

BAG/STX/letters/2023-24/AM/1283

August 31, 2023

To, Listing Compliance Department BSE Limited, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai-400 001	To, Listing Compliance Department National Stock Exchange of India Limited Exchange Plaza, Bandra-Kurla Complex, Bandra (E), Mumbai-400 051
<b>Scrip Code: 532507</b>	<b>SYMBOL: BAGFILMS</b>

**Sub: Newspaper Advertisement – 30<sup>th</sup> Annual General Meeting of the Company through Video Conferencing ('VC')/Other Audio Visual Means ('OAVM')**

Dear Sir/Madam,

Pursuant to Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, and in compliance with the General Circular dated May 5, 2020 read with General Circular No. 14/2020 dated 8th April, 2020, Circular No. 17/2020 dated 13th April, 2020, Circular No. 20/2020 dated 5th May, 2020, Circular No. 02/2021 dated 13th January, 2021, Circular No. 21/2021 dated 14th December, 2021, 02/2022 dated 5th May 2022 and Circular No. 10/2022 dated 28th December, 2022 respectively issued by the Ministry of Corporate Affairs and Circular No. SEBI/HO/CFD/CMD1/CIR/P/2020/79 dated May 12, 2020, SEBI/HO/CFD/CMD2/CIR/P/2021/11 dated January 15, 2021, Circular No. SEBI/HO/DDHS/P/ CIR/2022/0063 dated 13th May, 2022 and Circular No. SEBI/HO/CRD/PoD-2/P/ CIR/2023/4 dated January 05, 2023 issued by the Securities and Exchange Board of India, please find attached herewith the copies of newspaper advertisements published in Business Standard-English & Business Standard-Hindi editions dated August 31, 2023, for giving Notice of the 30<sup>th</sup> Annual General Meeting of the Company to be held on Wednesday, September 27, 2023, at 4:30 P.M. (IST) through Video Conferencing ('VC')/Other Audio Visual Means ('OAVM').

You are requested to take the same on your record.

Thanking You

Yours sincerely

For **B.A.G. Films and Media Limited**

RAJEEV

PARASHAR

Digitally signed by  
RAJEEV PARASHAR  
Date: 2023.08.31  
13:00:46 +05'30'**(Rajeev Parashar)  
Company Secretary &  
Compliance Officer**

Encl:



# Google to roll out SGE ChatGPT Enterprise widens opportunity for IT services

### Tech giant to launch service in India today for better search results

**SOURABH LELE**  
New Delhi, 30 August

**T**ech giant Google on Thursday will roll out its generative artificial intelligence (AI) experiment of Search Labs called Search Generative Experience (SGE) in India to improve the search results on Chrome.

It will also introduce a new conversational style of queries.

With breakthroughs in generative AI, Google is retooling at new applications for search engines.

The new technological capability can unlock new types of questions that Search could answer while revamping the way information is organised, the company said.

This will help users sift through data and make sense of the output with more clarity.

The SGE experiment will be available to opted-in users on Chrome desktop first in India.

It will be rolled out on the Google App on Android and the iOS in the coming week.

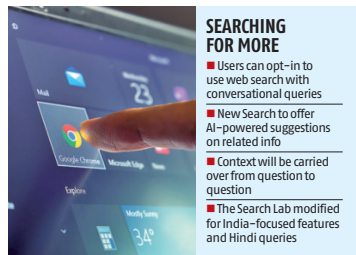
Google has also introduced other features that are unique to SGE in India.

For instance, a person can switch from an English result to Hindi by tapping the language toggle button and listen to the response with "Text-To-Speech" by tapping the "Listen" button.

Consumers will soon be able to tap the microphone icon in conversational mode to ask follow-up questions instead of typing them.

The conversational mode will enable users to intuitively learn more about the topic they are exploring.

Context will be carried over from question to question, to help people more naturally continue



their exploration. Apart from the overview, the users will see suggested next steps like "How to take great photos on a trek?", or type in a specific follow-up question.

"With new generative AI capabilities, search ads will continue to appear in dedicated ad slots throughout the page.

The search engine will continue to distinguish advertisements from organic search results.

When search ads do appear, they will continue to feature their industry-leading clear and transparent ad labels with the "Sponsored" label in bold black text.

"Which is a good beginner trek in Himachal and how to prepare for it?" Normally, one might break this one question down into smaller ones, sort through the vast information available, and start to piece things together themselves.

With generative AI, Search can do some of that heavy lifting, Google said in a statement.

"The SGE is the first step we're taking in this journey, and part of our vision to make Search radically more helpful. We've continued to bring this to India and look forward to receiving feedback and iterating on the experience alongside our users over the next few months," Kumar added.

capabilities in Search, people will see an overview of key information to consider, with links to dig deeper.

The tool is helpful, especially for new internet users, who may often get overwhelmed with the amount of information online, finding an answer more quickly can help ease their journey of discovery.

"For instance, a question like "Which is a good beginner trek in Himachal and how to prepare for it?" Normally, one might break this one question down into smaller ones, sort through the vast information available, and start to piece things together themselves.

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"The SGE is the first step we're taking in this journey, and part of our vision to make Search radically more helpful. We've continued to bring this to India and look forward to receiving feedback and iterating on the experience alongside our users over the next few months," Kumar added.

