

May 3, 2021

To,
The Listing Department
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot No. C/1
G Block, Bandra-Kurla Complex, Bandra (E)
Mumbai – 400 051

Symbol: BSE

ISIN: INE118H01025

Ref: Regulation 47(1) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“Listing Regulations”)

Sub: Intimation on publication of newspaper advertisement

Dear Madam/Sir,

With reference to above captioned subject, please find enclosed newspaper advertisement published in following newspapers on Monday, May 3, 2021: Financial Express (English) and Navshakti (Marathi) as required to be given under Rule 6 (3) (a) of "Investor Education and Protection Fund (IEPF) Authority (Accounting, Audit, Transfer and Refund) Rules, 2016 as amended from time to time" indicating the proposed transfer of equity shares to IEPF Authority, of such Shareholders who have not claimed the dividend amount payable to them, since last seven consecutive years commencing from financial year 2013-14.

The above information will also available on the website of the Company: www.bseindia.com

This is for your information and record.

Thanking you,
Yours faithfully,
For BSE Ltd

Sd/-

Prajakta Powle
Company Secretary and Compliance Officer

Economy

MONDAY, MAY 3, 2021



NO REGRETS

Prashant Kumar, MD & chief executive, Yes Bank

I think Covid is creating more issues for us. There are no regrets, but the timelines have a little elongated



CAPITAL'S OXYGEN CRISIS

It has become 'daily fire-fight', say Delhi hospitals as SOS calls continue

PRESS TRUST OF INDIA
New Delhi, May 2

SOME HOSPITALS IN Delhi on Sunday said it has become a 'daily fire-fight' for them to save lives of Covid-19 patients in the absence of continuous supply of medical oxygen, with one healthcare facility even 'crying out' to the government to shift out its patients.

The current wave of the coronavirus has put huge pressure on the city's health system, with hospitals facing shortage of oxygen and equipment to treat Covid-19 patients besides beds.

As many healthcare facilities continue to face crises, Lt Governor Anil Bajjal directed top officers of the Delhi government to prepare a detailed action plan to address the shortage of the life-saving gas.

The national capital reported 407 Covid-19 fatalities and 20,394 cases with a positivity rate of 28.33% on Sunday, according to a bulletin issued by the Delhi health department.

This is the second consecutive day the capital has recorded over 400 fatalities due to the deadly virus.

Cabinet Secretary Rajiv Gauba at a meeting on



expressed anguish over issues related to availability of oxygen in the national capital and emphasised the need to ramp up the city's medical infrastructure.

He has asked the Delhi government to make all out efforts to lift their allocated oxygen, using all the means at their disposal, and also to ensure that the oxygen available to them is distributed rationally and in a transparent manner, so that there is no diversion or leakage, according to a statement said.

During the day, some hos-

pitals sent out desperate SOS calls to authorities to replenish their dwindling stocks.

Madhukar Rainbow Children's Hospital in Malviya Nagar on Sunday sounded an alarm about their depleting stocks around noon, saying 50 people, including four newborns, were "at risk".

An official of the hospital said in the afternoon there are around 80 patients, including those suffering from Covid-19, at the hospital. It also has 15 newborns, he said.

"There are 50 people,

including four newborns, on oxygen support. They are at risk," the official said.

The hospital does not have a liquid oxygen storage tank and depends on oxygen cylinders from a private vendor.

"It has become a daily fire-fight in the absence of a continuous supply. We require around 125 oxygen cylinders a day," the official said.

The hospital said it received 20 oxygen cylinders around 1:30 pm with the help of government authorities.

Aakash Healthcare in

Dwarka appealed to government authorities to shift patients to other facilities "so that they can be saved".

"CRY FOR HELP: Received only 5 #oxygen cylinders after running around the entire day, not more than 60 mins left to save lives of more than 250 patients," a tweet posted from the hospital's handle read.

Dr Deepali Gupta from Triton Hospital in Kalkaji said they have been struggling to arrange oxygen for their neonatal intensive care unit.

"We have been scrambling for oxygen for over a week. A major tragedy may occur if a continuous supply is not ensured soon," she said. AAP leader Raghav Chadha said the government has issued 5 D-type cylinders to the hospital from the Rajghat Response Point.

"Hospital officials are on their way to collect it. Sincerely hope that oxygen supply chains of hospitals get restored quickly for this fire-fighting is unsustainable," he tweeted.

