



# VAIBHAV GLOBAL LIMITED

Ref: VGL/CS/2022/68

Date: 12<sup>th</sup> July, 2022

**National Stock Exchange of  
India Limited (NSE)**  
Exchange Plaza, C-1, Block G,  
Bandra Kurla Complex,  
Bandra, Mumbai – 400051  
**Symbol: VAIBHAVGBL**

**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400001  
**Scrip Code: 532156**

**Subject: Newspaper Publication**

Dear Sir / Madam,

With respect to captioned subject, please find enclosed copy of newspaper publication, published in Financial Express (English edition) and Business Remedies (Hindi edition) on 12<sup>th</sup> July, 2022.

This is for your information and record.

Thanking you,

Yours Truly,

For Vaibhav Global Limited

  
Sushil Sharma  
Company Secretary



# Underspending hits ROI in 0% of media plans: Nielsen

A research firm recommends that media spend needs to be between 1% and 9% of revenue for brands to stay competitive

## Key takeaways for marketers

- Overspending is not as problematic as underspending
- Underspending levels vary from channel to channel
- Over half of global display and digital video campaigns are underspending

Source: Nielsen ROI Report, July 2022

**New media like podcast ads and influencer marketing can drive over 70% of brand recall**

BY ASTINA MONIZ  
Delhi, July 11

ABOUT 50% OF marketers are not spending enough to attract maximum return on investment (ROI), according to a report by global market-research firm Nielsen. The report identifies gaps in marketers' budgets, channels and advertising strategies that are negatively impacting ROI in media spend. It highlights a 50-50-50 where, while 50% of media spend is underinvested by a factor of 50%, ROI can be recovered by 50% with the ideal budget. While sometimes a poor budget might cause brands to pull back on spending, the spend needs to be higher to break through and drive returns. Nielsen recommends that media spend needs to be between 1% and 9% of a brand's revenue to stay competitive. Underinvestment was one of

the key lessons the research agency uncovered, based on analysis of close to 1,50,000 observations of marketing ROI and its database of client-supplied media plans. Beyond the budgeting observations, the global report also offers certain key insights to deliver higher ROI across multiple marketing areas.

The first recommendation is in full-funnel marketing. The research firm suggests that to improve ROI, brands should pursue a balanced strategy for both upper and lower-funnel initiatives. Adding upper-funnel marketing to existing lower and mid-funnel marketing can grow overall ROI by 13% to 70%.

Second, while it is difficult for brands to spend large amounts without proof that emerging, new media works, Nielsen notes that spending small amounts on these media

make it hard to evaluate its outcome. The report observes that podcast ads, influencer marketing and branded content can deliver over 70% in aided brand recall. Further, influencer-marketing ROI is in fact comparable to ROI from mainstream media.

In terms of ad sales growth strategy, ROI will ultimately influence publisher pricing power.

Publishers are not just competing against others in their channel, but also against other channels, so comparing channel ROIs can help set pricing strategy. The report points out that social media delivers 1.7 times the ROI of TV, yet social gets less than one-third of TV ad spend.

On the audience measurement front, campaigns with strong on-target reach can deliver better sales outcomes.

## E-Auction of Properties : 17-08-2022 Last date of EMD : 16-08-2022

Samil Sangam Building, Delhi - 110022, Email: rondelrec@canarabank.com

### E-AUCTION SALE NOTICE

Construction of Financial Assets and Enforcement of Security Interest Act 2002 read with proviso to rule 6(2) of the

regulations (s) that the below described movable property mortgaged/charged to the Secured Creditor, the possession of which is in the hands of the Secured Creditor on the basis of "As is what is" basis on 17.08.2022 between 12.30 P.M. and 1.30 P.M. (With auto extension clause in case of non-availability of the Secured Creditor on the date of the auction to the Bank from the parties concerned. Details of the property are as under.

