

WD Red offers scalable storage solutions

Chennai, Sep 4: India's creator economy is booming, with over 2 to 2.5 million active digital creators. But as content grows in size and complexity, so does the need for smart, scalable storage. With global data creation expected to rise from 0.425 zettabytes in 2005 to 394 zettabytes by 2028, creators need storage that keeps up. That's where WD Red® HDDs, designed for Network Attached Storage (NAS), come in-helping creators take control of their digital workflows.

A recent Western Digital survey found that while 87% of Indians back up their data, many still face

issues like device failure, fragmented file access, and messy workflows. WD Red-powered NAS offers a reliable, always-on, centralized storage solution-perfect for content creators, freelancers, and remote workers.

"Today's creators are working with bigger files, tighter deadlines, and global teams," said Owais Mohammed, Director of Sales for MEA and India at Western Digital. "WD Red-powered NAS gives them the control they need-fast access, seamless collaboration, and the confidence that their data is safe, whether they're in the studio or on the move."

Actor Shweta Tiwari has been signed as brand ambassador, supported by a 360° campaign across print, digital, and online platforms. CHIK Quick Crème promises vibrant color in just 10 minutes, enriched with

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CavinKare enters hair colour market

Chennai, Sep 4: CHIK, CavinKare's flagship haircare brand, has entered the fast-growing crème hair colour category with the launch of CHIK Quick Crème Hair Color. Debuting in Uttar Pradesh and Rajasthan, and soon in Madhya Pradesh, the move marks a strategic non-South entry into the Rs. 1,000 crore segment growing at 15% annually in North India.

The product is now available in general trade and cosmetic outlets, with expansion to more key markets in the coming months.

Swarna takes charge as Rassense CBO

Chennai, Sep 3: Rassense Private Limited, the largest Indian contract food services company, recently announced the appointment of Ms. Swarna Rajamani as the Chief Business Officer of the company. In this role, she will drive enterprise-wide growth strategy of Rassense, while leading strategic initiatives on people and technology - the core drivers shaping the company's future.

Swarna also continues to be board member of the company, making her one

of the youngest and first female board member in a professionally managed contract food services company in India. In her previous role, Swarna was involved in reconstitution of the CRCL LLP into

Rassense Private Limited through the fundraise with Spark Capital AIF and was responsible for undertaking the first ever AIF investment in the contract food services in India.

TN clears Rs. 1,964 cr for Airport-Kilambakkam Metro extension



Chennai, Sep 4: The Tamil Nadu government has sanctioned Rs. 1,964 crore for the Chennai Metro Rail project's proposed extension from the airport to Kilambakkam.

In response to an RTI filed by GIS expert and transport activist Dayanand Krishnan, the Union Ministry of Housing and Urban Affairs clarified on August 27 that the detailed project report (DPR) is still under preliminary examination, with no official meetings held so far.

Last month, the state had also cleared Rs. 2,442 crore for preparatory works on the 21.76-km Koyambedu-Pattabiram Metro stretch.

The total cost of the metro extension project is estimated at Rs. 9,335

crore. The state has moved ahead with funding, while awaiting the Centre's approval for its share of the investment.

The 15.5-km stretch will feature 13 elevated stations and link major hubs such as Pallavaram, Chromepet, Tambaram, Perungalathur, and Vandalur. Once completed, the line will provide seamless connectivity to the Kilambakkam bus terminus, Chennai airport, and Tambaram railway station.

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