

**21<sup>st</sup> March 2024**

To,  
Department of Corporate Services  
**BSE Limited,**  
P. J. Towers, Dalal Street,  
Mumbai - 400 001

**Security Code: 542460**

**Security ID: ANUP**

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

**Symbol: ANUP**

Dear Sir/Madam,

**Sub.: Disclosure under Regulations 30 and 47 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations") – Newspaper Advertisement**

Pursuant to Regulation 47 read with regulation 30 and other applicable provisions of SEBI Listing Regulations please find enclosed a copies of Newspaper Advertisement published on 21<sup>st</sup> March 2024 in The Financial Express (In English – All India Edition and in Gujarati – Ahmedabad Edition) regarding the Notice of Extra-Ordinary General Meeting ("**EOGM**") of the Company is scheduled to be held on **Friday, 12<sup>th</sup> April 2024 at 11:00 A.M. (IST)** through Video Conferencing (VC)/Other Audio Visual Means (OAVM).

The above information is made available on the website of the Company i.e. <https://www.anupengg.com/notices-given-to-shareholders-by-advertisement/>.

Kindly take the same on your record.

Thanking you,

**Yours faithfully,**  
**For, The Anup Engineering Limited**

**Chintankumar Patel**  
**Company Secretary**  
**Membership No.: A29326**

**Encl.: as above**

## ● QUICK COMMERCE SPACE GETTING CROWDED

# Profits won't come so quick

AYANTI BERA  
March 20

DEEPINDER GOYAL BELIEVES his quick commerce business, Blinkit, could become bigger than Zomato in a year. Given the quick commerce space is tipped to grow at 30-35% annually, this is not surprising. The market could be worth ₹1.5 trillion a year — about 25 million households that spend an average of ₹4,000-5,000 a month to have goods and goodies delivered home within 10-30 minutes. It would explain Goyal's conviction on Blinkit's prospects. It would also explain why Flipkart has decided it wants to be part of the space once again.

Today, quick commerce services reach some 25 cities and experts say this could double in the next five years. But the large market isn't the only reason why Goyal is so keen on the space or why Flipkart is looking to make a comeback. It's because this is not a winner-takes-it-all kind of market — there's room for three or four players to do well.

As Sachin Salgaonkar and Shalav Saket, who analyse the sector at Bank of America, point out, no one player would be able to walk away with the lion's share. "The market share between the players would gravitate towards 35%, 30% and 25% for the top three and may not see a disproportionate 50-60% plus share for one player," they opine. As Ravi Kapoor, Partner and Leader — Retail & Consumer PwC, says, at an annual \$3 billion, the quick commerce market is yet to mature. Also, Kapoor believes that the AoV (average order value), density and frequency are equally important to deliver profits and the reason it's hard for one player to corner a disproportionate share.

This would explain Flipkart's confidence in re-entering a market where Blinkit is the market leader, Swiggy's Instamart is making significant headway and where Zepto is moving fast. Blinkit's run rate of six lakh orders a day, as per industry sources, is ahead of Swiggy Instamart's five lakh order and Zepto's daily volumes of 0.3 million.

Also, BigBasket is making changes to its model; it has revamped its slotted delivery service to 'supersaver' in 40 cities, to fulfill orders in less than



**THE BIG PICTURE**

**QUICK COMMERCE IS NOT A WINNER-TAKES-IT-ALL KIND OF MARKET—THERE'S ROOM FOR THREE OR FOUR PLAYERS TO DO WELL**

### BLINKIT'S LEADING THE WAY

Platform	AOVs of Indian quick commerce platforms – Dec '23 (₹)	No. of dark stores of Indian quick commerce platforms
Blinkit	635	451
Competitor 1	450	360+
Competitor 2	450	450+
Competitor 3	425	350+

Source: BofA Global Research

2 hours and offer an additional 5% in savings. It has also moved to a bike-based service. Experts believe JioMart could be a key contender.

