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TN LAUNCHES STATEWIDE RAINWATER HARVESTING DRIVE

Chennai, 23 Oct Drainage Board head 2026: In a bid to quarters in Chepauk improve groundwater and inspected a model levels and st rengthen house demonstrating wate r conservation rainwater harvesting across Tamil Nadu, techniques. He later Chief Minister C. formally launched the Joseph Vijay on awareness campaign at Wednesday launched a Marina Beach and statewide rainwater watched a short film harvesting awareness highlighting the impor campaign aimed at tance of rainwater restoring existing conservation. harvesting structures, As part of the creating new facilities initiative, the govern and encouraging ment will undertake a households, institu district-wise inspec tion of existing rain tions and industries to water harvesting structures and repair or conserve rainwater. renovate facilities that

The campaign, spearheaded by the Municipal Adminis tration and Water Supply Department, will cover all Corpo rations, Municipalities, Town Panchayats and Village Panchayats across the State.

It will focus on making rainwater harvesting a people's movement through public partici pation, regular mainte nance of infrastructure and stricter enforce ment of building regulations.

The Chief Minister unveiled the 'Thuli' logo at the Tamil Nadu Water Supply and



will also strengthen drinking water supply projects wherever technically feasible.

The initiative will also be integrated with existing programmes relating to groundwater recharge, watershed development, urban water management, rural development and climate resilience to ensure effective utili sation of resources and avoid duplication of work.

Depending on soil conditions, geological characteristics and local water availability, structures such as recharge trenches, percolation pits, recharge wells, silt traps and filtration systems will be developed to improve groundwater recharge.

Govern ment departments and local bodies have also been instructed to take steps to collect and reuse rainwater within their premises. Rainwater harvesting measures will be integrated into new urban and rural

CM ANNOUNCES RS. 4 LAKH RELIEF FOR FIRECRACKER BLAST VICTIM'S FAMILY

Chennai, 23 Oct announced Rs 1 lakh 2026: Chief Minister C. Joseph Vijay on Thursday announced financial assistance of Rs 4 lakh to the family of a 40-year-old woman who was killed in an explosion at a private firecracker manufacturing unit in Anaikattu village in Vellore district on Wednesday. He also

for another woman who sustained serious injuries in the accident. The explosion occurred on October 21 while workers were manufacturing fire crackers at the unit. Gayathri (40), wife of late Ravi and a resident of Kottavur village, died on the spot. Another worker,

Expressing grief over the incident, the

CM VIJAY'S RS. 30 LAKH INCENTIVE TO PARA SHUTTLERS NITHYA, MANISHA

Chennai, 23 Oct mixed doubles SH6 2026: Tamil Nadu category, while Chief Minister C. Manisha Ramadass Joseph Vijay has featured in the bronze-congratulated Indian winning team in the para-badminton SL3-SU5 category.

In separate social media posts, the Chief Minister extended his heartfelt congratu lations to the players and their respective Indian teams for their achievements.

Praising Nithya Sree's confidence,

Nithya Sree was part of the Indian team that won bronze in the

PM TO INAUGURATE CHINMAYA AMRIT MAHOTSAV GLOBAL SAMMELAN ON 23 OCTOBER

Chennai, 23 Oct commemorating 75 2026: Prime Minister Shri Narendra Modi Mission, a global spiritual movement will inaugurate the Chinmaya Amrit Mahotsav Global Chinmayananda in Sammelan at 11 AM on 23 October 2026 at wisdom of Vedanta and Bharat Mandapam, the Bhagavad Gita New Delhi. He will also address the gathering on the occasion.

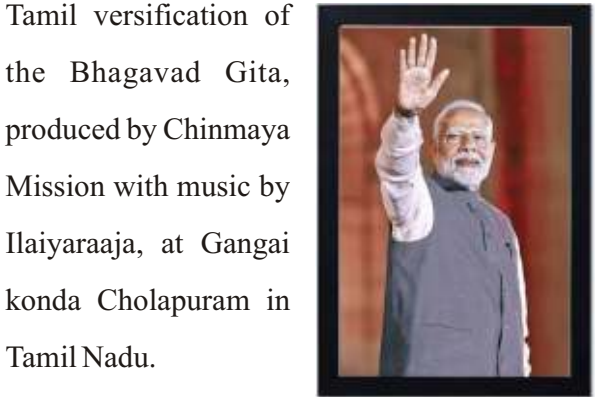
The three-day across spiri tual education, cultural preservation, youth empowerment and community service.