Sitaram Bhartiya Institute of Science and Research also took to social media seeking help from authorities.

"Forty-five Covid patients admitted. Need liquid oxygen supply by 5 PM. Help!!" it tweeted. It could not be ascer-

Delhi gets 120 MT LMO

DELHI ON Sunday received its 2nd 'Oxygen Express' carrying 120 MT of LMO and the third train has already begun its journey from Angul to Delhi, carrying 30.86 MT LMO. More 'Oxygen Express' trains to Haryana and Delhi carrying 61.46 MT LMO are on their way. So far, Indian Railways has delivered more than 1,094 MT LMO in 74 tankers to various states -- Maharashtra (174 MT), Uttar Pradesh (430.51 MT), Madhya Pradesh (156.96 MT), Delhi (190 MT), Haryana (79 MT) and Telangana (63.6 MT) -- across the country

— FE BUREAU

tained if the facility received a refill.

The Hakim Abdul Hamid Centenary Hospital, where 110 patients are admitted, sounded an alarm about their depleting oxygen stock around 2 pm.

HC asks Delhi to respond to Centre's plea to recall order to supply allocated quota

PRESS TRUST OF INDIA
New Delhi, May 2

THE DELHI HIGH court on Sunday asked the Delhi government to file a reply to a Centre's plea seeking recall of a court order to supply the entire oxygen allocated to the national capital by 'whatever means' to treat Covid-19 patients or face contempt.

A bench of justices Vipin Sanghi and Rekha Palli, which held a special hearing on a holiday, issued a notice to the Delhi government and asked it to file its response by Wednesday. The court said it will hear this particular application of the Centre on Thursday, while other issues will be heard on Monday.

The bench was hearing an application by the central government seeking recall of its May 1 order directing supply of the entire 490 metric tonne (MT) of oxygen allocated to Delhi and warning of contempt action for failure to do so. The central government said its officials are working hard and such orders would have a demoralising effect on them.

Solicitor general Tushar Mehta told the bench that the Delhi government has been found 'completely wanting in making any efforts whatsoever to arrange for the transport of the quantity allocated to it except for a few tankers'.

The bench was hearing an application by the central government seeking recall of its May 1 order directing supply of the entire 490 MT of oxygen allocated to Delhi and warning of contempt action for failure to do so

Senior advocate Rahul Mehra, appearing for the Delhi government, opposed the contentions in the application, saying the allocated amount of oxygen was never made available to the national capital.

The hearing started at 3 pm and went on for over two and a half hours.

On May 1, anguished by the deaths of eight Covid-19 patients, including a doctor, at the Batra Hospital here due to a shortage of oxygen, the court had directed the Centre to ensure that the national capital receives its allocated share of 490 MT of the life-saving gas during the day and said 'enough is enough', 'much water has gone above the head'.

The bench had said the Centre has to ensure that Delhi receives its allocated amount of oxygen 'by whatever means' and warned that failure to do so could lead to contempt action.

India's fuel sales drop in April on Covid second wave

PRESS TRUST OF INDIA
New Delhi, May 2

THE SECOND WAVE of coronavirus sweeping the nation has pummeled fuel sales in April as local restrictions clamped to curb the spread of infection stifled demand, preliminary data showed.

"At the end of April, overall fuel demand is down by about 7 per cent from pre-Covid level of April 2019," Arun Singh, director for Marketing and Refineries at Bharat Petroleum Corporation (BPCL), said.

India was under one of the world's severest lockdowns in April 2020, bringing to a halt almost all economic activity. Fuel sales had halved that month and so comparing current month sale to April 2020 will not throw a correct interpretation. Sales of petrol -- used in cars and motorcycles -- fell to 2.14 million tonne in April, the lowest since August, according to the preliminary data of state-owned fuel retailers.

Petrol sales in April were 6.3% lower than March 2021 and 4.1% lower than April 2019. Petrol sales in April 2020 were 872,000 tonne. Demand for diesel -- the most used fuel in the country -- fell to 5.9 million tonne in April 2021, down 1.7% from the previous month and 9.9% from April 2019. Diesel sales in April 2020 were 2.84 million tonne.

