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VIJAY OFFERS PRAYERS AT MADURAI MEENAKSHI TEMPLE

Chennai, 30 Sep Meenakshi Amman Temple.

C. Joseph Vijay on Monday offered prayers at the historic Meenakshi Amman Temple in Madurai for the first time after assuming office, as large crowds gathered along his route to welcome him.

Vijay, dressed in a silk veshti, travelled in an open vehicle to the temple in the evening after completing a series of government programmes in the city. He waved to people gathered on either side of the road and received petitions from the public along the way.

Earlier in the day, Vijay launched the Tamil Nadu government's Thaimaman Gold Ring scheme at the Government Rajaji Hospital and inaugurated the Gandhi Memorial Museum, renovated at a cost of Rs 10.25 crore.

After lunch at the Government Circuit House on Alagarkoil Road, the Chief Minister left for the

People and TVK functionaries gathered along Alagarkoil Road, Outpost, Goripalayam, Nelpettai, Keelaveli Street, Vilakkuthoon, South Masi Street, Jadamuni Koil Street, Meenakshi Amman Koil Street and East Chithirai Street to welcome him.

On reaching the temple, Vijay was received by board of trustees chairperson Rukmani Palanivel Rajan and other trustees. The Chief Minister enquired about her well-being and sought her blessings.

Ministers N. Anand, K.G. Arunraj, C.T.R. Nirmal Kumar and Ramesh, Hindu Religious and Charitable Endowments Commissioner Vinay, Madurai Collector Nishant Krishna and Corporation Commissioner Gaurav Kumar were among those who received him.

Temple authorities accorded Vijay a traditional poorna kumbam

reception and presented him with a silk cloth.

The Chief Minister then visited the shrines of Goddess Meenakshi and Lord Sundareswarar and offered prayers. The temple trustees presented him with a silk veshti, silk saree and an idol of Goddess Meenakshi, while priests gave him prasadam.

Following the darshan, Vijay posed for photographs near the Golden Lotus Tank and visited various parts of the temple, including the annadhanam hall. He also enquired about the recent consecration of the temple.

As he left the temple, Vijay waved to the crowds before continuing his journey in the open vehicle.

Near the Madurai Adheenam, he was

presented with a cardamom garland on behalf of the mutt, which he later wore. Supporters also presented him with a vel.

Crowds continued to line the route through Vilakkuthoon, Kamarajar Salai, Teppakulam and the Vaigai south bank road as the Chief Minister proceeded towards Madurai airport.

Several people who had gathered to see Vijay described the turnout as reminiscent of crowds during the Meenakshi temple's Chithirai festival and its recent consecration.

Madurai Central MLA Mustafa did not enter the inner temple premises due to temple practices. He remained near the Ashta Sakthi Mandapam and joined the Chief Minister as he emerged after completing the darshan.

893 POSTAL VOTES CAST IN MADURANTAKAM

Chennai, 30 Sep were persons with disabilities and 451 hospitalisation. The Election Commission has scheduled polling for the Madurantakam (SC) byelection on October 6, with counting on October 9.

Officials said 38 eligible voters could not exercise their franchise due to reasons including death, absence from the constituency, election, resigned as

A total of 27 candidates are in the fray after completion of nomination scrutiny and withdrawal. With postal voting completed, election officials have stepped up preparations across the constituency for the October 6 polling.

6,548 CHENNAI NEWBORNS TO GET GOLD RINGS

Chennai, 30 Sep Digital Services

2026: As many as Minister R. Kumar 6,548 babies born in launched the distribution at Kilpauk Greater Chennai Medical College Corporation hospitals Hospital. between June 22 and September 26 will receive one-gram gold rings under the Tamil Nadu Government's Thaimaman Gold Ring scheme, which was rolled out in Chennai on Monday.

The distribution will be carried out at the rate of 200 to 300 babies a day and completed by the end of October. Mothers of eligible babies will receive invitations specifying the date and hospital from where they can collect the gold ring.

