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IF I WERE DOWN
TO MY LAST
DOLLAR, I WOULD
SPEND IT ON
PUBLIC
RELATIONS."

- BILL GATES



Introduction

- ❖ Chennai based PR agency
- ❖ Three years of experience
- ❖ Network associates in all over Tamilnadu

FIITJEE
LIMITED



Sparkle PR
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Clients / Brands

❖ Education

FIITJEE , SRM university

❖ Aviation Industry

Srilankan Airlines

❖ Hospitality

Barbeque Nation

“

*A good PR story is
infinitely more
effective than a
front-page ad.*

Richard Branson



LLADRÓ

HANDMADE PORCELAIN

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❖ Clients / Brands Healthcare

ARTIST

(Asian Research & Training Institute for Skill Transfer)

❖ Retail

Lladro

❖ Miscellaneous

Kone Elevators, FICCI, Casio,
Bridgestone, Ajman Free Zone.....etc

■ 18 marks given as bonus due to ambiguity in questions Extra marks average out student performances

DC CORRESPONDENT
CHENNAI, JUNE 11

The awarding of bonus marks in JEE (Advanced) exam has reduced the gap between the top performing and average students this year, according to experts. "IITs have given 18 marks as bonus to all students due to the ambiguous questions in JEE exam," said Ankur Jain, head, FIITJEE Chennai Centre. "The really intelligent students will fight with the problems and give the best possible answer. The good students are not beneficiaries of these bonus marks. They are victims of these marks," he said. "The beneficiaries are the average and below average students," he added.

A student who expected a rank among top 100 is disappointed with the award of bonus marks as he could not get into top 100 ranks. "There were printing errors in some question series. In my question set, there was no error and these questions were difficult to answer. The award of bonus marks has affected my ranking," he said. "I wanted to join B.Tech. computer science in IIT Bombay. But now, I got the rank above 100, I cannot join there," he rued.

More than 50K students make it to rank list in all categories

FROM P1

Arjun Bharat has scored 318 out of 366 marks. "I will take up B.Tech. Computer science in IIT Madras," he said. The topper did his schooling up to class 10 in Sishya school in Adyar. But he chose open schooling to do his class 11 and 12, which is very rare.

"I wanted more free time to prepare for the competitive exams. So, I chose to study my higher secondary through NIOS," he said. Under the NIOS, one can study from home. The only condition is there has to be a two-year gap between class 10 and 12.

"Whenever you feel you are ready you can take the exam. NIOS is recognised by the government and syllabus is similar to CBSE board. So, there won't be any problem in getting admissions," he added. He secured 96% in his class 12 exams. His father Bharat is a captain in the merchant navy and his mother Amritha is a housewife.

U.Gautham from PSBB

Details of qualified candidates

Category	Appeared	Qualified
GENERAL	65,887	22,946
OBC-NCL	57,502	8,821
SC	24,605	13,277
ST	10,008	4,701
PWD	1,538	710
TOTAL	1,59,540	50,455

Senior Secondary School in KK Nagar has secured 40th rank in JEE exams. He scored 315 out of 366 marks. "I want to pursue science and want to be a researcher. I am planning to join at IISc in Bengaluru and study physics," he said.

Gautham had lost both his doctor parents Umashankar and Kalpana to an electrocution accident in 2006. He was studying in second standard during that incident, after which his grandparents raised him. "I would like to thank my grandparents and family who are the main reason for my success," he said. He also stressed the need to learn the subject thoroughly not prepare for a particu-

lar exam.

M. Nandagopal who has secured 93rd rank also wanted to join IISc in Bengaluru. Another topper Pranav Ramakrishnan who had secured 136th rank said he wanted to study B.Tech. Computer science in either IIT Delhi or IIT Madras. He said the award of bonus marks has made the rank list more competitive compared to last year.

Of 1,59,540 candidates who appeared for JEE (Advanced exams), 50,455 have made it to the rank list in all categories. Among these eligible candidates, 84% are boys and 14% are girls. This year the minimum aggregate marks are 128 out 366 for general category.

JEE (Adv): Haryana boy tops list, IIT-M zone has most qualifiers

TIMES NEWS NETWORK

Chennai: With 10,240 of a total of 50,455 candidates countrywide, IIT-Madras zone accounted for the most successful candidates in the JEE (Advanced) test results, the institute announced on Sunday.

IIT-Bombay, with 9,893 qualifiers, was second among the seven zones. It was followed by Delhi, with 9,207 qualifiers, Kanpur (6,809), Kharagpur (6,138), Roorkee (5,050) and Guwahati (3,118), said a statement from IIT-Madras, the organising institute for JEE (Advanced) this year.