Dunzo, which reported losses of ₹1,800 crore in FY23, however, seems to have lost its way.

Flipkart's advantage is that it is firmly entrenched in the e-commerce space and, with its wide assortment, can score over incumbents. At the same time, it would need to add

some categories of daily use since groceries and FMCG account for an estimated 75 % of the GMV (gross merchandise value) for Q-commerce platforms.

Experts say, however, the Q-commerce space calls for a different set of execution skills and that platforms need to work in a certain way to move to positive unit economics.

According to Puneet Mansukhani, Partner- Digital Advisory & Retail

Head, KPMG, it's critical to get the unit economics right quickly. "Since grocery is typically not a profitable business, the model is hard to crack," he says. Adds an industry insider "Running dark stores for Q-commerce is an altogether different proposition because they need to become profitable quickly".

Of course, Flipkart has the advantage of being able to cross-sell to its existing customer base. And having

run an e-commerce operation for many years, it would be up-to-speed on the data analytics.

As Mansukhani says, how platforms use data to gauge customer preferences is important to decide which categories to offer. "Product needs can change within a 10km distance. A Golf Course Road customer would be very different from a Sonar Road customer so inventories in the dark stores will need to match the varying preferences," he explains. Adds PwC's Kapoor, "This is a very complex model with the result that one player can be strong in one micro market, say a Powai, but perhaps not in another like South Bombay".

Flipkart faces keen competition. Blinkit is the market leader and proved it has the DNA to run a Q-commerce operation. Both Instamart and Blinkit can leverage their existing customer bases to cross-sell a range of products.

Zepto, say industry insiders, is becoming aggressive as seen in its delivery charges that are now the lowest in most places. Blinkit has made a name for itself in the kitchen, cooking essentials, home & personal care categories while Zepto is gaining goodwill in the fresh fruit and vegetables segment.

Meanwhile, Swiggy's Instamart is getting good traction in the indulgence category while BigBasket's wide assortment, including store labels, is a hit. BigBasket has recently revamped its slotted delivery service to 'supersaver' in 40 cities, to be able to fulfill orders in less than 2 hours and offer an additional 5% savings on a range of products. To be able to break into this market Flipkart will need to have a USP, first to attract customers and then to retain them.

The completion means the road to profitability is a long one. The trick, as Kapoor sees it would be to ramp up volumes, in something of a flywheel effect and benefit from economies of scale. "Brands will want to work with these platforms," he says. Mansukhani believes players are beginning to take corrective action. "They have started levying a convenience fee and some are charging a subscription fee so that customers are sticky. Else it will be difficult to cut the losses," he says. With Flipkart in the fray, that will now be harder.

# AI makes debut in LS polls with 'new' videos of voice cloning

SOUAMYARENDRA BARIK  
New Delhi, March 20

■ A conference organised by a wing of Tamil Nadu's ruling DMK in January 2024 had a surprising guest appearance: M Karunanidhi appeared on a big screen in his trademark black sunglasses, white shirt and a yellow shawl, praising the leadership of his son and Tamil Nadu CM MK Stalin. Except, Karunanidhi died in 2018.

■ In February 2024, the official handle of the AIADMK shared a voice message by party stalwart J Jayalalithaa in which she urges people to support its current leader Edappadi Palaniswami. Jayalalithaa died in 2016.

■ The Congress's official Instagram handle shared a deepfake where Prime

Minister Narendra Modi's face was superimposed onto that of Justh, the singer of a popular song titled Chori (thief). The vocals and lyrics of the song were altered through AI to make it sound like it was Modi's voice.

■ The BJP shared on Instagram a deepfake of Rahul Gandhi to make it seem that the Congress leader was uttering the words: "I don't do anything".

As the battleground for the Lok Sabha polls heats up, political parties find a new weapon in their arsenal: sharing content on social media platforms such as Facebook, Instagram, YouTube and X that are generated through artificial intelligence (AI) to either promote their own candidates or ridicule opponents and send targeted personalised messages to voters.

