamil Nadu chamber foundation holds International food and kitchen equipment's Expo in the banner Vibrant Tamil Nadu in Madurai this year between August 12 and 15. The Expo happens for 4 days. Speaking about Vibrant Tamil Nadu Expo Tamil Nadu Chamber Foundations Head and Expo's creative head Mr.S.Rathinavelu said, "Having a tradition

of 95 long years, The Tamil Nadu chamber of commerce has conducted a similar Expo last year. With the overwhelming response to the event, we are continuing the same sort of Expo this year too from August 12 to August 15 at IDA Scudder Trade Centre, Madurai. Traders from all parts of India and importers from various countries would participate in the Expo. They would taste variety of our Tamil traditional food and also have a glimpse of the kitchenware made here. Thereby several contracts would be signed. Business men into Agricultural products and food storage business will find new ways to export their products. This expo will give an opportunity for those would love to venture into small and medium scale business" he said.

The Chairman of Vibrant Tamil Nadu Expo Mr. K. Thirupathirajan said, "This introductory meet is being conducted to send invitation to traders, Suppliers and businessmen from Chennai, Kanchipuram and Thiruvallur. This expo will give an opportunity to export your products to 20 countries. Also, various investors from various countries are participating in the Expo. You will get a chance to interact with them and take your business to the next step". Tech and Media Head of the Expo Mr. J.K.Muthu said, "Food based industries are going to show case their products in the Stall. Importers from 20 countries are expected to visit the expo. With this, more than 250 numbers of food manufacturers, traders and suppliers of both small and medium scale will be participating in this expo. The General public will be allowed to visit the expo in the last day". The Vice President - Sales & Marketing of the Expo Mr. Sundar has detailed the category of the available stalls, stall booking process and the pricing of the stalls. He added the sponsorship options available in the expo, which can amplify the business and branding possibilities of the exhibitors. For more details and stall requirements contact 9751766440 & 75388 70222.

# Crocs Launches Marvel's Avengers Footwear Collection



Kids can now unleash their inner Super Hero instinct with Crocs' collection of clogs inspired by Marvel's Avengers. The new Avengers range includes some of the most iconic Marvel Super Heroes including Captain America, Spider-Man, Iron Man and more. The Avengers collection includes the heroic, battle-hardened characters which will add to the kids' casual attire. They come with a special heel strap for a more secure fit and have a finishing with Croslite™ foam construction that keeps them light in weight and fun to wear. Some select clogs also have a glow-in-the-dark feature to keep little stars' feet shining bright. With bold 3D graphics, metallic details and additional cool features, these clogs will be an instant hit amongst the kids. Price range - INR 1995- 3495 | Shop the collection at <http://www.shopcrocs.in>

## Kiehl's Iconic Ultra Facial Cream Just Got More Epic

Kiehl's #1 best seller globally, Ultra Facial Cream, became an instant cult product when it first launched in 2006. Inspired by the adventure-testing heritage of Kiehl's, from the first ascent of Greenland's peaks and the scaling of Mount Everest to the individual adventures of Kiehl's loyal customers around the world, the "ultra hydrator" provides needed replenishment throughout the day by absorbing moisture from the air for continuous comfort and moisture-balanced skin. Legendary for providing 24 hour hydration in a lightweight and non-greasy texture that is perfect for everyday use, it's no surprise that the cream has won over 70 international beauty awards, garnered over 200,000 online reviews from Kiehl's customers, and that 10 jars are sold globally per minute. Today, the brand is proud to launch the newly revamped, ultra clean version of Ultra Facial Cream- now formulated without parabens, carbamides and T.E.A. Kiehl's chemists also took the opportunity to improve hydration testing on the new formula. After just one application, facial skin is 2.3x more hydrated—even in the driest areas. Skin is softer, smoother, and visibly healthier looking. The new formula was tested on panels of multiple ethnicities and sensitive skins, and was clinically demonstrated to hydrate all skin types even sensitive.



## Tata Sky drops prices of set top box by Rs. 400/-

Tata Sky, India's leading content distribution platform has now reduced set top box prices by Rs. 400/- on its standard definition (SD) and high definition (HD) Set Top boxes. The objective is to make Tata Sky available to a larger set of audience residing across the many untapped corners of the country. Tata Sky SD and HD Set Top boxes will now be available at Rs. 1600/- and Rs. 1800/- respectively. With this initiative Tata Sky aims to achieve the objective of ensuring every family across India has access to a plethora of digital quality channels & services.