Sarvesh Mehtani of Panchkula was the all-India topper. Ramya Narayanasamy, with an all India Rank of 35 from Madhapur, Hyderabad, was the topper among the girls and Shafil Maheen of Talakkad, Kerala, bagged the top place in the south zone.

IIT-Roorkee and IIT-Delhi zones each has three candidates in the top 10 ranks, IIT-Bombay has two, and Madras

ZONE-WISE DISTRIBUTION OF CANDIDATES

Zone	Number of Candidates within the			Total Qualified
	Top 10	Top 100	Top 500	
IIT Madras	1	29	119	10,240
IIT Bombay	2	25	132	9,893
IIT Delhi	3	26	101	9,207
IIT Kanpur	1	6	45	6,809
IIT Kharagpur	0	4	35	6,138
IIT Roorkee	3	10	63	5,050
IIT Guwahati	0	0	5	3,118
Total	10	100	500	50,455

and Kanpur one each. South zone also had largest number of qualifiers in the top 100, with a total of 29.

Around 2.2 lakh students were eligible to write the JEE (Advanced) this year, with the quota increasing by 20,000 over 2016. The number of students eligible to take the test climbed from 1.5 lakh in 2015 to 2 lakh in 2016 due to an increase in IIT seats.

As many as 1.72 lakh students registered for the ad-

vanced round of the entrance examination, of which 1.59 lakh students — up from 1.47 lakh in 2016 — took the test for the 10,000-plus seats across the 23 IITs in the country.

The gender gap on IIT campuses remains as wide as ever. While 33,358 girls registered for the exam, more than three times the number of boys (1.38 lakh) registered this year.

► Continued on P 4

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“USA UNIVQUEST”

@ Maharishi Vidhya Mandhir

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“ DT NEXT ”

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City students make it to top US varsities for undergraduate studies



The group of students who secured admissions in universities abroad

CHENNAI: Beating 47,450 applicants, Chennai student Arvind Arumugam became the chosen one to get admission to the class of 2022 in Stanford University with the help of USA UnivQuest, a FIIT-JEE initiative programme.

The FIIT-JEE initiative has helped a number of students in getting admis-

sion to various universities in USA and Canada.

Arumugam joined USA UnivQuest for a four-year programme during the weekends. Besides academics, he is also an international sailor, a fact which was highlighted in his application. Like Arumugam, another candidate, Siddharth Srihar, of FIIT-JEE has made it to Massachusetts

Institute of Technology, Boston, USA, ranked no 1 in the world according to QS world rankings 2018.

He had to meet the grade point average and test requirements, important criteria for getting past the first round of filters and proving his academic preparedness.

Apart from Stanford and MIT, Boston, Chennai students have done

well to enter the portals of other top universities in the USA and Canada. Some have been placed at University of California, Berkeley, University of Texas Austin, Purdue, University of Illinois-Urbana Champaign, University of California Davis, University of California, San Diego and University of Toronto Canada and University of Waterloo, Canada.

Karan Dayalani, a Class 9 student in Maharishi Vidya Mandir, Chetpet and student at USA UnivQuest has been admitted to Stanford's pre-collegiate summer institute this summer.

Ishan Monje, a Class 10 student of Chennai Public School, has been given a choice among three top universities to join their summer programme. He has secured admission to North

Apart from Stanford and MIT, Boston, Chennai students have done well to enter the portals of other top universities in the US and Canada

western University, New York University, University of Texas, Austin and Stanford University.

To felicitate the 20 students of the Chennai centre who have made it to overseas universities for their Undergraduate studies, USA UnivQuest had organised a celebratory function recently at the Maharishi Vidya Mandir School campus.

EDUCATION

FIITJEE
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“USA UNIVQUEST”

@ Maharishi Vidhya Mandhir

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“USA UNIVQUEST” - A FIITJEE Initiative