With the world's most populous country heading towards the biggest election process in the democratic world in 2024, all eyes are on India, where experts believe AI will be used on an unprecedented scale — and potentially be a deciding factor like social media was in the 2014 polls — even as the impact of the disruptive technology on voters remains to be seen.

Since the beginning of this year, both the BJP and Congress have shared content altered through AI on at least four occasions on their official Instagram handles. The themes of these manipulated



media — called deepfakes in common parlance — are similar: project leaders of the other party in a bad light.

Most recently, on Instagram, the Congress shared a picture of PM Modi facing a poster of a woman wrestler in tears. Ahead of the Assembly elections in Telangana last year, the official X handle of the Telangana Congress shared a deepfake of BRS leader KT Rama Rao purportedly urging the public to vote against his party.

The BJP has released at least two manipulated videos in the last few months — besides the Rahul Gandhi "I don't do anything" deepfake, another where AI was used to recreate voices of Opposition leaders Mamata Banerjee, Arvind Kejriwal and Akhilesh Yadav, among others.

Voice clones of candidates, generated by AI, are expected to be used by political parties for targeted messaging to voters, preferably days before the votes are cast.

## Remove all unauthorised political ads: EC to Centre and states

PRESS TRUST OF INDIA  
New Delhi, March 20

CRACKING THE WHIP, the Election Commission on Wednesday asked state governments to take down all unauthorised political advertisements from government, public and private properties and send a compliance report in the next 24 hours.

In a letter to the Union Cabinet secretary and the chief secretaries of all states and UTs, the EC said despite its letter issued on March 16 when the model code of conduct for the Lok Sabha elections and four assembly polls came into force, it has received complaints alleging that unauthorised political advertisements are still being displayed in many places across the country.

The Congress had recently raised the issue with the poll panel. "All unauthorised political advertisements, in the form of wall writings, posters, papers or defacement in any other form, cutouts, hoardings, banner flags were ordered to be removed in a time-bound manner from public spaces like railway stations, bus stands, airports, railway bridges, roadways, government buses, electric/telephone poles, municipal/local bodies' building and a strict compliance in this was to be ensured," it said.

The EC said it has taken a "serious note" of the non-compliance or partial-compliance of its instructions. It directed all state and UT governments to "immediately remove all unauthorised political advertisements and ensure full compliance of its instructions".

**TATA POWER**  
(Corporate Contracts Department)  
Sahar Receiving Station, Near Hotel Leela,  
Andheri (E), Mumbai 400 059, Maharashtra, India  
(Board Line: 022-67173158) CIN: L28920MH1919PLC000567

**NOTICE INVITING EXPRESSION OF INTEREST**

The Tata Power Company Limited hereby invites Expression of interest from eligible parties for Comprehensive Annual Maintenance Contract for various type of Air Conditioners across Mumbai for a period of two years (Ref No: C22F1317).

For details of pre-qualification requirements, purchasing of tender document, bid security, etc., please visit Tender section of our website (URL: <https://www.tatapower.com/tender/tenderlist.aspx>). Eligible parties willing to participate may submit their expression of interest along with the tender fee on or before 27<sup>th</sup> March 2024.

**TATA POWER**  
(Corporate Contracts Department)  
Tata Power Trombay Thermal Power Station, Corporate Contracts, 51 Floor, Station B,  
The Tata Power Company Limited, Chembur-Mahul Mumbai 400074 13, Maharashtra, India.  
(Board Line: 022-47175923, Mobile 9223501476) CIN: L28920MH1919PLC000567

**NOTICE INVITING EXPRESSION OF INTEREST**

The Tata Power Company Limited hereby invites Expression of interest from interested and eligible parties for following job at Tata Power Trombay Thermal Power Station, Distt Mumbai, Maharashtra, India.

"Renovation and modification job for PSP broomroom at Trombay civil office at Tata Power Trombay Thermal Power Station A."