Details of movable property	Status of possession	Total Dues	a. Reserve Price (Rs) b. EMD (Rs) c. Incremental Bid (Rs) d. Date of Sale Notice	Account Number & IFSC Code
WAGON R GREEN LXI SUPERIOR WHITE DL1RTB8645 MA3EWEDE1S00B74369 Official Vehicle	Physical	Rs. 2,26,094.13 up to 31.08.2021 plus further interest at applicable rate from 01.09.2021 along with expenses, other charges, etc.	a. 82,500/- b. 8,250/- c. 1,000/- d. 11-07-2022	A/c No. 209272434 IFSC Code: CNRB0002846
IXCENT DL1RTB8145 MALA741CLFM140080 G4LAFM758140 Official Vehicle	Physical	Rs. 2,07,763.70 up to 31.07.2019 plus further interest at applicable rate from 01.08.2019 along with expenses, other charges, etc.	a. 35,000/- b. 3,500/- c. 1,000/- d. 11-07-2022	A/c No. 209272434 IFSC Code: CNRB0002009
SUZUKI WAGON R GREEN DL1RTB8492 No: 7878327 No: MA3EWEDE1S00B84029 Official Vehicle	Physical	Rs. 3,64,622.63 up to 31.08.2021 plus further interest at applicable rate from 01.09.2021 along with expenses, other charges, etc.	a. 1,06,000/- b. 10,600/- c. 1,500/- d. 11-07-2022	A/c No. 209272434 IFSC Code: CNRB0002846

(c) - Nil as per Bank Records.

Auction to be conducted on 12-08-2022 between 10.00 A.M to 5.00 P.M.

For details visit the bank's website www.canarabank.com or may contact the following during business hours.

Vihar Branch, New Delhi, e-mail cb2846@canarabank.com or Mr. L B NIRMAL, Mobile No.9312804994, Asstt General Manager, 3582291211, Manager, Canara Bank, New Delhi Regional Office, R K Puram Sector-5  
Circus, H-54 Branch, Delhi or Mr. L B NIRMAL, Mobile No.9312804994, Asstt General Manager, Canara Bank, New Delhi Regional Office, R K Puram Sector-5  
Raina Vihar Branch, New Delhi, e-mail cb2846@canarabank.com or Mr. L B NIRMAL, Mobile No.9312804994, Asstt General Manager, 3582291211, Manager, Canara Bank, New Delhi Regional Office, R K Puram Sector-5

On condition, RTO dues, Challans etc. No claim subsequent to submission of bid shall be entertained by the bank.

For details visit the bank's website www.canarabank.com Contact person Mr Prapat Kanjilal / Mr. D.D. Pakhare - MOB: 9832952602/8998418010 Land Line 080-23469665 email: rondelrec@canarabank.com

Authorised Officer, Canara Bank

Bank of India  
Janpath, Near Tolstoy Marg Opposite Hotel Imperial, New Delhi - 110001, Tel - 011-23461427  
Email ID-LargeCorporate@BankofIndia.co.in

### HEAD OFFICE, RECOVERY DEPARTMENT

#### PUBLIC NOTIFICATION

Bank has declared the following Directors / Guarantors of its defaulting Borrower Company M/S Kwalita Limited as Wilful Defaulter vide Order of Identification Committee of wilful defaulter dated 15.06.2022 subject to confirmation by Review Committee of wilful defaulter. Bank has issued Show Cause Notice dated 18.06.2022 of such Order containing the details of such order so as to enable them to either repay the contractual dues or to make their submission against declaration as Wilful Defaulter. These Show Cause Notices were sent by Speed Post/Registered Post at available postal address and some of them have returned as un-delivered. The details of the noticee Directors/Guarantors of the NPA borrower are as under:-

S. No.	Name of Promoter/ Director / Guarantor of Defaulting Borrower Company M/s Kwalita	Address
1.	Mr. Sanjay Dhigra (erstwhile Managing Director & Guarantor)	Address-1: House No-14, Ground Floor, road no-8, Pujabi Bagh, New Delhi-110026
2.	Mr. Manjit Dahiya (erstwhile Whole time Director)	House No-1157, Near Community Center Sector-10A, Gurgaon, Haryana-122001
3.	Mr. Kuldeep Sharma (erstwhile Whole time Director)	Flat No.333, Plot No.15, Great-India Apartment, Sector-6, Dwarka, Delhi-110075
4.	Mr. Sidhant Gupta (erstwhile Director)	X-12, Second Floor, Hauz Khas, Delhi-110016
5.	Mr. Satyendra Kumar Bhalla (erstwhile Whole time Director)	House No.B512, Jaivayu Tower, Sec-47, Noida, UP
6.	M/s Pashupati Dairies (P) Ltd (Corporate Guarantor)	92-E, Second Floor, Raja Garden, New Delhi-110015
7.	JTPL Pvt Ltd (Formerly known as JTPL Township Pvt Ltd) (Corporate Guarantor)	F-82, Distt Center, Shivaji Place, Rajouri Garden, New Delhi