USA UNIVQUEST - A FIITJEE Initiative program. USA UnivQuest has helped a number of students in getting admits into Universities abroad in USA and Canada. The crowning glory of all these accomplishments is the Stanford University and Massachusetts Institute of Technology admits that our students got placed into this year for FALL 2018. Stanford University in California, USA, has offered admission to the class of 2022 to Arvind Arumugam out of 47,450 applicants, the largest applicant pool in Stanford's history. He joined USA UnivQuest for a 4year Program during weekends. Besides academics, Arvind is an international sailor which stood out predominantly in his application. Admissions to Massachusetts Institute of Technology, Boston, USA, ranked No.1 in the world according to QS world rankings 2018, is extremely selective. Siddharth Sridhar of FIITJEE has made it to this university and has proved his mettle thereby. Apart from Stanford and MIT, Boston, Chennai students have done well to enter the portals of other top universities in the USA and CANADA. We are equally proud to announce that our students have also made it to the summer programs to top-notch universities. Karan Dayalani, a class 9 student in Maharishi Vidya Mandir, Chetpet and a SAT ADD ON student at USA UnivQuest has been admitted into Stanford pre-collegiate Summer Institutes this summer. Ishan Monie, a class 10 student of Chennai Public School, has been given a choice among three top universities to join their summer program. He has secured admits at Northwestern University, New York University, University of Texas, Austin and Stanford University. He is undergoing training



with us for the SAT program and college application process. Visit www.usaunivquest.com/about/testimonial for more details.

EDUCATION

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విదేశీ విద్యకు విద్యార్థుల ఎంపిక



కేక్ కట్ చేసి సంబరాలు జరుపుకుంటున్న విద్యార్థులు, సెంటర్ నిర్వాహకులు

కొరుక్కుపేట: విదేశాల్లోని ప్రతిష్టాత్మక విశ్వవిద్యాలయాల్లో చదువుకునేందుకు చెన్నై విద్యార్థులు ఎంపికయ్యారు. ఈ మేరకు చెన్నై కీల్పాక్కంలోని మహర్షి విద్యామందిర్ పాఠశాలలో ప్రత్యేక కార్యక్రమం నిర్వహించారు. ఇందులో సెంటర్ నిర్వాహకులు మాట్లాడూతూ తమ సంస్థలో శిక్షణ పొందిన చెన్నై విద్యార్థులు యూఎస్ఎ యూనివిర్సిటీలో అర్హత

సాధించారన్నారు. విద్యార్థులు అండర్ గ్రాడ్యుయేట్ ప్రోగ్రామ్ కోసం యూఎస్ఎ, యూకే, కెనడా, సింగపూర్లోని ప్రతిష్టాత్మక విశ్వవిద్యాలయాల్లో చదువుకోనున్నారని తెలిపారు. 18మంది విద్యార్థులు విదేశీ విద్యకు ఎంపికైనట్టు ప్రకటిస్తూ కోచింగ్ సెంటర్ నిర్వాహకులు కేక్ కట్చేసి సంబరాలను జరుపకున్నారు.

“USA UNIVQUEST”

@ Maharishi Vidhya Mandhir

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Application process on at SRM varsity

STAFF REPORTER

CHENNAI

SRM University has announced the opening of online applications for B. Tech degree programmes in the faculty of Engineering and Technology. The admission process will be common for the Kattankulathur, Ramapuram, Vadapalani and NCR-Delhi campuses of SRM University, SRM University AP Amaravati and SRM University Haryana Sonapat. All admissions are through SRMJEEE - Joint Entrance Examination Engineering.

SRMJEEE is computer-based and will be conducted in 130 centres in India and a few centres in the Middle East from April 16 to 30. NRI candidates, who qualify in SRMJEEE 2018 and compete with the domestic candidates through regular counselling, will get a 35% scholarship on the tuition fee applicable for international students.



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Page: 08

SRM UNIVERSITY OPENS B.TECH 2018 ONLINE APPLICATIONS

Chennai: SRM University has announced the opening of online applications for B. Tech degree program in the faculty of Engineering and Technology for all campuses on Wednesday.

All admissions to B.Tech programmes will be conducted through SRMJEEE

(SRM Joint Entrance Engineering) a computer-based test conducted across 130 centers in the country and some Middle East countries.

It will be conducted from 2018 April 16 to 30.

The online application closes on March 31, 2018.

Last year 1.5 lakh candidates applied for the B.Tech courses. Non Residential Indian (NRI) candidates who qualify through the entrance exam can avail up scholarship up to 35% applicable for international students.

—DC



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Online applications open at SRM Univ

SRM University has announced the opening of online application for B Tech degree programme in the faculty of Engineering and Technology for all of its group universities. The admission process will be common for Katankulathur, Ramapuram, Vadapalani and NCR-Delhi campuses of SRM University, SRM University AP at Amaravati and SRM University Haryana at Sonapat.

All admissions is through SRMJEEE — joint entrance examination engineering — a computer-based test conducted across India in 130 centres and few centres in the Middle Eastern countries, from April 16 to 30, 2018. Both resident Indians and Non-

Resident Indians can also apply.

