



29<sup>th</sup> November, 2022

The Manager - Listing  
BSE Limited  
BSE Code - 501455

The Manager - Listing  
National Stock Exchange of India Limited  
NSE Code - GREAVESCOT

Dear Sir/Madam,

**Sub: Newspaper advertisement for Transfer of Equity Shares of the Company to Investor Education and Protection Fund (IEPF) Authority**

Please find enclosed the copies of the newspaper advertisement published on 29<sup>th</sup> November, 2022 in Business Standard (all editions) in English and Loksatta (Aurangabad Edition) in Marathi in respect of captioned subject.

Kindly take the same on your records.

Thanking you,

Yours faithfully,  
For Greaves Cotton Limited

Atindra Basu  
General Counsel & Company Secretary

Encl.: As above

**GREAVES COTTON LIMITED**

Email ID: [investorservices@greavescotton.com](mailto:investorservices@greavescotton.com) Website: [www.greavescotton.com](http://www.greavescotton.com)

Registered Office: J-2, MIDC Industrial Area, Chikalthana, Aurangabad - 431210

Corporate Office: Unit No.1A, 5<sup>th</sup> Floor, Tower 3, Equinox Business Park, LBS Marg, Kurla West, Mumbai - 400070, India

Tel: +91 22 41711700 CIN: L99999MH1922PLC000987

# Simplilearn trains its sights on boot camps

Indian edtech major gears up to compete with global majors in the space

ANJULI BHARGAVA  
Goa, 28 November

Companies spend millions and even billions of dollars building brands. A Nike, a Coca-Cola or a Louis Vuitton not only spends money like water, but plenty of sweat and tears also go into ensuring high consumer recall. This often makes or breaks businesses.

How, then, did a relatively unknown Indian brand such as Bengaluru-headquartered Simplilearn get learners in geographies where it is practically unknown without spending billions on brand building?

The simple answer is the strategy that the two founders, Krishna Kumar and Kashyap Dalal, followed more recently: piggy-backing on mighty brand names in their own right. So, the company's digital boot camps — its bread and butter — are on offer and being lapped up by learners at premier institutions in the US like MIT, Caltech, Purdue and Wharton, and a bunch of companies including IBM, Microsoft in the corporate space to overcome the brand hurdle. In India, too, the company is partnering with equally well-known universities that include the IITs.

"The technology team, product, and admission counsellors are all based in India but the programmes are being offered in the US so this works out to be quite cost effective," explains Kumar, one of the founders of Simplilearn. By partnering with the "biggies" in the business, Simplilearn has been able to pretty successfully overcome the biggest challenge in growing its boot camps in the US.

Many in the edtech sector argue that Indian companies with their global ambitions and footprint are often better placed than some of the bigger American names who are in the same space but operate mainly through e-learning without instructors and problem-solving assistance. While the instructor-led courses may cost the learner more than recorded videos and lectures, many feel these provide far better learning and outcomes in the job market.

"Face-to-face learning and some constructive feedback through trained instructors enhances learning," argues Kumar. He points out that many of the global platforms that were based on instructor-free training have been witnessing a flat or even a declining rate of growth in their business-to-consumer (B2C) segment.

The higher completion rates prove that this model is more effective, too. For Simplilearn, the completion rate is at 65-70 per cent across programmes against some of the rivals who have completion rates in single digits. This single factor helps them and others who have a similar model lower the cost of acquisition of a new learner as this happens often by word of mouth. "A learner, who is able to improve his or her career prospects or remuneration after completing one of our programmes, tells a few others, or others observe his or her progress and sign up," explains Dalal, co-founder and chief business officer. Repeat and referrals lower the cost of acquisition

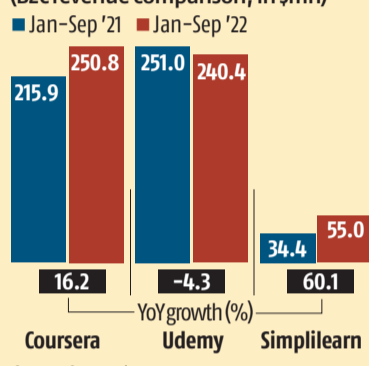


Simplilearn's founders Krishna Kumar and Kashyap Dalal

## SIMPLIGROWING (Simplilearn's employee count)



## IN THE RACE (B2C revenue comparison, in \$mm)



Source: Companies

of a new learner. This, according to industry observers, is the critical factor in separating the wheat from the chaff in the edtech space.

