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World Environment Day Rally by Students



Around 325 Students from NGC and Eco clubs of Chennai District Schools participated in World Environment Day rally with a concept beat the air pollution. Hon'ble Ministers K.C.Karuppannan and Sri Dindigul Srinivasan flagged off the rally in the presence of Environment secretary and director Dr.Jatanthi in Birla planetarium campus and awareness slogans were shouted by students. World environment day theme was demonstrated by Thangaraj NGC Chennai district coordinator in children's Park campus

at the end of the rally. Also world environment day was celebrated in Chennai primary School, Mogappair with tree plantation by Thangaraj and distribution of materials by Mr.Subramanian, DGM, ONGC. A herbal garden was created in Govt Lady Wellington School, Triplicane, Chennai by G.Thangaraj district coordinator, NGC in association with Sankalp as part of world environment day. Mrs.Akila and Mr.Sivachandran lauded the students performances.

Greenlam Industries Ltd has been beautifying interior spaces for years



Greenlam Industries Ltd. has been beautifying interior spaces for years and has recently brought its flagship brand Greenlam Laminates to Chennai. The 500 sq. ft. 'Milam Sales Enterprises' showroom will feature an exclusive display of Greenlam Laminates' product range with 360 unique designs at 18, Old Slaughters House Road, Choolai, Chennai. This is a unique display center in the city which will make it easier for the consumers to choose from a variety of

products available in the market. Greenlam is the place where passion meets excellence, creating what can be best described as hallmarks of quality and elegance. These state-of-the-art laminates are meant to give Greenlam's consumers flexibility while designing their houses and enhance their creativity in interiors. The one of its kind display center was inaugurated by Oscar & Ponni, Architects, Chennai. They both have also worked in New York City with leading architects specializing

in Skyscrapers, Institutional buildings, Hotels, Hospitals and Stadiums. The launch was also attended by more than 60 dealers. Commenting on the store launch, Mr. Anuj Sangal – Country Head, Laminate and Allied Vertical, Greenlam Industries Limited says, "In line with increasing our retail footprint in India, the inauguration of the Greenlam Laminates display center in Chennai is a step towards getting closer to customers.

Canon augments its flagship PIXMA G-Series portfolio with its latest high-speed Ink Tank printers

Reinforcing its leadership position in the Ink Tank category, Canon India, one of the leading Digital Imaging Company, today expanded its iconic PIXMA G Series line-up with the new category launch of Monochrome Ink Tank Printer PIXMA GM2070 and launch of two variants in the colour Ink Tank printers-PIXMA G6070, PIXMA G5070. The PIXMA G6070 is a multi-function printer allowing users to use it as a copier and scanner, while PIXMA G5070 and PIXMA GM2070 are single function printers. The new line-up features the popular integrated Ink Tank design, automatic two-sided printing, large paper feeding capacity, and full network compatibility, making them ideal for customers with high print volume demands. Understanding the increasing demand from consumers and businesses for cost-efficient and reliable ink tank technology, the new models are specifically designed to lower business printing costs when compared to mono laser printers. With an ultra-low printing cost of approximately 8 paisa per print, the latest G series printers are equipped to reduce the cost of printing by almost 90%, as compared to mono laser printers, which costs approximately Rs. 2 per print with original toners. Additionally, Canon has incorporated an 'economy' mode in the PIXMA G series line-up, through which consumers can print up to 8300 pages with a single black refill as compared to the black output of 6000 pages, which most of competitors offer. Furthermore, this will help consumers to get over the frequent changes of toners and consequently, help them reduce carbon footprint to a considerable amount, also translating into significant savings for any organization. Speaking on the occasion, Mr. Tamaki Hashimoto, Group Executive of Consumer Inkjet Group & Executive Officer of Canon Inc. said, "India has witnessed a rapid growth in the inkjet business for Canon and has been one of our top priority markets for expansion. Our learning's from the business in India, provides us an immense opportunity to nurture our new products. True to India's cultural diversity, print applications are also diverse. Our Ink tank business in India has an excellent blend of home and office customers, which gives us the opportunity to have a balanced focus between B2C and B2B segments." Speaking about the launch, he further added, "Having received a tremendous response for our G-series printers globally, we are delighted to expand the portfolio with the launch of new monochrome ink tank printers. I am glad to be a part of the launch in India which will be a new leap in our growth story across the markets." Commenting on the landmark,