NRI candidates who qualify in SRMJEEE 2018 and compete with the domestic candidates through the regular counselling process will get a 35% scholarship on the tuition fee, for all four years. They also have an option to directly apply under international admission category and get admission in any programme/campus without taking SRMJEEE by paying the international tuition fee.

The online application is open till March 31, 2018. For details visit applications.srmuniv.ac.in



**THE NEW
INDIAN
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Tue, 07 November 2017

epaper.newindianexpress.com//c/23511243





SriLankan Airlines recommences Colombo-Coimbatore flight service

STAFF REPORTER
COIMBATORE

SriLankan Airlines on Sunday recommenced direct air connectivity from Colombo to Coimbatore, the 14th destination of the national carrier of the island country in India.

Top officials of SriLankan Airlines said that the flight had 80 % passenger occupancy on the first day as it landed at Coimbatore International Airport at 14:35 hours and departed for Colombo at 15:35 hours.

"The 80 % load factor on day one shows great potential in the segment. The rates are fixed in such a way that a lot more people can afford

air travel to Sri Lanka," said Siva Ramachandran, Chief Commercial Officer of SriLankan Airlines.

Mr. Ramachandran said that the operation was recommenced after deeper evaluation and assessment of the market.

The airlines had to cease operation in 2008 in Coimbatore, after first launched in 2003, due to commercial reasons.

"We are focusing on markets close to home considering various factors including economic viability. Of the total tourist inflow, 18 % are from India. With the launch of four flights a week to Coimbatore, total flights to

India become 126 flights per week," he said.

The flight to Coimbatore, Airbus A320, offers 12 business class and 138 economy class with in-flight entertainment and announcement in three languages including Tamil.

Officials said that the airline was equipped to go for Airbus A321 with 12 business class and 178 economy class if there was a passenger growth in future.

The airlines is also keenly studying market for freight from Coimbatore.

Other than Coimbatore, SriLankan Airlines operates 35 flights a week to Chennai, 14 flights a week to Tiruchi

and daily flights to Madurai in Tamil Nadu.

According to Mr. Ramachandran, Sri Lanka is seeing year-on-year passenger growth of 10 % from India mainly accounted by pilgrims and tourists.

Places linked to Ramayana attracts a major share of pilgrims and tourists.

The airline recently commenced operations to Hyderabad and Visakhapatnam.

S.P. Mohan, Manager (Tamil Nadu and Karnataka), SriLankan Airlines, said the services between Coimbatore-Colombo were on Tuesday, Thursday, Friday and Sunday.

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கோவை - கொழும்பு இடையே விமான சேவை தொடக்கம்

■ கோவை
கோவை - கொழும்பு இடையே
யான விமான சேவையை
ஸ்ரீலங்கன் ஏர்லைன்ஸ் நிறுவனம்
தொடங்கியுள்ளது. இதன்
அறிமுக நிகழ்ச்சி கோவையில்
நேற்று நடைபெற்றது.

ஸ்ரீலங்கன் ஏர்லைன்ஸ்
தலைமை வணிக அதிகாரி
சிவராமச்சந்திரன் செய்தியாளர்
களிடம் கூறும்போது, 'இந்தியா,
இலங்கை இடையேயான
உறவுகளை வலுப்படுத்தவும்,
வர்த்தகம், சுற்றுலா, ஆன்மிகப்
பயணம், மருத்துவம், கல்வி ஆகிய
வசதிகளை மேம்படுத்தவும் இந்த
விமான சேவை பயனுள்ளதாக
இருக்கும்.

கோவையின் ஐவுளி, பொறியி
யல், கல்வி, தகவல் தொழில்நுட்ப,
மருத்துவ, உற்பத்தித் துறை
வளர்ச்சிக்கு சிறந்த வாய்ப்பை
ஏற்படுத்தும். சர்வதேச அளவி
லான எளிய சரக்கு போக்குவரத்து
சேவையும் கிடைக்கும்.

ஸ்ரீலங்கன் ஏர்லைன்ஸ்
நிறுவனம் தனது புதிய ஏ320
நியோ, ஏ321 நியோ விமானங்களை
தென்னிந்தியாவுடன் இணைக்
கிறது. கோவை - கொழும்பு

இடையே வாரத்தில் 4 நாட்கள்
(ஞாயிறு, செவ்வாய், வியாழன்,
வெள்ளி) விமான சேவை
வழங்கப்படும். கொழும்பில்
மதியம் 1.30 மணிக்கு புறப்பட்டு
கோவைக்கு 2.35 மணிக்கும்,
கோவையில் 3.35 மணிக்கு புறப்
பட்டு 4.45 மணிக்கு கொழும்புக்கும்
விமானம் சென்றடையும். தினசரி
விமான சேவையாக மாற்ற
நடவடிக்கை எடுக்கப்படும்.

