

Health Matters

Diabetes not one way trip awareness campaign

Sugar.fit, a health-tech platform that seeks to prevent, manage, and reverse diabetes, has launched their #DiabetesIsNotAOneWayTrip campaign.

Its estimated that about 77 million people in India have

diabetes, with cases of millennials getting diagnosed on an all-time rise.

Sugar.fit is kick-starting this campaign as a means to address this issue and to convey that Type 2 and Prediabetes reversal is possible. And that tools and



platforms, like Sugar.fit, have legitimate, science backed and evidence based methods to make this a reality. By doing this, the company aims to help people take their first very crucial and life-changing step against Type-2 and prediabetes.

This was done by taking a very fresh and relatable take on the message that diabetes should not be treated as a life-long condition. Through a couple of amusing yet impactful videos, the brand aims to establish itself as a unique voice in an era where diabetes is deemed as an irreversible health condition. This 360-degree campaign

was conceptualised and written by Girish Narayandass, Anu ya Jakatdar and Manasvi Mohata, members of Bare Bones Collective, the creative agency behind the campaign. The campaign will be amplified further by featuring it in leading print media/newspapers such as the Economic Times and Times of India and also be featured on local BMTC buses across popular routes as well.

Commenting on the launch of this exciting campaign, Madan Somasundaram, Co-founder CEO, Sugar.fit, said: "Most of the people believe that a diabetes diagnosis is the end of their lives as they'll be dependent

on medication lifelong. This is because of a widespread misinformation about diabetes out there which causes people to believe that they cannot enjoy the simple pleasures of life. But our aim is to emphasise the fact that diabetes can be reversed and managed better."

He added: "We are stoked to initiate this campaign because it'll help ease all the doubts and fears that people have about diabetes and actually propel them towards taking immediate action. We want to urge more people to take that first step either for themselves or for a loved one

and connect them to a platform like ours which can show them the path back from diabetes."

Girish Narayandass, co-founder of Bare Bones Collective said, "When we learnt about Sugar.fits product offering, we realised that not only did we have to introduce a new product to our audience but also inform them, in the most entertaining way possible, that Type 2 Diabetes can be reversed. We've tried to do just that with Diabetes is not a one-way trip."

New antibiotic cures superbugs without bacterial resistance

The project was led by professors Michael Mahan, David Low, Chuck Samuel and



their research team, Douglas Heithoff, Scott Mahan, Lucien Barnes and Cyril George.

Additional contributors include professors Guillermo Bazan (UC Santa Barbara) and Andrei Osterman (Sanford Burnham Prebys Medical Discovery Institute). The discovery was serendipitous. The U.S. Army had a pressing need to charge cell phones while in the field -- essential for soldier survival. Because bacteria are miniature power plants, compounds were designed by Bazan's group to harness bacterial energy as a "microbial" battery.

Later the idea arose to re-purpose these compounds as potential antibiotics.

"When asked to determine if the chemical compounds could serve as antibiotics, we thought they would be highly toxic to human cells similar to bleach," said Mahan, the project lead investigator. "Most were toxic -- but one was not -- and it could kill every bacterial

pathogen we tested."

What makes the drug unique is the failure of bacteria to become resistant to it. And bacterial resistance is typically a major barrier to antibiotic development since it limits a drug's potential value in the marketplace. "The key finding was that bacterial resistance to the drug was virtually undetectable," said lead author

Heithoff. "Most drugs fail at this stage of development and never get to clinical practice." The antibiotic has a unique mechanism of action. Contrary to most drugs (like penicillin) that target a specific germ function, the new drug targets many functions simultaneously. "The drug appears to affect the bacterial membrane which, in turn, disrupts multiple bacterial functions," explained Low, the co-project lead. "This may account for the broad-spectrum antibacterial activity and low level of bacterial resistance." "This class of antibiotics has potential as a new versatile therapy for antimicrobial resistant pathogens," Samuel said.

Cancer drugs reengineered to be more versatile

Rice University scientists have enlisted widely used cancer therapy systems to control gene expression in mammalian cells, a feat of synthetic biology that could change how diseases are treated.



Cancer

The lab of chemical and biomolecular engineer Xue Sherry Gao discovered a way to further tap the therapeutic potential of proteolysis targeting chimeras (PROTACs), small molecules that are used as effective tools for treating cancer, immune disorders, viral infections and neurodegenerative diseases.