The scheme was extended to Chennai hours after Chief Minister C. Joseph Vijay formally launched it in Madurai on Monday.

Assembly Speaker J.C.D. Prabhakar, School Education, Tamil Development and Information and Publicity Minister Raj mohan and Artificial Intelligence, Information Technology and Children in Egmore,

Food and Civil Supplies Minister P. Venkataraman launched the distribution at Kasturba Gandhi Hospital in Triplicane, while Rajmohan distributed rings at the Government Hospital for Women and Children in Egmore. Finance, Planning and Development Minister N. Maria Wilson launched the scheme at RSRM Hospital in Royapuram.

The 6,548 beneficiaries include babies born between June 22 and September 26 at government hospitals as well as 16 urban community health centres and three maternity hospitals run by GCC.

The hospitals covered include Kasturba Gandhi Hospital, Kilpauk Medical College Hospital, the RSRM Hospital, the Government Hospital for Women and Children in Egmore,

the peripheral hospital and residential details in Thiru Vi Ka Nagar, before generating the Government Hospital necessary orders. The in Tiruvottiyur, ESI rings will be supplied Hospital in Ayana from the designated varam and the government hubs to the maternity centres. A photograph of the beneficiary receiving the ring will be recorded through the ThaaMaai app along with acknowledgement from the mother. Daily stock details will also be maintained online and in registers.

For babies born from September 27 onwards, the government has made arrangements to hand over the one-gram gold ring before the mother and newborn are discharged from the hospital.

Officials said the scheme was aimed at encouraging confidence in government healthcare facilities, celebrating childbirth in government hospitals and primary health centres and providing families with a symbol of the government's welfare support.

In GCC limits, four hubs and 19 maternity spokes have been designated for implementing the scheme.

Officials will verify PICME registration

PRIME MINISTER CONGRATULATES MANISHA KEER, NEERU AND AASHIMA AHLAWAT ON WINNING SILVER IN WOMEN'S TRAP TEAM EVENT AT ASIAN GAMES

Chennai, 30 Sep described their The Prime

2026: The Prime performance as a Minister's Office said Minister, Shri commendable display in X post;

Narendra Modi has of precision, focus and congratulated Manisha teamwork. Manisha Keer, Neeru Keer, Neeru and Aashima Ahlawat on winning the Silver medal in the Women's Trap Team event at the Asian Games.

The Prime Minister

Shri Modi wished the entire team on winning the Silver medal in the Women's Trap Team event at the Asian Games.

It was a commendable display of precision, focus and teamwork. May the entire team continue to excel and bring more laurels to India: PM @narendramodi"

AXIS MUTUAL FUND PARTNERS WITH GRIP INVEST TO OFFER IT’S SCHEMES ON THE PLATFORM

Chennai, 30 Sep 2026:Axis Mutual Fund, one of India’s leading asset management companies, today announced its partnership with Grip Invest, one of India's fixed-income investments platforms. The schemes of Axis Mutual Fund will be available for investments on the Grip Invest app.

Axis Mutual Fund continues to expand its digital distribution footprint through strategic fintech partnerships that make investing more accessible, simple and convenient for investors.

The partnership with Grip Invest is aligned with Axis Mutual Fund's

philosophy of enabling wealth creation through compounding. Boniface Noronha, Chief Digital Officer, Axis Mutual Fund, added, "Investors today increasingly seek solutions that are simple, seamless and integrated into their financial journey. Through our partnership we aim to provide a convenient way for investors to invest into mutual funds, helping them diversify their portfolios and participate in broader wealth-building opportunities.

The app will offer an automated reinvestment facility that enables investors to deploy returns from bond investments into Axis mutual fund schemes. By automating the reinvestment process, the feature seeks to encourage disciplined investing and support investor’s aim for long-term

Boniface Noronha, Chief Digital Officer, Axis Mutual Fund, added, "Investors today increasingly seek solutions that are simple, seamless and integrated into their financial journey. Through our partnership we aim to provide a convenient way for investors to invest into mutual funds, helping them diversify their portfolios and participate in broader wealth-building opportunities.