இந்தியா - இலங்கைக்கு 70
ஆண்டு கால விமான போக்கு
வரத்துத் தொடர்பு இருந்து வரு
கிறது. இடையே பொருளாதார
சிக்கல்களால் நிறுத்தி வைக்கப்
பட்ட கோவை - கொழும்பு விமான
சேவை 10 ஆண்டுகளுக்குப் பின்
தொடங்கப்பட்டுள்ளது. கோவை -
கொழும்பு இடையேயான பயணக்
கட்டணம் ரூ.11800' என்றார்.

ஸ்ரீலங்கன் ஏர்லைன்ஸ் நிறு
வனம் கடந்த வாரம் தென்னிந்தியா
வில் விசாகப்பட்டினம், ஹைதரா
பாத் ஆகிய பகுதிகளிலும்,
3-வதாக கோவையிலும் விமான
சேவையைத் தொடங்கியுள்ளது.
இந்தியாவில் 14-வது நகரமாக
கோவையை தனது சேவையில்
இந்நிறுவனம் இணைத்துள்ளது.



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SriLankan Airlines begins 2nd innings, to scale new heights

Adarsh.Jain@timesgroup.com

P Sreedharan

Coimbatore: SriLankan Airlines on Sunday relaunched its services in the city after a gap of nearly 10 years, with the first flight from Colombo landing at Coimbatore airport at 2.35pm. With this, Coimbatore has become the fourth city in Tamil Nadu and 14th in the country where SriLankan Airlines has its presence.

Between 2003 and 2008, SriLankan Airlines operated a flight from the city, but it was suspended. "We stopped the service owing to commercial and operational commitments. But now, we have thoroughly studied the market and strongly feel the city has a lot of potential to be tapped. So, we have started operations again," said Siva Ramachandran, chief operating officer of SriLankan Airlines.

To begin with, SriLankan Airlines will operate four times a week. The airline has, however, plans to launch daily services by next season.

"On the first day of operation we recorded more than 80% passenger load," Ramachandran said. This is a positive sign for the airline. As of now, the plan is to operate flights on Sunday, Tuesday,



To begin with, SriLankan Airlines will operate flights to Colombo four times a week - Sunday, Tuesday, Thursday and Friday

Thursday and Friday.

"If we continue to clock good passenger load, we may launch daily services between the city and Colombo. This could be implemented next season (October), but a lot depends on aircraft availability," he added.

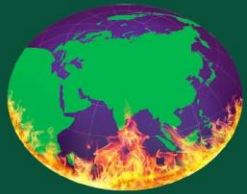
With the introduction of Coimbatore-Colombo operations, SriLankan Airlines will be operating 126 flights to the country every week, of which 60 flights are to Tamil Nadu - 35 to Chennai, 14 to Trichy, seven to Madurai and four to Coimbatore.

The flight to Colombo will benefit travellers from Coimbatore to connect to Middle East, Far East and Australia. "We are commencing operations to Melbourne in October. This will

help students studying in the state of Victoria and New South Wales to reach India easily," Ramachandran said.

Given the fact that Madurai and Trichy are five hours by road from Coimbatore, SriLankan Airlines will have to price its tickets competitively. "The fall in passenger will be only marginal in Madurai and Trichy. At the same time, Coimbatore is a big catchment area as we expect passengers from Kerala to board the flight from here," Ramachandran said.

SriLankan Airlines is also studying the Coimbatore market for freight services. "We have been consistently studying the market and when the right time comes, we might initiate freight operations too," he said.



BARBEQUE NATION™

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, (INDULGE)

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Chicken
tandoori
lasagna and
khakras with
hummus?

Gear up for a
European plate
with Indian
inspired
sensibilities

festival

*From top: Tangy mango paneer,
Chocogranate swiss roll, Cheese stuffed
mushrooms, Parmigiana di melanzane, Khakra
paired with hummus & Burnt garlic grilled vegetables*

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INDIAN EXPRESS

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FOOD

CHETTINAD SKEWERS



Visit Barbeque Nation till November 20 and indulge in a hearty Chettinad cuisine with sun dried meats, barbequed chicken and salted vegetables.

