



food • teenage • relationship • campus • music • fashion • and masti unlimited



**UNDETERRED BY RECESSION**  
DESPITE RECESSION, BAJAJ AUTO IS POISED TO ENTER THE TOP AND BOTTOM END MARKET SEGMENT SO FAR NOT PENETRATED BY THE COMPANY

**ALTO TAKES IS ON NANO**  
MARUTI SUZUKI READY TO SLASH THE PRICE OF ITS LARGEST SELLING MODEL ALTO IN A BID TO TAKE ON THE NANO FROM THE TATA MOTORS STABLE



motoring

# Style your car, the Kit Up way

FULL THROTTLE

Rajiv Srihari, managing director, Kit Up Automotive feels the recession should help him because people put off buying new cars and decide to give their current car a complete make over



leading aftermarket suppliers for custom designed bumpers, bonnets, front grills, interiors makeovers, audio installs, exhausts and so on.

One thing that particularly attracted me was the minimalist approach of Kit Up. Usually we see all these styling firms going with body berserk kits that are flamboyant in isolation, but fail to blend in with the rest of the car. Kit up normally limits its modifications taking in consideration, the overall design of the car and serves to enhance them without ruining any of the characteristic elements. No wonder, some of its designs are often copied by small local modifiers in various towns.

What really caught our attention were a silver Honda Civic and a white Maruti SX4. The Civic has been tastefully modded with a custom front bumper, a Mugen inspired front mesh grille, neat 18inch alloy wheels, full skirting, a spoiler, painted light fixtures etc. The overall looks of the car are very perfect as to qualify as one of those factory one-offs based on a Civic Si. The SX4 on the other hand was more impressive on the interiors. The idea was to give it a more driver-centric approach by coating the centre console, the steering, the instrument cluster, the steering wheel, the driver side door pads etc. in red, while the rest of the



interiors are white in colour. For once, we would let the pictures do the talking.

I threw up the question of 'global melt down' and asked Rajiv how it would affect his business. His positive outlook surprised me when he said it should help him because people put off their idea of buying a new car and decide to give their current one a complete makeover to add some newness. He must be in the habit of looking at a 'half empty' glass of wine and declaring 'it's half full!'

—Vivek Venugopal  
@vivekji05@yahoo.co.uk

on road, it is the easiest way to make yours stand out and remain unique. "We at Kit Up are determined to turn our customers' dreams into a reality. We have a small but regularly growing clientele who have been very happy about our products and that is our best advertisement."

Rajiv Srihari completed his Masters in industrial and operations engineering from the University of Michigan, Ann Arbor. It was due to his parent's compulsion that he settled down in Coimbatore and started his own garage. During that period, he could sense the lack of suitable customisation options for car owners and turned his focus towards offering styling solutions that are easy to attach to the stock car. His childhood experiments with family and relatives' cars helped him a lot while he was at it. Today, Kit Up stands as one of the



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TRIUMPHANT INDIAN TEAM

It was a truncated fourth ODI between India and NZ on March 11. Too many rain interruptions reduced India's batting to just 23.3 overs. The incredible batting by Sehwaag and Gambir (both opening batsmen remaining not-outs) led India to a 10-wicket win, and a series win to 3-0. Keep it up, Team India.

R THIRUVENGADAM,  
Sholinganallur

DAY'S PICK  
SETTING AN EXAMPLE

The article 'Velachery teacher off to work every single day' should be an eye-opener. Sasikala, a Zoology teacher, not only set an ideal example of dedication in not availing a single day's leave during her four-year stint, but also for her views that focus must be more on building strong character rather than just scoring high marks.

JAYA VENKITCHALAM,  
Pittsburgh, U S A

RARE FEAT

'Taking Kamban to generation next' (TNIE, March 12), shows Sivakumar's love and passion for Ramayana, and more particularly to Kamba Narayanam and his eagerness to make this valuable epic reach the masses and younger generation. This is a really laudable move on the part of the actor.

