

# BAMBINO AGRO INDUSTRIES LIMITED



04<sup>th</sup> December, 2021

To,  
BSE Limited  
Floor 25, Phiroze Jeejeebhoy Towers,  
Dalal Street, Fort,  
Mumbai – 400001

Scrip Code: 519295

Dear Sir/Madam,

**Sub: Newspaper Publication of dispatch of Notice of 38<sup>th</sup> Annual General Meeting (AGM) to be held on 29<sup>th</sup> December 2021**

Further to our letter dated 01<sup>st</sup> December 2021 regarding dispatch of Notice of 38<sup>th</sup> Annual General Meeting to be held on 29<sup>th</sup> December 2021 at 9.45 P.M. IST at the Registered Office of the Company through Video Conferencing ("VC") / Other Audio-Visual Means ("OAVM") to the shareholders of the Company, please find enclosed newspaper advertisements, published in compliance with Regulation 47(1)(d) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 in Nava Telangana (Telugu) and Business Standards all edition (English) on 04<sup>th</sup> December 2021.

This is for your information and updation.

Yours Faithfully,

For Bambino Agro Industries Limited

Ritu Tiwary  
Company Secretary & Legal  
Encl.: a/a



**WE BRING HEALTH, TASTE AND CONVENIENCE TO LIFE**

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# TV eyes HENRY

## A niche player in premium TVs is refocusing its sales strategy on the emerging market of high earners who are not rich yet

**PAVAN LALL**  
Mumbai, 3 December

In the crowded premium TV market, dominated by mega-brands such as Sony, Samsung, LG and Panasonic, home-grown Yu TV is a minnow. It made a modest debut in 2006 and has been retelling its product story that mostly consist of large premium televisions (that cost between ₹300,000 and ₹400,000) through offline and brick-and-mortar locations spread across 800 stores nationwide. From this month, it is looking to add a new channel to its sales network. Direct-to-consumer, or D2C.



Devita Saraf broke the mould when she began Yu TV, becoming her own 'model-CEO'

### SWITCHING CHANNELS

FY18-19

• Sales ₹952 Cr

• Total TVs sold 463,000

• Total TVs sold (excl 32-inch) 314,000

FY19-20

• Sales ₹909 Cr

• Total TVs sold 490,000

• Total TVs sold (excl 32-inch) 290,000

FY20-21

• Sales ₹704 Cr

• Total TVs sold 290,000

• Total TVs sold (excl 32-inch) 200,000

Source: Yu TV

The objective, the company's founder and Chief Executive Devita Saraf explained, is to connect more deeply with India's younger consumer audience. Arguably among one of the largest in the world, this is a segment that could accelerate sales, especially if it is via a digital channel.

Her company will retail its TVs through the website [vstore.com](http://vstore.com) and Saraf says she will, by and large, aim to service the same spread of geography that her brick-and-mortar network does. Why D2C now? "We went youth-first when we started out and as the market is largely driven by a digital-first group, it follows naturally to continue to keep our pulse on a young audience today," she said. It's no secret that the last couple years have spurred an adaptation to online commerce across ages and product and industry categories.

Saraf broke the mould when she started her company by becoming her own 'model-CEO' ambassador to endorse the brand as well as challenging the incumbent duopoly of electronics giants Samsung and LG in terms of mindshare and brandshare — which most new entrants in consumer electronics tend to avoid.

She went on to add that audiences have evolved significantly over the years, and the current consumer base, which is a large part of her industry's total addressable market, or TAM, is in their twenties and an entirely tech-savvy breed.

"They (the youth) want to communicate and buy directly from the brand, which is why across the world companies are going D2C," Saraf said. Internationally, from Dollar Shave Club to Warby Parker, and in India, from Mercedes-Benz to Lenskart, companies have adopted D2C as an augmented way to reach their buyers.

Saraf said her market research shows that larger flat-screen TV buyers are typically in the premium and high net worth (HNW) income category and, therefore, tend to watch English and Hindi channels as well those in a few South Indian languages. There are two audiences for YU — HNI and then what Saraf calls the "HENRY": which is short for High Earner but Not Rich Yet, and likely to segue into an HNI at some stage. Devangshu Dutta, CEO of management consultancy firm Third Eye Research, said, "For any smaller player looking to compete in a sector dominated

by larger players, going the D2C way is not only margin-friendly but also ensures that it creates a certain mystique around the brand that allows it to connect with consumers in a way that's more special than buying from a store.