Now, by means of publication of this notice, we once again advise all the above mentioned persons to forthwith approach our Bank of India, New Delhi Large Corporate Branch to collect the notice and respond within 7 days of this publication. In case we don't receive any response within 7 days, it will be treated and deemed that notice has been duly served and they don't have anything to defend and Bank

Assistant General Manager  
Recovery Department, H O

**Vaibhav Global Limited**  
Regd. Off: K-6B, Fateh Tiba, Adarsh Nagar, Jaipur- 302004  
Phone: 91-141-2601020; Fax: 91-141-2605077; CIN: L36911RJ1989PLC004945  
Email: investor\_relations@vaibhavglobal.com; Website: www.vaibhavglobal.com

### Notice of 33rd Annual General Meeting (AGM)

Notice is hereby given that the 33rd Annual General Meeting (AGM) of the Members of VAIBHAV GLOBAL LIMITED will be held on Tuesday, 2 August 2022 at 9.00 A.M. (IST) through Video Conferencing (VC) facility or Other Audio Visual Means ("OAVM") in compliance with General Circular numbers 14/2020, 17/2020, 20/2020, 02/2021 and 02/2022 dated 8 April 2020, 13 April 2020, 5 May 2020, 13 January 2021 and 5 May 2022 respectively, issued by the Ministry of Corporate Affairs (MCA) and Circular numbers SEBI/HO/CFD/CMD1/CIR/P/2020/79 dated 12 May 2020, SEBI/HO/CFD/CMD2/CIR/P/2021/11 dated 15 January 2021 and SEBI/HO/CFD/CMD2/CIR/P/2022/62 dated 13 May 2022 issued by the Securities and Exchange Board of India (SEBI) (hereinafter collectively referred to as "Circulars") to transact the business as set out in the Notice of AGM.

In compliance with the above circulars, the Company has completed the electronic dispatch of the Notice of 33rd Annual General Meeting and Integrated Annual Report for the Financial Year 2021-22 on Monday, 11th July, 2022 to the members of the company, whose email addresses are registered with the Company/Depository Participant(s)/ Registrar & Share Transfer Agent (RTA). The same is also available at the website of the Company i.e. www.vaibhavglobal.com; and on the website of the stock exchanges i.e. BSE Limited at www.bseindia.com and National Stock Exchange of India Limited at www.nseindia.com and on the website of the company's RTA i.e. Kfin Technologies Limited (Kfintech) at www.evoting.kfintech.com

Pursuant to the provisions of section 108 of the Companies Act, 2013 and Rule 20 of the Companies (Management and Administration) Rules, 2014 as amended from time to time and the provision of regulation 44 of the listing regulation, the members are provided with the facility to cast their vote electronically, through the remote e-voting services provided by Kfintech on all resolutions set forth in the notice of 33rd AGM. The Board of Directors has appointed Mr. B.K Sharma of B K Sharma and Associates, Practicing Company Secretary as Scrutinizer for the voting in fair and transparent manner. The members are here by requested to note that:

- The members can join and participate in the AGM through VC/OAVM facility only.
- The remote e-voting portal/facilities shall remain open from Friday, 29 July 2022 at 10.00 A.M. to Monday, 1 August 2022 at 5.00 P.M. The remote e-voting shall not be allowed beyond prescribed date and time mentioned above.
- A Person, whose name is recorded in the register of members/ beneficial owners maintained by the depositories/RTA as on cut-off date i.e. Tuesday, 26th July, 2022 shall be entitled to avail the facility of remote e-voting and voting during AGM.
- Any person who become the member of the Company after dispatch of the Notice of the meeting and holding shares as on the cut-off date i.e. Tuesday, 26th July, 2022 may obtain the user ID and password by sending request to evoting@kfintech.com. The detailed procedure for obtaining User id and password is also provided in the notice of AGM.
- The members who have cast their vote by remote e-voting may attend the AGM through VC/OAVM but shall not be entitled to cast their vote again. The member who are entitled to vote but have not exercised their right to vote through remote e-voting, may vote during AGM.
- In case any queries/ grievances pertaining to remote e-voting and voting at AGM may contact Mrs. C Sobha Anand, DGM, Kfintech Technologies Limited, Selenium Building, Tower-B, Plot No 31-32, Gachibowli, Financial District, Nanakramguda, Hyderabad - 500 032, Toll free No. 1800-349-4001; Email- evoting@kfintech.com

For Vaibhav Global Limited  
Sd/-  
Sushil Sharma  
Company Secretary  
FCS: 6535

Place: Jaipur  
Date: 11<sup>th</sup> July, 2022