The year-long celebrations began last year with the Prime Minister releasing a



come challenges and pursue excellence. He achieve their goals. He also wished her wished her further continued success in success in reaching bringing laurels to greater heights. Tamil Nadu and India.

Congratulating The Tamil Nadu Manisha Ramadass, government's incentive of Rs 30 lakh for each player recognises their achievements on the international sporting stage.



Several initiatives online. A major initia tive of the celebrations was Gita Panchamrit, organised during the year, including mass havans at multiple verses of the Bhagavad Gita.

To take the message of the Gita across the country, 15 young members of Chinmaya Yuva Kendra under took the Chinmaya Amrit Yatra, travelling over 40,000 km across the country.

LIGHTHOUSE TO ADYAR 4-KM ELEVATED ROAD, TN INVITES TENDER

Chennai, 23 Oct The preliminary period of 60 days has 2026: The Tamil Nadu process for the project been stipulated for along the Marina Beach Road, one of Chennai's key coastal arterial routes.

The estimated cost of preparing the report is Rs 38.10 lakh, and a

Further decisions on the project will depend on the findings and recommendations of the Detailed Project Report.

FLIPKART’S BIG BILLION DAYS BRINGS IN MORE USERS AND ORDERS, WITH BUYER GROWTH ACROSS CATEGORIES

Chennai, 23 Oct came from Tier 2-plus cities, and Beauty, 2026: The Big Billion Days opened on October 9 with 1 in 15 of India’s online shoppers visiting Flipkart in the first hour. Over the 11 days that followed, about 9 in 10 of them did, with unique visitors up nearly 10% on last year. Orders, units and buyers each grew by about 20%-22% over last year.

What India bought: Beauty, Grooming and General Merchandise buyers rose 40%.

The growth cut across cities, age groups and categories. Nearly half of buyers were Gen Z, about 60%

MOVIE REVIEW: "HAIKU" A HEARTWARMING ROMANTIC COMEDY THAT GOES BEYOND CAMPUS LOVE

Chennai, 23 Oct whose journey takes him from the carefree atmosphere of college life to the responsibilities and emotional maturity of a family man. This transition gives the narrative an interesting foundation, allowing the film to explore the contrast between youthful impulses and the wisdom that comes with experience.

The film’s central idea has the potential to appeal to audiences who enjoy romantic comedies with relatable characters and situations drawn from everyday life. By bringing together romance, comedy and family-oriented emotions, Haiku aims to offer an experience that extends beyond the conventional campus love story.

Verdict: A Promising Romantic Comedy With Heart

Haiku brings together a relatable coming-of-age premise, a promising ensemble led by Aegan, Sridevi and Femina George, and a creative team headed

Scheduled for a worldwide theatrical release on October 23, 2026, Haiku brings together an engaging young ensemble and a creative team aiming to deliver an entertaining cinematic experience with a heartfelt message.

A Story That Grows Along With Its Characters

At the heart of Haiku is a character



upgrades. fryers. Sellers and MSMEs: 31% of transacting sellers saw 2X growth over business as usual during the sale. Sellers from Tier 2-plus markets grew 2.15 times, with Bhiwadi, Panipat, Tirupur and Hisar growing 2.6 times, 2.5 times, 2.1 times and 2 times respectively.

New customers on Flipkart Minutes rose 1.7 times compared with regular days. Chhatrapati Sambhaji nagar, Nagpur, Jabalpur and Meerut were among the fastest-growing Tier 2-plus markets, and customers bought well beyond daily essentials, including laptops, gaming tablets and air

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Its most interesting feature is the protagonist’s journey from college life to family responsibilities, offering a broader perspective on romance and the ways people mature through their relationships.

For viewers who appreciate youthful love stories, situational comedy and family emotions, Haiku arrives with an appealing premise and the promise of a warm, accessible entertainer.

Haiku—a romantic comedy about love, laughter and the journey from youthful dreams to mature relationships.

Cast: Aegan, Sridevi (Sridevi Apalla), Femina George, Adhirchi

Arun, Subramaniya



Sethu, Adhiyaman, Mime Gopi and others.