S ASHWATH,  
Kodambakkam

## Utube

<b>BIG CAT DIARY: AP</b> 9.30 PM	<b>DISCOVER INDIA: DISCOVERY</b> 9.00 PM	<b>ANCIENT ROME: FOX</b> 9.00 PM
Little Super Stars 21.00 JAYA	Dhil Dhill Manadhil 21.30 KALAIAGNAR	Nagamma 20.00 RAJ
	Sankamuzhangu 21.00 MAKKAL	Rani Maha Rani 21.30 SUN
	Boys Vs. Girls 20.00 STAR VIJAY	Star Singer Jr. 20.00 ASIANET

### A Comprehensive TV list

cinema • serial • talkshow • news  
music • sports • and kids

KIDS SPORTS

- 08.00 CNP - DBZ Movie: The World's Strongest
- 09.30, 14.30, 16.00 Ben 10
- 10.00, 11.00 Tom & Jerry Show
- 10.30, 11.30, 16.30 Richie Rich
- 12.00 Tom & Jerry: Blast off to Mars
- 14.00 Speed Racer: The Next Generation
- 15.00 Star Wars: The Clone Wars
- 17.00 Tom & Jerry Tales
- 17.30, 19.30 Courage the Cowardly Dog
- 18.00 Samsier Skander Chudde Buddie
- 18.30 Tom and Jerry: Cat & Mouse House
- 20.00 CNP - Tom & Jerry: Blast off to Mars
- 22.00 Daffy Duck's Movie: Fantastic Island

NEO SPORTS

- 06.30 PGA Tour 2009 WGC Championship
- 11.30 FOOTBALL PLUS Bundesliga VFL Wolfsburg vs FC Schalke
- 13.30 Serie A Highlights
- 14.00 PGA Tour 2009 WGC Championship
- 18.00 Chilli Factor
- 18.30 BWF Super Series 2009 Swiss Open - Semifinals - Live
- 20.00 Football Plus Bundesliga VFL Bochum vs VfL Munchich - Live
- 22.00 BWF Super Series - Swiss Open SF - Live
- 23.30 PGA Tour 2009 WGC Championship
- 04.20 ICC Women's WC Sri Lanka v South Africa - Live
- 12.00 Champions Trophy Classics
- 13.00 King Of Clubs

REGIONAL

- 08.30 Vasthvikam
- 09.00 Movie - Ramji Rao Speaking
- 11.30 American Jalakam
- 12.00 US Weekly Round Up
- 12.30 Movie - Vietnam Colony
- 15.30 Puthiyageethangal
- 17.00 PR Mystic Force
- 21.30 Power Rangers SPD

### ANIMAL PLANET

- 10.00 AP Safari: Secrets Of The American Jungle
- 11.00 Big Five Challenge
- 12.00 Big Bite: Cheetah - The Winning Streak
- 13.00 Blue Beyond: A New Horizon
- 14.00 AP Safari: Jules' Most Dangerous Amazon
- 15.00 Snake Crusader With Bruce George: Back On The Road
- 15.30 Big Cat Diary
- 16.00 Most Extreme: Body snatchers

### DISCOVERY

- 10.00 Next World: Future Danger
- 11.00 Discovery Kids: Extreme Weather
- 11.30 Animal Camera - Surveillance On Survival
- 12.00 Baby Story: Baby Andrews
- 12.30 Bringing Baby Home: Overcoming Obstacles
- 13.00 Wild Discovery: Bull Shark
- 14.00 Best Of FBI Files: High Stakes
- 15.00 Dino Week: Secrets Of The Dinosaur Mummy
- 16.00 Wild Discovery - Wolf Battlefields

### FOX HISTORY

- 09.00 Mahabharat
- 11.00 The Universe - Saturn: The Lord of the Rings
- 12.00 Biography: Beatles Biggest Secrets
- 13.00 Man Moment Machine - JFK & The Crisis Crusader
- 14.00 Icons of Power: Napoleon's Final Battle
- 16.00 Friday Film - Hamburg Cell
- 18.00 International Terrorism Since 1945 - The Al Qaeda Menace (Bin Laden)
- 19.00 Doglights - Doglights of Desert Storm
- 20.00 Ancient Rome: The Rise & Fall of An Empire: Revolution (Tiberius Gracchus)
- 21.00 Ancient Rome: The Rise & Fall of An Empire: Rebellion
- 22.30 Tour of Duty - Face To Face

