



THE INDIA CEMENTS LIMITED

Corporate Office : Coromandel Towers, 93, Santhome High Road, Karpagam Avenue,
R.A. Puram, Chennai - 600 028. Phone : 044-2852 1526, 2857 2100
Fax : 044-2851 7198, Grams : 'INDCEMENT'
CIN : L26942TN1946PLC000931

SH/SE/

07.04.2023

BSE Limited
Corporate Relationship Dept., First Floor
New Trading Ring, Rotunda Building
Phiroze Jeejeebhoy Towers
Dalal Street, Fort
MUMBAI 400 001.

Scrip Code: 530005

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor
Plot No.C/1, G Block
Bandra-Kurla Complex
Bandra (E)

MUMBAI 400 051.

Scrip Code: INDIACEM

Dear Sirs,

Sub.: Regulation 47 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Newspaper advertisement for Postal Ballot Notice

In continuation to our earlier letter dated 06.04.2023 enclosing copy of postal ballot notice and pursuant to Regulation 47 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed copies of the newspaper advertisements published in English dailies viz. Business Line and Business Standard and Tamil daily viz. Dinamani on 07.04.2023, intimating the shareholders that notice of the postal ballot seeking their approval has been sent to them by email along with requisite information pertaining to e-voting.

The above information is also available on the website of the Company at www.indiacements.co.in.

Kindly acknowledge receipt.

Thanking you,

Yours faithfully,

for THE INDIA CEMENTS LIMITED

**DY. GENERAL MANAGER
(SECRETARIAL)**

Encl.: As above

'We keep thinking about forward moves, will act when time arises'

bl.interview

Our Bureau
Mumbai

Thursday's RBI policy outcome surprised the market not just by pausing on rates but also revising the FY24 GDP growth outlook upwards. Citing an effective rate increase of 290 bps, including the first action on SDF (Standing Deposit Facility), and the 320 bps increase in overnight call rates over the last year, the central bank chose to pause to assess the cumulative impact of its actions taken so far. Excerpts from the post policy interaction with Governor Shaktikanta Das and Deputy Governors T Rabi Sankar and Michael D Patra:

In cricket parlance, is the pause like watching a good over and then playing the shot later?
Das: It will depend on each ball. Monetary policy is always forward-looking; we are watchful of the impact of the

actions taken so far, and the many other external developments — both with regard to inflation and growth. We will take further action whenever we think is appropriate.

At what point will the RBI concede that using the interest rate alone to tackle inflation has limitations?
Patra: In the fight against inflation, interest rate alone have not been used. They have been used in conjunction with supply side measures because alongside demand pressures, there have been multiple overlapping shocks on the supply side.

Then we have an assignment where regulatory macro-potential policies are assigned to financial stability, so they are separate tools which ensure that banks are sufficiently buffered against the kind of shocks that we saw.

Does the pause imply that the RBI will need to hike rates if CPI inflation proceeds as per the

assessment?
Das: Given the confluence of prevailing factors, we have taken this policy decision. The average inflation for FY24 is 5.2 per cent and our target is 4.0 per cent; we will work towards that.

With so many uncertainties remaining, it would not be possible for me to make assumptions beyond that. As in a game of chess, we keep thinking about our forward moves and we will act when the time arises.

Patra: Relative to the last meeting, we are much better off. At that time, we were 0.9 percentage points above the four quarters ahead rate and today it is 1.3 percentage points. Economic theory says that if you are a disinflationary central bank, you should react more than proportionality to the change in inflation and we have achieved that in this meeting.

What is the rationale for revising the growth forecast?

Patra: You should see the forecast as compared with the

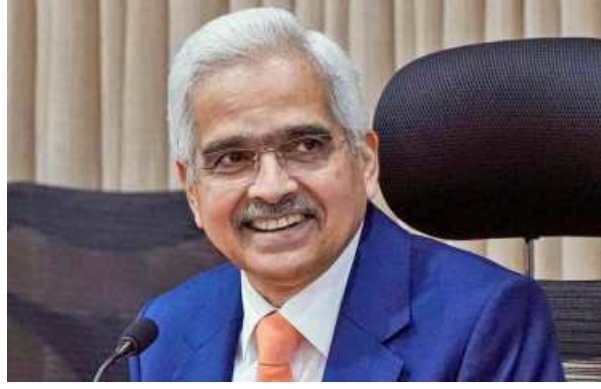
estimated actual for FY23. We are actually upgrading our growth outlook for FY24 by 50 bps to 6.5 per cent. The 10 bps upward revision is due to one important change in the oil price assumption from \$90 to \$85 per barrel.

But is that not contrary to the expectation of rise in prices due to OPEC cuts?

Das: \$85 per barrel is the average for the whole year. Today, the prices have gone up to \$85 or just a little below. But this assumption is for the whole year, which has just started. Therefore, we have to wait and see and we have reasons to believe that it will be around this level.

What is the progress on internationalisation of the rupee?

Sankar: We are seeing interest, but volumes are not picking up as much; but those are teething issues that need to be worked out. Interest from countries and other central banks is gradually increasing and so is the



The average inflation for FY24 is 5.2% and our target is 4%; we will work towards that

SHAKTIKANTA DAS
Governor, Reserve Bank of India

number of foreign banks that are opening those accounts. But this is a long-term objective and we have to build towards that.

Das: Stakeholders on either side are adjusting as it's a completely new paradigm for importers and exporters from both sides, India and the

other country. So it is something which we expect will improve steadily.

Will headline align to core rather than the other way round?

Patra: We have done a lot of research and we find that headline aligns to core over a

period of time in specific circumstances. If there is abundant liquidity, headline aligns, but if there is a liquidity shortage, then it happens the other way around.

Our sense is that both will moderate towards the 4 per cent target.

Do you still believe the 4 per cent inflation target will be achieved in FY25?

Patra: We do inflation forecast targeting. The moves so far have started to take effect — credit is slowing and rate sensitive sectors are already showing the impact of monetary policy. As we progress with this cumulative action, it is possible that the forecast path will change towards the 4 per cent which we hope, and that is what we will review in the next meeting. The baseline forecast suggests that we will reach 5.2 per cent by the end of FY24, absent today's action.

Will you achieve withdrawal of liquidity by the end of FY24?

Patra: Liquidity has already

flipped, we are already into repo transactions. The main operation became a 14-day repo followed by a fine tune. At the current time, the government spending is so much that the system is flush with liquidity, SDF has gone up to nearly ₹3-lakh crore, so we will see as it goes.

Despite the big revision in crude prices, does the slight change in inflation forecast indicate that inflation management will be difficult?

Patra: The big change in forecast is actually in the second half of the year. You can directly link that with what is happening right now as the high inflation will result in a base effect playing out.

By when will the portal for unclaimed deposits be rolled out?

Sankar: The portal for unclaimed deposits and accounts which are transferred to the DEA Fund maintained by RBI, is expected to be ready in 3-4 months.

QUICKLY.

TVS SCS secures UK's deal for Land Rover spares



Chennai: TVS Supply Chain Solutions (TVS SCS) has won a contract for the supply of spares, consumables and accessories for the Land Rover Wolf Platform from the UK Ministry of Defence. The agreement is for two-plus-one year and will see TVS SCS use its accredited inventory management, procurement and supply chain expertise to ensure the optimum availability of spares for this legacy vehicle platform. The company did not disclose the deal size. OUR BUREAU

Curefoods raises ₹300 cr in funding round

Bengaluru: Curefoods, a cloud kitchen operator, has raised ₹300 crore in equity and debt as it closed its funding round led by Binny Bansal's fund, Three State Capital, with an investment of ₹240 crore. It aims to use this fundraise to expand its geographical reach and diversify its brands into offline formats. OUR BUREAU

Advait Infratech to set up fuel cell facility in Gujarat

New Delhi: Advait Infratech said it has signed an MoU with China's Jiangsu HuaDe Hydrogen Energy Technology Co for setting up a fuel cell manufacturing facility in Gujarat. The design of the fuel cell will be developed by HuaDe. "The aim is to capture a sizeable market of pure hydrogen and city gas-based fuel cell systems in India," said the company. OUR BUREAU

At 19.9 mt, Tata Steel records highest-ever crude steel production in FY23

Our Bureau
Mumbai

Tata Steel has achieved the highest-ever annual crude steel production of around 19.9 million tonnes in FY23, with a y-o-y growth of 4 per cent by debottlenecking across sites and the ramp-up of Neelachal Ispat Nigam Ltd (NINL).

