



Rama Phosphates Ltd.

CIN: L24110MH1984PLC033917

MFG of SSP Fertilizer, Sulphuric Acid, Oleum 23% / 65%, Chlorosulphonic Acid, Edible Soya Oil, Soya De Oiled Cake, Lecithin, MgSO₄, ZnSO₄(Hepta & Mono Hydrate), Mix Micronutrients, Sulphur DP, SSF, Phospho Gypsum, LABSA.

Ref : RPL/BMD/2024
Date : December 02, 2024

To,

Bombay Stock Exchange Limited Corporate Relationship Department Phiroze Jeejeebhoy Towers, 25 th Floor, Dalal Street, Fort, Mumbai 400 001	National Stock Exchange of India Limited Exchange Plaza, Plot No. C/1, Block G, Bandra-Kurla Complex, Bandra (East) Mumbai 400 051
Scrip Code: 524037	Symbol : RAMAPHO

Dear Sir/Madam,

Sub : Newspaper Advertisement - Notice of Postal Ballot

Pursuant to Regulation 47 read with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith copies of newspaper advertisements regarding Postal Ballot Notice dated November 13, 2024, seeking shareholders' approval for the item set out in the Notice through remote e-Voting, published in Business Standard (English) and Mumbai Lakshadeep (Marathi) on November 30, 2024.

Kindly take the same on record.

Thanking you,

Yours faithfully,
For RAMA PHOSPHATES LIMITED

JAMBU
KUMAR
PARAKH
Date: 2024.12.02
15:50:46 +05'30'

J K PARAKH
CHIEF FINANCIAL OFFICER

Encl: a/a

HINGA BALL

Indian bowlers are winning matches and setting IPL auction records. But brands are not yet bowled over. Will Bumrah get bowlers their due?

ANISH BHARDWAJ New Delhi, 29 November

"My favourite captain is me," Jasprit Bumrah said at a media event in July. It was a rapid fire round and India's bowling spearhead was chucking. But, as later events show, he walked that talk.

Bumrah led the Indian team to a thumping win in the first Test on the ongoing tour of Australia with a player-of-the-match performance. It is not easy to defeat Australia in Australia, as evident in the fact that India became the first team to beat the home team at Perth's Optus stadium.

Later that day, a bunch of other Indian bowlers were making headlines, but not on the field of play. At the Indian Premier League's Mega Auction, fast bowler Arshdeep Singh became the most expensive Indian pacer in the history of IPL auctions with a price tag of ₹16 crore and, for the same amount, Yuzvendra Chahal became the most expensive spinner.

This year, six Indian bowlers have been sold for more than ₹10 crore. According to data compiled by sports website ESPN, 10 IPL franchises spent almost ₹285 crore on 71 registered bowlers. Thirty-two batters were sold for nearly ₹12 crore.

That's a far cry from just a few years ago. "In India, batsmen have been considered the officer class while bowlers are seen as the worker class," said Kapil Dev — who proved that Indians could make a raw ball talk and who for a while was the world's leading wicket taker — in 2012.

In the intervening years, there has been an growing realisation of the role bowlers play in winning matches. "In the last few years, matches are being won on the back of bowlers. On a bad day, a batter can get out, but a bowler has to bowl a certain number of overs in every match," says former Indian cricketer turned commentator Deep Dasgupta. "That's one of the reasons why franchisees are shelling out so much money."

However, brands are not listening. Not yet.

Batters rule The brand and endorsement industry is yet to give bowlers what they could think they deserve. According to the Celebrity Brand Valuation Report 2023 by Kroll, star batter Virat Kohli was the most valued celebrity with a brand valuation of \$227.9 million. The Top 25 included India's Test and One Day International Skipper and opening batter Rohit Sharma at 18th rank with a valuation of \$41 million.

"With batters, the image comes across as one against eleven. It is very heroic and brand-friendly," says Samit Sinha, founder and managing partner, Alchemist Brand Consulting.

Former captain MS Dhoni (\$95.8 million) and batting legend Sachin Tendulkar (\$91.3 million), too, made it to the list in the seventh and eighth positions, respectively.

According to a report by Hansa Research Group released last week, Kohli, Dhoni, and Tendulkar are outstanding other celebrities to emerge as the three most valued celebrities in 2024.