The set top box with the new price is now available at local dealers and retail stores across towns and villages in India. The customers get to choose from a variety of tailor-made packs, a-la-carte channels and bundled combo offerings with the flexibility to add and drop desired channels. Tata Sky has achieved new benchmarks in customer service (with 12 language call centres), pioneering technology (Recorder, 4k Set top box, Tata Sky Binge) and over 600+ channels & services for subscribers to enjoy.

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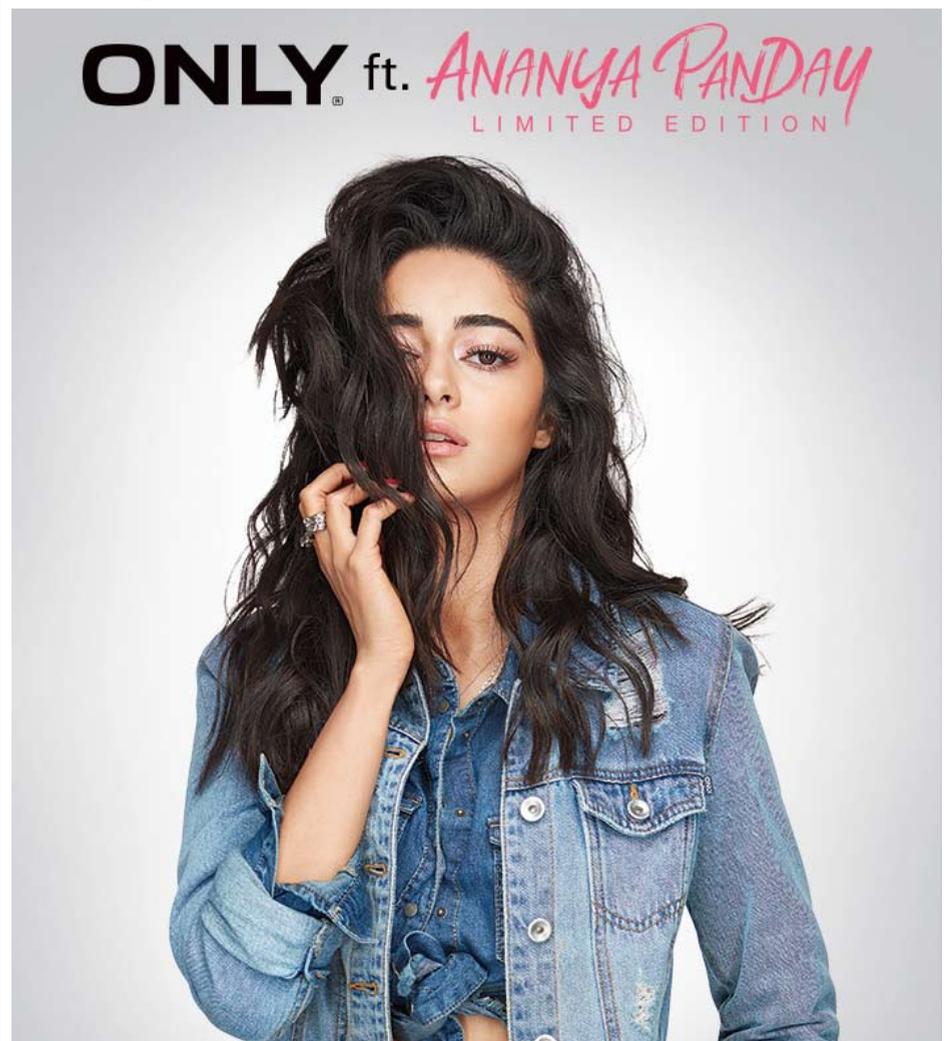
## Hopscotch India's fastest growing kids fashion brand gets bigger



Headquartered in Mumbai with an office in New York, Hopscotch is India's fastest growing kids fashion brand and a one-stop destination for all kid's fashion needs. Since inception in 2012, the brand has entered upto 1,300 cities all across the country and serves over 2.2 million customers. South India is one of the company's biggest markets, and Bengaluru is amongst the top 3 cities that contribute to the company's overall share of business. Hopscotch recently opened an office in the city to power its next phase of growth. Hopscotch has added two senior members to their management team - Somu Vadali, Chief Product Officer, and Vivek Pawar, Senior Director of Programs and Growth. The combination of strong leadership and a Bangalore location will enable the company to accelerate investments in data, product, and engineering, and further its vision as the country's first true fashion tech brand. Somu Vadali joins Hopscotch as the lead of data and product functions team, is a digital and data transformation leader. He is a product leader with a balance of strategic thought and pragmatism, and is a unique results-driven product thinker. His experience spans leading global and complex initiatives with domain expertise including mobile, gamification, behavioural change, machine learning, biometric data, speech recognition, predictive Analytics & SaaS. Somu is an adept thinker known to exude high levels of energy and adds