Mr. Kazutada Kobayashi, President & CEO, Canon India said, "At Canon India, our endeavour has always been to consistently bind innovation together with service that enhances customer delight. Our foray into the ink tank category was a critical milestone to our printer business, which has led to a steady growth in our market share in the inkjet category. This has also led to the Consumer System Products division become one of the highest contributing businesses for us in India. As we continue to grow stronger and drawing from the success, we are proud to launch the latest addition to our PIXMA G-series." Highlighting the future plans, Mr. Kobayashi added, "I am optimistic that the launch will further enhance our presence in India, and increase our market share by 25% in the ink tank category. With this endeavour we believe that our new product range will cater to our commitment of enriching experience for our customers as well as be a significant step in attaining double digit growth for our business." Commenting on the launch, Mr. Eddie Udagawa, Vice President, Consumer Imaging and Information Centre, Canon India said, "With the increased technology adoption and internet penetration, we have witnessed a shift in the print requirements of customers; both in home segments and businesses. As pioneers in the imaging industry, we consider it our responsibility to bring forth products that addresses the evolving requirements of our customers and make them adept in today's connected world. Taking this momentum ahead, we are thrilled to announce the latest addition to our flagship PIXMA G series equipped with the latest technology and user-friendly features. With this new addition, Canon is poised to propel the next wave of growth in the Ink Tank category by offering comprehensive portfolio of compelling products in the category." Speaking on this occasion, Mr. C Sukumaran, Director, Consumer Systems Products (CSP), Canon India said, "At Canon, we are dedicated towards the growth of printing culture in the country, and enable customers to witness the joy of printing. In line with the evolving technology landscape, we ensure that they have access to the best in class printing solutions for their money. Our expansion of PIXMA G-series portfolio is a testament to our commitment of empowering our customers with the most innovative, cost effective and productive solutions. With the additional user-friendly features and revamped design, the new printers are a good amalgamation of next level modern technology and cost-efficiency that adequately serves the end customer."

150 HGS employees volunteer for cleaner lakes and beaches in Chennai

As part of a large-scale volunteering effort to provide clean lakes and beaches to communities, over 150 employees from Hinduja Global Solutions' (HGS) (listed in BSE & NSE) Chennai centre volunteered with the NGO - Environmentalist Foundation of India (EFI). The NGO is involved in animal habitat conservation and rejuvenation of water bodies, among other causes. The Ashtalakshmi Temple beach in Chennai witnessed 150 HGS volunteers strive towards a cleaner sandy stretch. The beach is not only a tourist attraction, but also one of the major breeding grounds for the Olive Ridley turtles. The clean-up drive will help in conserving the nesting grounds of these rare creatures while providing a serene experience to the beach-goers. Ahead of the World Environment day on June 5, 2019, HGS volunteers are taking up lake and beach clean-up drives at multiple locations in Hyderabad, Bangalore, Mumbai and Chennai. This volunteering event marks one of HGS' many on-going volunteering initiatives. As part of its many social outreach priorities, HGS continues to work in the area of water conservation, rehabilitation and delivery through its corporate sponsorship and large-scale volunteering programs.

This Summer, Swiggy energizes its delivery partners with Glucovita Bolts

To energize its delivery partners who help satiate the hunger of millions of Indians and ensure seamless food delivery, Swiggy, India's largest food delivery platform has tied up with Glucovita, a Wipro Consumer Care and Lighting brand, to provide them with Glucovita Bolts. Glucovita Bolts contain glucose and iron. Glucose provides instant physical energy and iron helps improve mental concentration. This instant energy on the go is currently being provided to Swiggy's fleet of over 1.95 lakh active delivery partners spread across 200+ cities. Srivats TS, VP Marketing, Swiggy, said, "Delivering millions of orders each month, we have always believed that our delivery partners are the backbone of Swiggy. We regularly launch industry-defining initiatives for the benefit and comfort of our delivery partners, and this partnership to provide Glucovita Bolts is one more step towards ensuring their health and wellbeing while they deliver orders. The initiative has been well received by our delivery partners this summer." Talking about the association, Mr. Anil Chug, President - Consumer Care Business, Wipro Consumer Care & Lighting, said, "Kudos to Swiggy for ensuring its delivery partners are equipped with the perfect companion to beat the heat this summer. This instant energy provider comes in a pocket-sized candy that makes it super convenient for the always on the go delivery partners." Glucovita Bolts was launched in 2011 based on a consumer research that highlighted the need for an on-the-go solution to their energy needs, especially when they are doing a task or an activity out of their home. Wipro Consumer Care's R&D efforts led to the launch of energy candies, which enables convenient out of home consumption of Glucose, for energy replenishment. Glucovita Bolt contains glucose, iron and vitamins and gives the user 'instant energy'. The brand promises 'Instant Energy Anytime, Anywhere.' It comes in four variants Orange, Strawberry, Green Mango and Cola and available in packs of 9 tablets and retails at Rs 10.