We are excited to partner with Grip as they continue to develop solutions that address evolving investor needs. This partnership reflects our continued focus on

leveraging fintech partnerships and digital innovation to make investing more accessible.”

Nikhil Aggarwal, Founder and Group CEO, Grip Invest, said, "Compounding is the #1 principle to wealth generation. Infinite solves that effortlessly for Bond investors by making sure that their money is always earning. With the option to now reinvest returns from Bonds in equity, debt and gold funds from Axis Mutual Fund, investors can also choose how and where they want these returns to compound. The best part - investors retain the ability to exit anytime and retain full flexibility.”

APRAAVA ENERGY SECURES INTRASTATE TRANSMISSION PROJECT IN MAHARASHTRA

Mumbai, 30 Sep 2026: Apraava Energy, one of India’s leading integrated energy solutions providers, today announced that it has acquired the Special Purpose Vehicle (SPV), Raigad Power Transmission Limited, to develop an intrastate transmission project across Pune and Raigad districts in Maharashtra.

The project was awarded through the Government of India’s Tariff-Based Competitive Bidding (TBCB) process. It involves the setting up of ~400 circuit kilometres (ckm) (including ~340 ckm 765 kV and remaining 400 kV and 220 kV double-circuit transmission lines), along with a 4,500 MVA (3x1,500 MVA) 765/400/220 kV pooling station.

Commenting on the win, Rajiv Ranjan Mishra, Managing Director, Apraava Energy, said, “The Raigad Power Transmission Limited project will play an important role in strengthening Maharashtra’s transmission network and enabling the reliable integration of renewable energy.

Maharashtra holds a special place in our journey, as it was here that we entered the renewable energy



sector with our first project in 2006. As one of India’s key economic and industrial hubs, Maharashtra requires a robust and resilient transmission network to meet its growing energy needs. Apraava remains focused on expanding its transmission portfolio and building the infrastructure needed to enable India’s energy transition.”

The project will be developed under the Build, Own, Operate and Transfer (BOOT) model and will provide transmission services for a 35-year concession period following commissioning. The

project is scheduled for completion within 24 months from the signing of the Transmission Service Agreement (TSA).

In addition to strengthening Maharashtra’s power transmission infrastructure, the project is expected to create direct and indirect employment opportunities during its construction and operational phases.

Headquartered in Mumbai, Apraava has a long-standing presence in Maharashtra, with over 200 MW of operational wind capacity and 70 MW of operational solar capacity.

FLIPKART ADDS 14 MILLION CUBIC FEET OF CAPACITY, EXPANDS BIG BILLION DAYS REACH TO 750+ NEW PIN CODES

Bangalore, 30 Sep 2026: Flipkart, India's homegrown e-commerce marketplace, today announced an expansion of Ekart’s supply chain ahead of The Big Billion Days and the festive season. Ekart has added 14 million cubic feet of warehousing space nationwide, increasing storage capacity by 50%. Technology and automation enhancements have also increased peak processing capacity by more than 30%.

As customers expect faster deliveries across the nation, over 900 additional delivery hubs have been added specifically to expand last-mile reach during the festive season and unlock greater volumes of same-day and next-day deliveries. This adds to over 8,200 Ekart facilities across the country, including fulfilment centres, sortation hubs and last-

mile delivery operations, and nearly 1,200 Flipkart Minutes micro fulfilment centres across 150-plus cities.

To enable faster fulfilment for MSMEs, small sellers, weavers and artisans during The Big Billion Days, more than 2.5 crore units of their products have been pre-positioned within Ekart fulfilment centres, and 70 additional pick-up stations in key seller hubs have been opened to reduce seller fulfilment time. Ekart's 3PL franchises have doubled to 600 within two months of launch to ensure sellers and MSMEs beyond the Flipkart marketplace can also scale during the festive season, delivering to customers across the country.