Gao and collaborators reengineered the PROTAC molecular infrastructure and showed it can be used to achieve chemically induced dimerisation (CID), a mechanism by which two proteins bind together only in the presence of a specific third molecule known as an inducer.

"The novelty of this is the extent of control that combining these two mechanisms gives us over inducing gene activation at desired locations in the body and for desired durations," Gao said.

"Small molecules can act as a switch to turn gene expression on and off," she said. "Temporal control is a result of the fact that small molecules are metabolized by living organisms. What this means is that you can schedule for a certain gene to be expressed for a certain amount of time.

"In terms of spatial control, we can deliver the system only to the organ or site of the body where it is needed," Gao continued. "You don't need to have the medication go through your whole body and generate unnecessary and harmful toxicity."

The CID mechanism is a key part of many biological processes, and over the past two decades scientists have devised a host of ways to engineer it to serve medical, research and even manufacturing needs. The development highlights the growing impact of synthetic biology, which takes an engineering approach to biological systems, repurposing their mechanisms to harness new resources.

Sirolimus, formerly known as rapamycin, is an example of a molecule that can act as an inducer and form CID systems with multiple cell pathways in the body. Discovered in 1972 in soil bacteria on Easter Island, the compound has been used as an antitumor and immunosuppressant drug.

ONLINE E-AUCTION SALE OF ASSET
KOTAK MAHINDRA BANK LIMITED
 REGISTERED OFFICE: 27 B/C, C-27, G-BLOCK, BANDRA KURLA COMPLEX, BANDRA (W), MUMBAI, MAHARASHTRA, PIN CODE-400 091
 BRANCH OFFICE: 193, N D FLOOR, ANNA SALAI, THOUSAND LIGHTS, CHENNAI 600 006

SALE NOTICE FOR SALE OF IMMOVABLE PROPERTIES

E-AUCTION SALE NOTICE FOR SALE OF IMMOVABLE ASSETS UNDER THE SECURITISATION AND RECONSTRUCTION OF FINANCIAL ASSETS AND ENFORCEMENT OF SECURITY INTEREST ACT, 2002 UNDER RULE 8 (5) READ WITH PROVISIO TO RULE 8 (6) OF THE SECURITY INTEREST (ENFORCEMENT) RULE, 2002.

NOTICE IS HEREBY GIVEN TO THE PUBLIC IN GENERAL AND IN PARTICULAR TO THE BORROWER (S) AND GUARANTOR (S) THAT THE BELOW DESCRIBED IMMOVABLE PROPERTY MORTGAGED/CHARGED TO THE SECURED CREDITOR, THE POSSESSION OF WHICH HAS BEEN TAKEN BY THE AUTHORISED OFFICER OF KOTAK MAHINDRA BANK LTD. (KMBL) ON 03-02-2023, PURSUANT TO THE ASSIGNMENT OF DEBT IN ITS FAVOUR BY BAJAJ HOUSING FINANCE LIMITED (BHFL), WILL BE SOLD ON 'AS IS WHERE IS' BASIS ON 16-02-2023 AT 12:00 PM (IST). THE PROPERTY DESCRIPTION IS AS FOLLOWS: POSTAL ADDRESS-FLAT NO. 301, 3RD FLOOR, BLOCK-B, GEETHAM HERITAGE, SIVANKOL STREET, THIRUVARUR, AVAPPAKKAM, CHENNAI 600 077.

THE BORROWER'S ATTENTION IS INVITED TO THE PROVISIONS OF SUB SECTION 8 OF SECTION 13, OF THE SARFAESI ACT, IN RESPECT OF THE TIME AVAILABLE, TO REDEEM THE SECURED ASSET.

