

# TVS Motor, what3words to offer a seamless navigation experience

Hosur, Dec 20: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers globally, has today announced the integration of the innovative location technology, what3words into its customer app – TVS Connect. Beginning today, TVS Connect users can share and navigate to any location using three simple words. Illustrative of its industry-leading commitment to a superior customer experience through technology prowess, TVS Motor Company has become the first Indian two-wheeler manufacturer to bring this

unique addressing system to its customers. what3words is an easy way to identify precise locations. It has divided the world into a grid of 3-metre squares and given each square a unique combination of three random words: a what3words address. For example, //routine.ballpoint.snare is the what3words address for TVS Motor Company's HQ precise entrance in Chennai. Integrating what3words into the TVS Connect app allows customers to navigate the world more efficiently and meet friends and fellow riders in places without street addresses, such as scenic roadside viewpoints or community ride meeting points. Speaking on the partnership, Saurabh Khullar – Assistant Vice President, Digital Marketing, TVS Motor Company, said, "Navigation accuracy is a key part of our connected vehicle offering, and we were looking for innovative ways to enhance that riding experience for our customers. We are excited about our association with what3words, which does this by using 3-word addresses generated out of their precise location system as close as

# BookMyShow expands entertainment library

Chennai, Dec 20: After entertaining millions of movie buffs with a whole new movie-watching experience, BookMyShow Stream, India's largest homegrown Transaction Video-on-Demand (TVOD) streaming platform is all set to expand its massive content library. The platform has announced the introduction of a new content format with TV Series launched on the platform. BookMyShow Stream will roll out a slew of exclusive, curated and handpicked titles and mini-series across genres and languages from across the world including the platform's owned content under the BookMyShow Stream Originals banner. The newly-launched TV Series catalogue on BookMyShow Stream will feature titles and mini-series that are absolutely

exclusive to the platform and will not be available to watch anywhere else for Indian audiences. With this, BookMyShow Stream becomes the first TVOD platform in India to bring TV Series to audiences including a curated section featuring original content. TV Series is the latest addition to BookMyShow Stream's growing content repertoire that has brought to Indian audiences more than 1500 movie titles from across the world, since its launch in February this year, with several films premiering each week as part of the Friday Premieres on the platform. Titles from across languages and genres including Zack Snyder's Justice league, Wonder Woman 1984, Tenet, F9 (Fast & Furious 9), Godzilla Vs Kong, Mortal Kombat were lapped up by Indian cinephiles, creating a massive audience both new and existing for the platform.

## Design Cafe opens experience centre in city

Chennai, Dec 20: Bengaluru-based Design Cafe, the home interior solutions company launches its experience center in Anna Salai, Chennai. The 3,500 sq. ft showroom features six striking modular kitchens and living spaces inspired by global trends of modern, rustic, and industrial design themes.

Gita Ramanan, co-founder of Design Cafe, said "Keeping in line with the sensibilities and needs of Chennai customers, the executed designs are also equipped with smart storage solutions like skirting drawers, Dado shelves, and janitor units. The showroom also has an exclusive Chennai-inspired space that reflects the bright, vibrant, and rooted culture of the city through its design, furniture, wall finishes, lighting, and decor. "We are excited to begin our extensive 10-city expansion strategy from Chennai and hope it will be the first of many further achievements in Design Cafe. "

## Valuation delay hits LIC IPO proposals

New Delhi, Dec 20: The government is unlikely to come up with the IPO of Life Insurance Corporation (LIC) in the current financial year ending March 2022, as the valuation of the state-owned behemoth is taking more than anticipated time, and the preparatory work is still far from complete. There are still some

issues that need to be addressed with regard to the valuation of LIC, a senior official of one of the merchant bankers said. Even after the valuation, there are several regulatory processes that have to be concluded, the official said. However, DIPAM Secretary Tuhin Kanta Pandey later in a tweet expressed confidence that IPO plans of LIC is on course and it would happen in the January-March quarter of 2021-22. It is reiterated that the plan is on course for the IPO in the last quarter of this fiscal, Pandey tweeted. The merchant banker added that the initial