Taking The Big Billion Days and festive shopping to more locations across India, Ekart has added

750-plus new PIN codes to Flipkart’s reach. These include Leh in Ladakh, Kargil in Jammu and Kashmir, interiors of Rajasthan and Madhya Pradesh and communities across the North east including Kamalagar and Zamuang in Mizoram, Turacity, Resubelpara and Rajabala in Meghalaya, and Bomdila and Tezu in Arunachal Pradesh.

Wishmasters make The Big Billion Days possible, and Flipkart's responsibility to them extends well beyond the delivery itself. Every Wishmaster is covered under term life insurance, personal accident cover and mediclaim benefits; coverage levels have steadily been enhanced each festive season. Flipkart has also built a Doctor on Call service that Wishmasters and their families can access at any time.



On earnings, Wishmasters are eligible for joining and retention bonuses this festive season, along with referral incentives that create an additional income stream during the highest-demand period of the year. AI-powered background verification through the Flipkart Delivery Partners app brings onboarding to under 10 minutes, without compromising on the checks and protocols that matter. Every Wishmaster is verified to the same standard; the technology enables them to start earning faster. The same app doubles as a training platform, so new joiners understand delivery standards before their first shift.

GODREJ INDUSTRIES GROUP HOSTS MALAYSIAN DELEGATION TO EXPLORE COOPERATION IN OIL PALM INNOVATION AND BUSINESS

Bangalore, 30 Sep 2026:Godrej Industries Group yesterday hosted a high-level Malaysian delegation led by YB Datuk Seri Dr Noraini Ahmad, Minister of Plantation and Commodities, Malaysia.

The delegation included representatives from the Ministry of Plantation and Commodities, the Consul General of Malaysia in Chennai, the Malaysian Palm Oil Council, the Malaysian Palm Oil Board and Malaysian Sustainable Palm Oil.

Closer cooperation in these areas could

covered areas of mutual interest across the Group’s businesses, particularly oil palm innovation and the household insecticides sector.

During discussions with Godrej Agrovet, both sides explored opportunities in oil palm upstream sector. They also exchanged views on the use of advanced research and scientific tools to develop high-performing oil palm varieties suited to India’s diverse agro-climatic conditions.

Discussions

ment of locally adapted planting materials, improve productivity and resilience, and contribute to India’s long-term edible oil security.

Discussions with Godrej Consumer Products Limited focused on the household insecticides sector and opportunities to strengthen the business environment supporting its growth. Both sides also exchanged views on facilitating trade and innovation while supporting the sustainable development of the sector.

YB Datuk Seri Dr Noraini Ahmad, Minister of Plantation and Commodities, Malaysia, said, “Malaysia and India share long-standing ties across sectors that contribute to economic growth and food security. Today’s discussions allowed us to explore opportunities for closer cooperation in research, innovation, trade and sustainability.” “Engagements of this nature help us identify practical areas where Malaysian and Indian industry players can work together and create mutual value.”

DOROTHY’S SUCCESS STORY GROWS: FAMILIES THrong, CHEERS FLOW, “MUTHUMANI” ROARS

Chennai, 30 Sep 2026: Starring Keerthy Suresh, Rishikanth and Sananth, Dorothy is witnessing an increasingly enthusiastic response from audiences following its worldwide theatrical release on September 25.

The film is gaining momentum through powerful word of mouth, with families thronging theatres, footfalls increasing and audiences responding with loud cheers and applause during several key moments.

Among the most talked-about aspects of the theatrical experience is the film’s music. “Every Lip Murmur” has struck a strong chord with audiences, while the loudest cheers are being reserved for the climactic moments when “Muthumani” plays, creating an electric atmosphere inside theatres.