With airlines continuing to operate at less than capacity, jet fuel (ATF) sales in April were 377,000 tonne, down 11.5% over March 2021 and 39.1% over April



2019. Jet fuel sales in April 2020 were 5,500 tonne.

Sales volume of cooking gas LPG fell 3.3% to 2.1 million tonne in April 2021 when compared with the previous month. The sales were 11.6% higher than 1.88 million tonne in April 2019.

Indian authorities are scrambling for vaccines, medicines and oxygen as the nation faces its worst health crisis. The number of daily coronavirus cases in India slipped slightly, a day after becoming the first in the world to cross the 4 lakh mark. India's new coronavirus cases rose by 3,92,488, while deaths from the infection jumped by 3,689 over the past 24 hours, according to health ministry data released on Sunday. Total case load now stands at 1.95 crore with 2,15,542 deaths.

Govt appoints T Rabi Sankar as RBI deputy governor

THE GOVERNMENT HAS appointed RBI executive director T Rabi Sankar as the fourth deputy governor of the central bank. Sankar fills the vacancy created by the retirement of BP Kanungo on April 2, after completing one-year extension.

The Appointments Committee of the Cabinet on Saturday cleared his appointment for a three-year tenure or till he superannuates, whichever is earlier. The other three deputy governors are Michael D Patra,

who heads the all-important monetary policy department; Mukesh Kumar Jain, the commercial banker-turned-central banker; and Rajeshwar Rao.

Sankar's portfolio may include the departments headed by Kanungo, which included fintech, information technology, payments system and risk monitoring. He had joined the central bank as a research officer in September 1990.

— PTI

Ola to take e-scooter to int'l markets

PRESS TRUST OF INDIA
New Delhi, May 2

OLA ELECTRIC IS looking at taking its electric scooter to international markets, including France, Italy and Germany, this fiscal, a top company executive said. The company, which is working on setting up a 'Hypercharger Network' for its electric vehicle, is slated to launch its electric scooter in India in July this year.

"We are going to be launching internationally... this financial year itself, we will be selling internationally also. We start with India first but

soon, we move into international markets with a focus on Europe," Ola chairman and group CEO Bhavish Aggarwal told PTI.

The company has not yet disclosed details like pricing of the e-scooter.

Last year, Ola had announced a ₹2,400-crore investment for setting up its first electric scooter factory in Tamil Nadu. Upon completion, the factory will create nearly 10,000 jobs and will be the world's largest scooter manufacturing facility that will initially have an annual capacity of 2 million units.

The launch of the electric scooter

is in line with Ola's global vision of moving mobility into a more sustainable, accessible and connected future.

"We will be selling our scooters across all key markets in Europe. Key markets are the big countries especially those lying around the Mediterranean Sea, like France, Italy, even Germany is a good market. The UK is good market, Spain is a great market," Aggarwal said.

Headed that India is going to be the first priority given that Ola is an Indian company, but the company will also focus a lot on exports and international markets.

From the Front Page

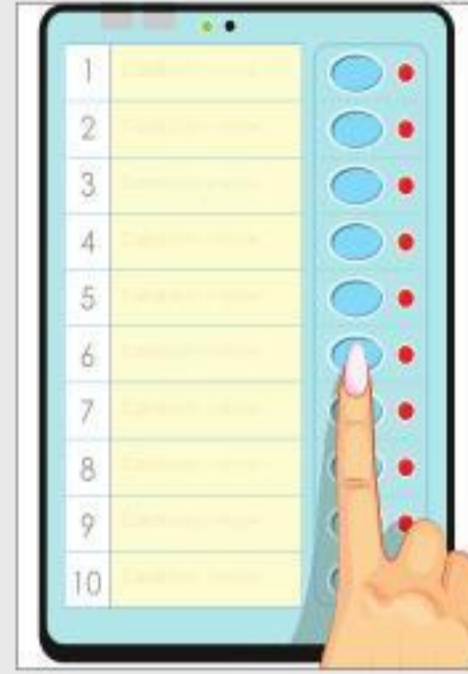
Assembly elections 2021: TMC triumphs, LDF creates history, DMK in power

The DMK's partner, Congress, in 16, the ruling AIADMK was trailing with leads in 80 seats in the 234-member Assembly. Victory in 118 will ensure a simple majority.

Both the Dravidian parties went into the election without their stalwarts, J Jayalitha for the AIADMK, and M Karunanidhi for the DMK.