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Microsoft launches AI Digital Labs in India

Advancing its commitment to building a future-ready workforce, Microsoft announced the launch of AI Digital Labs in collaboration with 10 higher educational institutions in the country. The institutes covered under this program include BITS Pilani, BML Munjal University, ISB, Kalpataru Institute of Technology, KL University, Periyar University, Karunya University, SRM Institute of Science & Technology, SVKM (NMIMS) and Trident Academy of Technology. With the edge of the Intelligent Cloud Hub program, these institutions will emerge as learning centers of intelligent technologies and innovation hubs of path-breaking solutions. AI and intelligent technologies are becoming all-pervasive today, driving change across businesses and communities. The evolution of AI and other emerging technologies is expected to create new jobs. Workers at all levels of organizations will need to be skilled for these jobs. These shifts in the talent landscape will require new ways of thinking about skills and training to ensure that the new workforce is prepared for the future and there is sufficient talent available for critical jobs. According to a recent Microsoft and IDC Asia/Pacific study 'Future Ready Business: Assessing Asia Pacific's Growth Potential Through AI', lack of skills, resources and continuous learning programs emerged as one of the top challenges faced by Indian organizations in adopting AI to accelerate their businesses. "As AI becomes main stream, organizations will require

talent with skill sets that are very different from what exist now. Educators and institutions are integral to the skilling revolution taking root in the country. With the right technology infrastructure, curriculum and training, we can empower today's students to build the India of tomorrow," said Anant Maheshwari, President, Microsoft India. Microsoft is helping to prepare students and the nation's workforce to move effectively from the classroom to 21st century careers. This collaboration with colleges and universities will ramp up institutional setup along with educator capability, and provide relevant educational choices for students, helping them acquire the skills needed to fill the wide skills gap emerging across India and the global economy. As part of the three-year program, Microsoft will support the selected institutions with best-in-class infrastructure, curriculum and content, access to cloud and AI services as well as developer support. The company will facilitate setting up of core AI infrastructure and IoT Hub as well as provide access to a wide range of AI developmental tools and Azure AI Services such as Microsoft Cognitive Services, Azure Machine Learning and Bot Services. Training programs for faculty will include workshops on cloud computing, data sciences, AI and IoT. Additionally, the faculty of the institutions will receive assistance in strategizing content and curricula for project-based and experiential learning.

Colgate Palmolive India launches the Keep India Smiling Mission

Taking forward its brand belief that 'Everyone Deserves A Future They Can Smile About', Colgate-Palmolive (India) Limited launched the Keep India Smiling (KIS) Mission - the brand's commitment to provide foundational support to over 20 million people every year to enable a future they can smile about. The Keep India Smiling mission continues Colgate's 80+ years of commitment to build strong foundations and create a meaningful impact in the lives of people. It includes the company's long running, pan-India flagship programs, like - Bright Smiles Bright Futures (BSBF) - to provide foundational Oral Health education, the Oral Health Month, to provide free dental-check-ups and foundational community initiatives like providing better water accessibility, women empowerment and livelihood programs. Adding to these flagship programs, today Colgate launched the Keep India Smiling Foundational Scholarship to offer financial support and mentorship to people across India to help them translate their dreams into reality. The Keep India Smiling Foundational Scholarship program has been launched in partnership with ShikshaDaan Foundation, a non-profit organisation that specialises in providing education and development to the underprivileged, and Buddy4Study, India's largest scholarship platform. An eminent panel comprising Mary Kom - six-time World Boxing Champion, currently World No.1, and also the only female boxer from India to win medal at the Olympics; Dr. Priyamvada Singh - distinguished social development professional; Mr. Rajeev Grover - ShikshaDaan advisor; and Ms. Poonam Sharma - Colgate's CSR Head, will pick the most deserving candidates for the scholarship and will also provide mentorship as required. The Keep India Smiling Foundational Scholarship program is a distinct, national program which offers scholarships and mentorships across the fields of education, sports and community betterment. Interested candidates can apply online at www.colgate.com/keepindiasmiling.