### FOX HISTORY

- 08.30 Humraaz
- 10.00 Hum Kisi se Kum Nahin / Aftaron / Vaan Life Ho To Aisi
- 16.00 Hamara Aapke Paas Hai
- 20.00 Shanivaar Ki Raat
- 20.00 Amar Ke Saath / Anthoni / Immaan / Dharam
- 22.30 Dick Tracy

### TAMIL

- 06.00 Arul Neram
- 06.30 Kaakum Karangal
- 07.30 Arul Tharum Alayagan
- 08.00 Vaazhthukal
- 09.30 Rajavaidhyam
- 10.00 Naladumam
- 10.30 Koluvud Diary
- 11.00 Endrum Illamai
- 11.30 Take 5
- 11.30 Count Down
- 12.00 Jackpot
- 13.00 Koluvud Diary
- 14.00 Movie - Saptham
- 17.00 New Cinema
- 17.30 A to Z - Just for Kids
- 18.00 Kids News
- 18.30 Hasini Pessum Padam
- 20.00 Endu Paatu Paadungal
- 21.00 Little Super Stars
- 22.00 Naveena Sigichai

### EMERGENCY SERVICES

- 06.00 Arumbugalukku
- 06.30 Songs
- 07.00 Theanum
- 08.00 Vaira Mangai
- 08.30 Paatu Pathu
- 09.00 Ellammae Sripathan
- 10.00 Movie - Unearthed
- 16.00 Vannathirai
- 17.00 Movie - Coimbatore Mappillai
- 20.30 Piravayadu Pappa
- 21.30 Dhill Dhill Manadhil
- 22.00 Maan Ada Mayil Ada

### primechannels

- 08.30 Four Up
- 06.30 New Zealand Vs. India, 5th ODI - Live
- 14.45 The Great Indian Roads
- 15.00 Mrs. Madhuri Dixit
- 15.30 Kitti Party
- 16.00 Health Show
- 16.30 Music
- 17.00 Dance
- 17.30 Falak
- 18.00 Pet Care
- 19.30 Docu - Feature
- 20.30 gyarah Din Gyarah Hero On Tio Gully Cricket
- 21.00 Kab Kyon Kaisa
- 21.30 Movie - Gandhi My Father
- 08.00 Dil Se Dil Tak
- 12.00 Kya Hadsa Kya Haqeeqat
- 13.00 Yeh Hai Jalwa
- 14.00 Remote Control
- 16.00 Black

### PICK OF THE DAY: MONICA MOGRE, ZEE 20.30

- 09.30, 20.00 Boogie Woogie
- 11.00, 21.00 Jhalak Dikhhla Jaa-3
- 13.30 Movie: Meri Jung - One Way Army
- 17.30 Khushi Ki Duniya
- 18.00, 23.00 Ek Saifar Aisa Kabhi Socha Na Tha
- 22.30 Khaufnak
- 08.30 Comedy Champions
- 09.30 Movie - Saadhu Aur Shaifan
- 12.00 Movie - Jo Bole So Nihaal
- 19.00 Top Destin
- 20.00 Movie - Underworld Evolution
- 08.50 Box Office Music Hitz
- 09.00, 19.00, 21.30 Comedy

### STAR MOVIES

- 07.45 Robocop 3
- 10.00 The Yards
- 12.15 At First Sight
- 14.40 Father Of The Bride
- 16.45 National Lampoon's Van Wilder 2: The Rise Taj
- 18.40 Ronin
- 21.00 Pirates Of The Caribbean: At World's End
- 22.30 The Last Metro
- 14.30 Janis & John
- 16.00 Black Cat White Cat
- 18.15 Goodbye Texas
- 20.30 Alarm For Cobra 23 & 24
- 23.00 My Wife is a Gangster