Technical Crew:
Written and Directed by Yuvaraj Chinna swamy; Additional Screenplay by Hari haran Ram; Produced by Dr. D. Arulanandhu and Mathewo Arula nandhu; Co-Producer Srinivas Niranan; Executive Producer Aegan; Music by Siddhu Kumar; Cinematography by Priyesh Gurusamy; Editing by Sakthi Praneesh P; Art Direction by Prem Karunthamalai; Costume Design by Dinesh Manoharan and Kamali Kanagaraj; Choreography by Anusha Viswanathan. Produced under the banner of Vision Cinema House. Tamil Nadu Release by Sakthi Film Factory, B. Sakthivelan. PRO: Done Suresh Chandra.

Theatrical Release: October 23, 2026

AXIS MUTUAL FUND LAUNCHES FIRST-OF-ITS-KIND INDEX FUND WITH THE AXIS NIFTY EV & NEW AGE AUTOMOTIVE INDEX FUND

Mumbai, 23 Oct close on October 30,

2026: Axis Mutual Fund, one of India's leading mutual fund companies, announced the launch of the Axis Nifty EV & New Age Automotive Index Fund, positioned as India's first index fund tracking the Nifty EV & New Age Automotive Index. The open-ended scheme aims to replicate the performance of the Nifty EV & New Age Automotive TRI, subject to tracking error. The fund offers investors a passive investment avenue to gain exposure to companies across the evolving electric mobility and new-age automotive ecosystem. The New Fund Offer (NFO) will open on October 16, 2026 and

PEPSICO INDIA EXPANDS ITS BETTER-FOR-YOU SNACKING PORTFOLIO WITH QUAKER® LADOOZ AND CHIKKI BITES; DEMOCRATIZES PROTEIN AND FIBRE BY MAKING IT MORE ACCESSIBLE AND AFFORDABLE

Chennai, 23 Oct PepsiCo India’s focus on translating evolving consumer needs into relevant innovation. To better understand the barriers to protein and fibre intake, PepsiCo India, in collaboration with Euromonitor International and the Indian Institute of Millet Research (IIMR), undertook The State of Protein & Fibre in Urban India, a study exploring how consumers perceive and incorporate these nutrients into their daily diets.

The findings reveal a significant gap between nutritional needs and everyday consumption. While 70% of respondents consume less than 41g of protein daily, below recommended intake levels, 61% fall short of their recommended

The launch reflects

“At Axis Mutual EV penetration in India has increased from less than 1% in FY21 to 9.4% in FY26. The Nifty EV & New Age Automotive Index represents companies involved in the development of electric vehicles and new-age automotive technologies. The index selects eligible companies from the Nifty 500 universe after applying prescribed liquidity and eligibility criteria.

Its methodology covers six groups spanning vehicle manufacturers, battery makers, component manufacturers, raw material suppliers, advanced automotive technology providers and eligible companies under specified government schemes.

Understanding the Nifty EV & New Age Automotive Index



daily fibre intake. habits.

Affordability remains a key challenge, with 60% citing high cost as a barrier to consuming enough protein.

Yet, the appetite for better nutrition is evident. Across generations, 89% of Gen Z, Millennials and Gen X respondents express a desire for protein to be available in more familiar, everyday food formats.

Together, these findings highlight a clear opportunity to bridge nutritional gaps by making protein and fibre more accessible, affordable and relevant to existing eating day life.

KAUVERY HOSPITAL RADIAL ROAD HELPS MOTHER DELIVER HEALTHY BABY AFTER TWO PREGNANCY LOSSES LINKED TO RARE AUTOIMMUNE ANTIBODIES

Chennai, 23 Oct 2026: A multidisciplinary team led by a rheumatologist and a maternal-fetal medicine specialist at Kauvery Hospital Radial Road, successfully managed a high-risk pregnancy in a 29-year-old woman deliver a healthy baby boy after she lost her first two pregnancies due to complications linked to anti-SSA antibodies, affecting the developing babies' hearts.

The woman's first pregnancy ended in fetal loss at 20 weeks, followed by a second mid-trimester pregnancy loss. In both pregnancies, the babies developed a serious condition-hydrops fetalis, in which excessive fluid builds up in different parts of the baby's body. This can occur when the baby's heart is unable to function properly, among other causes, and can be life-threatening.