"When you become part of a World Cup winning team, it has a long-term impact on your brand value," Sinha adds. Power hitter and all-rounder Hardik Pandya has also emerged as a brand favourite with a valuation of \$38 million. The trend has been similar for the reports in 2022 and 2021.

"When we compile our report, it is assessed based on brand endorsement portfolio, their personality, fan following, and social media presence. Jasprit Bumrah is the bowler who can be positioned among the top 30," Aviral Jain, managing director, Kroll's reported to have said.

Experts point out that batters have more opportunities of creating milestones: Half-century, century, most sixes, most fours, strike rates, strike rates in power plays, ability to finish matches, scoring in the death overs, and so on. Tancy replays, celebrations, and compilations add to the marketability.

Lack of bowlers turning into celebrated captains is also one of the reasons highlighted by experts. "This has been a global trend. The branding has also been impacted, globally," Sinha says.

Former England captain Mike Brearley, in his compelling book 'The Art of Captaincy', argues that bowlers often struggle more than batters when appointed captain. "It takes an exceptional character to know when to bowl, to keep bowling with all his energy scowled up into a ball of aggression, and to be sensitive to the needs of the team, both tactically and psychologically," he writes.

Nikhil Bardia, Head of RISE Worldwide, the agency that manages Jasprit Bumrah, however believes that



BUMRAH'S BRAND PITCH
53.8% Yo-Yo Increase in Jasprit Bumrah's brand portfolio
260% Brand value increase through renewals
68.2% Brand value increase with new brand signings
₹3 crore Average endorsement value of the cricketer
3 years Average duration of deals

there is a multitude of reasons when brands seek athletes. "Value, performance, business impact and relevance, and synergies between the brand and the player are high on the priority list," he says. "Milestones and links add to an athlete's overall perception which of course helps start the conversation. However, it doesn't entirely impact the value that they bring to brands. It goes beyond."

Currently, Virat Kohli endorses at least 46 brands with a fee of around ₹-8 crore each on an average. Rohit Sharma has more than 35 brands with a per brand fee of up to ₹4 crore. For Hardik Pandya, the count is around 30 brands with an average fee of ₹2.5 crore.

From the bowling line-up, apart from Jasprit Bumrah, only a few have been able to grab brands' attention. For Mohammed Shami, World Cup 2023 turned out to be the turning point, where he took 23 wickets, including three five-wicket hauls. According to Fliar Media, the agency that manages Shami, his brand value almost doubled to touch ₹1 crore after that tournament.

"This generation sometimes forgets that there were Indian teams before 2000 which also fought and won," said Sanil Gavaskar on air during the Border-Gavaskar Trophy. The brands, however, are taking note of the buzz. Bumrah's brand portfolio increased 53.8 per cent in 2024-25. "In recent years, there have definitely been more conversations regarding Jasprit Bumrah to be their brand ambassador," says Bardia, adding that Bumrah has broken out of the identity of "bowler" and is now seen as an athlete who creates an impact on the field as well as off it.

According to RISE Worldwide, Bumrah currently endorses more than 20 brands with an average endorsement fee of ₹8 crore. His portfolio includes sportswear, FMCG, RFSI, protein, education, beverages, fantasy sport, cement, and pipes. Moreover, he has seen a 68.2 per cent increase in value with new brand signings in 2024 compared to 2023. The renewal of brand endorsements saw an increase of nearly 260 per cent.

While the endorsement stars are aligning for Bumrah, other bowlers in the unit await their due. Will more brands bat for bowlers?

POWER PLAY List of cricketers among top 25 most-valued celebrities in India in 2023 (Figures below pictures represent brand value)

- 1. Virat Kohli \$227.90mm
- 2. MS Dhoni \$95.80mm
- 3. Sachin Tendulkar \$91.30mm
- 4. Rohit Sharma \$41.00mm
- 5. Hardik Pandya \$38.40mm

Rama RAMA PHOSPHATES LIMITED Corporate Identification No.: 124101894703, G33333 Regd. Office: 5/52, Free Press House, Narain, Pali, Mumbai-400 021 Tel.No.: (81-22) 2283 3355/2283 4182 Email: cs@ramaphos.com Website: www.ramaphos.com NOTICE OF POSTAL BALLOT AND E-VOTING INFORMATION

Table with 3 columns: Item No., Descriptions of Resolutions, Type of Resolutions. Items include: 1. Adoption of new set of Articles of Association (AOA) of the Company, 2. Sub-division of Equity Shares of the Company, 3. Alteration of Capital Clause of the Memorandum of Association (MoA) of the Company.