The third factor that Simplilearn is counting on is its growth strategy paying off. A misstep, they argue, to which many rivals have fallen prey, is chasing unbridled growth, burning large amounts of cash in the process. So in 2022, the company expects to clock in revenue growth of 60 per cent — not the 200 or 300 per cent of some competitors — and has no product line that is not "net contribution positive".

"We have been focussed on profitable and revenue-generating product lines without burning too much cash," explains Dalal. While they have invested in improving the product or the technology and therefore this may show up as a loss on their books for a limited period, as a rule they have refrained from "burning cash like water". In addition, observers and analysts in the sector point out that certain macro fac-

tors are aligned: lifelong learning is here to stay. "Very few can now navigate their entire career of 35-40 years without upgrading their skills to stay relevant," says a sector analyst. This, they feel, is a segment that can only grow. Moreover, acceptance for digital upskilling and learning has jumped dramatically post-pandemic globally.

Thanks to the above and a few other factors, when funding has dried up for startups, especially in the tech arena, Simplilearn last week raised \$45 million and is eyeing a 60 per cent year-on-year revenue growth and remains optimistic about the future. The money will mainly be used to acquire smaller companies or start-ups that fill critical gaps that they may have in their portfolio. For instance, it recently bought US edtech Fullstack to launch upskilling courses in partnership with American varsities. In 2021, the company sold 51 per cent of its stake to Blackstone at a valuation of \$500 million, raising \$250 million.

In addition to this, the new round of funding will allow Simplilearn to grow its present business in breadth and add new geographies. Sixty programmes will be added this year taking the total on offer to 120. It has recently brought on board Eric Martorano, who has led a few American firms as CEO in the past, as chief revenue officer in the US to lead and grow the enterprise business that currently contributes around 25 per cent of its total revenues. In the US, anywhere between 200,000 and 300,000 users have bought Simplilearn courses, while in India over a million may have been trained through their products.

As things stand, around 40 per cent of their revenue comes from the US, 40 per cent from India and 20 per cent from the rest of the world. Over the next five years, the founders expect this to change to around 50 per cent from the US, 35 per cent from India and 15 per cent from the rest of the world. From 1,100 employees in 2020, it has grown to 2,400.

But as with all edtech businesses, the question is whether the team can keep its feet on the ground and continue to grow while keeping their ship steady in choppy waters. It is too early to say. But if it does, an Indian edtech company will end up giving its global peers a run for their money.

Last year, after a gap year, the world-renowned publishers of the Oxford English Dictionary were back, this time with the word "vax" emerging as the defining English term for the year amidst global debates on Covid-19 vaccinations.

### Hindi word of the year

The OUP has also, in the past, come up with the "word of the year" in Hindi, with "Aatmanirbharta" (self-reliance) and "Samvidhan" (constitution) becoming finalised words for 2020 and 2019, respectively. These were preceded by "Shakti" (power) in 2018, and "Aadhaar" (essence/foundation) in 2017.

### Other lists

The OUP is only one of the several publishers of English-language dictionaries — including Cambridge, Dictionary.com, and Merriam-Webster — to attempt the annual lexicographic feat of summing up the year in a single word. But it is not the oldest.

In English, the honour goes to the American Dialect Society (ADS). Its list has been ongoing since 1990, and is the only one that is announced after the end of the calendar year, determined by a vote of independent linguists. The other lists are released closer to the end of the year.

The ADS list has given us classics like "Y2K," "metrosexual," "hashtag" and, most famously, "bushlips" — derived from President George H W Bush's 1988 "Read my lips: no new taxes" broken promise, and a synonym for falsehoods or lies. The ADS also has lists of the "most outrageous," "most euphemistic," and "most unnecessary" words.

In other languages, the German tradition, Wort des Jahres, was started in 1971 and is arguably the oldest known example of such lists across the world. The list famously inducted "Holocaust" in 1979, in the wake of an increased public interest in the study of Nazi war crimes.