In the fourth quarter of FY23, crude steel production was up 3 per cent q-o-q and stood at around 5.15 mt. The company's deliveries increased 3 per cent y-o-y despite the volatile operating environment during FY23 and surpassed the previous best it recorded in FY22. Domestic deliveries grew 10 per

Phone, laptop production hit as payment platform crashes

Ayushi Kar
Mumbai

A glitch in the new payment gateway, set up by India's customs authority, is impacting the manufacturing of IT hardware as imports are stuck.

Import consignments have been stuck in Bengaluru and Chennai since April 1, after the Central Board of Indirect Taxes and Customs (CBIC) upgraded the automated payment system for custom duties on March 31.

TOUGH SPOT
The e-payment platform has been inoperational for over six days.

The companies have writ-

ten to the Centre asking for a swift resolution. Members of trade have been unable to make payments on the upgraded system and manual alternatives for payments, set up by the customs authority, are also proving to be difficult to use by traders. While the CBIC notified traders on Thursday that the interest accrued on late custom duty payments will be waived off, given the circumstances, certain IT companies manufacturing in India are already encountering troubles in production.

India's IT manufacturing is heavily import-dependent, since most of the component sub-assembly happens in countries like China and



SIX DAYS ON. Import consignments have been stuck in Bengaluru and Chennai since April 1. GETTY IMAGES/STOCKPHOTO

Taiwan. While many IT makers have inventories to tide them over, certain manufacturers are also reporting that their production has either slowed down or stopped entirely as a result of this issue.

WAIVER SOUGHT
Sources also told *businessline* that IT makers have written to the Finance Ministry and the Prime Minister's Office asking to reinstate the old duty payment option as well as waive off interest pay-

Dabur India expects mid-single-digit revenue growth in FY23 fourth quarter

Meenakshi Verma Ambwani
New Delhi

Dabur India on Thursday said its India business is expected to report mid single-digit revenue growth in Q4 FY23. This is on the back of some improvement visible in the demand trajectory in both urban and rural markets compared to the December quarter.

But, the company said demand in the rural markets had remained muted during the quarter. The fourth quarter also marked the consolidation of Badshah Masala and the company said it is in the process of being integrated.

GREEN SHOOTS
In a BSE filing, the company said, "The demand trajectory across both urban and rural markets in India has shown a slight improvement sequentially, although it falls short of a full recovery. While urban markets have returned to positive volume growth, rural markets still remain muted."



It added that despite near-term consumption pressures, there are some green shoots, like improving consumer sentiment, moderating inflation and increase in government spending, emerging.

"Inflation continued to cool off for most of our commodities. India's gross margins are expected to show an improvement but consolidated gross margins will be impacted mainly due to currency headwinds in international business," the company stated.

In terms of categories, it said the food and beverage business will report strong double-digit growth and the

healthcare portfolio is expected to be in the positive growth trajectory. The health and personal care business will report low-single-digit growth. "Our brands continued to record gain in market shares in most of the segments," it added.

GLOBAL HEADWINDS
Further, Dabur noted, "We have also strategically increased our spends behind our brands, leading to short-term pressure on the operating margin, which is expected to be lower by around 200-250 bps as compared to Q4 FY22.

Stating that the international business is expected to report high-single-digit growth in constant currency, it added that it faced currency headwinds in Egypt and Turkey. "While there are short-term pressures, we are restructuring our distribution network in key markets and increasing investments behind our brands which will benefit us in the long term," it added.

Indkal Tech launches ACs, washing machines

Our Bureau
New Delhi

Indkal Technologies, the official licensee of Acer India, has decided to foray into the air-conditioners and washing machines segment. The company had launched Acer-branded televisions in India in 2021. It has roped in Dixon Technologies and Amber Enterprises as strategic manufacturing partners for Acer-branded washing machines and ACs, respectively.

Dixon Technologies also makes Acer-branded TVs for the company. Anand Dubey, CEO, Indkal Technologies, said, "With a focus on a great product-market fit, our product range is high on technology, loaded with category-defining features and offers superior build and design quality." On sales expectations, he said, "We expect to sell 1.2-1.3 million units by the end of this fiscal. Of this, we believe nearly one million units will come from the TV category."

Wabtec to invest \$6 m for R&D in India

Isha Rautela
Bengaluru

Rail transport company, Wabtec Corporation, says India will be one of the global centres to test its products for both freight and transit business.

The company has been investing heavily in expanding its R&D capabilities in the country over the past few years and will continue to do so by investing an additional \$6 million in the next couple of years, Eric Gebhardt, Chief Technology Officer, told *businessline*.

"Our transit business, which is a big one out of India, will start more testing compared to the freight businesses," he added. The transit business generated ₹1,650 crore revenue from its operations in India in CY2022. Moreover, the plan



Eric Gebhardt, CTO, Wabtec Corporation

is to take a lot of the smaller testing labs from across the globe and consolidate them in India. "We are constantly figuring things out; we are rationally testing our capabilities," said Gebhardt.

'PHENOMENAL TALENT'
The company has two centres in Bengaluru — one a centre of excellence, and the other, a technology and en-

gineering centre — where it is working on products such as hardware-in-the-loop (HIL) test platforms for FLX (battery-electric) locomotives and wayside battery charging. "The purpose of both these test platforms is to enable real-time testing of system software systems prior to deploying the end product," he said.

Speaking about the focus of expansion in India, Gebhardt said, "We have an engineering facility located locally, and a critical mass of engineers here, plus the talent in Bengaluru is phenomenal."

In the last few years, the company has invested about \$30 million (₹250 crore) in establishing the right infrastructure for testing. Currently, it has a team of 1,300 people in the two facilities and has around 100 more job openings.

The India Cements Limited

Registered Office: "Dhan Building", 827, Anna Salai, Chennai 600 002.
Corporate Office: "Coromandel Towers", 93, Santhome High Road, Chennai 600 028.
Telephone: 044-28521526 / 28572100 / 400 Fax: 044-28517198
Website: www.indiacements.co.in Email ID: investor@indiacements.co.in CIN: L26942TN1946PLC000931

NOTICE OF POSTAL BALLOT

Notice is hereby given that pursuant to the provisions of Sections 110 and 108 and other applicable provisions, if any, of the Companies Act, 2013 ("the Act"), read with the Companies (Management and Administration) Rules, 2014 (including any statutory modification(s) or re-enactment(s) thereof for the time being in force), the General Circular Nos., 14/2020, 17/2020, 22/2020, 33/2020, 39/2020, 10/2021, 20/2021, 3/2022 and 11/2022 dated 8th April 2020, 13th April 2020, 15th June 2020, 28th September 2020, 31st December 2020, 23rd June 2021, 8th December 2021, 5th May 2022, and 28th December 2022 respectively issued by Ministry of Corporate Affairs, Government of India ("MCA Circulars"), Regulation 44 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (the "Listing Regulations") and pursuant to other applicable laws and regulations, read with Secretarial Standard ("SS-2") issued by the Institute of Company Secretaries of India, the approval of the Members of The India Cements Limited ("the Company") is being sought for the Resolutions set out in the Postal Ballot Notice dated 05.04.2023 ("Notice") by means of Postal Ballot, only by way of voting through Remote e-voting facility provided to the Members to cast their vote, through the electronic platform by National Securities Depository Limited ("NSDL"). In view of the MCA Circulars, please note that the physical copies of the Notice along with the Postal Ballot Forms and pre-paid business reply envelopes are not being sent to the Members.

The Notice has been sent by email on Thursday, 06.04.2023, to the Members whose email addresses are registered with the Company / Integrated Registry Management Services Private Limited, Registrar and Share Transfer Agent ("RTA") or with their respective Depository Participants ("DPs"), as on Wednesday, 05.04.2023 (Cut-off date).