The D2C route protects margins, he explained, because it enables brands to lower costs of customer acquisition while growing their business. Of course, "the key is in being able to manage that cost smartly and keep business growing, which is not always easy to do," he added. Yu's approach is, certainly ambitious. The company, with a pre-tax profit of around ₹60 crore, will be investing ₹50 crore in its DTC platform across two broad areas — customer acquisition cost, which computes the lifetime value of the customer and manages everything from the way the customer shops and closes on a deal, to the framework in which it all happens.

"That includes the back end, the front end, the exclusive call centres, which have been set up in addition to Yu's existing 300-team call centre and customer support division," Saraf said.

The DTC division will have a separate team of 20 people based out of Mumbai to help assist customers and offer information and data on product.

D2C Private Limited. Saraf says it will take two days to deliver in Metro cities and between four and five days in smaller towns (the company has assembly plants in Tamil Nadu and Andhra Pradesh). "We won't scale back on or replace our co-existing channels, this is not a shift to another model but is a growth strategy," she said.

In terms of customer segmentation, the flat panel TV trade itself is seeing several new trends emerge. Others include leaning on OLED technology versus OLED because research shows that people in India watch TV in bright environments and not in the dark. "OLED has a sharper contrast and OLED is brighter," she added. Increasingly, her industry also finds opportunities to diversify and increase a portfolio into other categories. "The entertainment category is very large and with the use of TV's and screens for education and entertainment, there are multiple product extension possibilities in the future," Saraf said, adding that gaming video conferencing, and education conferencing are all growth areas.

What are the challenges that VU foresees with D2C? "Reinventing the overt customer experience and being innovative requires one to be consistently on the edge, through adding new experiences, and that will be interesting to achieve and target," she said.

# Women still bear burden in many areas, shows NFHS-5

SINDHU BHATTACHARYA  
New Delhi, 3 December



In Rajasthan's Tonk district, a *purohit* (priest) has adopted a novel way to prevent child marriage for vulnerable girls. When parents come to him for an auspicious date, he first checks the birth date documents of the would-be bride. If he finds the girl is being married off before turning 18, he tells them that no auspicious dates are available for a long time and then gently tries to persuade them against marrying off their daughters before they turn 18.

Narrating this simple yet effective technique, Zaeher Alam, Zonal Coordinator with Action Aid in Rajasthan, says the *purohit* is among religious leaders and influential individuals who have come together to form a 'Balvivah Jagriti Manch' in Tonk.

The local administration is also active, especially now since it is the marriage season in North India. An order passed earlier this week mandates that caterers, printing press owners, *maulvis* and others involved in marriages must report any instance of underage girls being married off to a 24x7 control room that has been established to prevent child marriages. The efforts being put in by the administration as well as NGOs come even as latest government data in 2019-21, nearly 40% of Indian women get married before turning 18. There has been a decline in this score — in 2014-15, the

percentage was nearly 27 — 21. The decline is neither fast enough nor uniform across states.

One of the worst performers in child marriages was Bihar, according to the National Family Health Survey-5, where nearly 41 per cent women were married before they turned 18. In Rajasthan, this percentage was 25.4 in 2019-21.

Not just being married off early, women in India also continue to bear a disproportionate burden in several parameters. Literacy, spousal violence, nutritional deficiencies, freedom to operate a mobile phone and earning a wage — while all of these markers have improved over the years, a large number of women still continue to struggle.

Take the total fertility rate (TFR) for instance. There has been much commentary over TFR dropping below the replacement rate for the first time in India since the national health surveys started. The NFHS-5 data show that TFR at the all-India level is now 2.2 versus 2.2 in NFHS-4.

Below the replacement rate of 2.1, TFR denotes the number of children a woman will have in her lifetime while replacement rate is the rate at which the number of births and deaths are equal. So India's population explosion fears have turned out to be unfounded.