Following the second loss, the mother underwent a detailed evaluation by a clinical geneticist. When no genetic cause was identified, she was referred to a rheumatologist for further investigation. Testing revealed that she had anti-SSA antibodies,

as the likely cause of the complications in her previous pregnancies. Although the mother was otherwise healthy and had no symptoms, these antibodies had affected the developing babies' hearts, causing congenital heart block - a condition in which the electrical signals that regulate the heartbeat are disrupted. This can cause the heart to beat

reduce the chances of the antibodies affecting the baby's heart.

Treatment with hydroxychloroquine, along with steroids, was initiated as part of the planned protocol. Intravenous immunoglobulin (IVIG), a treatment that uses antibodies to help regulate immune activity, was administered from the 12th to the 27th week of pregnancy.

too slowly and, in severe instances, lead to heart failure and fluid accumulation in the baby's body. This period was particularly important because the mother's antibodies can begin crossing the placenta from around the 16th week. The baby's heart was closely monitored throughout the pregnancy, allowing the team to assess the baby's condition during this critical period.

“HAIKU GAVE ME THE OPPORTUNITY TO EXPLORE TWO DIFFERENT PHASES OF A MAN’S LIFE” – ACTOR AEGAN

Chennai, 23 Oct experience of working on the film, Aegan steadily built his presence across films and web series with his natural performances and relatable screen life. One of the appeal. The actor is now gearing up for the release of Haiku, written and directed by Yuvaraj Chinnaswamy, in which he explores a character who transitions from a college boy to a mature family man. Set against a college backdrop, the film blends youthful romance and humour with a narrative that explores the evolving perspectives and relationships of its characters. Haiku is scheduled for a world wide theatrical release on October 23, 2026.

Actor Aegan has said, “Haiku is a feel-good film that I believe will appeal to audiences from all walks of life. One of the challenges for me was portraying the transformation of my character from a college boy into a mature family man. Both Sridevi and Femina George have been incredible performers. There are several emotional sequences in the film that required them to express a range of emotions with great sensitivity, and they have delivered them beautifully. Siddhu Kumar’s music is a big boon to the film, as his score elevates the emotional value of the story. Beyond the

Haiku has a deeper cinematography by Priyesh Gurusamy, editing by Sakthi Praneesh P and additional screenplay by Hariharan Ram. B. Sakthivelan of Sakthi Film Factory is releasing the film in Tamil Nadu.

With a story that moves beyond campus romance to explore the changes that shape a person’s life, Haiku brings together a young ensemble, situational humour and evolving relationships. The film is set to arrive in

A photograph showing a man and a woman in a kitchen. The man, on the left, is wearing a brown t-shirt and has a beard. He is smiling and looking towards the woman. The woman, on the right, is wearing a green and orange sari. She is also smiling and looking down at something in her hands. They appear to be cooking or preparing food together. In the background, there are kitchen items like a pot on a stove and some containers.

UBER PARTNERS WITH IXIGO TO OFFER TRAIN TICKET BOOKING ON THE UBER APP

New Delhi, 23 Oct 2026: Uber today announced the launch of Train Ticket Booking on the Uber app in partnership with ixigo, India's leading AI-native travel platform. The launch builds on Uber's continued expansion of its intercity travel offerings in India. With Train Ticket Booking, Uber continues to expand its portfolio of intercity travel options, leveraging its single, trusted platform.

Train travel remains a popular mode of transport in India, and as the market continues to grow, Uber and ixigo are partnering to

The new offering enables riders to book train tickets, check their PNR status, and seamlessly connect their first and last-mile journeys with Uber, all within a single app.



WARBURG PINCUS BACKED APPASAMY ACQUIRES RUCK - STRENGTHENS ITS GLOBAL SURGICAL OPHTHALMOLOGY BUSINESS

Chennai, 23 Oct presence in ophthalmology, with expertise than four decades of Associates (“Appa spanning intraocular experience in ophthalmology”), a Warburg lenses (IOLs), surgical mic surgery. Its portfolio includes the Pincus-backed global systems, diagnostic folio includes the surgical ophthalmology equipment, lasers and Pentasys, Qube and micro surgical instruments. Over 100 Qube Pro systems for headquartered in Chennai, India, today million Appasamy tinal procedures. Qube announced the acquisition of RUCK, a implanted worldwide, surgical system, German manufacturer and the company’s combines advanced technology with ease of ophthalmic surgical products are available across anterior and posterior segment products and systems. in over 100 countries, of use and performance surgery. The Qube Pro and Pentasys systems

are widely used and trusted by surgeons in Germany and the Benelux region. Close collaboration with leading ophthalmologists and international partners plays an important role in shaping RUCK’s product development initiatives