keepindiasmiling. Mr. Issam Bachaalani, Managing Director, Colgate-Palmolive (India) Limited, said, "At Colgate, we truly believe that everyone deserves a future they can smile about and we believe that better futures can be enabled by building strong foundations. Our Keep India Smiling Mission is designed to provide foundational support for both Oral Health enhancement and for various aspects of community development. Today, I'm very excited to announce the launch of the Keep India Smiling Foundational Scholarship program, which takes the Keep India Smiling mission a step further and provides direct support and mentorship to many deserving people to realize their dreams." Ms. Mary Kom, six-time World Boxing Champion, currently World No. 1, and also the only female boxer from India to win medals at the Olympics, said, "I'm very happy to be associated with Colgate's Keep India Smiling mission's Keep India Smiling Foundational Scholarship program. It will provide opportunities to so many deserving people at a foundational level across India and help them to build a better future for themselves not only through the financial scholarship but also through timely guidance and mentorship. For more information about Colgate's business and products, visit www.colgatepalmolive.in

OPPO strengthens presence in Tamil Nadu



OPPO, the leading global smartphone brand aims to fortify its market share in Tamil Nadu. By May 2019, OPPO has attained a strong 20 per cent market share in Chennai alone. Propelled by continuous innovation and consumer-centric approach, OPPO is bullish on the premium segment with the launch of OPPO Reno series in India. Known for keeping customers at the core of their strategy, OPPO has consistently focused in South India to grow their presence and ensure easy accessibility for their smartphones. A leader in the offline segment, OPPO has a built a strong network of retailers and distributors across Tamil Nadu. It currently has 3000 sales points in Tamil Nadu and over 1000 in Chennai alone. In a bid to enhance customer experience, OPPO aims to provide holistic services from pre-sale to after sale services to the consumers, supported by OPPO Experience Consultants and highly rated after sales service. OPPO has 20

service centres in Tamil Nadu, undertaking repairs in under an hour with a 90% success rate as per Google reviews. Mr. Charles Wong, CEO, OPPO India, said, "India has a diverse customer base with demands varying from region to region and we are committed to fulfil the consumers' demands basis our understanding of the market. South India continues to drive our growth story and OPPO has been continuously investing in the region to build brand preference among consumers. We have received an overwhelming response for Reno series so far and we hope that our new offering will stimulate our future growth by reinvigorating the premium smartphone market." Mr. Charles Wong, CEO, OPPO India further added. OPPO has also been recognized as the most-preferred innovative handset brand in the premium segment, as per an independent study conducted by the analyst firm CyberMedia Research. The recently launched OPPO Reno series is already garnering rave reviews from consumers. The OPPO Reno 10x Zoom (8+256 GB) is priced at INR 49,990, and the 6+128 GB variant is priced at INR 39,990. The Reno 10x Zoom comes with a triple rear camera which supports 10x Hybrid Zoom technology and features the world's first periscope telephoto lens along with shark-fin rising front camera. It is powered by a Qualcomm Snapdragon 855 processor with Hyperboost 2.0 for an immersive and smooth gaming experience. The smartphone also supports VOOC 3.0 flash charge and is backed by a massive 4065 mAh battery. The OPPO Reno 10x Zoom (8+256 GB) is available on Amazon.in, Snapdeal.com, PayTM, TataCliq.com and offline stores across India while the OPPO Reno 10X Zoom (6+128 GB) is available on Flipkart.com and offline stores. OPPO has also introduced - OPPO Reno (8+128 GB). Priced at INR 32,990, the smartphone uses Snapdragon 710 chip and supports the core experiences of the Reno series like Shark Fin Rising camera structure, 48MP high-definition main camera, Ultra Night Mode 2.0, and VOOC 3.0. It is available on Amazon.in and offline stores. OPPO is committed to making further breakthroughs in technological innovation that will help consumers have a more intelligent and connected lifestyle. It will continue building on its core competencies to lead the future and become a popular cultural and technical brand for consumers.

Barbeque Nation in Association with Lions Club Chennai organized a Blood Donation Camp



Barbeque Nation Chennai in association with Lions Club Chennai organized a blood donation camp on 18th June 2019. The objective of the camp was to propagate the significance of blood donation in saving lives on world blood donation day at their recently launched Barbeque Nation Ramapuram. The donors were scrutinized before the blood donation to ensure that the blood was collected from healthy donors. Certificates and small token of appreciation were issued to the donors by the blood bank medical officer at the camp site itself. Barbeque Nation provided a special refreshment for all the donors Overall during the day long camp. "We thank Lions Club & all the people who had come down for supporting the cause by donating their blood. It was a small attempt from our side to be part of this campaign." a spokesperson from Barbeque Nation said. Barbeque Nation is a pioneer in India to promote 'DIY' (do-it-yourself) cuisine with a concept of live on-the-table grill in India and is the largest casual dining brand in the Country. The restaurant menu is drawn from North Indian, Thai, Coastal and Indian subcontinent. With more than 110 outlets across the Nation, it offers a happy blend of various cuisines in both vegetarian and non-vegetarian choices.