The Notice containing e-voting instructions is also available on the Company's website at www.indiacements.co.in and on the websites of Stock Exchanges i.e. BSE Limited (BSE) and National Stock Exchange of India Limited (NSE) at www.bseindia.com and www.nseindia.com respectively and on the website of NSDL i.e. www.evoting.nsdl.com. Members who have not received the Notice may download it from the above-mentioned websites.

Voting rights of a Member / Beneficial Owner shall be in proportion to his/her/their shareholding in the paid-up equity share capital of the Company as on the Cut-off date. Members holding shares either in physical mode or demat mode, as on the Cut-off Date i.e. 05.04.2023, only shall be entitled to cast vote through e-voting. A person who was not a Member as on the Cut-off Date should treat this Notice for information purpose only.

The Members are further informed that—

- a) The Special Business as set out in the Notice is to be transacted through Remote e-voting only.
- b) The Remote e-voting period commences on 10.04.2023 at 9:00 A.M. (IST) and ends on 09.05.2023 at 5:00 P.M. (IST) (both days inclusive).
- c) The Cut-off Date for determining the members who are eligible to vote by electronic means is 05.04.2023.
- d) The Members may note that (i) the remote e-voting module shall be disabled for voting and the voting by electronic means shall not be allowed after the date and time mentioned under point 'b' above; and (ii) once the vote on a resolution is cast by a Member, the Member shall not be allowed to change it subsequently.
- e) The manner of remote e-voting for Members holding shares in physical mode or demat mode or who have not registered their email addresses with the Company / RTA, is provided in the Notice and available on the Company's website at www.indiacements.co.in.
- f) Members are requested to cast their votes through the remote e-voting process not later than 5.00 P.M. (IST) on 09.05.2023 failing which it will be strictly considered that no vote has been received from concerned Member.
- g) Manner of registering / updating email address:
 - (i) Members holding equity shares of the Company in physical mode and who have not registered their email Id may get their email Id registered with the Company's RTA by submitting ISR-1 duly filled and signed as per the specimen signature registered with the Company along with self-attested ID proof and address proof. The ISR form can be downloaded from the Company's website i.e. www.indiacements.co.in.
 - (ii) The Members holding shares in demat mode are requested to register their email IDs, with their respective Depository Participant by following the procedure prescribed by the concerned Depository Participant.
- h) The Board of Directors have appointed Smt.P.R.Sudha, Company Secretary in Practice (Membership No.F6046, C.P.No.4468), Chennai, as Scrutinizer for conducting Postal Ballot through remote e-voting process in a fair and transparent manner.
- i) The results of the voting conducted through Postal Ballot (through the remote e-voting process) along with the Scrutinizer's Report will be announced by the Chairman of the Company or a person authorised by the Chairman in writing, on or before 11.05.2023.
- j) The said results along with the Scrutinizer's Report would be intimated to BSE and NSE, where the Equity Shares of the Company are listed. The results will also be uploaded on the Company's website at www.indiacements.co.in and on the website of NSDL at www.evoting.nsdl.com and shall be made available on the respective websites of BSE and NSE. Additionally, the results will also be placed on the notice board at the Registered Office of the Company.

In case of any queries, you may refer to the Frequently Asked Questions (FAQs) for Shareholders and e-voting user manual for Members available at the download section of www.evoting.nsdl.com or can call on Toll Free Nos.: 1800 1020 990 / 1800 224 430 or send a request to Ms. Pallavi Mhatre, Senior Manager - NSDL at evoting@nsdl.co.in.

The resolutions, if approved by the requisite majority, shall be deemed to have been passed on the last date of remote e-voting i.e. 09.05.2023, in terms of the Secretarial Standard on General Meeting (SS-2) issued by the Institute of Company Secretaries of India.

Members are requested to carefully read all the notes set out in the Postal Ballot Notice and in particular, the manner of casting vote through remote e-voting.

By Order of the Board
For The India Cements Limited
S.Sridharan
Company Secretary

Place : Chennai
Date : 06.04.2023

Why edtech start-ups are in deep freeze

They will continue to tread on thin ice amid a long funding winter unless they fundamentally revise their business models

ARYAMAN GUPTA
New Delhi, 6 April

The once-thriving Indian education technology (edtech) sector bears the brunt of blows among Indian unicorns from the funding winter in the start-up world. Investments have slowed, especially for large companies, and the edtech tides are not expected to turn anytime soon. In short, industry stakeholders expect layoffs to continue in the near term.

The year 2022 was a tumultuous period for the Indian start-up ecosystem. Budding companies across the board faced job cuts as the funding winter sent chills down the spines of capital-starved start-ups.

According to industry estimates, of the more than 22,000 layoffs that took place in 2022, over 8,000 were in the edtech space. Since inception, the edtech sector has cumulatively laid off more than 10,158 people, according to data from Layoffs.fyi, a tracking platform for layoffs.

The New Year has not been kind to edtech companies either. Since the start of 2023, edtech start-ups have laid off more than 2,000 employees amid a funding crunch that has hit early-stage firms and unicorns — companies valued over \$1 billion — alike.

“Edtech companies over-hired in many ways. A lot of firms hired in anticipation of strong growth, demand and funding,” said Anirudh A Damani, managing partner, Artha Venture Fund, an early-stage micro VC that has taken bets in start-ups such as Leverage Edu, HobSpace and PiggyRide. “Funding has, however, dried up.”

Easing Covid-19 restrictions and a return to physical classes by students was another nail in the coffin. Furthermore, investors are shifting focus towards start-ups that are prioritising unit economics.

This pivot from a “growth at all cost mentality” towards profitability has led to rationalisation and restructuring among many firms. The most recent entrant into the layoff club was edtech major Unacademy, which fired 12 per cent of its workforce last week, as the



SHRINK TO FIT

Layoffs in edtech sector in last six months (Oct 1-April 5)

Company	No. of employees laid off	Date
Unacademy	12% of workforce	
UpGrad	120	Mar-06
Byju's	1,500	Feb-02
CampK12	70% of workforce	Jan-23
LEAD	60	Jan-10
Harappa	60	Jan-03
Vedantu	385	Dec-07
Teachmint	45	Nov-30
Unacademy	350	Nov-07
Byju's	2,500	Oct-12
Frontrow	130	Oct-12

Source: Layoffs.fyi

company chases profitability. Including this round of job cuts, the total number of employees shown the door by Unacademy Group companies crossed the 1,900 mark.

Earlier in March, fellow unicorn UpGrad laid off 120 people at one of its subsidiary companies, Impartus Innovations. The layoffs affected 30 per cent of the company's 300-strong workforce.

Before that, in February, India's most highly valued edtech firm, Byju's, let go of 1,500 employees citing cost optimisation. DUX Education, a K-12-focused start-up, also shut shop due to funding challenges in February.

Edtech companies were especially hit hard in January this year. The month saw job cuts across several firms. Edtech major Vedantu laid off around 100 employees. LEAD, another unicorn, also cut a similar number of employees at the time. During the same month, Unacademy-owned Revel dropped 40 employees. Before that, upGrad-owned edtech start-up Harappa let go of 30 per cent of its workforce. CampK12 was another such start-up that cut 70 per cent of its workforce of around 433.

December 2022 saw another round of layoffs from Vedantu, which cut 385 employees.

A month before that, SoftBank-backed Unacademy said it was laying off 350 people or 10 per cent of its 3,500 workforce, joining the likes of Teachmint, a Series B-funded company valued at around \$500 million, which laid off 45 employees. November also saw Practically, a K-12 STEM start-up, shut its doors.

In October, edtech leader Byju's laid off nearly 2,500 people, or 5 per cent of its workforce of 50,000, as part of an “optimisation” plan amid steep losses. Lightspeed-backed FrontRow let go of 75 per cent of its workforce, around 130 employees, around the same time.

Moreover, coding start-up Qin1 ceased operations during the same month.

“Companies are okay with having flat growth in the interest of better margins, which is going to become the norm,” Damani said.

According to Vinay Bansal, founder and CEO, Inflection Point Ventures (IPV), edtech models are contingent upon building content. “Content, once created, can be reused multiple times. At the moment, companies are burning cash to build this content, after which the model might prove to be a cash cow,” he said.

IPV is an angel investing platform that has invested in edtech start-ups like Toppersnotes, ixamBee and Edvizo.

