

AUGMONT ENTERPRISES LIMITED RAISES ₹246.30 CRORES FROM 14 ANCHOR INVESTORS, AT UPPER PRICE BAND OF ₹ 788 PER EQUITY SHARE

Chennai, 22 August Asset Management / The Price Band of crores and an offer for 2026: Augmont Enterprises Limited Societe Generale – 360 ONE WAM and the Offer has been fixed from ₹ 750 per Equity Share of face value ₹ 5 each to ₹788 Crores by certain anchor investors, including Equity Shares of face value ₹5 each aggregating up to ₹205 Crores by certain anchor investors, 13,83,846 Equity Shares (i.e., 44.27% of the total allocation to Anchor Investors) were allocated to 4 domestic mutual funds, which applied through a total of 5 schemes.

The anchor book saw participation from a wide variety of investors, including Nomura Trust and Banking Co., HDFC Mutual Fund, Nippon India Mutual Fund, Tata Mutual Fund, Jupiter India Fund, Jupiter Global Fund, Lion Global Investment Funds, Edelweiss Life Insurance Company, Trust MF Flexi Cap Fund, Authum Investment and Infrastructure Limited, Ashish Kacholia’s Bengal Finance and Investment, Girik Multicap Growth Equity Fund, 360 ONE Alternates

Out of the total allocation of 31,25,633 Equity Shares to the Anchor Investors, 1,26,920 Equity Shares (i.e., 4.06% of the total allocation to Anchor Investors) were allocated to 1 Life Insurance Company. Augmont Enterprises Limited proposes to open the initial public offering of its equity shares of face value ₹ 5 each on Friday, August 21, 2026 and close on Tuesday, August 25, 2026.

ROFF LAUNCHES QUIRKY CAMPAIGN ON RIGHT TILE INSTALLATION SOLUTIONS

Chennai, 22 August Mr. Sandeep Tanwani, Chief Marketing Officer, Pidilite Industries Ltd., said the campaign aims to build awareness around specialised tile and stone installation solutions, particularly as category penetration remains at around 20–25%.

Conceptualised by Ogilvy and created by Corcoise Films, the humour-led campaign is set in a prison, where an inmate struggles with tiles that repeatedly loosen and fall apart, highlighting the consequences of poor installation quality. He emphasised that while the right tile enhances a space’s aesthetics, the right installation solution ensures lasting performance. Mr. Prasoon Pandey, Co-founder & Director, Corcoise Films, and Anurag Agnihotri, CCO, West, Ogilvy, highlighted the



creative use of humour of tiles. Through the campaign, ROFF aims to strengthen awareness of quality tile adhesives and application systems while reinforcing its positioning as a trusted solution for durable tile and stone installations.

Pidilite Industries Limited’s portfolio includes leading brands such as Fevicol, M-Seal, Fevikwik, Fevistik, Roff, Dr. Fixit, Araldite and alongside their choice

KIA SORENTO PRODUCTION BEGINS IN INDIA AHEAD OF SEPTEMBER 4 DEBUT

Chennai, 22 August India’s Anantapur 2026: Kia India has facility, with the first unveiled the first locally produced unit official images of its rolling off the premium flagship production line today. SUV, the Kia Sorento, The SUV will be ahead of its India debut offered with a Hybrid powertrain with All-wheel Drive (AWD),

Marking Kia’s entry into the premium three-row SUV segment in India, the Sorento will be the brand’s first hybrid SUV in the country, combining a commanding design, sophisticated interiors and advanced technology. The Sorento will also introduce Kia AI Assistant, powered by Live Generative AI, making it the first Sorento globally to feature the technology

Production of the Sorento has commenced at Kia the integrated GoGizmo-GoFix stores and developing a new generation of standalone premium GoFix Service & Experience Centres. The company plans to begin with five such premium centres each in Chennai and Bengaluru. Designed to offer a more organised and professional alternative to conventional neighbourhood repair shops, these service and experience centres will combine advanced repair capabilities with an enhanced customer experience.

To support its expansion plans, Congruence Holdings opened its new corporate office in Chennai today. The facility was inaugurated by Mr. Nawas Kani, Chairman, TN Wakf Board and Member of Parliament, Ramanathapuram in the presence of Mr. Sharfudeen, COO, BAZ Group of Companies. The event

CONGRUENCE HOLDINGS TARGETS 300 OUTLETS BY 2028 ACROSS SOUTH INDIA; PLANS 15 GOFIX PREMIUM STANDALONE SERVICE CENTERS BEFORE MARCH 2027

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and the first Kia model premium portfolio and to bring Live Generative AI to India’s automotive industry. offering customers The technology advanced technology enables dynamic, and meaningful power conversational interaction choices.

actions and access to Pre-bookings are now open through Kia

Kia India MD and India dealerships and CEO Gwanggu Lee its official website. The said the Sorento marks Sorento will make its a significant milestone official India debut on in the company’s September 4, 2026.



also brought together or repair network. We government representatives, business integrated consumer leaders, partners, and technology ecosystem employees. that can remain connected with customers throughout the life cycle of their devices.