mjunction's tea e-marketplace at Jorhat to bring in efficient solutions



The new e-marketplace for tea to be set up at Jorhat in Assam by India's largest B2B e-commerce company, mjunction services limited, will use an innovative e-platform to be devised in consultation with the Tea Board, and is expected to score heavily in terms of turnaround time and cost effectiveness. mjunction has been appointed as the system integrator to design, develop, implement and maintain this e-auction platform. The e-auction system will aid fair and market-driven price discovery. Though Assam provides the highest quantity of the tea in India, it has only one auction centre and thus the whole process of 'production to payment' takes more than a month. mjunction plans to shorten this cycle time with features like automated catalogue management. As per Tea Board officials, "We are introducing the new platform through mjunction to push the price discovery part.

The new system will be in place in three months. It would be handling up to 200 million kg of tea per year." According to mjunction MD & CEO Mr Vinaya Varma, "We have been associated with the tea industry for some time, and our upcoming tea e-marketplace in Jorhat will help us to make a difference to a large cross-section of buyers and sellers in the industry, giving them access to a wide range of services from a single platform." The inclusive e-marketplace model is expected to bring on board secondary and tertiary buyers from all over the country, giving them access to the freshest tea, easy to use automated catalogue and faster movement of material. For the sellers, apart from shorter turnaround time and fair price discovery, this model would provide cost savings through focused sampling, and would ensure proper data analysis for setting the reserve price of tea.

Visual discovery platform Charmboard announces Discovery Cloud for brands

Charmboard, an AI based visual discovery platform, today announced the launch of Discovery Cloud, a first-ever subscription based integrated suite of AI-driven technology service specifically designed to power the discovery journey of consumers in the digital world. The service helps brands create new demand, increase brand affinity and build brand preference. Charmboard Discovery Cloud leverages the power of AI-driven visual discovery, video, curation and community. It offers comprehensive, personalized, highly contextual marketing solution for 24x7 consumers. The platform supports the progression of consumer journey starting from discovery, to research phase, to action—takes them through the full purchasing funnel, with businesses adding value to consumers every step of the way. "Charmboard Discovery Cloud will have a measurable impact on brand metrics, in addition to the contextual discovery, which creates new demand for the brand. Brand metrics measure consumer perceptions, enabling businesses to identify the optimal state of those perceptions. By implementing metric-driven course corrections businesses can influence consumer behaviour, which ultimately determines financial performance", said Mr. GBS Bindra, Founder and CEO of Charmboard. The service transforms a brand's existing product catalogue into on-demand creatives, giving consumers more ways to interact with it, online during the moments that matters. Ensuring that brand always appear on the ideal content with the ideal context. The service capitalizes on consumer desire from the content consumed organically and reduced intrusion for the user. At Charmboard, businesses have the opportunity to put relevant content in front of interested consumers at every stage of their journey; as they browse through varied possibilities, when they compare options and when they are ready to make a purchase. As a result, businesses can achieve a range of objectives over the period of time they subscribe to this service. Charmboard is leading the way in digital marketing innovation in fashion, style, beauty and luxury category. The Digital Discovery Cloud represents an industry first: an integrated, AI-powered suite of solutions to help brands engage with online consumers throughout the year, rather than in sporadic bursts. By subscribing to this service, brand managers are able to drive regular, personal and relevant marketing communication to people, in the moment that matters and to those who actually want to get them. This allows brands to stay fresh in the minds of customers even when they are not in the market for the product a business is selling. By continually staying in touch with consumers, they'll remember the brand and make a purchase when the time comes. Sporadic campaigns by nature are high burst and come at a high cost and significant leakage of exposure to audience which are non-patrons. "But, while consumer behaviour has dramatically changed over the past decade, especially with decline of appointment TV, brands have lacked the tech and marketing resources to keep pace with today's digital consumer. Charmboard Discovery Cloud allows the brand managers unprecedented capability to show up in the moment of high desire and put the relevant brand material in front of today's digital consumer. Our goal is to help businesses better enable their customers to be inspired, research and act the way they want to – online and from the comfort of their homes while targeting the context and not their personal data," concluded Bindra.

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