“Unless companies keep prices and costs in control, edtech is a perennially losing game. When done right, these models should become 70-80 per cent gross margin businesses,” Bansal said.

Although many early-stage edtech firms have managed to become profitable, unicorns in the sector that have managed to build scale have not been able to showcase profitability.

One exception to this trend is Alakh Pandey-led PW, which has been profitable for the past two financial years consecutively and is on track to remain so this year as well owing to what investors call strong fundamentals.

PW is, however, an outlier among many firms struggling to stay afloat. Rising customer acquisition costs are also proving to be a barrier for such firms.

“The model can be profitable at scale. However, many edtech models today are inherently cash-burning. Firms can make money but not the way edtech unicorns are currently doing it,” Damani said.

Edtech firms, he said, are making incremental changes and not fundamental ones. “Companies today have similar business models with not much differentiation. Edtech firms need to build a strong content-led strategy, with strong branding, referrals and repeat customers. They must aim to increase the average revenue per customer,” he added.

Going forward, funding among late-stage companies is expected to remain an impediment for edtech firms. “2023 has been a difficult year and will remain so. Late-stage companies that have over-hired and sold the wrong products or have not managed their costs will continue to face challenges,” Bansal said.

Despite headwinds, industry watchers say there is investor interest for companies with provable business models and good unit economics. Since education is a huge market in India, edtech has a lot of market potential.

The next 6-12 months are expected to be difficult for the sector. Once the dust settles, however, profitable edtech models are predicted to emerge.

Pricing weapon in FMCG marketing



AMBI PARAMESWARAN

“No. I don't think we will be launching toothpaste. Nathi,” said Karsanbhai Patel.

Our agency team had worked on the corporate brand campaign for Nirma and “Better Product. Better Value. Better Living” was the tag line that the company carried for many years. After the IPO was completed, our team was keen on exploring other opportunities with Nirma Ltd. In the process of a discussion with Patel, we discovered that Nirma was looking at other products like shampoos and toothpaste (Nirma washing powder, Nirma detergent cake and Nirma beauty soap were all best sellers then).

We were asked to evaluate their toothpaste. Armed with a few dozen tubes of toothpaste we got back to Mumbai wondering if consumers would be ready to buy toothpaste with the same brand name as an economical yellow washing powder. The agency account planning team got into action in full earnest. They decided to avoid big cities but focused their consumer immersion on semi-urban areas. They even met consumers early morning in many villages. What they played back to us was interesting. Not only were consumers ready to try Nirma toothpaste, but they also felt it would be “strong” and “good value for money”.

We excitedly headed back to Ahmedabad to share our findings with Patel and his team. We were confident that Nirma toothpaste will have enough takers. Patel, too, felt that his product was of good quality, but he would not be launching it. But why, we asked.

And it was then that Patel unveiled his product pricing philosophy. His understanding was that Colgate toothpaste, which was being retailed at around ₹10 (50 gm), had the largest base of consumers. He wanted to price Nirma (50 gm) at ₹5. He had a keen sense of appreciation of who his consumer was and felt that Nirma consumers will not be willing to pay anything more than ₹5 for a 50 gm tube of toothpaste (the prices are just indicative of what were the prevailing prices in the mid-1990s). And if he had to have an MRP of ₹5 on the pack, given the healthy retail margin he offered to retailers, his net realisation may be as low as ₹3.50; at that price the product was unviable.

In the discussion that followed we understood how strongly Patel knew his core consumers and the brand power of Nirma (this has been presented in my book *Sponge: Leadership Lessons I Learnt from My Clients*). He knew that if he had to take on an image leader, he had to make the value proposition unbelievable. That was the secret behind Nirma washing powder and the other products that Nirma had launched. He knew that his brand wouldn't be able to command a price anywhere near what the image leaders offered. Hence, the need for value pricing or, should I say, unbelievable value pricing.

I was reminded of this story when I read that Reliance Consumer Products Ltd was launching a range of products in the FMCG space priced lower than the market leaders. The report (March 24, *Business Standard*) said they will be pricing their new range of products, Glimmer beauty soaps, Get Real natural soaps, Puric hygiene soaps, Dozo dish wash bars and liquids, HomeGuard toilet and floor cleaners, and Enzo laundry detergent powder highly competitively. From what was reported, all these products will be priced 30 per cent cheaper than the market leaders. In other news, HUL announced it will cut prices of its detergents thanks to reduction in raw

material prices (March 31, *Business Standard*).

The question remains, will just a lower price do the trick? It is not as if low priced options are not available in the market. Consumers know that they can trade down to a lower priced product, and they do that when in a pinch. But they also know that using a reputable brand gives them something more — better quality, better packaging or better value.

Naomi Klein, in *No Logo* (1999), had proclaimed that with more and more information available in the hands of consumers, brand marketers will not be able to charge a premium. A few years after the publication of the book, the *Economist* carried a front-page story titled “Pro Logo” saying that logos (and brands) will survive because consumers love brands, for a variety of reasons. So even if Walmart sells a shoe for \$15 made probably in the same factory as the Nike that is priced at \$45, consumers may still pick the Nike shoe. However, there have been disruptors like Dollar Shave Club riding a price and a very different distribution bandwagon.

In that sense, Reliance has one interesting weapon in its armoury: its own retail stores numbering 15,000+ in over 7,000 cities. These outlets could act as brand image builders for the new range of consumer products from Reliance. Secondly, the new offerings can benefit from a rub-off from the Reliance's brand image that is today strongly identified with its mobile service — excellent service at great value. And I think it will be important that Reliance invests significant money on some good old-fashioned brand building advertising. If we factor all these elements, the new offerings from Reliance could disrupt the market and in the end consumers will have a good time.

Ambi Parameswaran is a best selling author and an independent brand coach. He can be reached at ambimgp@brand-building.com

Bank of Baroda
www.bankofbaroda.in
REQUEST FOR PROPOSAL
Bank of Baroda invites proposal (RFP) for engagement of Consultant for implementing new strategies for Digital Group. For more details visit Bank of Baroda Website at www.bankofbaroda.in/tenders
Any Addendum/corrigendum including modification in the RFP documents shall be notified on Bank Website under tender section i.e. on www.bankofbaroda.in. Bidder should refer the same before final submission of the proposal
Last Date for Submission of the bid is 06 May, 2023 on or before 3.00 p.m.
Place: Mumbai
Date: 07.04.2023
Chief Digital Officer

Rainbow Children's Hospital
It takes a lot to treat the little.
RAINBOW CHILDREN'S MEDICARE LIMITED
Corporate Identity Number: L85110TG1998PLC029914
Regd. Office: 8-2-120/103/1, Survey No. 403, Road No. 2, Banjara Hills, Hyderabad - 500034, Telangana.
Corporate Office: 8-2-19/1/A, Daulet Arcade, Karvy Lane, Road No. 11, Banjara Hills, Hyderabad - 500034, Telangana. Telephone No.: +91 40 49692244
Website: www.rainbowhospitals.in; E-Mail: companysecretary@rainbowhospitals.in
NOTICE OF POSTAL BALLOT AND E-VOTING INFORMATION
Notice is hereby given to the shareholders of Rainbow Children's Medicare Limited (“the Company”) that, pursuant to the provisions of Section 108, 110 of the Companies Act, 2013 (the “Act”) read with Rule 20 & 22 of the Companies (Management and Administration) Rules, 2014 (the “Rules”), and SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI LODR Regulations”) and the General Circular Nos. 14/ 2020 dated April 8, 2020, 17/2020 dated April 13, 2020, and 11/2022 dated December 28, 2022, and other relevant circulars issued by the Ministry of Corporate Affairs, Government of India (“MCA Circulars”), and other applicable laws, rules and regulations, if any, as amended from time to time (including any statutory modification(s) or re-enactment(s) thereof for the time being in force), the Company is seeking approval from its Shareholders through postal ballot for passing the following special resolution as set out in the Postal Ballot Notice by remote e-voting only (“remote e-voting”).

S. No.	Particulars
1.	Approval of “Rainbow Children's Medicare Limited - Employees Stock Unit Plan 2023”.

In compliance with the MCA Circulars, electronic copies of the Postal Ballot Notice has been sent on April 6, 2023 to all the Shareholders whose names appear on the Register of Members/List of Beneficial Owners as at close of Business hours on Friday, March 31, 2023, (“Cut-off date”) as received from National Securities Depository Limited (“the NSDL”) and Central Depository Services (India) Limited (“the CDSL”) (collectively referred to as “Depositories”) and whose e-mail ids are registered with the Company/ Depositories.