### Merriam-Webster word of the year

"Gaslighting" — mind manipulating, grossly misleading, downright deceitful — is Merriam-Webster's word of the year, an Associated Press report said on Monday.

Lookups for the word on merriam-webster.com increased 1,740 per cent in 2022 over the year before.

## ON THE JOB

# Smart pickup in good jobs



MAHESH WYAS

Perhaps, this is one of the best sets of statistics to report. Employment by listed companies crossed the 10-million mark in 2021-22. This is an all-time high. More importantly, listed companies reached this landmark upon having collectively clocked record 9.3 per cent growth in employment over the previous year's employment of 9.3 million. These estimates are based on data provided by 3,315 companies in their annual financial statements for 2021-22 and 2020-21.

During the previous three years — 2018-19, 2019-20 and 2020-21 — about 3,400 companies had reported total employment of the order of 9.3-9.4 million. In contrast, a slightly smaller set of 3,315 companies reported a higher total employment of 10.1 million. The increase in employment is therefore not merely significant but it also marks a break from the stagnation in employment seen earlier.

Listed firms are the best employers and, therefore, this big increase in employment by them makes a significant difference to the quality of employment in India. Also, the estimated 0.7 million additional jobs created by listed companies may easily more than offset the recent

layoffs seen in tech companies.

This increase in employment is quite surprising. It has materialised without any significant growth in net fixed assets. Listed non-finance companies reported a mere 2 per cent increase in net fixed assets during the year ended March 2022. Growth in net fixed assets was a sluggish 4.2 per cent in the year ended March 2021 as well. It remains somewhat sluggish even into 2022-23. Net fixed assets of September 2022 were a mere 6.7 per cent higher than in September 2021. Therefore, the sharp 9.3 per cent growth in employment in the year ended March 2022 is surprising, although it is most welcome.

An increase in employment has translated into an increase in the total wage bill of listed companies. Wages paid to labour by the 3,315 companies that provided data on employment increased by 13.6 per cent in nominal terms in 2021-22. This is the highest growth in wages in eight years, since 2013-14. The year-on-year growth in the wages of listed companies accelerated to 15.9 per cent in the June 2022 quarter and by 15 per cent in the September 2022 quarter. This suggests that the lack of growth in assets notwithstanding, wages and therefore possibly employment have continued to grow into 2022-23. CMIE's Consumer Pyramids Household Survey (CPHS) also reports a pickup in employment in salaried employees in recent months.

The 13.6 per cent growth in

the wage bill of listed companies (which is based on a sample of 3,315) is also reflected in the growth in the wage bill of a larger set of companies that include unlisted companies in the same year. The wage bill of 8,832 listed and unlisted companies grew by 14 per cent in 2021-22. This is a shade higher than the growth in the wage bill of only listed companies. This implies that unlisted companies have seen a larger growth in their wage bill and, therefore, possibly in their employment.

While employment and wages paid to labour increased well during 2021-22, growth in the annual wage rate was sluggish. This grew, on average, by four per cent. Compared to the 1.1 per cent growth seen in 2020-21, the four per cent increase in the annual wage rate pencilled in 2021-22 is an improvement. But the growth is lower than inflation. Inflation-adjusted or real annual wage rate in the listed companies as a whole saw a fall of 1.6 per cent.

Inflation-adjusted annual wage rate declined by 3.8 per cent in 2020-21 and by 1.4 per cent in 2019-20. Earlier, in 2018-19, the annual real wage rate had risen by a meagre 0.7 per cent.

The fall in real (inflation-adjusted) wages in the past three years may not necessarily imply sluggish growth in wages compared to inflation. It is quite likely that the large increase in new employment witnessed in 2021-22 came in at lower-than-average wages of the older employees. It is quite likely that it was

this newer cohort that pulled down the overall growth in wages, which in turn depressed the overall average wage rate below the inflation rate.

The average annual wages per employee of these listed companies in 2021-22 was ₹74,069. The average wages per employee of the same companies in 2020-21 was ₹68,020. A preliminary examination of this data shows that the average wages per employee is quite stable across broad groups of companies of various sizes by employment. However, companies that employ more than 100,000 individuals have a much higher average wage rate of ₹1 million.