PUBLIC IN GENERAL AND BORROWERS IN PARTICULAR PLEASE TAKE NOTICE THAT IF IN CASE AUCTION SCHEDULED HEREIN FAILS FOR ANY REASON WHATSOEVER THEN SECURED CREDITOR MAY ENFORCE SECURITY INTEREST BY WAY OF SALE THROUGH PRIVATE TREATY AT THE DISCRETION OF THE SECURED CREDITOR. IN CASE OF ANY CLARIFICATION/REQUIREMENT REGARDING ASSETS UNDER SALE, BIDDER MAY CONTACT MR. VISHAL ADISHESHAN (+91 9941016600), MR. SURIYA PERIYASAMY (+91 960222111), MR. VIJAY KUMAR MENON (+91 994052248), MR. VELMURUGAN KATHIRVEL (+91 9884718338) & MR. RAJENDER DAHYA (+91 8448264515). FOR DETAILED TERMS AND CONDITIONS OF THE SALE, PLEASE REFER TO THE LINK [HTTPS://WWW.KOTAK.COM/EN/BANK-AUCTIONS.HTML](https://www.kotak.com/en/bank-auctions.html) PROVIDED IN KOTAK MAHINDRA BANK'S WEBSITE I.E. WWW.KOTAK.COM/AND/OR ON HTTPS://BANKAUCTIONS.IN/

PLACE: CHENNAI, DATE: 21.02.2023 AUTHORIZED OFFICER, KOTAK MAHINDRA BANK LIMITED

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MORE PARTICULARLY DESCRIBED-ALL THAT PIECE AND PARCEL OF FLAT NO. CS-2, 2ND FLOOR, BLOCK-C, PLOT NO. A1, A2, B1, GANAPATHI NAGAR, LOGAMBAL STREET, S. NO. 136, NEW S. NO. 136/2, VANDALUR, GUDURANCHERY, CHENNAI-600048 MEASURING THE EXTENT OF LAND IS 556 SQ. FT. UDS OUT OF 6880 SQ. FT. THE SUPER BUILT UP AREA OF THE FLAT IS 1158 SQ. FT. (INCLUDING COMMON AREA). THE BORROWER'S ATTENTION IS INVITED TO THE PROVISIONS OF SUB SECTION 8 OF SECTION 13, OF THE SARFAESI ACT, IN RESPECT OF THE TIME AVAILABLE, TO REDEEM THE SECURED ASSET PUBLIC IN GENERAL AND BORROWERS IN PARTICULAR PLEASE TAKE NOTICE THAT IF IN CASE AUCTION SCHEDULED HEREIN FAILS FOR ANY REASON WHATSOEVER THEN SECURED CREDITOR MAY ENFORCE SECURITY INTEREST BY WAY OF SALE THROUGH PRIVATE TREATY AT THE DISCRETION OF THE SECURED CREDITOR.

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PLACE: CHENNAI, DATE: 21.02.2023 AUTHORIZED OFFICER, KOTAK MAHINDRA BANK LIMITED

Home First Finance Company India Limited
 CIN:L65990MH2010PLC240703
 Website: homefirstindia.com Phone No.: 18003008425
 Email ID: loanfirst@homefirstindia.com

POSSESSION NOTICE

REF: POSSESSION NOTICE UNDER SUB-RULE (1) OF RULE 8 OF THE SECURITY INTEREST (ENFORCEMENT) RULES, 2002

WHEREAS the undersigned being the Authorized Officer of HOME FIRST FINANCE COMPANY INDIA LIMITED, pursuant to demand notice issued on its respective dates as given below, under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (Act No. 54 of 2002) and in exercise of powers conferred under section 13(12) read with rule 3 of the Security Interest (Enforcement) Rules, 2002 calling upon you/Borrowers, the under named to pay outstanding dues as within 60 days from the date of receipt of respective notices. You/Borrowers all, however, have failed to pay the said outstanding dues within stipulated time, hence HOME FIRST FINANCE COMPANY INDIA LIMITED are in exercise and having right as conferred under the provision of sub section (4) of section 13 of SARFAESI ACT, 2002 read with rules thereunder, taken POSSESSION of the secured assets as mentioned herein below:

S. No.	Name of Borrowers/ Co-Borrowers/ Guarantors	Description of Mortgaged Property	Date of Demand Notice	Total O/s as on date of Demand Notice (in INR)	Date of possession
1.	G Hemadurga, P B RAGHU	Block F, GF6, Pranav's Arupadai VGP Santhosh Nagar EXTN, Ponniamman Medu, Chennai 600110	01-04-2021	30,10,368	18-02-2023

The BORROWERS/ GUARANTORS and the PUBLIC IN GENERAL are hereby cautioned not to deal with the above referred Properties/Secured Assets or any part thereof and any dealing with the said Properties/Secured Assets shall be subject to charge of HOME FIRST FINANCE COMPANY INDIA LIMITED for the amount mentioned hereinabove against Properties/Secured Assets which is payable with the further interest thereon until payment in full.