In several locations, audiences have gone beyond cheers and applause, with standing ovations being witnessed and recorded at the end of the film. The response has turned the theatrical viewing experience into a shared celebration, with audiences discussing their favourite moments and recommending the film to friends and family. The film has also received enthusiastic appreciation from leading personalities of Indian cinema. Dhanush described Dorothy as “a master piece from Karthik Subbaraj”, praising it as bold, poignant, raw and intense, while also lauding the performances and Ilaiyaraaja’s background score.

INDIA SET NEW BENCHMARK WITH AVENGERS ENDGAME: ENCORE! BECOMES 5TH HIGHEST CONTRIBUTOR IN WORLDWIDE COLLECTION WITH RS 26 CR GBOC

Chennai, 30 Sep 2026: Marvel fans in India have proved yet again that they are among the biggest MCU fans worldwide with the release of Avengers Endgame: Encore. A re-release of the Russo Brothers’ blockbuster film, Avengers Endgame: Encore set the stage for Avengers: Doomsday and fans assembled in cinemas to experience the excitement all over again.

According to Box Office Mojo, Marvel Studios’ Avengers Endgame: Encore collected an estimated \$86 million in its opening weekend worldwide. The film



Legendary film viewers recommend making the film, cheers erupting during key sequences, “Muthumani” triggering the loudest reactions and standing ovations being recorded in several locations.

For Karthik Subbaraj, Dorothy marks his 10th directorial venture and a special collaboration with legendary composer Ilaiyaraaja.

Ilaiyaraaja, after watching the film, described Dorothy as a “beautiful film,” adding another significant dimension to the film’s journey. From Toronto to theatres across India, Dorothy is steadily creating its own audience movement

What makes the current response particularly special is that it is being driven organically by audiences themselves — families arriving at theatres, cheering together.



(\$4.3 million).

From Mumbai and Delhi NCR to Bengaluru, Hyderabad and Chennai, fans have another chance to experience the film’s unforgettable moments on the big screen, whether it’s Captain America’s iconic “Avengers, Assemble!” or Iron Man’s emotional final sacrifice.

Marvel Studios’ Avengers Endgame: Encore is successfully playing in cinemas across India in English, Hindi, Tamil and Telugu. The film is also available on IMAX and Marvel Studios Presents INFINITY VISION, a new certification for Premium Large Format (PLF) screens, offering fans an immersive way to experience the epic adventure.

‘DOROTHY’ BRINGS A DEEPER UNDERSTANDING OF TRANSGENDER LIVES AND EMOTIONS, SAY MEMBERS OF SAHODARAN ORGANISATION

Chennai, 30 Sep 2026: Members of the transgender community associated with the Sahodaran Organisation have welcomed director Karthik Subbaraj’s ‘Dorothy’, describing the film as an important attempt to bring greater understanding and sensitivity towards the lives, identities and emotional struggles of transgender people.

Addressing Social Exclusion

The members also appreciated the film for portraying the discrimination faced by transgender people in different social environments.

According to members of the organisation, Dorothy goes beyond the conventional portrayal of transgender characters and addresses several realities that remain largely misunderstood by society.

They pointed out that many transgender people are unable to openly express their gender identity because of fear of rejection by their families, friends and communities. As a result, many are forced to live outwardly as men despite experiencing a completely different identity within themselves.

INDIA ENERGY WEEK 2027 SETS THE STAGE FOR GLOBAL ENERGY DIALOGUE IN KOLKATA

Chennai, 30 Sep 2026: Bharat Petroleum Corporation Limited (BPCL), a Fortune Global 500 company and a Maharatna PSU, hosted the connected Curtain Raiser programmes for India Energy Week (IEW) 2027 across Chennai, Bhopal and Kochi today, with the programmes linked live to the main Curtain Raiser held in Kolkata.

Making its debut in Kolkata from 28–31 January 2027 under the theme “Unlocking Innovation.