It is useful to contrast the average annual wage rate of over ₹700,000 per employee in these listed companies with the average wages of a salaried employee as seen in the Annual Survey of Industries (ASI) produced by the Ministry of Statistics and Programme Implementation and in CMIE's CPHS database.

Total emolument per employee of factory employees, according to ASI, was ₹295,789 in 2019-20. Over the following two years, this may have moved a little higher. According to CMIE's CPHS, the average salary of salaried employees in 2021-22, at ₹263,385, was close to the ASI estimate. It is lower because it includes the unorganised sectors that are not included in the ASI estimates.

Listed companies pay well over three times the wages paid by other employers — whether the organised factory sector or the unorganised sectors employing salaried workers. An over nine per cent increase in employment in these companies may have implications on demand.

The writer is MD & CEO, CMIE P Ltd

COCHIN INTERNATIONAL AIRPORT LTD Kochi Airport P.O., Ernakulam - 683111				
CIAL/COMM/CBT/03	<b>TENDER NOTICE</b>		29-11-2022	
Item rate E-tenders are invited from reputed contractors for Supply, Installation, Testing, Commissioning of CBT Software for X-ray Screeners (XBIS Simulator) at Cochin International Airport, from reputed contractors.				
Name of work	Estimated Cost	EMD	Completion Period	Tender Submission Fee
Supply, Installation, Testing, Commissioning of CBT Software for X-ray Screeners (XBIS Simulator)	Rs. 90 Lakhs (excluding taxes)	Rs. 3 Lakhs	2 Months	Rs. 3,000/- + GST@18%
Interested firms may register themselves on the online E-tendering portal <a href="https://etenders.kerala.gov.in">https://etenders.kerala.gov.in</a> and then download the tender documents.				
For eligibility criteria and other details, visit our website <a href="http://www.cial.aero">www.cial.aero</a>				
				Sd/- Managing Director

SK FINANCE LIMITED (FORMERLY KNOWN AS ESS KAY FINCORP LIMITED)	
Regd. Office: G1-2, New Market, Khasa Kothi, Jaipur-302001 Ph: +91-141-4161300-500 I Toll Free Number: 1800 1039 039 E-mail: <a href="mailto:info@skfin.in">info@skfin.in</a>   Website: <a href="http://www.skfin.in">www.skfin.in</a> CIN: U65923RJ1994PLC009051 I GSTIN: 08AAACE5115F122	
<b>NOTICE</b>	
Pursuant to Regulation 15 of Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) Regulations, 2021 for exercising Call Option ₹60 (Eight Hundred and Sixty) Senior, Secured, Rated, Listed, Redeemable, Transferable, Non-Convertible Debentures ("NCD") of face value of Rs. 10,00,000/- each at par aggregating to Rs. 86,00,00,000/- issued under ISIN: INE124N07358	
Notice is hereby given that in accordance with the terms and conditions of the Information Memorandum ("IM") dated 17th December, 2019, the Company intends to exercise the Call Option on Friday, December 23, 2022 and redeem the entire amounts for the aforesaid NCD on completion of 36 months from the Date of Allotment i.e. December 23, 2019.	
The details for exercising the Call Option are detailed below:	
Type, Nature and Seniority of Instrument	Senior, Secured, Rated, Listed, Redeemable, Transferable, Non-Convertible Debentures
ISIN	INE124N07358
Security Name	12.05% ESSKAY 2025
Face Value (In Rs.)	Rs. 10,00,000/- (Rupees Ten Lakhs only)
Coupon Rate	12.05%
Coupon Payment Frequency	Payable semi-annually in arrears
Date of Allotment	23rd December, 2019
Issuance Amount (In Rs.)	Rs. 86,00,00,000/- (Rupees Eighty-Six Crores only)
Maturity Date	23rd December, 2025
Call Option Date	23rd December 2022
Record Date	8th December, 2022
The NCD will be redeemed at the face value of Rs. 10,00,000/- each along with the final interest amount due on the outstanding amount under the NCD.	
Upon exercise of the Call Option and payment of Redemption Amount, the NCD shall stand extinguished and no claim shall lie against the Company after the Redemption Amount has been paid in full.	
For any queries/clarifications with regard to the above, the NCD holders can contact Ms. Anagha Bangur, Company Secretary at <a href="mailto:anagha.bangur@skfin.in">anagha.bangur@skfin.in</a> .	
Anagha Bangur Company Secretary M. No.: 10697	
Date: 29.11.2022	Place: Jaipur