One in 10 women in the hinterland wanted access to family planning methods in 2019-20 but did not have an opportunity

While NFHS-5 data show that there has been an increase in the use of modern contraceptive methods, a simultaneous increase in female sterilisation coupled with continued stagnation in

male sterilisation uptake shows that not only do women lack control over how many children they want, but the onus of all family planning still lies with them.

The government must adopt a targeted social and behaviour change communication strategy to ensure that men also take responsibility for family planning. Most programmes assume that primarily women are contraceptive users. There is a dearth of interventions that focus on improving male engagement in family planning," says Poonam Mutreja, executive director at the Population Foundation of India.

The NFHS-5 data also show continued prevalence of spousal violence. More than 29 per cent women surveyed had experienced spousal violence.

The decline from 31.2 per cent seen in NFHS-4 but still involving a sizable proportion. In fact, gender activists are already pointing out that patriarchy is evident in the questions included in the survey itself. One of the questions asked of men is "In your opinion, is a husband justified in hitting or beating his wife in the following situation?" and goes on to list seven reasons. These include neglecting the house or children, disrespect for in-laws and unproperly cooked food.

More on [www.business-standard.com](http://www.business-standard.com)

# Tech holes that ensure crypto cannot be effectively banned

## Virtual private networks, peer-to-peer exchange, decentralised finance platforms and multi-use ports mean crypto trades can flourish despite a ban

DEEPAKAR CHOUHARY  
Bengaluru, 3 December

It is not possible to enforce an effective proscription on cryptocurrency in a foolproof manner, say experts in the fledgling industry even as India oscillates between a ban and no ban.

"It is like wanting to ban file-sharing through torrents. Governments all over the world have tried doing it for 20 years, but it is very difficult to stop a peer-to-peer network," said Harsh Rajat, co-founder of blockchain start-up EPNS (Ethereum Push Notification Service).

At present, there are two major examples of countries that have banned crypto and evidence shows that both of them have not succeeded.

First, Nigeria's central bank curbed local banks from working with cryptocurrencies in February, warning of "severe regulatory sanctions" and freezing accounts of companies and users thereof. But a Reuters report in October said that crypto adoption in the country increased following the ban.



cracked down on crypto mining operations in the country and then followed it up with a blanket ban on all crypto related activities, including trading, in September.

But, at the same time, there has been an increased activity on decentralised finance (DeFi) platforms that operate on blockchain — and which can be used to trade in crypto without any intermediaries like banks or standard crypto exchanges.

software with each other. But this would mean blocking other genuine software that use a particular port," explained Rajat. "For example, port 8333 is used by Bitcoin but also by cloud computing major VMware."

The simplest option for a ban is to block local crypto exchanges in the country. In that case, the exchanges would move abroad and attract users through virtual private networks (VPNs) that help users mask IP addresses.

"This is the same method through which people watch Netflix shows or meant for India or download torrents. It would just reduce the government's ability to track and tax transactions. There will be money laundering and scams," said the crypto exchange founder quoted earlier.

Another thing that experts point out is that a ban on crypto in India would not stop people from amassing such assets in other jurisdictions. For example, if a crypto user rendered freelance services to a company abroad and chose to take the payment in crypto, the assets could still be in the foreign jurisdiction unless they are traded in lieu of INR transactions in India.

This would also mean that while the RBI ban three years back was successful in drying crypto liquidity in the country to a large extent, it won't succeed this time as more and more people start doing "piggy bank" for companies abroad.

"Any outright ban would not yield any effective solution, for personal jurisdiction might not extend to the users situated in foreign jurisdictions. Also, as per Financial Action Task Force recently issued Guidance on Virtual Assets and Virtual Asset Services Provider, the proliferation of these instruments requires accommodation in any governance model," said Abhishek Malhotra, managing partner of TMT Law Practice.

**It is estimated that \$1.25 billion worth of cryptocurrency transactions have happened on decentralised finance platforms from India**

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**NOTICE TO MEMBERS**  
Notice is hereby given pursuant to the provisions of the Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and Refund) Rules, 2016 notified by the Ministry of Corporate Affairs.  
As per section 124(6) of the Companies Act, 2013 (the Act) and the above mentioned Rules, if shares of which dividend has not been paid or claimed for seven consecutive years or more are required to be transferred to the Demat Account of the Investor Education Protection Fund (IEPF) Authority. In respect of the Interim Dividend declared for the financial year 2018-19, the due date for transfer of shares as per the Act, Rules & Transfer Regulations is 23rd February, 2022.  
The Company has communicated individually to the concerned shareholders whose shares are required to be transferred to IEPF Authority under the said Rules at their latest available address.