## Prashanth Hospitals performs rare surgery, removes 1kg thyroid mass

Chennai, Dec 20: Bringing a two-decade struggle to an end, Prashanth Hospitals performed a rare open-chest surgery on a 51-year-old woman to remove a 1kg non-cancerous tumor located between heart and lung. The four-hour long surgery performed by a team of expert doctors from the departments of Cardiothoracic Surgery, General Surgery, Pulmonology and Anesthesiology saved the woman from cardiac and pulmonary complication. The surgery was helmed by Prof. Dr. Vishwanath Pai, Sr. Consultant, Department of Minimally Invasive Surgery, Prashanth Hospitals, Velachery. Subbulakshmi, a 51-year-old working

professional from Chennai was diagnosed with a small mass in her chest upon a general x-ray examination twenty years back. Over the years, the mass grew leading to heart and lung compression risk, which could have led to further complications like breathing difficulties, chest pain and internal bleeding. While the doctors from other hospitals recommended against the surgical removal of the mass due to its proximity to vital organs, Prof. Dr. Vishwanath Pai and team successfully operated on the patient. Prof. Vishwanath Pai, Sr. Consultant, Department of Minimally Invasive Surgery, Prashanth Hospitals said "I would like to thank all specialty heads and my colleagues from cardiac, pulmonology and anesthesia departments to make this happen. Open-chest surgery for removal of thyroid tumor is very rare in the country. In this case, the risk was high owing to the location of the non-cancerous tumor. If the surgery was not done, the patient could have suffered severe heart and lung complications that could have been fatal. This case is a real example of people understanding the role of early detection to provide timely treatment that will help prevent such near-fatal complications. We are very happy to see the patient relieved from this twenty-year struggle and feeling lighter." Dr. Prashanth Krishna, Director – Prashanth Hospital said "At Prashanth Hospital we continue to stay committed to patient care and play our part towards building a healthier society."

## Canon, CII Foundation support COVID vaccination

Chennai, Dec 20: Canon India, one of the leaders in the imaging space, has announced a community welfare initiative in collaboration with the CII Foundation to help support their COVID-19 vaccination drive aimed at targeting underserved population in rural areas and urban slums. This is a step further to CII's Project 'Vaccine Nation' that is strengthening the vaccination drive in the country. The Confederation of Indian Industry (CII) Foundation, along with

India will support CII in mapping the vaccination requirement across states and will assist in setting up vaccination camps along with its members, reaching out to Tier 2 / 3 cities and rural areas. The initiative will adopt a multi-stakeholder approach where-in local grassroot NGOs and local authorities will partner to help mobilise and promote vaccination among the local communities said Manabu Yamazaki, President & CEO, Canon India

## Lifestyle offers 50% off on leading fashion brands

Chennai, Dec 20: Lifestyle, India's leading fashion destination for the latest trends, has announced its much-awaited 'SALE' to go live from the 18th of December. Customers shopping at Lifestyle Sale can find upto 50% off and many more exciting deals on latest styles across top fashion brands. Fashion shoppers

can look at giving their wardrobes a stylish makeover as Lifestyle offers compelling discounts across categories for Men, Women and Kids. Customers can choose from Lifestyle's strong portfolio of brands like Forca, Ginger, Melange, Kappa, Code, Bossini, Fame Forever, Juniors and more, as well as from a wide variety of leading brands like Vero Moda, Levi's, Puma, L'oreal, Titan, Biba, ONLY, Louis Philippe, Tommy Hilfiger and more. The Lifestyle Sale will be valid across all Lifestyle Stores, online at lifestylestores.com

and on the Lifestyle app available for Android and iPhone users. In Chennai, Lifestyle store is located in Express Avenue Mall, Phoenix Market City, Forum Mall, The Marina Mall and VR Chennai.