If you have not registered your email address with the Company/ Depository Participant(s) you may please follow below instructions for registering/ updating your email addresses:

Demat Holding	Please contact your Depository Participant (DP) and register your email address and bank account details as per the process advised by your DP.
Individual Demat Holding	Please update your E-Mail Id & Mobile Id with your respective Depository Participant (DP) which is mandatory while e-voting.

Shareholders may note that the Postal Ballot Notice is also available on the Company's website at www.rainbowhospitals.in and websites of the stock exchanges i.e. BSE Limited at www.bseindia.com and National Stock Exchange of India Limited www.nseindia.com also on the website of NSDL at www.evoting.nsdl.com. Shareholders may download the Postal Ballot Notice from the above mentioned websites.

The Company is pleased to provide its Shareholders the facility to exercise their right to vote on the resolution contained in the Postal Ballot Notice by remote e-voting facility. The Company has engaged the services of NSDL as the agency to provide e-voting facility. The detailed procedure of remote e-voting has been provided in the Postal Ballot Notice including the period mentioned below for casting of votes by Shareholders:

Commencement of e-voting	Friday, April 7, 2023 at 9:00 A.M
End of e-voting	Saturday, May 6, 2023 at 5:00 P.M

The e-voting module shall be disabled by NSDL for voting thereafter. Once the vote on a resolution is cast by the Shareholder, they shall not be allowed to change it subsequently or cast the vote again.

The voting rights of the Shareholders shall be in proportion to the paid-up equity shares registered in the name of Shareholder/ Beneficial Owner as on the cut-off date. A person who is not a Shareholder as on the cut-off date shall treat this Notice for information purpose only.

The Board of Directors (“the Board”) of the Company has appointed Mr. Ankit Singh (CP No. 16274) failing him Mr. Nitesh Latval (CP No. 16276), Practising Company Secretaries and Partners of M/s. PI & Associates, Company Secretaries, as Scrutinizer to scrutinise the remote e-voting process in a fair and transparent manner.

The results of remote e-voting will be declared on or before Tuesday i.e., May 9, 2023. The results declared along with the Scrutinizer's Report shall be placed on the Company's website at www.rainbowhospitals.in and websites of the stock exchanges i.e. BSE Limited at www.bseindia.com and National Stock Exchange of India Limited www.nseindia.com also on the website of NSDL at www.evoting.nsdl.com.

The Resolution, if passed by requisite majority, shall be deemed to have been passed on the last date for e-voting i.e., Saturday, May 6, 2023.

In case of any queries, you may refer the Frequently Asked Questions (FAQs) for Shareholders and e-voting user manual for Shareholders available at the download section of www.evoting.nsdl.com or send a request at evoting@nsdl.co.in or contact Ms. Prajakta Pawle, Officer, NSDL at evoting@nsdl.co.in or call on toll free no.: 022-4886 7000 and 022-2499 7000 or write at NSDL, 4th floor, 'A' Wing, Trade World, Kamala Mills Compound, Senapati Bapat Marg, Lower Parel, Mumbai - 400 013.

For Rainbow Children's Medicare Limited
Sd/-
Ashish Kapil
Company Secretary and Compliance Officer

Place: Hyderabad
Date: April 6, 2023

The India Cements Limited
Registered Office: “Dhun Building”, 827, Anna Salai, Chennai 600 002.
Corporate Office: “Coromandel Towers”, 93, Santhome High Road, Chennai 600 028.
Telephone: 044-28521526 / 28521100 / 400 Fax: 044-28517198
Website: www.indiacements.co.in Email ID: investor@indiacements.co.in CIN: L26942TN1946PLC000931
NOTICE OF POSTAL BALLOT
Notice is hereby given that pursuant to the provisions of Sections 110 and 108 and other applicable provisions, if any, of the Companies Act, 2013 (“the Act”), read with the Companies (Management and Administration) Rules, 2014 (including any statutory modification(s) or re-enactment(s) thereof for the time being in force), the General Circular Nos., 14/2020, 17/2020, 22/2020, 33/2020, 39/2020, 10/2021, 20/2021, 3/2022 and 11/2022 dated 8th April 2020, 13th April 2020, 15th June 2020, 28th September 2020, 31st December 2020, 23rd June 2021, 8th December 2021, 5th May 2022, and 28th December 2022 respectively issued by Ministry of Corporate Affairs, Government of India (“MCA Circulars”), Regulation 44 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (the “Listing Regulations”) and pursuant to other applicable laws and regulations, read with Secretarial Standard (“SS-2”) issued by the Institute of Company Secretaries of India, the approval of the Members of The India Cements Limited (“the Company”) is being sought for the Resolutions set out in the Postal Ballot Notice dated 05.04.2023 (“Notice”) by means of Postal Ballot, only by way of voting through Remote e-voting facility provided to the Members to cast their vote, through the electronic platform by National Securities Depository Limited (“NSDL”). In view of the MCA Circulars, please note that the physical copies of the Notice along with the Postal Ballot Forms and pre-paid business reply envelopes are not being sent to the Members.

The Notice has been sent by email on Thursday, 06.04.2023, to the Members whose email addresses are registered with the Company / Integrated Registry Management Services Private Limited, Registrar and Share Transfer Agent (“RTA”) or with their respective Depository Participants (“DPs”), as on Wednesday, 05.04.2023 (Cut-off date).

The Notice containing e-voting instructions is also available on the Company's website at www.indiacements.co.in and on the websites of Stock Exchanges i.e. BSE Limited (BSE) and National Stock Exchange of India Limited (NSE) at www.bseindia.com and www.nseindia.com respectively and on the website of NSDL i.e. www.evoting.nsdl.com. Members who have not received the Notice may download it from the above-mentioned websites.

Voting rights of a Member / Beneficial Owner shall be in proportion to his/her/their shareholding in the paid-up equity share capital of the Company as on the Cut-off date. Members holding shares either in physical mode or demat mode, as on the Cut-off Date i.e. 05.04.2023, only shall be entitled to cast vote through e-voting. A person who was not a Member as on the Cut-off Date should treat this Notice for information purpose only.

The Members are further informed that –

- The Special Business as set out in the Notice is to be transacted through Remote e-voting only.
- The Remote e-voting period commences on 10.04.2023 at 9:00 A.M. (IST) and ends on 09.05.2023 at 5:00 P.M. (IST) (both days inclusive).
- The Cut-off Date for determining the members who are eligible to vote by electronic means is 05.04.2023.
- The Members may note that (i) the remote e-voting module shall be disabled for voting and the voting by electronic means shall not be allowed after the date and time mentioned under point ‘b’ above; and (ii) once the vote on a resolution is cast by a Member, the Member shall not be allowed to change it subsequently.
- The manner of remote e-voting for Members holding shares in physical mode or demat mode or who have not registered their email addresses with the Company / RTA, is provided in the Notice and available on the Company's website at www.indiacements.co.in.
- Members are requested to cast their votes through the remote e-voting process not later than 5.00 P.M. (IST) on 09.05.2023 failing which it will be strictly considered that no vote has been received from concerned Member.
- Manner of registering / updating email address :
 - Members holding equity shares of the Company in physical mode and who have not registered their email Id may get their email Id registered with the Company's RTA by submitting ISR-1 duly filled and signed as per the specimen signature registered with the Company along with self-attested ID proof and address proof. The ISR form can be downloaded from the Company's website i.e. www.indiacements.co.in.
 - The Members holding shares in demat mode are requested to register their email IDs, with their respective Depository Participant by following the procedure prescribed by the concerned Depository Participant.
- The Board of Directors have appointed Smt.P.R.Sudha, Company Secretary in Practice (Membership No.F6046, C.P.No.4468), Chennai, as Scrutinizer for conducting Postal Ballot through remote e-voting process in a fair and transparent manner.
- The results of the voting conducted through Postal Ballot (through the remote e-voting process) along with the Scrutinizer's Report will be announced by the Chairman of the Company or a person authorised by the Chairman in writing, on or before 11.05.2023.
- The said results along with the Scrutinizer's Report would be intimated to BSE and NSE, where the Equity Shares of the Company are listed. The results will also be uploaded on the Company's website at www.indiacements.co.in and on the website of NSDL at www.evoting.nsdl.com and shall be made available on the respective websites of BSE and NSE. Additionally, the results will also be placed on the notice board at the Registered Office of the Company.