FOR DETAILS CALL: 60600000

Kids special



Head to Khandani Rajdhani to enjoy a hearty meal comprising of cherry halwa, paneer malai kofta, pizza dhokla, basket corn bhel and more with your little ones on Nov 14 & 15. **FOR DETAILS CALL:** 28464422/30083311

Flavourful offer



Head to Flavours of Lalgudi, Alwarpet, and avail their offer of getting a South Indian thali free with the North Indian thali. This offer is valid till November 30, exclusively on weekdays. **FOR DETAILS CALL:** 9094444446

Bake & relish



Learn to make cookies for Christmas at the Cook n' Dine workshop at Courtyard by Marriott, Teynampet, today from 11 am to 1 pm, followed by a lunch buffet. Chef Jacob Justin will be taking the session. Fee: ₹1,000. **FOR DETAILS CALL:** 66764000

For a paris brest



At this two-day cooking workshop on November 17 and 18, Chef Lakshmi from Food Consulate, Velachery, teaches you how to make eclairs, paris brest and more. Class is for ₹5,000 from 10 am onwards. **FOR DETAILS CALL:** 42630001



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ARTIST

(Asian Research & Training Institute for Skill Transfer)

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NEWS TODAY
CHENNAI

Tech support for pre-pregnancy care

□ Lifestyle changes affecting mothers-to-be, says doc

NT Bureau

Chennai, Sept 6:

Asian Research and Training Institute for Skill Transfer (ARTIST), Bengaluru, has developed a unique pre-conception care centre by applying optimal use of technology to make quality healthcare accessible to all. The decision was announced at a programme for non-communicable diseases and pregnancy held here recently. On the occasion, focussing on diabetes in pregnancy, ARTIST chairperson and FOGSI Ambassador to FIGO (International Federation of Gynecology and Obstetrics) Dr Hema Divakar, said, 'Two decades ago, by abiding to a healthy lifestyle, quality diet and adapting ample physical activity by default in their living pattern, women kept many diseases away, especially diabetes. But now, with massive changes in food habits and sedentary lifestyle, not only is the incidence of diabetes in pregnancy on the rise, but also the risk of passing on the diseases to the unborn child is also proportionately rising.' Revealing

about the ideation of the institution's p r e -

conception care centres, Dr Hema,

said, 'They are a part of ARTIST's vision 2022 to provide

accessible quality care

across the country. Vision 2022, with the strong tagline of 'women's health is nation's wealth', is essentially

TEACHING ABCDE TO YOUNGSTERS

Pre-conception care centres have been initialised to maximise preventive care and address various women health issues much earlier in life. Hema Divakar's next step is to take ABCDE to the generation next.

* A for Adolescent Anaemia care thereby preventing them from entering into anaemic pregnancy;

* B for Building Contraceptive Choices by disseminating information about responsible use of contraception for all young girls;

* C for Cervical Cancer - Ensuring maximum implementation of the new vaccination for all adolescents;

* D for Diabetes - it's a lifestyle change which cannot be brought in after they are 25-28. So the exercise and diet has to start from the adolescence.

* E for Emergency obstetric care- a lot of care is already being implemented but at a much later stage.

APPY PREGNANCY

The pre-conception care centres will be available through mobile apps wherein women or couple planning for pregnancy can answer a few questions thereby assisting the healthcare provider in charting an appropriate healthcare programme for her to be followed before, during and after pregnancy, explained the doctors at the event. By answering these questions, 70 per cent of preliminary check is completed through self-analysis, they said.

to establish a healthy generation next.

So, to institute

immediate short-

term care for

the existing

burning

issues in the

country we

have formulated

campaigns,

training and

awareness

programmes. The centres

are now being operated at the ARTIST headquarters in Bengaluru and will be soon rolled out on mobile apps.'

RETAIL



LLADRÓ

HANDMADE PORCELAIN

A SPANISH ODE TO OUR INDIAN GODS

- Lladro's artist Rosa Belenguer loves the cultural symbolism in Indian artforms
- In Chennai for a live painting demonstration, she says India inspires her

• **Anushree Madhavan**

Though she has been painting idols of gods, goddesses and personalities of India, this is Rosa Belenguer's first visit to the city and the country. The Lladro's expert artist conducted a live painting demonstration session in the city on Sunday and it was a treat to watch her colour the intricate details on lord Ganesha's idol.

Rosa has been visiting different South East Asian countries to conduct live demonstration and so far she has visited Singapore, Vietnam and Japan. So what made her choose India? With the help of her translator Sarah she says, "I love the symbolism and iconography in India and I love the culture. By symbolism, I mean the cultural manifestation in artworks from here. As a person who is into designing, India inspires me," she smiles.