## Bajaj Allianz launches 'Health Prime' wellness rider

Chennai, Dec 20: Bajaj Allianz General Insurance, one of the leading private general insurers of India today announced the launch of its unique 'Health Prime' rider. This rider can be availed along with the company's health insurance and personal accident policies. The idea behind this rider is to provide holistic healthcare solutions. In order to provide seamless services under this rider, the Company has tied up with Bajaj Finserv Health Ltd., a health-tech company which will leverage its extensive network of more than 2,500 lab chains and 90,000 doctors with various specialties to serve the customers of Bajaj Allianz General Insurance. This will be a remarkable step towards redefining the health and wellness landscape in the country thriving on the power of digitization. Health Prime rider covers 4 key areas for the customers namely – Tele-consultation Cover wherein the customer suffering from any illness/injury can opt for unlimited consultations with a doctor on the service provider's digital platform, Doctor Consultation Cover where the customer can consult a doctor in person in case of any illness/injury from the prescribed network centers of the service provider or outside its network, Investigations Cover for pathology or radiology expenses from prescribed network centers or outside prescribed network and lastly, Annual Preventive Health Check-up Cover wherein the customer can avail free Preventive health check-up once in every policy year as per the list of tests mentioned in the rider document. Commenting on the offering, Tapan Singhel, MD & CEO, Bajaj Allianz General Insurance said, "With Health Prime rider, our aim is to provide a total wellness ecosystem and encourage a preventive rather than curative approach. Thus, being their everyday insurer who is there to support them at every stage catering to their healthcare needs and enabling people to lead a healthy lifestyle."

## Cisco & Nasscom felicitate 20 start-ups for winning thingQbator programme

Chennai, Dec 20: Cisco thingQbator, a CSR initiative by Cisco in partnership with NASSCOM Foundation, felicitated ten winning start-ups of its 4th Cohort. Launched in 2018, Cisco & NASSCOM Foundation are partnered with 18 universities to accelerate student entrepreneurship and build digital skills under the Cisco thingQbator program. "Cisco thingQbator" is a virtual makerspaces program run in these partner universities where students can learn about digital technologies in a hands-on environment, turn their ideas into working prototypes, and in the process come up with local solutions to local problems. The name "thingQbator" (a combination of 'Internet of Things' and

**PUBLIC NOTICE**  
My Client Mr. Ganesh Subramanian S/o KR Subramanian, residing at Old No.11, New No.31, 3rd Main Road, Nanganallur, Chennai - 600061, is the absolute owner of the property. That when my client was going to take the entire original documents for Xerox on 18.12.2021 at 11.15 A.M., he has lost one of his Sale Deed Document No.5399 /2004 (Register at SRO Tambaram) at 4th main road, Nanganallur. In spite of a diligent search the same remains untraceable. Finders are requested to handed over the same to me the below mentioned address with documentary proof to the under signed within 7 days from the date of this notice falling. This notice is issued under instruction of Mr. Ganesh Subramanian.  
K.VIJAYAKUMAR, M.A.B.L.,  
Office No.20, 45th Street, Nanganallur, Chennai - 600 061  
Mobile. No: 9841083583 / Email: Vjkumar173@gmail.com

**PUBLIC NOTICE**  
Under instruction from my client Mr.Suresh,(Aadhar Card No 387187105557) S/o Mr. Subramanian residing at No 14, VQC Street, New Perungalathur, Srinivasa Nagar, Chennai-63 who is the Power agent of Mrs.Sudharsiya W/o of R.Ananthalingam (Aadhar No. 976733578875), D/o Palani permanently residing at No. 1/415, Third Street, Nehru Nagar, Ramanathapuram-623504) vide Document No ADJ Tambaram 112/21 dated 17/9/2021, I issue the following notice:  
My client states that his Principal is the sole and absolute owner of item-1 All that piece and parcel of vacant land bearing, Moogambigai Nagar 4th street, West Tambaram, Chennai-45 measuring an extent of 19 cents Southern side out of total extent of 43 cents, comprised in Survey No 103/1 as per SLR patta old Survey No 103/ 1A1B2A1, Ward No D, Block No 5, Town Survey No 76/2 & 76/3 situated at Tambaram Village Taluk, Formerly Kanchipuram District, presently Chengalpattu District. And All that piece and parcel of vacant land bearing Old Patta No 2366, comprised in Survey No 103/2 as per SLR patta old Survey No. 103/1A1B2A1 and S.No 103/1A1B2A1 part, Ward No D, Block No 5, Town Survey No 76/2 & 76/3 measuring an extent of 5.26 cents ( 2294 Sq ft) out of total extent of 94 cents situated at Vetri Nagar 3rd street West Tambaram, Chennai-45 Tambaram Village, Tambaram Taluk, Formerly Kanchipuram District, presently Chengalpattu District, which is item- 2 and both item-1 and item-2 are within the Registration district of Chennai South and Sub Registration District of Tambaram and within the limits of Tambaram Municipality which is originally purchased by her Husband Mr. R. Ananthalingam and settled in favor of the Principle herein vide Document No. 3893/21 dated 8/6/21 Book 1 at SRO Tambaram with subsequent rectification deed on 15/6/21 vide Document No 4026/2021 at SRO Tambaram. My client states that his principal offer to sell the above mentioned schedule of property, in item-1 and item- 2, into residential plots nominated my client as her power agent. It is hereby informed that any body having any objection or any claim or what so ever related to above said properties may inform within 15 days of this notice to me in writing otherwise any objection or any claim or whatsoever that it could not bind my client or his Principal.  
M.S.RAJESWARI, Advocate  
Plot No 5&6, Fourth Street, Balaji Nagar, Vengalivasal, Chennai -73