For details of pre-qualification requirements, purchasing of tender document, bid security, etc., please visit Tender section of our website (URL: <https://www.tatapower.com/tender/tenderlist.aspx>). Eligible parties willing to participate may submit their expression of interest the above job along with the tender fees for issue of respective tender documents latest by 7<sup>th</sup> April 2024.

**THE ANUP ENGINEERING LIMITED**  
CIN: L29306GJ20171PLC099085  
Regd. Office: Behind 66 KV Elec. Sub-Station, Odhav Road, Ahmedabad-382415  
Tel. No. : +91-79-4025 8900 Fax No. : +91-79-2287 0642  
Email: [investorconnect@anupengg.com](mailto:investorconnect@anupengg.com) Website: [www.anupengg.com](http://www.anupengg.com)

**NOTICE OF THE EXTRA ORDINARY GENERAL MEETING OF THE COMPANY**

Notice is hereby given that the Extra-Ordinary General Meeting ("the EGM / the meeting") of the Members of M/s. The Anup Engineering Limited ("the Company") will be held on Friday, 12<sup>th</sup> April, 2024 at 11:00 a.m. (IST) through Video Conference ("VC") / Other Audio-Visual Means ("OAVM") to transact the business(es) set forth in the Notice of EGM dated 20<sup>th</sup> March 2024.

Pursuant to General Circular No. 14/2020 dated 8<sup>th</sup> April 2020 read with other relevant circulars including 09/2023 dated 25<sup>th</sup> September 2023 issued by the Ministry of Corporate Affairs ("MCA") (collectively referred to as "MCA Circulars") and Securities and Exchange Board of India ("SEBI") vide its circular no. SEBI/HO/CFD/CMD1/CIR/P/2020/79 dated May 12, 2020, circular no. SEBI/HO/CFD/CMD2/CIR/P/2021/11 dated January 15, 2021, circular no. SEBI/HO/CFD/CMD2/CIR/P/2022/62 dated May 13, 2022, circular no. SEBI/HO/CFD/PoD-2/P/CIR/2023/4 dated January 5, 2023 and circular no. SEBI/HO/CFD/CFD-PoD-2/P/CIR/2023/167 dated October 07, 2023 (collectively "SEBI Circulars"), have permitted companies to conduct EGM through VC or other audio visual means, subject to compliance of various conditions mentioned therein. In compliance with the aforesaid MCA Circulars and SEBI Circulars and the applicable provisions of Companies Act, 2013 and rules made thereunder, and SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, the EGM of the Company is being convened and will be conducted through VC.

The Notice of EGM has been sent, on 20<sup>th</sup> March 2024, only through electronic mode to all those members who have registered their email address with the Company/ Depository Participants in accordance with the aforesaid Circulars. Members may note that the Notice of EGM is also available on the website of the Company at <https://www.anupengg.com/announcement/>, BSE Limited at [www.bseindia.com](http://www.bseindia.com) and the National Stock Exchange of India Limited at [www.nseindia.com](http://www.nseindia.com).

In case the members have not registered their email address, they can follow the below procedure:

- The Members holding shares in DEMAT form are requested to register their e-mail address / electronic bank mandate with their respective Depository Participant.
- The Members holding shares in Physical mode are requested to furnish their e-mail address / electronic bank mandate details in Form ISR-1 and other relevant forms pursuant to SEBI Circular bearing reference no. SEBI/HO/MIRSD/MIRSD-PoD-1/P/CIR/2023/37 dated March 16, 2023. Relevant details and forms prescribed by SEBI in this regard are available on the website of the Company at <https://www.anupengg.com/updates/>. Members whose Email IDs are not updated with the Company/Registrar and Share Transfer Agents/Depository Participants can avail soft copy of the EGM Notice by raising a request to the Company by email at [investorconnect@anupengg.com](mailto:investorconnect@anupengg.com).