The longer-term ambition of the company is to build a consumer technology From discovery and institution that remains purchase to protection, relevant throughout the repair, resale, refurbish lifecycle of a customer’s device, from want to make every discovering and buying stage simpler, more a product to protecting, transparent and more repairing and caring for valuable for the it, and eventually customer.

selling, renewing or The real opportunity for us is upgrading it.

In his comments, not just in the number Mr. Mohammed Rafi of devices we sell, but Sait, Managing in how meaningfully Director, Congruence and responsibly we can Holdings, said, “Our serve customers across vision goes beyond their entire technology building a larger retail journey.”

CELEBRATE KERALA'S MUCH LOVED HARVEST FESTIVAL ONAM WITH ONASADHYA BY KAPPA CHAKKA KANDHARI ON AUGUST 25-26, 2026 IN CHENNAI

Chennai, 22 August complete meal for 5-6 persons and a selection of traditional Onam Special Payasams for mythical King Maha take-away on August 25 and August 26, feasting this year. No Onam festivity is complete without the traditional Onasadhya and this harvest season, award-winning Kerala speciality restaurant Kappa Chakka Kandhari Chennai, brings you a sumptuous traditional Onasadhya. The specially curated Onasadhya for dine-in comprises twenty-five traditional vegetarian dishes prepared by cooks from Kerala, is on offer by Kappa Chakka Kandhari, Chennai and Bengaluru, on August 25 and 26, 2026, for lunch only. In addition, there is the Onasadhya Box comprising the



sing a selection of 25 Kalan, Pappadam and traditional delicacies. Rasam. The elaborate Start with Cheru Onasadhya feast is Pazham, Nendrakai incomplete without the Nuruku, Sarkara delicious Palada Paya Varattiyathu, Pavakka sam, Ada Pradhaman, Kondattam and Payaru Payaru Payasam & Kondattam. Our Chakka Pradhaman, pickles include Manga Priced at Rs 1980 (Incl. Achar, Naranga Achar, taxes) per head for Nellikai Achar and the adults and Rs 1180 much-loved Inji Puli (Incl. Taxes) for children, Onasadhya is along with Beetroot available for dine-in Kichadi and Pineapple only on August 25-26, Pachadi. An elaborate selection of vegetables 2026 for lunch at different time slots at: Olan, Cabbage Thoran, Chennai: Kappa Avial and Koottu Kari. Chakka Kandhari, Enjoy Nei-Parippu No.10, Haddows Road, Nungambakkam. with Matta Red Rice Chennai- 600006. Ph: accompanied with delicious Sambar, +91 98585 91010.

CHENNAI HOMEBUYERS PRIORITISE FUNCTIONAL INTERIORS: DESIGNCAFE

Chennai, 22 August offices, flexible family spaces, smart storage solutions and multi functional layouts are becoming essential features, enabling homes to seamlessly accommodate work, leisure and family life. DesignCafe also noted that Chennai's hot and humid climate is influencing interior design choices. Home owners are increasingly opting for cross-ventilation, natural lighting, heat-resistant materials and breathable finishes. Materials such as terracotta, natural wood, rattan, linen, lime-based textures and locally sourced elements are gaining popularity for enhancing comfort while

maintaining a contemporary aesthetic. execution and end-to-end interior solutions. Another emerging trend is the integration of traditional design elements into modern interiors. Dedicated pooja spaces, hand crafted wooden furniture, cane accents and Athangudi-inspired colour palettes are being thoughtfully incorporated into contemporary homes, creating personalised living spaces that blend heritage with modern lifestyles. The company said these evolving preferences reflect the growing maturity of India's organised home interiors market, where consumers increasingly value professional design expertise, timeless design.