Securing Energy. Shaping Tomorrow,” the fifth edition of IEW will serve as the first major global energy conclave of the year, bringing together policymakers, energy leaders, technology innovators, investors and industry stakeholders from across the world to explore pathways to strengthen energy conversation.



without reducing the people.

transgender experience to a stereo type.

“We are human beings too. We have emotions, dreams and aspirations just like everyone else. We also need love, companionship and marriage. Society needs to understand that transgender people have the same human emotions and the same right to build relationships and lead a fulfilling life,” members of the Sahodaran Organisation said. They added that the film helps open an important conversation about the right of transgender people to experience love and companionship without being judged solely on the basis of their gender identity.

The Fear of Revealing One’s Identity

One of the aspects they particularly highlighted was the portrayal of childhood. Dorothy, they said, succeeds in bringing this internal struggle to the screen in a manner that can help audiences understand what many transgender individuals go through.

“We Have the Right to Love and Marriage Too”

The organisation also welcomed the film’s portrayal of love and relationships involving transgender



global energy security position among global and advance sustainable energy conclaves.

The evolution of

Held under the patronage of the Ministry of Petroleum and Natural Gas, India Energy Week has global energy system. As the world’s fastest-growing major economy, India’s energy demand is expanding rapidly, while the breadth of issues country continues to address. At the fourth edition in Goa in 2026, the event brought together 75,000+ energy professionals, 700+ exhibiting companies, participants from more than 120 countries and 6,500+ conference delegates, reflecting its preeminent energy conversation.

‘ANNAKKILIYE’ MUSIC VIDEO ALBUM, CREATED BY MUSICIAN SMITH ASHER, RELEASED BY ANIRUDH’S ALBUQUERQUE RECORDS

Chennai, 30 Sep 2026: Independent musicians continue to make their mark with music video albums that are winning appreciation from music lovers and garnering millions of digital views. Adding to this growing trend, the music video album ‘Annakkiliye’, created by musician Smith Asher, has been released by Albuquerque Records, the music label founded by Anirudh, who has also extended his wishes to the team.

The indie musical video album opens with the soulful line, “Annakkiliye Nee Varum Vazhiye Thallaadi Poguthe Maname...”. The song has been written and sung by lyricist Deek shitha, who has also collaborated with composer Smith Asher, who lends his voice to the track. The music video features actors Pawan Alex and Pragathi Srivatsava in the lead roles.

The visuals beautifully capture and

complement the mood and atmosphere of the song, creating an engaging experience for viewers. The music video also features extensive VFX work, elevating its visual quality to an international standard.

The video has been directed by Viky Pup, with Jay Charola handling the cinematography and Thejo Bharathwaj serving as the producer. Anirudh has released the song on his official YouTube channel.

The collaboration between Anirudh, Albuquerque Records and Smith Asher has resulted in the indie musical video album ‘Annakkiliye’, which is winning the appreciation of music lovers. Within a short span of its release, the song has garnered lakhs of digital views and received a warm response from audiences across the internet.

The music video takes viewers through a visually rich fantasy world featuring a dense forest, the sharp gaze of



an eagle, a young man wandering alone, a forest goddess seated gracefully on a small hill beside a magnificent waterfall, a love that begins with an exchange of glances, resistance from tribal archers, an escape, lovers jumping together from a towering rock into deep waters, and finally escaping on the Yaali, the mythical creature celebrated in ancient Tamil art and temple sculptures, before soaring joyfully through the skies.

The combination of soothing melodies, romantic lyrics and captivating vocals adds to the appeal of the music video. Its association with Albuquerque Records, the label founded by ‘Rockstar’ Anirudh, has further contributed to the growing attention and response for the song.

One of the most distinctive aspects of ‘Annakkiliye’.