In case of any queries, you may refer to the Frequently Asked Questions (FAQs) for Shareholders and e-voting user manual for Members available at the download section of www.evoting.nsdl.com or call on Toll Free Nos.: 1800 1020 990 / 1800 224 430 or send a request to Ms. Pallavi Mhatre, Senior Manager - NSDL at evoting@nsdl.co.in.

The resolutions, if approved by the requisite majority, shall be deemed to have been passed on the last date of remote e-voting i.e. 09.05.2023, in terms of the Secretarial Standard on General Meeting (SS-2) issued by the Institute of Company Secretaries of India.

Members are requested to carefully read all the notes set out in the Postal Ballot Notice and in particular, the manner of casting vote through remote e-voting.

By Order of the Board
For The India Cements Limited
S.Sridharan
Company Secretary

Place : Chennai
Date : 06.04.2023

TIERRA AGROTECH LIMITED
CIN: L01119TG2013PLC090004
Registered Office: 1st Floor, Sravana Complex, Kamalapur Colony Lane, Next to L V Prasad Hospital, Road No.2, Banjara Hills, Hyderabad, Telangana-500034.
Email: cs@tierraagrotech.com
NOTICE OF EXTRA-ORDINARY GENERAL MEETING (“EGM”), E VOTING
Notice is hereby given that the Extra-Ordinary General Meeting (“EGM”) of the members of Tierra Agrotech Limited (the “Company”) will be held on Tuesday, May 2, 2023 at 11.00 a.m. at the Registered Office of the Company at 1st Floor, Sravana Complex, Kamalapur Colony Lane Next to L V Prasad Hospital, Road No.2, Banjara Hills, Hyderabad, 500034, Telangana, India. Notice of the said EGM, e-voting instructions etc. have been sent to the members of the Company electronically. The e-mail transmission of the Notice to EGM has been completed on 6th Day of April, 2023. The copies of aforesaid documents are available on the website of the Company and BSE Ltd. The copies of the same are available for inspection at the Registered Office of the Company during office hours.

Pursuant to the provisions of Section 108 of the Companies Act, 2013, read with Rule 20 of the Companies (Management and Administration) Rules, 2014, as amended, and Regulation 44 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, the Company is offering e-voting facility to its Members in respect of all the items of business to be transacted at the EGM. The members may transact the said business through voting by electronic means. The Company has engaged Central Depository Service (India) Limited (CDSL) as the authorized agency to provide the e-voting facility.

The remote e-voting facility will commence on **From Saturday 29th April, 2023 at 9:00 AM and ends on Monday, 01st May, 2023 at 5:00 PM.** (both days inclusive) and shall not be available thereafter. The remote e-voting shall not be allowed after the said date and time and the e-voting module shall be disabled for voting thereafter. During this period, only a person whose name is recorded in the Register of members or in the Register of beneficial owners maintained by the Depositories as on the cut-off date, i.e. **25th day of April, 2023**, shall be entitled to avail the facility of remote e-voting as well as voting in the EGM. The voting right of the members for physical voting at the meeting shall be in proportionate to their shareholding in the Paid-up Equity Share Capital of the Company as on the said cut-off date.

Any person who acquires shares of the Company and becomes its member after the dispatch of Notice and holding shares as on cut-off date may cast their vote by remote e-voting or at the Meeting. However, if you are already registered with CDSL for remote e-voting then you can use existing User ID and Password for casting your vote. You may also approach the Company for required assistance in connection with generation of the User ID / Password in order to exercise your right to vote.

Facility of voting through Physical Ballot shall be available at the EGM. Members attending the Meeting, who have not already cast their vote by remote e-voting shall be able to exercise their right at the Meeting. The members who have cast their vote by remote e-voting may participate in the EGM even after exercising their right to vote through remote e-voting but shall not be allowed to vote again in the meeting.

The Notice of the Extra-ordinary General Meeting along with e-voting instructions are available on the Company's website, <http://https://www.tierraagrotech.com/wp-content/uploads/2023/04/Notice-of-EGM.pdf>

Members are requested to refer to e-voting instructions in the Notice of Extra Ordinary General Meeting of the Company, regarding the process and manner for e-voting by electronic means. Any member having query in connection with e-voting may contact Mr. E S K Prasad, Venture capital and corporate investments private limited, phone no. 040-23818475 Unit: Tierra Agrotech Limited Ph: 040-48506656, email ID: cs@tierraagrotech.com.

By Order of the Board of Directors
For TIERRA AGROTECH LIMITED
Sd/-
Vijay Deekonda
Wholetime
Director
Place: Hyderabad
Date: 06.04.2023
DIN:06991267

RAINBOW CHILDREN'S MEDICARE LIMITED
Corporate Identity Number: L85110TG1998PLC029914
Regd. Office: 8-2-120/103/1, Survey No. 403, Road No. 2, Banjara Hills, Hyderabad - 500034, Telangana.
Corporate Office: 8-2-19/1/A, Daulet Arcade, Karvy Lane, Road No. 11, Banjara Hills, Hyderabad - 500034, Telangana. Telephone No.: +91 40 49692244
Website: www.rainbowhospitals.in; E-Mail: companysecretary@rainbowhospitals.in
NOTICE OF POSTAL BALLOT AND E-VOTING INFORMATION
Notice is hereby given to the shareholders of Rainbow Children's Medicare Limited (“the Company”) that, pursuant to the provisions of Section 108, 110 of the Companies Act, 2013 (the “Act”) read with Rule 20 & 22 of the Companies (Management and Administration) Rules, 2014 (the “Rules”), and SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI LODR Regulations”) and the General Circular Nos. 14/ 2020 dated April 8, 2020, 17/2020 dated April 13, 2020, and 11/2022 dated December 28, 2022, and other relevant circulars issued by the Ministry of Corporate Affairs, Government of India (“MCA Circulars”), and other applicable laws, rules and regulations, if any, as amended from time to time (including any statutory modification(s) or re-enactment(s) thereof for the time being in force), the Company is seeking approval from its Shareholders through postal ballot for passing the following special resolution as set out in the Postal Ballot Notice by remote e-voting only (“remote e-voting”).

S. No.	Particulars
1.	Approval of “Rainbow Children's Medicare Limited - Employees Stock Unit Plan 2023”.

In compliance with the MCA Circulars, electronic copies of the Postal Ballot Notice has been sent on April 6, 2023 to all the Shareholders whose names appear on the Register of Members/List of Beneficial Owners as at close of Business hours on Friday, March 31, 2023, (“Cut-off date”) as received from National Securities Depository Limited (“the NSDL”) and Central Depository Services (India) Limited (“the CDSL”) (collectively referred to as “Depositories”) and whose e-mail ids are registered with the Company/ Depositories.

If you have not registered your email address with the Company/ Depository Participant(s) you may please follow below instructions for registering/ updating your email addresses:

Demat Holding	Please contact your Depository Participant (DP) and register your email address and bank account details as per the process advised by your DP.
Individual Demat Holding	Please update your E-Mail Id & Mobile Id with your respective Depository Participant (DP) which is mandatory while e-voting.

Shareholders may note that the Postal Ballot Notice is also available on the Company's website at www.rainbowhospitals.in and websites of the stock exchanges i.e. BSE Limited at www.bseindia.com and National Stock Exchange of India Limited www.nseindia.com also on the website of NSDL at www.evoting.nsdl.com. Shareholders may download the Postal Ballot Notice from the above mentioned websites.

The Company is pleased to provide its Shareholders the facility to exercise their right to vote on the resolution contained in the Postal Ballot Notice by remote e-voting facility. The Company has engaged the services of NSDL as the agency to provide e-voting facility. The detailed procedure of remote e-voting has been provided in the Postal Ballot Notice including the period mentioned below for casting of votes by Shareholders:

Commencement of e-voting	Friday, April 7, 2023 at 9:00 A.M
End of e-voting	Saturday, May 6, 2023 at 5:00 P.M

The e-voting module shall be disabled by NSDL for voting thereafter. Once the vote on a resolution is cast by the Shareholder, they shall not be allowed to change it subsequently or cast the vote again.