ON NATIONAL SENIOR CITIZENS DAY, ATHULYA SENIOR CARE CHAMPIONS DIGNITY, PURPOSE AND ACTIVE AGEING

Chennai, 22 August of community. With an integrated senior-care ecosystem spanning assisted living, rehabilitation, transition care, mind and memory care, palliative care and dedicated geriatric care hospital, Athulya supports seniors and their families across multiple stages of the ageing journey. Speaking on the occasion, Mr. Srinivasan G., Founder & CEO, Athulya Senior Care, said, “National Senior Citizens Day is an opportunity to celebrate the experiences, contributions and individuality of our seniors. At Athulya, we believe that senior care



must go beyond addressing medical needs to creating an environment where seniors feel connected, independent and valued. Every interaction and experience we create is guided by our commitment to ensuring that ageing is supported with dignity, purpose and a strong sense of belonging.” Across Athulya’s centres, seniors participated in a range of community-centric and senior-friendly activities, including games, music, cultural performances, interactive sessions and cake-cutting ceremonies. The celebrations brought residents together with their families and care teams, creating opportunities for social connection, participation and shared experiences. The occasion reinforced Athulya’s belief that senior care should create space for joy, connection and active living at every stage of life.

INDIA RATINGS & RESEARCH UPGRADES ABD'S RATING BY TWO NOTCHES TO 'IND AA-' WITH STABLE OUTLOOK

Chennai, 22 August which Ind-Ra expects medium term, despite evolving financial profile and the sustained progress we are making across scale, profitability and balance-sheet strength. The rating action also factors in ABD’s strong market position in the IMFL industry, pan-India diversification and the expanding size of the industry, which support the sustainability of scale and steady improvement over the medium to long term. Commenting on the rating upgrade, Amar Sinha, Managing Director of ABD, stated, “This two-notch upgrade to IND AA-ready ABD while continuing to pursue growth with financial prudence.”

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வாது இ-சேவை மையம்

‘MIDDLE CLASS MAPPILLAI’ (MCM): A FILM ABOUT CHALLENGES FACED BY 90S KIDS IN FINDING A SUITABLE BRIDE

Chennai, 22 August 2026: IT professional Prabhu Ekambaram is turning his passion for filmmaking into reality with 'Middle Class Mappillai' (MCM), a feature film he wrote, directed, and stars in under the banner of Aanshva Productions. taining manner the struggles faced by 90s kids, particularly the difficulties they encounter in finding a suitable bride. We are making the film in a way that realistically reflects the lives and experiences of middle-class families."

Backed by Aanshva Productions, the film features Haripriya as the female lead, while Sheeba Christy, Aroul D. Shankar and Elizabeth play important roles.

Speaking about 'Middle Class Mappillai', director Prabhu Ekambaram said, “The film will present in an enter

Rashaanth Arwin has composed the music for 'Middle Class Mappillai', with Abishek handling the cinematography. The film has editing by Suriya Murugan and lyrics by VJP Raghupathi.

The direction team comprises Srujith, Naveen and Jaisankar. Nikil Murukan is the



Publicist, while Raps by Prabhu Prasaath is the Creative Director. Publicity Class Mappillai' has designs are by Ramesh Senthil and Praveen, shooting. Post-with still photography production work is by Santhosh. Made on currently progressing Aanshva Productions at a brisk pace, and the banner and written, team is planning to directed and headlined release the film soon.

AMAZON PAY GIFT CARDS UNVEIL RAKSHA BANDHAN OFFERS WITH SAME-DAY DELIVERY & UP TO 5% CASHBACK

Chennai, 22 August 2026: Amazon Pay Gift Cards has announced its Raksha bandhan festive offers, featuring premium Rakhi gift boxes for physical gift cards with same-day and next-day delivery, up to 5% cashback on physical cards, and up to ₹150 cashback on eGift Cards. eGift Cards also offer instant WhatsApp and email delivery, along with new personalization options including photo uploads, Rakhi-themed animated designs, and Gen AI-powered

The gift cards start at ₹10 and can be redeemed across more than 15 crore products on Amazon and more than 20,000 partner apps, covering categories such as fashion, electronics, groceries and gaming. Amazon Pay ICICI Bank Credit Card holders can also earn flat 2% unlimited cashback on gift card purchases during the Rakshabandhan festive period. Neha Gupta Mahatame, Director, Stored Value and Gifting, Amazon Pay,



said the initiative combines the joy of physical gifting with the flexibility of gift cards and AI-powered personalization.

Rakshabandhan gifting is further enhanced with premium gift boxes designed for siblings, offering a convenient

gifting experience for both last-minute and planned purchases. Amazon Pay enables customers to use their Amazon balance, bank account or UPI across the Amazon ecosystem and partner merchants, while offering services across payments, credit, insurance and gift cards. T&C apply.

OFFICIALS' CLAIMS ARE A DELAYING TACTIC: TVK CONDEMNS THE GOVERNMENT IN THE VAIKO CASE

Chennai, 22 August 2026: The High Court has reprimanded the Tamil Nadu govern ment regarding the case concerning the removal of *Seemai Karuvelam* (Prosopis juliflora) trees. MD MK General Secretary Vaiko had filed a petition in the High Court seeking an order for the removal of these

trees. During the previous hearing, the Court had ordered the appointment of the Revenue Department Secretary as the nodal officer to implement the directive for removing the trees; the officer was instructed to hold a meeting with the court-appointed judges and others, and subsequently submit a

report. The case came up for hearing today. The counsel representing the government stated that funds would be allocated based on reports submitted by District Collectors following field inspections regarding the removal of *Seemai Karuvelam* (Prosopis juliflora) trees. trees were not removed.