SPOTIFY LAUNCHES NEW CAMPAIGN CELEBRATING TAMIL NADU'S ICONIC FAN CULTURE

Chennai, 23 Oct	kaana verithanamaana inspire fans to step into	that are such an integral
2026: Spotify has	playlists, Spotify la their favourite star's	part of Tamil Nadu's
launched its latest	mattume" (For the shoes.	cultural identity."
campaign in Tamil	crazy fans, the craziest	Shipra Srivastava, This strong connect
Nadu, celebrating the	hits, only on Spotify).	Head of Marketing, tion between Tamil
state's distinctive fan	The two campaign	Spotify India, said, listeners and their
culture through two	films bring this idea to	"Tamil music has a music is also reflected
new films. Built around	life through familiar	remarkable place in in Spotify's listening
Spotify's "Thalapathy	situations. The two	India's cultural trends. Tamil music
Vijay" and "Superstar	films capture unique	landscape, with nearly listening has grown by
Rajinikanth" Star	fan moments, one	one in every 10 songs 23% over the past two
Playlists, the campaign	shows a fan playing	streamed in the country years, making it one of
captures how a	Vaathi Raid while	being in Tamil. This the fastest-growing
favourite song can	chasing a departing bus	reflects the deep Indian-language music
bring out the fan in any	in true Thalapathy	connection listeners categories on the
one, turning everyday	Vijay style, while the	have with Tamil music platform. Over the
situations into	other features a	and its ability to travel same period, streams of
moments inspired by	husband playing the	across generations and Tamil editorial play
the stars they love.	Rajinikanth and Vijay. With this	listeners Spotify's

The campaign rolls making a Rajinikanth- campaign, we are grown by 22% out across Tamil Nadu style entrance at a celebrating this passion reflecting growing under the tagline family function. Both by bringing together engagement with “Verithanamaana fans show how music can the music and fandom curated Tamil music.

LG ELECTRONICS INDIA LIMITED EARNS GREAT PLACE TO WORK® CERTIFICATION THIRD YEAR-IN-A-ROW

Coimbatore, 23 Oct achievement, Mr. Hong Ju Jeon, Managing Director, LG Electronics India Ltd., said the recognition validates the company’s progressive HR practices and its focus on building a workplace rooted in trust, respect and collaboration. Mr. Anurag Gupta, Executive Vice President, Great Place To Work India, congratulated the leadership and team, highlighting LG Electronics India’s people-first culture, inclusive environment and commitment to employee empowerment.

2026: LG Electronics India Ltd. (LGE India), one of India’s leading consumer durables companies, has earned the Great Place To Work® Certification™ for the third consecutive year. First certified in 2023, the recognition reflects the company’s continued commitment to employee trust, engagement, well-being and professional growth, based on employee feedback and workplace culture assessment.



SIGMA ADVANCED SYSTEMS SECURES US\$19.7 MILLION (APPROX. ₹174 CRORE) ORDER FROM NORTH AMERICAN NATO CUSTOMER FOR CRITICAL 155 MM ARTILLERY AMMUNITION SUBSYSTEMS

Chennai, 23 Oct The order is within its portfolio, inventory replenishment, longer-term procurement and increased manufacturing capacity. The order marks Sigma’s fifth 155 mm engagement since May 2026, reflecting the steady expansion of its capabilities across the artillery ammunition value chain. With shell bodies, filled fuzes, advanced base-bleed shell technology, course-correction fuze collaboration and now ancillary subsystems

2026: Sigma Advanced Systems Limited, a global aerospace and defence engineering and manufacturing company, today announced that it has secured an order valued at US\$19.70 million (approximately ₹174 crore) from a North American customer serving the NATO defence eco system for the manufacture and supply of specialised ancillary subsystems for 155 mm artillery ammunition.