Members can attend and participate in the EGM through VC/OAVM facility. The instructions for joining the EGM would be provided in the Notice of EGM. Members attending the meeting through VC/OAVM shall be counted for the purpose of reckoning the quorum under Section 103 of the Companies Act, 2013. The Company is also providing remote e-voting facility ("remote e-voting") to all its members to cast their votes on all the resolutions set out in the Notice of EGM. Also, the Company shall be providing the facility for voting through e-voting system during the EGM. The detailed procedure of remote e-voting / e-voting during the EGM is mentioned in the Notice of EGM.

In terms of the provisions of Section 108 of the Companies Act, 2013 read with Rule 20 of the Companies (Management and Administration) Rules, 2014 (as amended), Regulation 44 of SEBI (Listing Obligations & Disclosure Requirements) Regulations 2015 (as amended) and aforesaid circulars, the Company is pleased to offer its members the facility of "remote e-voting" provided by National Securities Depository Limited (NSDL) to exercise their right to vote on the business(es) as set forth in the Notice of the EGM. The facility of casting votes by a member using remote e-voting system as well as venue voting on the date of the EGM, on the resolution set forth in the Notice, will be provided by NSDL. All the members are informed that:

- the Special Business as set out in the Notice of the EGM will be transacted through voting by electronic means;
- the remote e-voting shall commence on Tuesday, 9<sup>th</sup> April 2024, at 09:00 A.M. (IST);
- the remote e-voting shall end on Thursday, 11<sup>th</sup> April 2024, at 05:00 P.M. (IST);
- the cut-off date for determining the eligibility to vote by electronic means or at the EGM is Friday, the 5<sup>th</sup> April 2024.
- any person holding shares in physical form and non-individual shareholders, who acquires shares of the Company and becomes member of the Company after the notice is being sent by e-mail and holding shares as on the cut-off date i.e. Friday, the 5<sup>th</sup> April 2024, may obtain the login ID and password by sending a request at [evoting@nsdl.co.in](mailto:evoting@nsdl.co.in) or Password at [investorconnect@anupengg.com](mailto:investorconnect@anupengg.com). However, if you are already registered with NSDL for remote e-voting, then you can use your existing user ID and password for casting your vote. If you forgot your password, you can reset your password by using "Forgot User Details/Password" or "Physical User Reset Password" option available on [www.evoting.nsdl.com](http://www.evoting.nsdl.com) or call on 022 - 4886 7000. In case of Individual Shareholders holding securities in demat mode who acquires shares of the Company and becomes a Member of the Company after sending of the Notice and holding shares as on the cut-off date may follow steps mentioned in the Notice of the EGM under "Access to NSDL e-Voting system";
- Members who have not voted through Remote E-voting facility will be permitted to vote through e-voting during the EGM;
- The members who have already casted their vote through remote e-voting may attend the EGM through VC/OAVM but shall not be entitled to cast their vote during the EGM;
- All persons whose names are recorded in the Register of Members or in the Register of Beneficial Owners maintained by the Depositories as on the cut-off date namely Friday, the 5<sup>th</sup> April 2024, only shall be entitled to vote at the Extraordinary General Meeting by availing the facility of remote e-voting or by voting at the Extraordinary General Meeting. Members can cast their vote through remote e-voting or through e-voting during the EGM in the manner and by following the instructions as mentioned in the Notes section of the Notice dated 20<sup>th</sup> March 2024 convening the EGM.
- 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](http://www.evoting.nsdl.com) or call on toll free no.: 022 - 4886 7000 or send a request to Ms. Pallavi Mhatre, at [evoting@nsdl.co.in](mailto:evoting@nsdl.co.in). Members may also write to the Company Secretary at [investorconnect@anupengg.com](mailto:investorconnect@anupengg.com) or at the Registered Office address.

Members are advised to register/update their e-mail address with their DPs, in case of the shares held in electronic form and with the company and/or its RTA in case shares held in physical form for receiving all communications, including Annual Report, Notices etc. by e-mail from the company in future.