MOVIE REVIEW IRUMUDI - A POWERFUL EMOTIONAL JOURNEY OF A FATHER, DAUGHTER AND REDEMPTION

Chennai, 22 August 2026: Some films are designed primarily to entertain, while some attempt to connect with the audience at an emotional level. Irumudi belongs to the latter category. Directed by Shiva Nirvana, the film brings together family emotions, devotion, action and human transformation in a compelling manner.

At its heart, Irumudi is an emotional story built around relationships, particularly the powerful bond between a father and his daughter. The spiritual backdrop adds another meaningful dimension to the protagonist's journey, making the film more than just a conventional commercial entertainer.

Ravi Teja – A Refreshing And Emotional Performance

Ravi Teja is undoubtedly the heart and soul of Irumudi.

Known for his infectious energy, mass appeal, comic timing and powerful screen presence, Ravi Teja takes a different route

WHAT MAKES IRUMUDI SPECIAL?

The biggest strength of Irumudi is its emotional foundation.

At its core, the film is about a man's journey towards becoming a better human being. His relationship with his daughter becomes a powerful catalyst for his transformation.

The film successfully brings together:

Family, Father-Daughter Bond, Emotion, Devotion, Action, Redemption, Human Values.

This combination gives Irumudi a distinctive identity.

Final Verdict

Irumudi is an emotionally rich and spiritually rooted family drama that showcases Ravi Teja in a refreshing new dimension.

Shiva Nirvana's

ACTOR ABDOOL LEE, WHO PLAYS A ROLE CALLED KANNAN IN MOTHA RAATHIRI, DRAWS INSPIRATION FOR HIS NAME FROM TWO LEGENDARY NAMES — STAN LEE AND SPIKE LEE — WHICH ALSO INSPIRED HIS CHOICE OF “LEE” IN HIS NAME

Chennai, 22 August 2026: His journey into acting received a major boost through YouTube sketch videos, which gave him an opportunity to showcase his comic timing and performance skills.

He counts legendary comedians Goundamani and Baliah among his inspirations. He admires how they could make audiences laugh while also convincingly portray

His recent credits include GDN, Katta Kusthi 2, and the web

in this film. His direction gives the character has emotional depth, personal struggles and an inner conflict that gives the actor an opportunity to showcase a more mature and intense side of his acting.

The film's greatest strength is the way it connects a father's love for his daughter with his journey towards self-realisation and redemption.

For audiences who enjoy emotional family stories blended with devotional depth, action and commercial elements, Irumudi is a film that deserves to be experienced on the big screen.

Verdict: A Heartfelt, Emotional And Spiritually Powerful Family Drama

CAST

Ravi Teja – Lead role, Priya Bhavani Shankar – Female lead, Sai Kumar – Important role, Baby Nakshathra – Ravi Teja's daughter, Ajay Ghosh – Supporting role, Ramesh Indira – Supporting role, Swasika – Supporting role, Meesala Lakshman, Rajkumar

For Motha Raathiri, Abdool Lee expresses his heartfelt gratitude to the Mythri Movies producers and director Raja Karuppusamy for the opportunity and confidence placed in him.

He also extends special thanks to hero Rishi Kanth, whose support and encouragement made the experience particularly memorable because of



Kasireddy, Ramana Bhargav, Kishore Kancherapalem, Karthik Adusumalli, Mahesh.

CREW

Director: Shiva Nirvana, Story, Screenplay & Dialogues: Shiva Nirvana, Producers: Naveen Yerneni, Y. Ravi Shankar, Production Banner: Mythri Movie Makers, Presenter: T-Series Films, Music Director: G. V. Prakash Kumar, Cinematography: Vishnu Sarma, Editor: Prawin Pudi, Production Designer: Sahi Suresh, Art Direction: Bhargava Noundla, Action Choreographers: Ram Lakshman, Real Satheesh, Choreographers: Baba Baskar, V. J. Shekar, Costume Designer: Rajesh Kamarsu, Makeup: I. Srinivasa Raju, VFX: Narendra Kumar Logisa, Sound: Sachin Sudhakaran, Hari Haran, Pro Suresh Chandra.



their 13+ years friendship

With Motha Raathiri, Abdool Lee hopes to take his journey forward by exploring characters that blend comedy, characterisation and shades of negativity and much more.