**FORM A PUBLIC ANNOUNCEMENT**  
(Under Regulation 6 of the Insolvency and Bankruptcy Board of India (Insolvency Resolution Process for Corporate Persons) Regulations, 2016)  
**FOR THE ATTENTION OF THE CREDITORS OF M/s. EFFIMAX ENGINEERS PRIVATE LIMITED**

RELEVANT PARTICULARS	
1. Name of corporate debtor	EFFIMAX ENGINEERS PRIVATE LIMITED
2. Date of incorporation of corporate debtor	12/12/1995
3. Authority under which corporate debtor is incorporated / registered	Registrar of Companies, Chennai, Tamil Nadu
4. Corporate Identity No. / Limited Liability Identification No. of corporate debtor	U29309TN1995PTC033840
5. Address of the registered office and principal office (if any) of corporate debtor	FLAT NO:3, PLOT NO:1051, 'I' BLOCK, 18TH MAIN ROAD, ANNA NAGAR WEST, CHENNAI, TN 600040 (As per NOLT Order & MCA data base)
6. Insolvency commencement date in respect of corporate debtor	15-12-2021 Order copy received on 17-12-2021
7. Estimated date of closure of insolvency resolution process	14-06-2022
8. Name and registration number of the insolvency professional acting as interim resolution professional	T. SIVAGURUNATHAN IBBI/IPA-001/IP-P-01343/2019-2020/12524
9. Address and e-mail of the interim resolution professional, as registered with the Board	Address: New No. 14B/S1, 2nd Floor, Dwaraka Apartments, 4th Main Road, New Colony, Chrompet, Chennai – 600044. e-Mail: CA.SIVAGURUNATHAN@GMAIL.COM
10. Address and e-mail to be used for correspondence with the interim resolution professional	Address: New No. 14B/S1, 2nd Floor, Dwaraka Apartments, 4th Main Road, New Colony, Chrompet, Chennai – 600044. e-Mail: CA.SIVAGURUNATHAN@GMAIL.COM
11. Last date for submission of claims	31-12-2021
12. Classes of creditors, if any, under clause (b) of sub-section (6A) of section 21, ascertained by the interim resolution professional	Name the class (es) –Not applicable
13. Names of Insolvency Professionals identified to act as Authorized Representative of creditors in a class (Three names for each class)	Not applicable.
14. (a) Relevant Forms and (b) Details of authorized representatives are available at:	a) Web link:https://www.ibbi.gov.in/home/downloads b) Not applicable

Notice is hereby given that the National Company Law Tribunal has ordered the commencement of a corporate insolvency resolution process of **EFFIMAX ENGINEERS PRIVATE LIMITED** on 15-12-2021 (order received on 17-12-2021). The creditors of **EFFIMAX ENGINEERS PRIVATE LIMITED** are hereby called upon to submit their claims with proof on or before 17-12-2021 to the interim resolution professional at the address mentioned against entry No. 10. The financial creditors shall submit their claims with proof by electronic means only. All other creditors may submit the claims with proof in person, by post or by electronic means. Submission of false or misleading proofs of claim shall attract penalties.

-Sd-  
T.SIVAGURUNATHAN  
Interim Resolution Professional  
IBBI/IPA-001/IP-P01343/2019-2020/12524

Date: 19-12-2021  
Place: Chennai