It was in 2001 that Lladro first started making idols of Indian gods. "In the beginning, I was not familiar with Indian art. But since I started working on these figurines I started to understand more about the art here. The west is always attracted to the east in terms of art and culture," she explains.

Rosa and her team start work on an idol only after they learn all about the culture associated with the country. "We have a separate department of documentation that researches on subjects we like to

portray. The team reads up about it extensively and we learn from that because we don't want to hurt anyone's sentiments," she says.

Her job of painting the idol comes at a much later stage. Nikhil Lamba, CEO, Lladro India, explains the process of making an idol. "An idol can take anywhere between six to nine months. The master sculptor moulds the clay into the body and then it moves on the design team

that works on garland and jewels. The idol is then dipped in liquid porcelain."

He points to the visual on the screen that shows what Rosa does. "For the flowers on the garland, she uses the clay and makes each petal on her own — it is a painstaking process. The petals are stuck together using liquid porcelain. She does not paint the idol till it goes through the kiln," he says. The idols are usually burned in the kiln at 1,300 degrees for 24 hours. When there are gold ornaments involved, to give it a glazed look, the idol goes back and forth into the kiln several times.

Being in the industry for around 27 years has taught Rosa to be calm while making the idols. But each piece of work teaches her something. The team does not experiment much with the Indian idols. "We have made Ganesha playing instruments like mridangam, flute or veena. We will not do anything beyond that," she says. "My favourite is lord Ganesha. I have experimented a lot with this idol based on technique and it was challenging. After working on Indian idols for these many years, I relate to them better. When I see temples I know what I am looking at and connect to it."

Talking about the market in India and abroad, Nikhil and Rosa agree that Ganesha is the most famous idols at Lladro. Now, apart from the current lot, they are working on idols of Hanuman and lord Balaji. "We also have plans of making the Geetasaram, where Arjuna and Krishna are on a chariot with their horses," shares Nikhil.



Limited edition pieces of Ganesha and Lakshmi are most preferred. We do not just make idols of Hindu gods, we also make idols of Jesus

— Nikhil Lamba, CEO, Lladro India



Each piece of the Indian gods is priced at ₹4.50 lakh. For details, call 42219461/41

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RETAIL



HANDMADE PORCELAIN

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Enterprise IF IT IS PORCELAIN, IT HAS TO BE LLADRO

Spanish luxury brand unveils big plans for India

S BEN RAJA

Chennai, Sept 4:

Lladro, a renowned Spanish luxury brand focused on handcrafted artistic creation like home accessories, lighting solutions, gifting options and sculptures in porcelain. Founded in 1953 at Valencia, Spain, by three brothers Juan, Jose and Vicente, the brand is inspired by dreams, traditions, literature, art, nature, etc.

Lladro entered India some time ago and offers diverse collections. *News Today* caught up with the business manager of south and east, Lladro, Deepa Rahi, to know more about the speciality of the brand.

EXCERPTS OF THE INTERVIEW:

Q: What makes Lladro unique?

A: From classic to cutting-edge design for home decor, the brand continues

to explore new creative paths, bringing out the true potential of porcelain. Every



Deepa Rahi

Lladro product is made in the brand's factory in Valencia, known as the City of Porcelain, with 1,000 workers headed by 15 sculptors working all day long. Every Lladro creation is completely handcrafted with absolute precision and top notch quality. In addition, no other brand provides such detailing, this makes Lladro special.

Q: What are the quality standards followed by the firm?

A: Each Lladro creation is unique. They are made with high quality porcelain. The moulds are made after repeated sketching and detailing. The porcelain is poured into the moulds only after approval from the family. Each creation is made part by part, after multiple tests. Costly jewellery and



stuff like gold, brass, etc., are added to the creation to enhance its character. Following this, the detail-

ing process is undertaken. It takes up to 30 days to complete each creation.

Q: Lladro creations are considered exclusive. Tell us why.

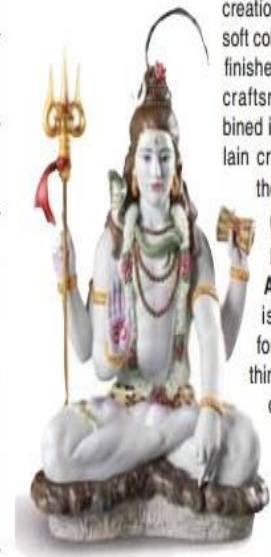
A: To make Lladro creations unique and exclusive, the production for each concept is limited and the moment the production reaches

the limit, the sculptors break the mould so that they themselves cannot create the same concept again without making changes. This way, each concept is unique and exclusive.