**KFin Technologies Private Limited**  
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Toll Free No: 1900-3094-001  
Email: [shareid@kfintech.com](mailto:shareid@kfintech.com)  
Contact Person: Mr. Rajkumar Kulkarni, Assistant General Manager

**For Carbtorundum Universal Limited**  
Place: Chennai Date: 4th December, 2021  
Sd/-  
Rajkumar Suresh Kumar  
Company Secretary

**WEBFIL LIMITED**  
Regd. Office: "YULE HOUSE", & D. Rajendra Prasad Sarani, Kolkata - 700011.  
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CIN: L36909WB1979PLC032046

**SERVICE OF DOCUMENTS THROUGH ELECTRONIC MODE**  
Dear Shareholders,  
This is to inform you that pursuant to the provisions of the Companies Act, 2013 and the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with the Ministry of Corporate Affairs (MCA) and SEBI Circulars issued in connection with the present circumstances caused due to COVID-19, the Company shall send all notices and documents like General Meeting Notices (including AGM), Financial Statements, Directors' Report, Auditors' Report, Postal Ballot Papers, if any, and other communications to the registered members only through electronic mode, at the designated email addresses registered with the Company or with the DPs.

In terms of the above, the Members, who have not yet registered their email addresses with the Company, are requested to register their e-mail address and mobile number with the Company in the following manner:  
**Members with physical holding:**  
A scanned copy of signed request letter may be sent to the Company's email id: [sneha.kewat@webfilindia.com](mailto:sneha.kewat@webfilindia.com) and/or to the Share Transfer Agent Ltd., email id: [mcstas@rediffmail.com](mailto:mcstas@rediffmail.com), mentioning/encloding the legible scan copy of the following as may be applicable:  
1. Folio no.  
2. Email id.  
3. Mobile No.  
Members with demat holding:  
Register/update through respective DPs (Any such update effected by the DPs will automatically reflect in the Company's subsequent records)  
The Company requests all the Members who have not yet registered their email addresses/Mobile no./PAN with the Company to register the same at the earliest.  
For and on behalf of  
**WEBFIL LIMITED**  
Sd/-  
Sneha Kewat  
Company Secretary

**BAMBINO AGRO INDUSTRIES LIMITED**  
CIN No: L15447TG199PLC004393  
Registered Office: 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100  
Ph: No. 044-34838322, Email: [info@bambinoagro.com](mailto:info@bambinoagro.com), Website: [www.bambinoagro.com](http://www.bambinoagro.com)

**Notice of 38th Annual General Meeting and E-voting Information**  
NOTICE IS HEREBY given that the 38th Annual General Meeting ("AGM") of the Company is scheduled to be held on **Wednesday, December 29, 2021 at 9.45 AM (IST) through Video Conferencing ("VC") / Other Audio Visual Means ("OAVM")** without physical presence of the members at a common venue as per the provisions of the provisions of the Companies Act, 2013 and the Rules made thereunder, SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations") read with General Circular dated January 13, 2021, dated May 5, 2020 read with Circulars dated April 13, 2020 and April 8, 2020 issued by the Ministry of Corporate Affairs (MCA) and Circular No. SEBI/HR/CFD/CMD/IR/P/2020/78 dated May 12, 2020 issued by the Securities and Exchange Board of India (collectively referred to as "the Circulars"), to transact the business as set out in the Notice of AGM dated November 13, 2021.

In compliance with the said MCA circulars and SEBI Circular, the Company has sent the Notice of the AGM and Annual Report 2020-2021 on December 01, 2021 through electronic mode to all the members whose email IDs are registered with the Company / Depository Participant(s). These documents are also available on the website of the Company at [www.bambinoagro.com](http://www.bambinoagro.com), [www.bombaystockexchange.com](http://www.bombaystockexchange.com) and [www.sebi.gov.in](http://www.sebi.gov.in) and on the website of Share Transfer Agent of the Company viz. KFin Technologies Private Limited (hereinafter referred to as "KFin") at <https://evoting.kfintech.com/>.