a strong engineering led ethos to the leadership at Hopscotch. Vivek Pawar joins Hopscotch as the Senior Director of programs and growth. He spent a few decades in the technology domain building products in the fashion e-commerce space. Vivek founded 'StyleTag' where he successfully raised several rounds of capital with a vision to disrupt the fashion space. Prior to this, he worked closely and advised leading multinational organizations including Nordstrom and The GAP, building O2O points of sale and merchandising platforms for in the United States. With both these appointments and their new base in Bengaluru, Hopscotch aims to accelerate the pace of hiring in Bengaluru by extending offers to data, product, and engineering talent. Rahul Anand, Chief Executive Officer & Founder, Hopscotch India says, "We're excited about being in the heart of one of the world's most vibrant tech hubs and induct top caliber engineers in the coming months. We are building the country's #1 brand for kids focused on delighting selection starved parents across small towns in India. We have taken a highly disruptive approach enabled by data science, product, and engineering to offer unparalleled value to the customer. Strong leadership will play a vital role in attracting strong talent to join Hopscotch in our journey, make the right product investments, and catalyze growth. With a new team on board, we will accelerate our pace of investments."

## Ananya Pandey is the new face for European denim brand ONLY



Chennai, May 2019: European denim brand ONLY has signed nation's newest heart throb Ananya Pandey as their brand ambassador in India. Ananya's unique fashion aesthetics, confidence, and charisma make her the perfect face for ONLY's newest Spring Summer 2019 collection! The collection is all about denims, comfort and at leisure brought to life in style. The pieces talk to young, creative, progressive millennial inspiring them to experiment with fashion and yet, be themselves and stand out. Speaking on the announcement, Vineet Gautam, CEO & Country Head, BESTSELLER India, said, "We are thrilled to have Ananya Pandey as the ONLY Girl. She embodies the ONLY spirit of being trendy and edgy, not only with her fashion sense but also with her personality and attitude. This makes her the perfect fit

to represent our brand in India. We are very excited about this association and have some really cool engagements lined up" Equally ecstatic, the Student of the Year Ananya Pandey commented, "I'm a complete ONLY girl and am thrilled at this seamless partnership! Having just started out in the industry, it's a dream come true to be part of a global brand that vibes with my personality." Ananya features in the brand's Spring Summer 2019 Collection featuring t-shirts, tops, sweatshirts and denims. ONLY also launches ONLY featuring Ananya Pandey limited edition collection on the 17th of May, 2019. The collection is priced between Rs. 999 to Rs. 1699. To pre order now, log on www.only.in For more information, visit www.only.in Join the conversation on Instagram via @onlyindia

## Main intention of Traffic Park project is to improve safety awareness

Traffic parks are attractions created for the people, especially children, to promote the awareness on road safety and traffic with loads of fun. Typically, traffic parks are scaled-down versions of real street networks, with the lane and street-width proportional to the smaller vehicles. Often they include operating traffic signals & during busy times are even staffed with traffic police. One of the intentions of the traffic park is to improve awareness of traffic safety among school-aged children. Many traffic parks enable children to gain hands-on experience crossing streets alone and with another pedestrian or a bicycle to demonstrate the safety challenges in a highly controlled environment devoid of actual motor vehicles. Greater Chennai Corporation has green signaled the Traffic Park project near Napier Bridge in Kamarajar Salai Zone IX. This park is spread across 4140 sqm. which includes a traffic track with all real-time traffic components. The project has now been completed.



# Rehabilitated Sea Turtles released into the Ocean



TREE Foundation's Rescue and Rehabilitation team in the months from December to April every year receives many calls regarding stranded turtles along the east coast. Frequently they are injured or dehydrated, and are unable to go back into the oceans due to their poor condition. TREE Foundation's Rescue and Rehabilitation centre at Neelankarai is run with special permission from the Chief Wildlife Warden, Tamil Nadu Forest Department and is the only dedicated sea turtle facility in the state. The rescued turtles are taken to the Tamil Nadu Veterinary College, Vepery, as soon as they have been stabilised. They are then administered the necessary treatment and medications to aid in their speedy recovery. They are placed in spacious tanks with salt water and fed daily with a healthy diet consisting of fish, squid, crabs and shrimp. This year the foundation had received turtles with flipper injuries, carapace (shell) injuries, extreme dehydration and entanglement in fishing nets and buoys. Now it is time for three of our stranded turtles who have been nursed back to health to return to the ocean, their natural habitat. The first turtle Sara, a young olive ridley was found stranded in a dehydrated state along the Periya Neelankarai