Q: Tell us about how you classify your creations.

A: Our offerings are classified into two types: classic range and new classic range. The classic range has a glossy finish on the exterior and the new clas-

sic range, our new venture, has a matte finish on the exterior. The matte finish gives the idols a pure human like appearance. As far as India is considered, people preferring the new classic range. India is one of the important markets for us as it contributes 40 per cent to overall sales.



Q: It is noted that your newest creations are the idols of Shiva, Saraswathi and Mother Teresa. Tell us about them.

A: We are delighted to announce the new collection of Shiva, Saraswathi and Mother Teresa figurines during the festive season. The collection comes with Lladro's most famous creations of porcelain with soft colouring and smooth finishes. Symbolism and craftsmanship are combined in these high porcelain creations that make them real gems.

Q: Your future plans.

A: As far as Lladro is considered, our forte is making something new always. All our creations are unique and we will continue to adopt the same strategy in the days to come.

Bridgestone India Pvt. Ltd announced its association for B250 OE fitment for the new 'StyleBack', TATA TIGOR



Bridgestone India Pvt. Ltd., subsidiary of the world's largest tyre and rubber company, Bridgestone Corporation, announced its association for B250 OE fitment for the new 'StyleBack', TATA TIGOR meant for the young and fast-paced generation.

Speaking on the occasion, Mr. Katsuyuki Yamamura, Director of Consumer Products, Bridgestone India Pvt. Ltd. said, "We firstly wish to congratulate TATA MOTORS for their innovation and introducing a new

vehicle category, 'STYLEBACK' and for their new product launch 'TIGOR' their first under this category. Bridgestone is well-known for our innovative Japanese technology with a strong committed in providing to all global citizen's tyre needs with high quality products. We are delighted to announce our OE fitment association for the newly launched 'TIGOR' with B250 from our high performance B-series tyre range."

The well designed sipes and grooves on the center of the B250 channels out water on wet surfaces providing excellent WET performance. A well connected solid shoulder block enhances the DRY performance like cornering and stability. Construction features like 2 Plies on tyre side wall and cap over steel belt provide high durability on Indian Roads.

Key Features of B250: Designed to reduce rolling resistance for improved fuel efficiency, Designed to improve wear resistance, providing a longer tyre life, High level of steering response, Superior performance characteristics combining handling, cornering and braking, Excellent braking capability to increase safety, Tyre designed to reduce noise, Exceptional handling in hazardous, wet conditions, Provides a smooth, comfortable ride

Technologies in Tread Design are Large Shoulder Block in Improved Handling, particularly cornering and Higher resistance to wear on shoulder. High Sipe Density – High Void Ratio with Maximum Traction & Braking on wet surfaces and Better resistance to Hydroplaning. The Software –tuned Tread Pattern has Optimized Block stiffness distribution & edge component and Minimum pattern noise emission.

Kovai cops raid outlet selling fake Casio brand watches

Coimbatore, July 21:

In a bid to curb the supply of fake watches in the market, CASIO, the leading lifestyle brand in the country carried out raid in Coimbatore with the assistance of city police on 18th July 2017.

The raid was conducted at one of the shops in Brookfield's Mall and one of the suppliers from whom the fake watches were being sourced in the city of Coimbatore, starting a new initiative of the brand to fight the market of counterfeit Casio products in Tamil Nadu.

The police seized large quantities of counterfeit Casio watches during the raid action. The First Information Report have been registered against the retailer selling counterfeit CASIO watches.

Umesh Kumar Gupta, Legal Head of Casio India said, "CASIO



has the philosophy of 'Creativity and Contribution' and we wanted to curb the counterfeiters in order to protect our brand image and product value. Our authorized dealers and

distributors in Coimbatore have long called for better regulation to tackle piracy and counterfeit products in the city.

We are thankful to Coimbatore Police for their swift action in tracking down those involved in supplying of counterfeit watches."

CASIO is aggressively running awareness drive to fight the counterfeit markets and caution other retailers to desist from such crimes.

The original Casio products can only be purchased from Casio exclusive showrooms, authorized retail partners, leading modern retail outlets and official online channel partners. Consumers can visit www.casio.co.in or contact Casio India on casiocare@casio.co.in for more information.

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Our Strength

- Width of experience : unrivalled
- Category / Brand Building
- Commitment to Brand ... high
- *Entrepreneurial* Approach
- *Never* look at faults : focus on strengths

*Make the customer
the hero of your story*

Ann Handley



THANK YOU

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