Greaves Cotton Limited	
Corporate Identity Number: L99899MH1922PLC000897	
Registered Office: J-2, MIDC Industrial Area, Chikalthana, Aurangabad - 431210. Telephone: +91 0240 2479384	
Corporate Office: Unit No. 1A, 5 <sup>th</sup> Floor, Tower 3, Equinox Business Park, LBS Marg, Kuria (W), Mumbai - 400 070. Telephone: +91-22-2539834	
E-mail: <a href="mailto:investorservices@greavescotton.com">investorservices@greavescotton.com</a> ; Website: <a href="http://www.greavescotton.com">www.greavescotton.com</a>	
<b>NOTICE TO SHAREHOLDERS</b>	
For transfer of equity shares of the Company to the Demat Account of Investor Education and Protection Fund (IEPF) Authority	
With reference to the provisions of Section 124(6) of the Companies Act, 2013 read with the Investor Education and Protection Fund (IEPF) Authority (Accounting, Audit, Transfer and Refund) Rules, 2016 as amended from time to time ("the Rules"), all shares, in respect of which dividend has not been paid or claimed by the shareholders for a period of seven consecutive years, shall be credited to the demat account of IEPF Authority.	
The due date for claiming interim dividend for financial year 2015-16 is 7 <sup>th</sup> March, 2023. The Company has sent individual communication to the concerned shareholders (at their registered address) who have not claimed their interim dividend amount for the financial year 2015-16 and all subsequent years and consequently whose shares are liable to be transferred to IEPF by doing appropriate corporate action. The said information is available at the website of the Company.	
The shareholders are requested to forward the requisite documents as mentioned in the said communication at the email address of the Company at <a href="mailto:investorservices@greavescotton.com">investorservices@greavescotton.com</a> or at the Company's Registrar and Share Transfer Agent at <a href="mailto:einward.ris@kfinetech.com">einward.ris@kfinetech.com</a> preferably by 28 <sup>th</sup> February, 2023. In the absence of receipt of valid claim by the shareholder, the Company would be transferring the dividend along with said shares to IEPF Account without further notice, in accordance with the requirements of the said Rules.	
The Company has uploaded complete details of those shareholders whose shares are liable for transfer to DEMAT Account of IEPF Authority on the Company's website at <a href="http://www.greavescotton.com">www.greavescotton.com</a> .	
Please note that no claim shall lie against the Company in respect of the unclaimed dividend amount and the shares transferred to IEPF Account pursuant to the said Rules. Please also note that, upon such transfer, shareholders can claim the transferred shares along with the dividend from the IEPF Account for which details are available at <a href="http://www.iepf.gov.in">www.iepf.gov.in</a> .	
For any information/clarifications on this matter, concerned shareholders may contact the Company's Registrar and Share Transfer Agent at KFin Technologies Limited, "Kavya Selenium Tower B", Plot No. 31 & 32, Financial District, Nanakramguda, Gachibowli, Hyderabad - 500032. Toll free no.: 18003904001. Email: <a href="mailto:einward.ris@kfinetech.com">einward.ris@kfinetech.com</a> or may write to the Company at <a href="mailto:investorservices@greavescotton.com">investorservices@greavescotton.com</a>	
For Greaves Cotton Limited Sd/- Atindra Basu General Counsel & Company Secretary	
Mumbai 28 <sup>th</sup> November, 2022	