Pursuant to provisions of section 108 of the Companies Act, 2013 and Rule 20 of the Companies (Management and Administration) Rules, 2014 as amended and Regulation 44 of the Securities and Exchange Board of India (Disclosure Requirements) Regulations, 2015, members holding shares in physical or dematerialised form, as on the cut-off date i.e. December 22, 2021, may cast their vote electronically on the business as set out in the Notice of AGM of the Company through e-voting platform of KFin through their portal <https://evoting.kfintech.com/>. The detailed procedure / instructions for e-voting are contained in the Notice of 38th AGM.

a) Remote e-voting through electronic means shall commence from Sunday, December 26, 2021 from 9.00 a.m. (IST) and ends on Tuesday, December 28, 2021 at 5.00 p.m. (IST).  
b) Cut-off date for the purpose of e-voting shall be Wednesday, December 22, 2021.  
c) Persons who have acquired shares and become members of the Company after the dispatch of Notice and who are eligible shareholders as on the cut-off date i.e. December 22, 2021, may obtain login-id and password for remote e-voting by sending a request at [shareid@kfintech.com](mailto:shareid@kfintech.com) or may contact on toll free number 1800 345 4001, as provided by KFin Tech. A person who is not a Member as on the Cut-Off Date should treat the Notice of the AGM for information purposes only.

d) Remote e-voting through electronic means shall not be allowed beyond 5.00 p.m. of December 28, 2021.  
e) Members present at the meeting through VC / OAVM facility and who had not cast their votes on the resolutions through remote e-voting and are otherwise not barred from doing so, shall be eligible to vote through e-voting system during the AGM. The details regarding the attending the AGM through VC / OAVM are provided in the Notice of AGM.  
f) Members who have cast their votes by remote e-voting prior to the AGM may also attend/participate in the AGM through VC/OAVM facility, but shall not be allowed to cast their votes again.  
g) A person whose name is recorded in the register of members or in the Register of Beneficial Owners of the Company shall be eligible to attend the AGM on the cut-off date shall be entitled to avail of the facility of remote e-voting as well as e-voting during the AGM.  
h) In case of any grievance in connection with the facility for remote e-voting, the shareholders may contact the following persons or refer to the Frequently Asked Questions (FAQs) section/e-voting user manual for shareholders available at the Download section on <https://evoting.kfintech.com/>

i) In terms of Schedule I of the SEBI (LODR) Regulations, 2015, listed companies are required to use the Reserve Bank of India's approved electronic mode of payment such as National Automated Clearing House (NACH) or Electronic Fund Transfer (NEFT) or Real Time Gross Settlement (RTGS) for making payments like dividend to the members. Accordingly, members holding securities in demat mode are requested to update their bank details with their depository participants. Members holding securities in physical form may send a request updating their bank details to the Company's Registrar & Transfer Agent. Below are the contact details of the Company's R&T Agent.

For Company	For Registrar & Share Transfer Agent
Mrs. Ritu Tiwary Company Secretary & Compliance Officer Bambino Agro Industries Limited 45, Surya Towers, Seterim Road, Secunderabad - 500003, Telangana Ph: 040 4536 3322 E-Mail: <a href="mailto:cs@bambinoagro.com">cs@bambinoagro.com</a>	Mrs. C. Shobha Anand Deputy Vice President KFin Technologies Private Limited Unit: Bambino Agro Industries Limited Seterim Tower B, Plot 31&32, Financial District, Nanavangudi, Serilingampally, Marolli, Hyderabad - 500032, Telangana Ph: 040 6716 2222

Members who have not registered email addresses and mobile numbers are requested to kindly register themselves registered with KFin, by clicking <https://kfintech.com/clients/register/mobilekey/mobkeylogin.aspx> to receive copies of the Annual Report for FY2021 along with the Notice of the 38th AGM containing the details procedure/instructions for participating through VC/OAVM facility.

**For Bambino Agro Industries Limited**  
Sd/-  
Ritu Tiwary  
Company Secretary & Compliance Officer