beach on 4th March 2017 during the regular night patrol by Pugararasan STPF. She was found with her left fore flipper cut off and also had an injury on the left eye too. The second turtles Samudhara, an adult female turtle was found stranded along the shore of Alambarai Kuppam beach, on 1st December 2017 by Govind and Pream the STPF. she was found in a weak state with her front left flipper chopped off. For many months she could not lie down in her tank as she had a bouncy problem which she could have sustained when she may have hit the boat while falling back into the water after her flipper was chopped off. The bouncy problem was cleared just a few months back. The third turtle Navi, a juvenile olive ridley was found on 5th October 2018. The little turtle's left fore flipper was entangled in one and half kilograms of ghost net and was listless along the Thiruvanmayur beach by the SSTCN members. The net had tunicated the fore flipper and gangrene had set in so the flipper had to be amputated. Dr Jayaprakash helped in the treatment procedures. The turtles were released off the coast of Periya Neelankarai on May 25th 2019 at in the presence of Inspector General S. Paramesh, PTM, TM, Commander Indian Coast

Guard (Region East); Mr. G. Naga Sathish IFS, District Forest Officer, Kancheepuram, Tamil Nadu ; Dr. P. Dhandapani, Retired Deputy Director, Zoological Survey of India, Honorary Expert Advisor for TREE Foundation, Sea Turtle Protection Force Members and members from TREE Foundation. The turtles were taken by boat 3km off shore and released near the rock formation where a wide variety of prey fish are always found. This was in order to make it easy for them to feed and readjust to the open ocean once again. Dr. Supraja Dharini, Chairperson, TREE Foundation said, "Seeing then return to the ocean and knowing the challenges they will face can be a very bittersweet feeling. Deep down though we know that, despite the challenges they may face, their life belongs in the ocean so that is where they should rightfully be. Rehabilitating injured turtles calls for more volunteers, if you wish to assist in their rehabilitation or to contribute towards their care and medical requirements please contact: 94443 06411 or email treerootsandshoots@gmail.com

-By ELWYN

## Dp World And Niif Joint Venture Hindustan Infralog To Acquire 76% Of Kril

Hindustan Infralog Private Limited (HIPL), a joint venture between DP World and the National Investment and Infrastructure Fund (NIIF), announces the acquisition of a 76% stake in KRIBCHO Infrastructure Limited (KRIL), an integrated multi-modal logistics operator in India, through its 90% owned subsidiary, Continental Warehousing Corporation (NhavaSeva) Limited (CWCNSL). KRIBCHO (KrishakBharati Cooperative Society) Limited, will continue to retain the remaining 24% shareholding. The purchase consideration is below 1% of DP World's net asset value as of FY2018. KRIL was founded in 2009 and operates three major Inland Container Depots/Private Freight Terminals at Pali, Haryana; Modinagar, Uttar Pradesh and Hazira, Gujarat and has container train operations with a pan India outreach. KRIL has a strong presence in the National Capital Region (NCR), which is India's largest import/export market with a population of over 46 million, including a terminal located on a notified double stack route. With the acquisition of KRIL, DP World will emerge as one of the leading integrated rail terminal and container train operators in India with an enhanced network to provide door-to-door connectivity to cargo owners. It will

also augment DP World's existing business in terms of the business model and geographic footprint, offering an integrated portfolio to the entire logistics value chain. Sultan Ahmed Bin Sulayem, Group Chairman and CEO, DP World, said: "We are delighted to announce the acquisition of KRIBCHO Infrastructure Limited (KRIL), a rail logistics solutions provider, which is highly complementary to our earlier acquisition of Continental Warehousing Corporation. It enables the DP World Group to become a significant operator in the fast-growing inland logistics market. "In India, we have made strong progress in building an integrated logistics platform which can deliver a competitive solution to cargo owners and we aim to continue adding scale to our offering to deliver greater efficiencies and value to the trade." Dr. Chandra Pal Singh, Chairman, KRIBHCO, said: "KRIBCHO continues to remain excited about the significant growth potential of logistics infrastructure in India. We believe the strategic partnership with Continental Warehousing Corporation will enable KRIL's assets to improve efficiencies, offer a compelling value-add solution to customers and deliver long-term value for all stakeholders."