### STAR PLUS

- 07.00 Kids Express: Durgastharami
- 11.00 Sapna Babul Ka Bidaai
- 13.30 Sabki Laadi Beto
- 15.00 Yeh Rista Kya Kehla Hai
- 18.30 Sabki Laadi Beto
- 20.00 Saibaba Tere Hazzon Hath
- 21.00 Priyabhadri Chaudhan
- 21.30 Baa Bahoo Aur Baby
- 22.30 Aap Ki Kacheri
- 23.00 Kihladiyon Ka Kihladi

### ZEE CINEMA

- 11.00 Best Of Laughter
- 13.30 Sarabhai vs Sarabhai
- 12.00, 23.00 Shaktuntala
- 14.30 Miley Jab Hum Tum
- 17.00 Movie - Swades
- 21.00 Hello Kaun Pehchaan kaun
- 11.00 Jimmy Kimmel
- 15.00 Last Comic Standing
- 16.00 American Inventor
- 17.00 Most Daring
- 18.00 American Idol - 2 Hrs 11 Finalist
- 19.00 Smallville - Sneez
- 20.00 90210
- 21.00 Shark
- 22.00 Boston Legal
- 23.00 Heros - Our Father

### ZEE TV

- 08.00 Kahani Ab Tak
- 08.30 Maa
- 09.00 Choti Bahi
- 12.30 Movie - Vaah Life Ho Toh Aisa
- 16.00 Movie - Ajooba
- 20.00 Aladdin
- 20.30 Monica Mogre
- 21.00 Naagin Waadon Ki Agnipariksha
- 21.30 Dance India Dance

### DD

- 07.00 Nee Kosam
- 08.30 24 Frames
- 09.00 Special Programme
- 10.30 Sundarya Lahari
- 11.00 Apud Bandhavudu
- 12.00 Jambale Heart
- 12.30 Movie
- 15.30 Special Programme
- 16.00 Movie
- 19.00 Dance Baby Dance
- 19.30 Movie

### STAR ONE

- 06.00 Life In The World
- 07.00 Ponpulari
- 09.00 Movie - Vajram
- 11.30 Kadha Samvidhanam
- 12.00 Priyaa Priyatharam
- 12.30 Movie - Nattu Rajavu

### STAR ONE

- 06.00 Kalkikalam
- 17.00 Movie - Vellithira
- 20.00 Velankanni Mathavu
- 21.00 Adaam Paadaam
- 22.00 Vachakaraja
- 23.00 Super Family

### STAR WORLD

- 06.30 Sannidhi
- 06.45 Mahabharatada Patragalu
- 07.00 Naada
- 07.20 Baligondu
- 08.00 Naada
- 08.00 Sanjivini
- 08.30 Kala Darshana
- 09.30 Neevu
- 10.30 Chitra Varte

### STAR PLUS

- 11.00 Chinara Loka
- 11.30 Movie
- 14.30 Movie
- 17.00 Neere Minagodu Sere
- 18.00 Movie
- 21.30 Veeranjiyera
- 22.00 Namdibedi
- 22.30 Nambi
- 22.30 Hasya
- 23.30 Bioscope

### STAR PLUS

- 06.00 Song Sequence
- 07.00 Movie - Ram
- 09.30 Cimax
- 10.00 Movie - Madodi
- 11.00 Mannan
- 12.30 Stunt Show
- 13.00 Movie - Kannuku
- 13.30 Movie - Kannuku
- 16.00 Movie - Looty
- 19.00 Movie - Winner
- 20.00 Movie - Nattamai

## INDIA VS NEW ZEALAND 5TH ODI: MAX & DD

6.00 AM

## UNDERWORLD EVOLUTION: AXN

8.00 PM

## FANTASTIC ISLAND: POGO

4.00 PM

## SHARK: STAR PLUS

9.00 PM

### 24 HR AMBULANCE SERVICES

Apollo Hospital: 24757921, Devaki Hospital: 24992607, MIOT: 4847802, St John Ambulance: 28554251