For The Anup Engineering Limited  
Chintankumar Patel  
Company Secretary  
Membership No. A29326

Place: Ahmedabad  
Date : 20<sup>th</sup> March 2024

**ICICI Prudential Asset Management Company Limited**  
Corporate Identity Number: U99999DL1993PLC054135

Registered Office: 12<sup>th</sup> Floor, Narain Manzil, 23, Barakhamba Road, New Delhi - 110 001.  
Corporate Office: ONE BKC, A - Wing, 13<sup>th</sup> Floor, Bandra-Kurla Complex,  
Bandra (East), Mumbai - 400 051; Tel: +91 22 2652 5000, Fax: +91 22 2652 8100,  
Website: [www.icicipruamc.com](http://www.icicipruamc.com), Email id: [enquiry@icicipruamc.com](mailto:enquiry@icicipruamc.com)  
Central Service Office: 2<sup>nd</sup> Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway, Goregaon (E), Mumbai - 400 063. Tel: 022 2685 2000 Fax: 022 26868313

Notice to the Investors/Unit holders of ICICI Prudential Ultra Short Term Fund, ICICI Prudential Long Term Bond Fund, ICICI Prudential Regular Savings Fund and ICICI Prudential Credit Risk Fund (the Schemes)

Notice is hereby given that ICICI Prudential Trust Limited, Trustee to ICICI Prudential Mutual Fund has approved the following distribution under Income Distribution cum capital withdrawal option (IDCW option) of the Schemes, subject to availability of distributable surplus on the record date i.e. on March 26, 2024\*:

Name of the Schemes/Plans	Quantum of IDCW (₹ per unit) (Face value of ₹ 10/- each) <sup>5</sup> †	NAV as on March 19, 2024 (₹ Per unit)
<b>ICICI Prudential Ultra Short Term Fund</b>		
Quarterly IDCW	0.1982	11.0136
Direct Plan - Quarterly IDCW	0.2103	11.2235
<b>ICICI Prudential Long Term Bond Fund</b>		
Quarterly IDCW	0.3686	12.5717
Direct Plan - Quarterly IDCW	0.3945	12.9316
<b>ICICI Prudential Regular Savings Fund</b>		
Quarterly IDCW	0.3162	11.7330
Direct Plan - Quarterly IDCW	0.4137	14.4223
Half Yearly IDCW	0.6831	13.2662
Direct Plan - Half Yearly IDCW	0.9396	17.0458
<b>ICICI Prudential Credit Risk Fund</b>		
Quarterly IDCW	0.2607	11.1577
Direct Plan - Quarterly IDCW	0.2956	11.8279

<sup>5</sup> The distribution will be subject to the availability of distributable surplus and may be lower depending upon the extent of distributable surplus available on the record date under the IDCW option of the Schemes.

<sup>†</sup> Subject to deduction of applicable statutory levy, if any

\* or the immediately following Business Day, if that day is a Non - Business Day.

The distribution with respect to IDCW will be done to all the unit holders/beneficial owners whose names appear in the register of unit holders/Statement of beneficial owners maintained by the Depositories, as applicable under the IDCW option of the Schemes, at the close of business hours on the record date.

**It should be noted that pursuant to payment of IDCW, the NAV of the IDCW option of the Schemes would fall to the extent of payout and statutory levy (if applicable).**

For ICICI Prudential Asset Management Company Limited  
Sd/-  
Authorised Signatory

Place: Mumbai  
Date : March 20, 2024  
No. 012/03/2024

To know more, call 1800 222 999/1800 200 6666 or visit [www.icicipruamc.com](http://www.icicipruamc.com)

Investors are requested to periodically review and update their KYC details along with their mobile number and email id.

To increase awareness about Mutual Funds, we regularly conduct Investor Awareness Programs across the country. To know more about it, please visit <https://www.icicipruamc.com> or visit AMFI's website <https://www.amfiindia.com>

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

Ahmedabad

