Chennai, 16th August 2019: ‘Ushaar Users vs Sagalakala Poochandi’ – a music video educating people about being cautious and being safe online was launched today – the 16th August 2019.

Part of the #GoodNetizenGoodCitizen initiative – this campaign produced by the Murugappa Group in association with the Greater Chennai Police is aimed at raising social awareness on the responsible use of social media and the internet.

The lyrics for the song has been written by Subu who has also directed the video. Music has been composed by Madley Blues and sung by popular folk singers – Antony Dasan and Chinna Ponnu.

The video covers three important topics which contribute to a majority of the cybercrimes reported today:

- Young Girls and Women being aware of the dangers of sharing personal and sensitive information/pictures online
- People understanding that their financial information/passwords/pin numbers etc, should never be shared with others
- People understanding that spreading rumours / instigating hate using online tools can have legal consequence

The Awareness Campaign CD was launched today by the Commissioner of Police – Dr. A.K. Viswanathan, IPS, and Mr. M. M. Murugappan – Executive Chairman, Murugappa Group.

Link to the video: https://www.youtube.com/watch?v=UZ2zOutl_us

About Murugappa Group

Founded in 1900, the INR 369 Billion (36,893 Crores) Murugappa Group is one of India's leading business conglomerates. The Group has 28 businesses including nine listed Companies traded in NSE & BSE. Headquartered in Chennai, the major Companies of the Group include Carborundum Universal Ltd., Cholamandalam Financial Holdings Ltd., Cholamandalam Investment and Finance Company Ltd., Cholamandalam MS General Insurance Company Ltd., Coromandel International Ltd., Coromandel Engineering Company Ltd., E.I.D. Parry (India) Ltd., Parry Agro Industries Ltd., Shanthi Gears Ltd., Tube Investments of India Ltd., and Wendt (India) Ltd.
Market leaders in served segments including Abrasives, Auto Components, Transmission systems, Cycles, Sugar, Farm Inputs, Fertilisers, Plantations, Bioproducts and Nutraceuticals, the Group has forged strong alliances with leading international companies such as Groupe Chimique Tunisien, Foskor, Mitsui Sumitomo, Morgan Advanced Materials, Sociedad Química y Minera de Chile (SQM), Yanmar & Co. and Compagnie Des Phosphat De Gafsa (CPG). The Group has a wide geographical presence all over India and spanning 6 continents.

Renowned brands like BSA, Hercules, Montra, Mach City, Ballmaster, Ajax, Parry’s, Chola, Gromor, Shanthi Gears and Paramfos are from the Murugappa stable. The Group fosters an environment of professionalism and has a workforce of over 50,000 employees. For more details, visit www.murugappa.com.

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