The voting rights of the Shareholders shall be in proportion to the paid-up equity shares registered in the name of Shareholder/ Beneficial Owner as on the cut-off date. A person who is not a Shareholder as on the cut-off date shall treat this Notice for information purpose only.

The Board of Directors (“the Board”) of the Company has appointed Mr. Ankit Singh (CP No. 16274) failing him Mr. Nitesh Latval (CP No. 16276), Practising Company Secretaries and Partners of M/s. PI & Associates, Company Secretaries, as Scrutinizer to scrutinise the remote e-voting process in a fair and transparent manner.

The results of remote e-voting will be declared on or before Tuesday i.e., May 9, 2023. The results declared along with the Scrutinizer's Report shall be placed on the Company's website at www.rainbowhospitals.in and websites of the stock exchanges i.e. BSE Limited at www.bseindia.com and National Stock Exchange of India Limited www.nseindia.com also on the website of NSDL at www.evoting.nsdl.com.

The Resolution, if passed by requisite majority, shall be deemed to have been passed on the last date for e-voting i.e., Saturday, May 6, 2023.

In case of any queries, you may refer the Frequently Asked Questions (FAQ

கோயில்களில் ரூ.149 கோடியில் புதிய திட்டப் பணிகள்

முதல்வர் மு.க.ஸ்டாலின் அடிக்கல் நாட்டினார்

சென்னை, ஏப்.6: கோயில்களில் ரூ.149.93 கோடி மதிப்பிலான புதிய திட்டப் பணிகளுக்கு முதல்வர் மு.க.ஸ்டாலின் அடிக்கல் நாட்டினார். இதற்கான நிதித் தொகையைச் செயலகத்தில் விழாபூங்கா மூலம் நடைபெற்றது.

இதுகுறித்து தமிழக அரசு வெளியிட்ட செய்தி:- சென்னை வடபுறம் கோயில், திருவல்லிக்கேணி பார்த்தசாரதி கோயில், திருவண்ணாமலை மாவட்டம், செய்யாறு வேதபுரீஸ் வாரி கோயில், சேலம் சுவனேஸ்வரி கோயில், நாமக்கல் என்பன மூலப்பணிகளாக கோயில், ஈரோடு மாவட்டம் சத்தியமங்கலம் பண்ணா மாறியம்மன் கோயில், கரூர் தாள்தோன் நாமக்கல் கோயில், வேங்கடரமண சுவாமி கோயில், தேனி மாவட்டம் வீரபாண்டி கௌமாரியம்மன் கோயில் ஆகியவற்றில் திருமுனை மண்டபம் உள்ளிட்ட புதிய வசதிகளை ஏற்படுத்த முதல்வர் மு.க.ஸ்டாலின் அடிக்கல் நாட்டினார்.

இதேபோன்று, திருச்சி மாவட்டம் சமயபுரம் மாறியம்மன் கோயில், ஸ்ரீரங்கம் அரங்கநாதசுவாமி கோயில், கும்கோணம் நாக்கேஸ்வரி சுவாமி கோயில், திருவாரூர் குடவாசல் கோணேஸ்வரி சுவாமி கோயில், ஊத்துக்காடு கைலாநாதர் சுவாமி கோயில், மன்னார்குடி ராஜகோபாலசுவாமி கோயில், தூத்துக்குடி மாவட்டம் கோவில்பட்டி புலநாத சுவாமி கோயில், கோவை தேக்கம்பட்டி வைபவர் சாரியம்மன் கோயில், மருதமலை சுப்பிரமணிய சுவாமி கோயில், திருவள்ளூர் மாவட்டம் திருத்தணி சுப்பிரமணிய சுவாமி கோயில், மதுரை கள்ளமுகர் கோயில், சென்னை உத்தண்டி பிடாரி அகிலாண்டம்மன் கோயில் ஆகியவற்றில் திருமுனை மண்டபங்கள் உள்ளிட்ட உட்கட்டமைப்பு வசதிகள் புதிதாக ஏற்படுத்தப்பட்ட உள்ளன.

இந்தப் புதிய வசதிகளின் மொத்த மதிப்பு ரூ.149.93 கோடியாகும். இந்தப் பணிகளுக்கு தலைமைச் செயலகத்தில் இருந்து காணொலி வழியாக முதல்வர் மு.க.ஸ்டாலின் அடிக்கல் நாட்டினார்.

இந்த நிச்சயிப்பில், இந்து சமய அறநிலையத் துறை அமைச்சர் பி.கே.சேகர்பாபு, தலைமைச் செயலாளர் வெ.இராஜசேகர், சுற்றுலா, பண்பாடு மற்றும் அறநிலையங்கள் துறை முதன்மைச் செயலாளர் பி.சந்திரமோகன், இந்து சமய அறநிலையத் துறை சிறப்புப் பணி அலுவலர் ஜெ.சுமரகுமாரன், ஆணையர் கே.வி.முரளிதாஸ் உள்ளிட்ட பலர் பங்கேற்றனர்.

காசநோய் ஒழிப்பில் தமிழகத்துக்கு மத்திய அரசின் பதக்கம் மக்கள் நல்வாழ்வுத் துறைக்கு முதல்வர் வாழ்த்து



காசநோய் ஒழிப்புக்காக தமிழகத்துக்கு மத்திய அரசு வழங்கிய பதக்கத்தை தலைமைச் செயலகத்தில் முதல்வர் மு.க.ஸ்டாலினிடம் அளித்து வாழ்த்து பெற்ற மக்கள் நல்வாழ்வுத் துறை அமைச்சர் மா.சுப்பிரமணியன், துறைச் செயலர் ப.செந்தில்குமார் உள்ளிட்டோர். உடன, தலைமைச் செயலர் வெ.இராஜசேகர்.

சென்னை, ஏப்.6: காசநோய் இல்லாத நிலையை நல்கி மாவட்டம் எட்டியதற்காக மத்திய அரசு சார்பில் தமிழகத்துக்கு வழங்கப்பட்ட பதக்கத்தை முதல்வர் மு.க.ஸ்டாலின் அளித்து மாநில மக்கள் நல்வாழ்வுத் துறை அதிகாரிகள் விழா முக்கியமட வாழ்த்து பெற்றனர்.

தமிழகத்தில் காசநோய் ஒழிப்புத் திட்டத்தைத் திறம்பட மேற்கொண்டு வரும் அனைவருக்கும் முதல்வர் பாராட்டு தெரிவித்தார். உத்தர பிரதேச மாநிலம், வாரணாசியில் காசநோய் தடுப்புக்கான மாநாடு பிரதமர் மோடி தலைமையில் கடந்த மாதம் 24-ஆம் தேதி நடைபெற்றது. மத்திய சுகாதாரத் துறை அமைச்சர் மனக்க மான்டவியா, மாநில முதல்வர் யோகி ஆதித்யா

யநாத் உள்ளிட்டோர் அந்த மாநாட்டில் பங்கேற்றனர். அப்போது, நல்கி மாவட்டம் காசநோய் இல்லாத நிலையை எட்டியதற்காக தமிழகத்துக்கு பதக்கம் வழங்கப்பட்டது. பிரதமர் மோடியிடம் இருந்து, தமிழகத்தின் சார்பில் தேசிய நல்வாழ்வு குழும இயக்குநர் ஷில்பா பிரபாகர் சதீஷ் தங்கபதக்கம் மற்றும் பாராட்டுச் சான்றிதழைப் பெற்றார்.

அதேபோல் காசநோய் இல்லாத நிலையை எட்டுவதற்கான திட்டத்தை திறம்பட செயல்படுத்தியதற்காக திருச்சி மற்றும் திருவாரூர் மாவட்டங்களுக்கு தங்கப் பதக்கம், மதுரை, தூத்துக்குடி, கன்னியாகுமரி, திருவண்ணாமலை, கரூர் ஆகிய ஐந்து மாவட்டங்களுக்கு

வெள்ளிப் பதக்கமும், கிருஷ்ணகிரி மாவட்டத்துக்கு வெண்கலப் பதக்கமும் மாநாட்டில் வழங்கி கௌரவிக்கப்பட்டது.