The borrower's attention is invited to the provisions of subsection (8) of Section 13 of the Act, in respect of time available to redeem the secured asset.

Place: Chennai
 Date: 21-02-2023

Authorized Officer,
Home First Finance Company India Limited

Home First Finance Company India Limited
 CIN:L65990MH2010PLC240703,
 Website: homefirstindia.com Phone No.: 18003008425 Email ID: loanfirst@homefirstindia.com

APPENDIX- IV-A [See proviso to rule 8 (6)]
SALE NOTICE FOR SALE OF IMMOVABLE PROPERTIES

E-Auction Sale Notice for Sale of Immovable Assets under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to Rule 8 (6) of the Security Interest (Enforcement) Rules, 2002

Notice is hereby given to the public in general and in particular to the Borrower (s) and Co-Borrower (s) as per column (ii) that the below described immovable properties as per column (iii) mortgaged/charged to the Secured Creditor, the physical possession of which has been taken by the Authorised Officer of Home First Finance Company India Limited for realization of its dues plus interest as detailed hereunder and whereas consequent upon failure to repay the dues, the undersigned in exercise of power conferred under Section 13(12) of the said Act proposes to realize dues by sale of the said property/ies and it will be sold on "As is where is", "As is what is", and "Whatever there is" as described hereunder. The auction will be conducted "On Line", for the recovery of amount due from Borrower (s) and Co-Borrower (s) as per column (i), due to Home First Finance Company India Limited.

S. No.	Name Borrower (s) and Co-Borrower (s)	PROPERTY ADDRESS	Date of Demand Notice	Demand Notice Amount	Date of Possession	Market Value	EMD Amount	Date and Time of Auction	Last Date & Time of Submission Of Em'd & Documents	Number of Authorised officer
1.	G Hemadurga, P B RAGHU	Block F, GF6, Pranav's Arupadai VGP Santhosh Nagar EXTN, Ponniamman Medu, Chennai 600110	01-04-2021	30,10,368	18-02-2023	22,41,000	2,24,100	24-03-2023 (11 am-2 pm)	22-03-2023 (upto 5 pm)	9003858338

E-Auction Service Provider	E-Auction Website/For Details, Other terms & conditions	A/c No: for depositing EMD/other amount	Branch IFSC Code	Name of Beneficiary
Company Name : e-Procurement Technologies Ltd. (Auction Tiger), Help Line No :079-35022160 / 149 / 182 Contact Person : Ram Sharma -8000023297 e-Mail id : ramprasad@auctiontiger.net and support@auctiontiger.net.	http://www.homefirstindia.com https://homefirst.auctiontiger.net	912020036268117- Home First Finance Company India Limited - Axis Bank Ltd., MIDC, Andheri East.	UTIB0000395	Authorized Officer, Home First Finance Company India Limited

Bid Increment Amount - Rs. 10,000/-. The sale will be done by the undersigned through e-auction platform provided at the Web Portal (<https://homefirst.auctiontiger.net>). E-Auction Tender Document containing online e-auction bid form, declaration, General Terms & Conditions of online auction sale are available at Portal Site. To the best of knowledge and information of the Authorized Officer, there is no encumbrance on the properties. However, the intending bidders should make their own independent inquiries regarding the encumbrances, title of property/ies put on auction and claims/ rights/ dues/ affecting the property, prior to submitting their bid. The e-Auction advertisement does not constitute and will not be deemed to constitute any commitment or any representation of Home First. The property is being sold with all the existing and future encumbrances whether known or unknown to Home First. The Authorised Officer/ Secured Creditor shall not be responsible in any way for any third-party claims/ rights/ dues. The sale shall be subject to rules/conditions prescribed under the securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002

STATUTORY 30 days SALE NOTICE UNDER THE SARFAESI ACT, 2002

The borrower/ guarantors are hereby notified to pay the sum as mentioned in the demand notice along with upto date interest and ancillary expenses before the date of e-Auction, failing which the property will be auctioned/ sold and balance dues, if any, will be recovered with interest and cost.

Date: 21-02-2023,
Place: Chennai

Signed by Authorized Officer,
Home First Finance Company India Limited