Tamil Nadu was also the one bright spot for the Congress where the DMK-led opposition alliance, of which it is a part, looked in a position of power to trounce the AIADMK-BJP coalition. In the rest of the states, it was a story of more losses, underscoring its electoral insignificance.

Puducherry
The NR Congress on Sunday won



eight seats in Puducherry and its ally BJP secured four while the Congress-led Secular Democratic Alliance (SDA) emerged victo-

rious in three constituencies as the counting continued for the votes polled in the April 6 elections. As the results for 14 out of 30 Assembly seats were declared, the AINRC bagged eight, BJP three, DMK one and Congress two, the Election Commission said.

Though the EC had banned victory roadshows and vehicle rallies, crowds of jubilant supporters of various parties could be seen celebrating in various places in violation of Covid norms. The drumbeats of victory came against the backdrop of an election which will be remembered for vast, crowded rallies -- with most people who participated without proper masks -- amid the pandemic.

Earnings season: Revenues robust, margins strong, costs lower

However, rural demand remains reasonably strong; at Maruti Suzuki, for example, rural volumes accounted for 41% of the overall volumes in FY21, an increase of 200-250 bps y-o-y.

Net sales for a sample of 139 companies (excluding banks and financials) were up a strong 16.4% year-on-year. Companies have been able push through volumes and many have been able to take price hikes to pass on higher input costs.

Revenues at Maruti Suzuki increased by 32% y-o-y led by a big jump in volumes and a 4.5% y-o-y increase in ASPs (average selling prices). Discounts have also come down significantly to ₹16,600 per vehicle in Q4FY21 versus ₹19,051 in Q4FY20 as demand has picked up. Net sales at Bajaj Auto rose 26% driven up by an 18% y-o-y increase in volumes and an 8% y-o-y improvement in the net ASP. Revenues at TVS Motor jumped 53% y-o-y led by a 47% y-o-y increase in volumes and a 4% y-o-y increase in ASPs due to higher cost related to BS-VI transition and price hikes taken during the quarter.

For the sample the total expenditure went up by only 11% y-o-y, leading to a 400 bps jump in operating profit margins. At Gujarat Ambuja, costs declined to ₹3,688 a tonne, a drop of 4% y-o-y on the back of lower material costs, higher use of alternate fuels, better efficiencies in energy consumption and logistics and lower clinker factor.

However, at some companies, the profit margins suffered on account of higher raw material prices. Consolidated gross margins at Marico contracted by 520

bps y-o-y while at Hindustan Unilever the margins contracted 117 bps y-o-y. At Maruti Suzuki, the operating profits increase by 29% y-o-y but would have been stronger had it not been for the increased raw material expenses.

TCS reported a spectacular set of numbers for the March quarter and also announced a strong deal pipeline which should enable the company to report a 15% revenue growth in FY22.

The universe of companies being studied is very small at just 139. Moreover, these are some of the best companies and the presence of half a dozen software services companies heavily impact the sample. The 50% y-o-y jump in net profits is somewhat misleading because the numbers are skewed by those of Reliance Industries which more than doubled its reported profits.

Second wave hits IPL viewership

Cumulative reach has declined by about 9.5% from 116 million per match in 2020 to 105 million per match this year.

The opening match in 2021 clocked 9.7 billion viewing minutes as per Star India, while last year's opener between Chennai Super Kings and Mumbai Indians drew 11.2 billion minutes of consumption.

"The tournament has not opened very well this year and viewership rating for the opening week was about 15-16% lower than last year," informs B Krishna Rao, senior category head, marketing, Parle Products. There has been a similar dip in the viewership of the league on Disney+ Hotstar too, says Manika Juneja, EVP operations (West & South), WAT-Consult. She said the IPL 2021 opener peaked at 6.7 million viewers on the OTT platform this year as opposed to 8.4 million viewers in 2020.

Ad inventory of a media property such as IPL is sold much in advance, with a large chunk of the inventory being taken up by sponsors. "Most of the inventory for IPL was sold out this year and advertisers were locked in by March 2021," says Vasudha Dawar, V-P, Carat India. A 10-second slot was for about ₹12-13 lakh. Since advertiser money is locked in, if this declining trend continues and the broadcaster is not able to match the outcomes initially promised, brands could seek freebies and additional inventory.