இந்த நிலையில், அந்த பதக்கங்களையும், சான்றிதழ்களையும் மாநில மக்கள் நல்வாழ்வுத் துறை அமைச்சர் மா.சுப்பிரமணியன், துறைச் செயலர் ப.செந்தில்குமார், தேசிய நல்வாழ்வு குழும இயக்குநர் ஷில்பா பிரபாகர் சதீஷ், பொது சுகாதாரத் துறை இயக்குநர் டாக்டர் செவ்விராயசும, மாநில காசநோய் அலுவலர் ஆஷா பிடிக் ஆகியோர் தலைமைச் செயலகத்தில் முதல்வர் மு.க.ஸ்டாலினிடம் காண்பித்து வாழ்த்து பெற்றனர். இந்திகழ்வின் போது தலைமைச் செயலர் வெ.இராஜசேகர் உடனிருந்தார்.

தேசிய ஜனநாயக கூட்டணியை தமிழகத்தில் வழிநடத்துவது பாஜகதான்: அண்ணாமலை

சென்னை, ஏப்.6: தமிழகத்தில் தேசிய ஜனநாயக கூட்டணியை வழிநடத்துவது பாஜக தான் என்று தமிழக பாஜக தலைவர் கே.அண்ணாமலை தெரிவித்தார்.

தொடக்க தின விழாவையொட்டி, சென்னை தியாகராஜ நகரில் உள்ள பாஜக தலைமை அலுவலகமான கமலாவழித்தில் விழா முக்கியமான கூட்டிடுகையில், விழா முக்கியமான கூட்டிடுகையில், விழாவைத் தமிய நாள் காட்டியையும் அவர் வெளியிட்டார்.

நிகழ்ச்சிக்குப் பின் செய்தியாளர்களிடம் அவர் கூறியதாவது: தில்லியில் உள்ள தேசிய ஆட்சி மன்றக் குழு ஏடுக்கும் முடிவுதான் இறுதியானது.

இதில் பெரிய கட்சி, சிறிய கட்சி என்பது அடுத்தகட்ட விவாதத்துக்கானது. மத்தியில் தேசிய ஜனநாயக கூட்டணி இருப்பது போல, தமிழகத்திலும் பாஜக தலைமையில் தான் கூட்டணி உள்ளது. தமிழகத்தில் இந்தக் கூட்டணியை வழிநடத்துவது பாஜக கட்சி தான்.

தேர்தல் தேதிக்கு முன்பாகவே கூட்டணி யாருடன், எத்தனை தொகுதி, வேட்பாளர் யார் என்று முடிவு செய்யப்பட்டால், நல்ல கூட்டணியாக இருக்கும் என்றார் அவர்.

இந்த நிகழ்ச்சியில், மாநிலத் துணைத் தலைவர்கள் நாராயணன் திருப்பதி, சுருநாகராஜன், மாநில பொதுச் செயலர் கார்த்திகேயன் உள்ளிட்ட பலர் பங்கேற்றனர்.

ஆளுநர் பேச்சுக்கு இடதுசாரிகள் கண்டனம்

சென்னை, ஏப்.6: தூத்துக்குடி ஸ்டெர்லைட், கட்டிடம் அணு உலை எதிர்ப்பு போராட்டங்கள் வெளிநாட்டு நிதியில் தூண்டப்பட்டவை என தமிழக ஆளுநர் ஆர்.என்.ரவி கூறிய கருத்துக்கு இடதுசாரி கட்சிகள் கண்டனம் தெரிவித்துள்ளன.

இரா. முத்தாசன் (இந்திய கம்யூனிஸ்ட்) மசோதா நிலுவையில் உள்ளது என்றால் நிராகரிக்கப்பட்டதாக பொருள் எனவும், ஸ்டெர்லைட் நிறுவனத்துக்கு எதிராக மக்கள் மேற்கொண்ட போராட்டத்தை கொச்சைப்படுத்தும் விதமாக, வெளிநாட்டினர் தாண்டிட்டுப் போல் நடைபெற்ற

போராட்டம் எனவும் ஆளுநர் கூறியிருப்பது கண்டனத்துக்குரியது.

கே.பாலகிருஷ்ணன் (மார்க்சிஸ்ட்): வாழ்வுரிமைக்காக போராடிய தூத்துக்குடி மக்களை கொச்சைப்படுத்தும் விதத்தில் பேசியுள்ள துண்டனத்துக்குரியது.

இணையவழி குதாட்ட மசோதாவுக்கு இதுவரை ஒப்புதல் கொடுக்கவில்லை என்பதில் இருந்து அந்தச் சட்டம் நிறைவேற்றப்படக்கூடாது என்பதுதான் அரித்தம் எனத் தெரிவித்துள்ளார். அவர் உடனடியாக பதவி விலக வேண்டும்.

REVISION OF PRODUCT LABELLING ("RISK-O-METER") OF SCHEMES OF SUNDARAM MUTUAL FUND

NOTICE is hereby given to the investors / unit holders that pursuant to SEBI circular no. SEBI/HO/MUM/D/3/CIR/P20200197 dated October 05, 2020 the Risk-o-meter of the schemes of Sundaram Mutual Fund ("the Fund") shall stand revised as under.

Table with 3 columns: Name of the Scheme, Existing Risk-o-meter (Based on scheme portfolio as on February 28, 2023), Revised Risk-o-meter (Based on scheme portfolio as on March 31, 2023). Rows include Sundaram Overnight Fund, Sundaram Low Duration Fund, Sundaram Liquid Fund, Sundaram Ultra Short Duration Fund, Sundaram Emerging Small Cap - Series V, and Sundaram Equity Savings Fund.

Investors are requested to note that, apart from the change in the Risk-o-meters as stated above, there is no other change in the scheme features including nature, investment objective, asset allocation pattern, terms and conditions of the above-mentioned Schemes.

All other terms and conditions of the Scheme Information Document(s) / Key Information Memorandum(s) / Statement of Additional Information will remain unchanged.

This addendum forms an integral part of the Scheme Information Document (SID) / Key Information Memorandum (KIM) / Statement of Additional Information (SAI) to the schemes of Sundaram Mutual Fund as amended from time to time.

Place: Chennai Date: April 07, 2023 For Sundaram Asset Management Company Ltd R Ajith Kumar Secretary & Compliance Officer

Corporate Office: 1st & 2nd Floor, Sundaram Towers, 46, Whites Road, Royapettah, Chennai-14. Contact No. (India) 1860 425 7237, (NRI) +91 40 2345 2215 Fax: +91 44 2841 8108. www.sundarammutual.com

Mutual fund investments are subject to market risks, please read all scheme related documents carefully before investing. Returns are not assured or guaranteed.

14 ஆம் ஆண்டு நினைவு அஞ்சல் ஓட்டி... சேனா டெபென்சியூம் ஸ்டாப்டிஷன் ஊழியர்கள் கல்வியை மேம்படுத்தும் திட்டம்... 27-08-1994

தினமணி கதிர்... சேனா! முயற்சு! சினை!

TAMILNADU TRADE PROMOTION ORGANISATION (TNTPO) CHENNAI TRADE CENTRE COMPLEX, NANDAMBAKKAM, CHENNAI 600 089. TNTPO invites e-Tender for the Supplying and Stacking of Gravel/ Moorum at the Project site including Transportation for the Expansion Project.

தேசிய நிறுவனச் சட்டத் தீர்மானம் 2013-ன் கீழ்... CP (CAA)/12(CHE)/2023 IN CA (CAA)/80(CHE)/2022

சிறப்பு வட்டி வட்டி... 1860 425 7237, (NRI) +91 40 2345 2215 Fax: +91 44 2841 8108. www.sundarammutual.com

தி இந்தியா சீமெண்ட்ஸ் லிமிடெட்... 75

அஞ்சல் வாக்களிப்பிற்கான அறிவிப்பு... 16.05.2012 மற்றும் 16.05.2012

அஞ்சல் வாக்களிப்பிற்கான அறிவிப்பு... 16.05.2012 மற்றும் 16.05.2012