MEET ALLU SNEHA REDDY: ALLU ARJUN'S WIFE, ENTREPRENEUR, MOTHER & ONE OF INDIA'S MOST FOLLOWED CELEBRITY PERSONALITIES

Chennai, 30 Sep 2026: Sneha Reddy has built a distinct identity beyond being known as the wife of actor Allu Arjun. An entrepreneur, mother, fitness enthusiast and digital personality, she has created a strong presence of her own, with a social media community of over 9.1 million followers.

At the centre of her entrepreneurial journey is Picaboo, the studio she runs. Alongside her professional commitments, Sneha is passionate about

fitness and wellness, regularly sharing glimpses of her workouts and active lifestyle.

Family remains an important part of her world. She often shares moments with her children, while her travel, fashion and lifestyle content has further strengthened her connection with audiences.

Her association with Allu Arjun naturally places her among one of India’s most prominent celebrity families. Yet, over



the years, Sneha has established a personality of her own balancing entrepreneurship, family, fitness, travel and life in the spotlight.

Today, Sneha

of her own.

SAKTHI FILM FACTORY BRINGS ITS ‘MIDAS TOUCH’ TO ‘HAIKU’

Chennai, 30 Sep 2026: Tamil cinema’s love stories have created their own legacy—from Mouna Ragam and Alaipayuthey to Minnale, Vinnai thaandi Varu vaayaa and 96. Now, a new-age romance, ‘Haiku’, is preparing to enter that much-loved space, backed by a name that has built a strong reputation in Tamil theatrical distribution—Sakthi Film Factory.

Sakthi Film Factory has acquired the Tamil Nadu theatrical distribution rights of ‘Haiku’, marking the third association between the distribution house and the team behind the film.

Known in the trade for its strong theatrical presence and its ability to back films with commercial potential, Sakthi Film Factory’s association brings an

added sense of anticipation to ‘Haiku’. The company’s track record has earned it the affectionate description of having a ‘Midas touch’ when it comes to identifying and taking promising films to audiences.

EMPOWERING SCREENWRITERS: SOUTH INDIAN FILM WRITERS ASSOCIATION UNVEILS SWAN ACADEMY IN ASSOCIATION WITH IP CLIMB

Chennai, 30 Sep 2026: In a major initiative aimed at empowering screenwriting talents and protecting their rights, the South Indian Film Writers Association (SWAN) joined hands with IP Climb to launch SWAN Academy in Chennai.

SWAN President and filmmaker Cheran delivered welcome address and spoke about the objectives of the SWAN Academy. Marking the launch of the academy, SWAN and IP Climb hosted an exclusive full-day writers’ conclave at the Anna Centenary Library in Chennai. The event brought

Acclaimed filmmaker Lokesh Kanagaraj graced the occasion as Chief Guest, sharing key insights from his writing journey before officially unveiling the logo and curriculum for the newly launched SWAN Academy. Designed to train and guide aspiring storytellers, the academy’s debut was further highlighted by an engaging fireside



and directed by Yuvaraj Chinnasamy and stars Aegan, Sridevi and Femina George. With music by Siddhu Kumar and cinematography by Priyesh, the film is produced by Arul and Mathewo. Netflix is the OTT partner.

And with the Sakthi Film Factory Midas touch now behind the film, the trade is watching with interest to see whether Haiku can create its own emotional imprint among Tamil cinema’s memorable romances.

For Sakthi Film Factory, this is more than another distribution association. It is the third time the company is joining hands with the ‘Haiku’ team, adding another chapter to an association that has clearly found mutual confidence.

Haiku’ releases worldwide on October 23.



chat between Lokesh mekalai, Malayalam Kanagaraj and IP writer-director Anuraj Climb Chief Executive Manohar, and veteran Officer G.K. writer S. Rama Tirunavukkarasu. krishnan delivered impactful sessions.

The conclave offered delegates a comprehensive road map to modern storytelling through sessions with industry heavyweights. R. Sundararajan, Lyricist-writer Madan Karky shared insights on modern narrative dynamics, 916 Studio led a panel on vertical education and short-form drama, and acclaimed creators including Leena Mani South Indian cinema.