Brands that are not sponsors of the league are turning cautious with their media spends on IPL. "Retail brands in the non-essential category and those that are not backed by VC funding are pulling back spends on IPL as their sales activities are dependent on local curbs. The league is not look-

ing as exciting as it did before it began. A 10-12% dip can be expected in media investments on Disney+ Hotstar," says Juneja. Star India, the official broadcaster, began telecasting matches on Star Plus live on Sundays alone from week two of the league. Industry analysts say that as of now this additional feed is not bringing in significant extra viewership. Therefore, ad inventory on Star Plus is not yet being sold separately to advertisers. As of now, the extra feed is a bonus of sorts for those advertisers running ads on IPL.

With entertainment hub Maharashtra extending the lockdown to May 15, Star Plus, a Hindi GEC, may have no fresh content to air in the short term. "The broadcaster could telecast the matches on Star Plus on all days of the week and turn that into a new revenue stream," opines Sandeep Goyal,

founder, Mogae Media. As per ESP Properties, in 2020, media spending on sporting events declined by 30% year-on-year to ₹3,657 crore. Cricket, the sport that attracts the most sponsorships, saw them drop from ₹1,290 crore in 2019 to ₹1,069 crore in 2020. The industry has been hoping to recover its losses in 2021. Star Sports, which is estimated to have earned about ₹2,800 crore from IPL 2020, is targeting an ad revenue of ₹3,200-3,300 crore this year.

According to social media listening firm Talkwalker, social media conversations around IPL and Covid-19 have quadrupled in the last seven days compared with the first week of the league. BCCI's decision to continue with the tournament has drawn criticism and is driving much of the negative sentiment around the event.

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CIN: L67120MH2005PLC155188
Registered Office: 25th Floor, P. J. Towers, Dalal Street, Mumbai - 400 001
Tel.: +91 22 2272 1233/34 | Email: bse.shareholders@bseindia.com | Website: www.bseindia.com

NOTICE
(For the attention of Equity Shareholders of the Company)
Sub: Transfer of Equity Shares of the Company to Investor Education and Protection Fund (IEPF) Authority

This Notice is published pursuant to Section 124 of the Companies Act, 2013 ("the Act") read with the provisions of the Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and Refund) Rules, 2016 ("the Rules") notified by the Ministry of Corporate Affairs and as amended from time to time.

The Act and Rules, amongst other matters, contain provisions for transfer of all Shares, in respect of which dividend has not been paid or claimed by the Shareholders for seven (7) consecutive years or more, in the name of the Investor Education and Protection Fund (IEPF) Authority.

Adhering to various requirements set out in the Rules, the Company has so far, transferred to IEPF Authority, on respective due dates, all shares in respect of which dividend(s) for the financial year 2012-13 or before had remained unpaid or unclaimed for a period of seven consecutive years or more. The Company has sent reminder letters at registered address of the concerned Shareholders whose shares are liable to be transferred to IEPF Authority during the financial year 2021-22 for taking appropriate action.

The Company has uploaded complete details of such Shareholders and Shares due for transfer to IEPF Authority on its website at https://www.bseindia.com/static/investor_relations/dividend.aspx.

Shareholders may note that both the unclaimed dividend and the shares transferred to IEPF Authority including all benefits accruing on such shares, if any, can be claimed back by them from IEPF Authority after following the procedure prescribed under the Rules. Please note that no claim shall lie against the Company in respect of unclaimed dividend(s) and Shares transferred to IEPF Authority.

In case the Company does not receive any communication (claiming the unclaimed/unencashed dividend for the year 2013-14 or any subsequent years) from the concerned Shareholders on or before August 3, 2021, the Company shall, with a view to comply with the requirements set out in the Act and Rules, transfer the Shares to the IEPF Authority by way of corporate action, without any further notice to the Shareholders, as per procedure stipulated in the Rules.

In case the Shareholders have any queries on the subject matter and the Rules, they may contact the Company's Registrars and Transfer Agent, KFin Technologies Private Limited at Selenium Tower B, Plot 31 & 32 Gachibowli, Financial District, Nanakramguda, Serilingampally Hyderabad - 500 032. E-Mail: einward.rs@kfinetech.com. Tel. No.: +91 40 6716 2222, Toll Free No: 1800-309-4001.

For BSE Limited
Sd/-
Prajakta Powle
Company Secretary & Compliance Officer

Place : Mumbai
Date : April 30, 2021