Pursuant to the MCA Circulars, the Company has completed the dispatch of electronic copies of the Postal Ballot Notice along with the explanatory statement on Thursday, November 28, 2024, through electronic mode to those members whose e-mail IDs are registered with the Company / Depository Participant(s) as on Tuesday, November 28, 2024 (Cut-off Date).

The Board of Directors of the Company has appointed Mr. Narottam Bagaria (ICS No. 5443), Partner, M/s. N. Bagaria & Associates, Chartered Secretaries and Company Secretaries for conducting the Postal Ballot process, in a fair and transparent manner. Members who have not updated their e-mail addresses are requested to register the same in respect of shares held by them in electronic form with the Depository through their Depository Participant and in respect of shares held in physical form by writing to the Company's RTA, M/s. Link Intime India Pvt. Ltd. either by email to rti.helpdesk@linkintime.co.in or by post to C-101, 247 Park, L.B.S. Marg, Viharli (West), Mumbai - 400083, Maharashtra.

For Rama Phosphates Limited Self Bhuvan Davs Company Secretary

Strides STRIDES PHARMA SCIENCE LIMITED Date: 12/23/2024 189PLC076202 Regd. Office: 201, Tower-6, Sector - 17, Vashi, New Mumbai - 400 703 Tel No.: +91 22 2781 2591 / 2781 3193 Corp. Office: Strides House, Bhekanah, Banerghatta Road, Bangalore - 560 078 Tel No.: +91 80 8794 0000 / 8794 0290 Website: www.strides.com Email: investor@strides.com

Notice is hereby given pursuant to the provisions of Sections 108 and 110 of the Companies Act, 2013, (the Act), read with Rule 20 and Rule 22 of the Companies (Management and Administration) Rules, 2014 (as amended), Regulation of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (SEBI Listing Regulations) read with the General Circular No. 14/2020 dated 8th April, 2020, 17/2020 dated 13th April, 2020, 22/2020 dated 15th October, 2020, 39/2020 dated 28th September, 2020, 39/2020 dated 31st December, 2020, 10/2021 dated 23rd June, 2021, 20/2021 dated 8th December, 2021, 02/2022 dated 5th May, 2022, 10/2022 dated 28th December, 2022, 8/2023 dated 25th September, 2023 and the latest one being General Circular No. 02/2024 dated 18th September, 2024 issued by the Ministry of Corporate Affairs (MCA Circulars) and Secretarial Standard on General Meetings issued by Institute of Company Secretaries of India (ISS-2) any other applicable rules and regulations (including any statutory modification(s) or re-enactment(s) thereof, for the time being in force and as amended from time to time), the Company seeks the approval of the Members for the following matter:

The scheme of Arrangement amongst Strides Pharma Science Limited (Strides), Strides Pharma Science Private Limited (StridesPvt) and OneSource Specialty Limited (OneSource) and their respective subsidiaries (Scheme) under Section 23A-23D of the Companies Act, 2013 and Rules framed thereunder approved by the Hon'ble Company Law Tribunal, Mumbai Bench - I (NCLT) on November 14, 2024. With reference to the above Scheme and pursuant to Regulation 42 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, Board of Directors of Strides at their meeting held on November 28, 2024, has had Record Date as December 5, 2024 (Record Date) for determining the equity shareholders of Strides who shall be entitled for allotment of equity shares by OneSource, as consideration under the Scheme. Share Entitlement Ratio for allotment of equity shares to Strides' shareholders under the Scheme is 1 (One) equity share of Rs. 10- each of OneSource for every 2 (Two) equity shares of Rs. 10/- held by the shareholders in Strides. Equity shares so allotted by OneSource shall be listed on the BSE Limited and National Stock Exchange of India Limited as provided in the Scheme in due course.

SUNDARAM MUTUAL SUNDARAM Finance Group Notice-Cum-Addendum to the Scheme Information Document (SID) and Key Information Memorandum (KIM) of Schemes of Sundaram Mutual Fund (Fund)

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