LGE India’s workplace culture initiatives are led by Mr. Hong Ju Jeon, Managing Director, and Mr. Jwa Nam Kim, Chief Human Resources Officer (CHO), LG Electronics India. The company has also received the “National Best Employer Brand” at the World HRD Congress and the “Top Organisation with Innovative HR Practices” award at the Asia Pacific HRM Congress.

The Russia-Ukraine war has underscored the scale of artillery ammunition demand in high-intensity conflicts. NATO members and allied governments are responding through

The Russia-Ukraine war has underscored the scale of artillery ammunition demand in high-intensity conflicts. NATO members and allied governments are responding through

GLENFIDDICH PARTNERS WITH DESIGNER RAJESH PRATAP SINGH FOR LUXURY FESTIVE GIFTING

Chennai, 23 Oct set, combining the brand’s craftsmanship with contemporary design.

2026: Glenfiddich, the pioneering single malt Scotch whisky brand, has partnered with celebrated Indian designer Rajesh Pratap Singh to launch a limited-edition festive gifting collection across its 12, 15 and 18-Year-Old expressions in India. The collection features specially designed accessories, including pocket squares, a stag brooch and a button



The collaboration celebrates a shared commitment to precision, creativity and heritage, with festive packaging featuring Glenfiddich’s iconic stag and distillery imagery alongside gold motifs. The collection aims to elevate traditional gifting by bringing together luxury, craftsmanship, personal style and thoughtful design.

Kartik Mohindra, Managing Director, William Grant & Sons India, said the collaboration reflects Glenfiddich’s pioneering spirit and commitment to craftsmanship, extending the brand experience beyond the whisky itself. The collection is available in Gurgaon, Mumbai and Bengaluru, with prices ranging from ₹3,200 to ₹17,000, depending on the expression and city.

NON-METRO INDIA LEADS HOME APPLIANCE BOOM AT AMAZON GREAT INDIAN FESTIVAL 2026

Chennai, 23 Oct lifestyle-oriented appliances.

2026: Amazon Great Indian Festival 2026 is witnessing a surge in home upgrades, with shopping volumes growing more than threefold. Non-metro cities contribute over 60% of shopping volume and are growing twice as fast as metros, led by Lucknow, Jaipur, Patna, Guwahati, Coimbatore, Nagpur, Indore and Kochi.

Kitchen appliances are growing 3.4 times their average-day pace, while air fryers have reached 7.5 times and refrigerators above 300 litres 34 times. Dish washers have grown sevenfold, reflecting increasing interest in

Home entertainment devices have surged 37 times their average-day pace, with smart TVs accounting for 65% of growth. Robotic vacuum cleaners are at 9.2 times, air purifiers at 5.2 times and connected lighting at 3.3 times their average-day pace. Washer dryers have reached 18 times and energy-efficient air conditioners 15 times their average-day pace.

MONKEY SHOULDER’S ULTIMATE BARTENDER CHAMPIONSHIP 9TH EDITION KICKS OFF IN CHENNAI

Chennai, 23 Oct from Vasco Da Gama emerge as the Chennai finalist.

2026: Monkey Shoulder, the premium blended malt Scotch whisky, concluded the Chennai round of the 9th edition of the Ultimate Bartender Championship at Radio Room, with over 40 bartenders showcasing their skills in pouring, nosing, industry knowledge, service and cocktail preparation. Hosted by Vidit Mantri, Brand Ambassador, Monkey Shoulder India, the competition saw Robin



benefiting from the festive season, trend. No-cost EMI, offering flat 50% off on exchange offers and over one lakh products instant bank discounts and the year’s lowest are encouraging prices on over two lakh customers to choose products across Home, Kitchen, Toys and Outdoors.

Amazon is supporting product discovery through Rufus in eight Indian languages, Lens AI and price-tracking transactions qualify for tools. More than six a 10% instant discount, million customers have with additional Prime used Deal Alerts. The and Amazon Pay sale continues through benefits.



nationally at the World winner will represent Ultimate Bartender India at the World Championship Global Ultimate Bartender Final. Championship Global Final in November.

The championship is being held across Originating in New Delhi, Kolkata, Speyside, Scotland, Pune, Mumbai, Goa, Monkey Shoulder is known for its smooth, Jaipur, Guwahati and versatile blended malt Chennai, with the India Scotch whisky and its finale scheduled for signature Monkey Old compete inter October. The national Fashioned cocktail.

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