Shanthi Gears SHANTHI GEARS LIMITED	
CIN: L29130TJ1972PPLC000649	
Regd. Office: 304-A, Trichy Road, Singanallur, Coimbatore-641 005, Tamil Nadu Tel: +91-422-4545745 Fax: +91-422-4545700 Email: <a href="mailto:cs@shanthigears.munrugappa.com">cs@shanthigears.munrugappa.com</a> Website: <a href="http://www.shanthigears.com">www.shanthigears.com</a>	
<b>NOTICE TO MEMBERS</b>	
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, all shares in respect 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 and Protection Fund (IEPF) Authority. In respect of the Interim Dividend declared for the financial year 2015-16, the due date for transfer of shares as per the Act/Rules is 03 <sup>rd</sup> March 2023. Adhering to the various requirements set out in the Rules, 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.	
The Company has uploaded full details of such shareholders and shares due for transfer to IEPF Authority on its website <a href="http://www.shanthigears.com">www.shanthigears.com</a> for verification by the concerned shareholders. Shareholders may note that both unclaimed dividend and the shares to be transferred to the IEPF Authority including all benefits accruing on such shares, if any can be claimed by them from the IEPF Authority after following the due procedure prescribed in the Rules.	
In case the Company does not receive the requisite documents by 19 <sup>th</sup> February, 2023 or such other extended date, the company shall with a view to comply with the requirements of the said Rules, transfer the shares to the IEPF Authority as per procedure stipulated therein without any further notice.	
Share holders having any query in this regard, may contact the Company's Registrar and Share Transfer Agent or the Company as mentioned herein below:	
Shanthi Gears Limited, 304-A, Trichy Road, Singanallur, Coimbatore-641005. Tel: +91-422-4545745 Fax No: +91-422-4545700 Email: <a href="mailto:cs@shanthigears.munrugappa.com">cs@shanthigears.munrugappa.com</a>	S.K.D.C Consultants Limited, "Surya" 35, Mayflower Avenue, Behind Senthil Nagar, Sowripalayam Road, Coimbatore - 641028 Tel: +91-422-4958995, 2539835-836 Fax: +91-422-2539837 Email: <a href="mailto:info@skdc-consultants.com">info@skdc-consultants.com</a>
For Shanthi Gears Limited C. Subramaniam Company Secretary	
Place : Coimbatore Date : 28 <sup>th</sup> November, 2022	

# It's the people's word at Oxford this year

DEBARGHYA SANJAL  
New Delhi, 28 November

How do you sum up an entire year in a single word? Well, the Oxford University Press believes it can be done. After all, it has been doing so every year since 2004 through its "Word of the Year". It did make an exception, though, in 2020 when it noted that the pandemic-riddled year "could not be summed up in one single Word of the Year".

So far, OUP has been going solo in deciding the word of the year. This time, however, in a first, people of the world will vote to choose from OUP's shortlist of three words for this year: "metaverse", "#IStandWith", and "Goblin Mode" (see box).

Now the question is: How did OUP arrive at these three finalists? What's the process the publisher follows to give the world the "Word of the Year"?

Every year, the candidates for the "word of the year" are drawn from nearly 150 million words of current English from web-based publications each month. The organisation's lexicographers then identify new and emerging words, while also examining the shifts in how more established words are being used.

The process is often year-long, and dictionary editors keep flagging notable words for consideration throughout the year.

Traditionally, since OUP began the process in 2004, the Oxford Languages team decides the final word based on all the data thus gathered. This year, in a shift from tradition, the decision to choose the final "word of the year" rests with the public.

In a statement, the OUP said, "2022 has been a year defined by opening back up. However, although we have finally been able to physically reunite and come together again, our world somehow feels more divided than ever. In recognition of this shift, we wanted to open the final step of our Word of the Year selection process to the true arbiters of language: people around the world."

## 2022 FINALISTS

### Metaverse

► Usage quadrupled in October 2022 since the same month last year

► Tech giants and start-ups alike are flocking to the metaverse

► The idea of accessing virtual digital worlds has also caught the attention of netizens across the world

### #IStandWith

► Found frequent use on social media to align your views to a cause or person, from the war in Ukraine to the Johnny Depp vs Amber Heard court proceeding

► The polling reaction to the "word" will also highlight how and whether people accept the idea of a hashtag as a word in itself

### Goblin Mode

► A neologism for rejecting societal expectations and living in an unkept, hedonistic manner without regard to self-image

► Dates back to 2009, but gained currency in the rejection of returning 'back to normal' after the pandemic

The use of a popular vote to choose Oxford's word of the year will provide a clearer indication of which word resonates with the global English speaker and, thus, carries greater linguistic and cultural currency. OUP usually announces a UK Word of the Year as well as its US counterpart. Sometimes these are the same word. Often, they are not. Moreover, the "word of the year" need not have been coined within the past 12 months, but it does need to have become prominent or notable during that time.

There is also no guarantee that the "word of the year" will be included in any Oxford dictionary.