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"The SGE is the first step we're taking in this journey, and part of our vision to make Search radically more helpful. We've continued to bring this to India and look forward to receiving feedback and iterating on the experience alongside our users over the next few months," Kumar added.

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**SHIVANI SHINDE**  
Mumbai, 30 August

On Tuesday, OpenAI, the firm that owns the artificial intelligence-powered (AI) tool ChatGPT, announced a product aimed at the enterprise segment.

ChatGPT Enterprise will offer enterprise-grade security and privacy, and unlimited high-speed ChatGPT 4 access among various features.

The obvious question that arises is the impact of this on the information technology (IT) services players. Analysts believe this is an opportunity for the sector.

ChatGPT, launched just nine months ago, has seen IT personnel adopt it in over 80 per cent of Fortune 500 companies, said the company on its website as it unveiled the enterprise tool.

The launch of ChatGPT for enterprise comes at a time when IT players are building their own versions of a similar platform for their clients. Accenture, TCS, Infosys and HCL Tech are only a few of a long list of companies that have declared their intention to develop a significant presence in generative AI (GenAI) capabilities.

Jim Hare, distinguished VP analyst, analytics and AI, Gartner, says that ChatGPT Enterprise provides an additional opportunity to companies. They could engage enterprises offering services to organisations, who want to use an out-of-the-box GenAI tool, and connect it with their internal data, he explained.

"I don't see it disrupting the IT services ecosystem. OpenAI also has

n't shared their pricing and licensing model for ChatGPT Enterprise. It's unclear if there is better value in this new tool versus using Microsoft's versions or custom-built ones," he said.

Even if ChatGPT Enterprise is an opportunity, analysts pointed out that enterprises would need to take a calibrated approach.

Phil Fersht, chief executive officer and chief analyst of HIS Research, says that the enterprise world is still absorbing the generative AI overload and there are issues that need to be crystallised. "Enterprises are still struggling to adopt the cloud and we should remember that progress with GenAI is only possible when you fix your data infrastructure and integrate cloud and your other AI tools," he said.

"With that, you have to digest all those surveys with data on adoption rates with a big pinch of salt as con-

sultants and tech firms vie to lead the GenAI narrative. For example, many traditional NLP (natural language processing) projects are getting relabelled as GenAI to make them sound more appealing among many other initiatives using older AI tech," added Fersht.

He said the path to incorporate GenAI into the enterprise segment was fraught with challenges. Anything touching customer or employee data is more scrutinised than ever, and GenAI opens up a can of worms when it comes to immersing it into the enterprise.

He added: "Most GenAI use cases use public data today. Getting enterprises to share private data will be challenging, if not impossible. We hear about approaches for data anonymisation and data impact assessments. But as we saw with GDPR (General Data Protection Regulation), in the



and the courts will be the arbiters of the effectiveness of those approaches."

It's this complexity that may give an edge to IT services and consulting players. "Enterprises will likely ask IT service providers which approach is better based on the business value and use cases. Service providers have an additional opportunity to create/deliver services for those enterprises that want to use ChatGPT Enterprise for certain use cases but without the data privacy/security concerns," said Hare of Gartner.

Indian IT services firms as well as global services and consulting players like Accenture and Lenovo have announced plans to invest billions in creating expertise in the GenAI space. Indian firms such as Tata Consultancy Services (TCS), Infosys, HCLTech and Wipro are also working with hyperscalers (large cloud service providers) like Google and Microsoft.

Fersht pointed out that GenAI is not free. "To attract talent for data management, the rare breed of prompt engineers, or even to run your foundational model, it requires deep pockets. And that is before the debate around the carbon footprint of AI is getting started," he observed.

"Besides, getting access to the IT infrastructure to build these language models becomes expensive, and building business cases and longer-term viable cost models is going to dominate sourcing discussions in the coming months," cautions Fersht, who recommended enterprises to start building business cases first.

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**INDIA INFRASTRUCTURE FINANCE COMPANY LIMITED (IFCL)**  
CorporatE Office: F-23, Film City, Sector-16A, Noida-201301, (U.P.)  
Web: www.ifcl.in

**BAG B.A.G. Films and Media Limited**  
30<sup>th</sup> ANNUAL GENERAL MEETING OF B.A.G. FILMS AND MEDIA LIMITED TO BE HELD THROUGH VC (VIDEO CONFERENCING) / OAVM (OTHER AUDIO VISUAL MEANS)

**NBCC (INDIA) LIMITED**  
NBCC's 63<sup>rd</sup> Annual General Meeting and E-voting Information  
Notice is hereby given that the NBCC's 63<sup>rd</sup> Annual General Meeting (AGM) of the members will be held on Tuesday, September 26, 2023 at 12:00 Noon (IST) through Video Conferencing (VC) / Other Audio Visual Means ("OAVM"), in compliance with the applicable provisions of the Companies Act, 2013 and Rules made thereunder read with MCA's circular dated December 26, 2022 to transact the business as set out in the notice.

**Business Standard**  
GATI-SHAKTI CONNECT  
In focus  
How has Gati Shakti changed India's infra push?  
Today's Special  
Is declining foreign investment a cause for worry?  
Market Insight  
Will SpiceJet's stock rally make an emergency landing?  
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