

Century Plyboards (India) Limited

Century House,

P 15/1, Taratala Road, Kolkata - 700088

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kolkata@centuryply.com • www.centuryply.com

Cin No : L20101WB1982PLC034435



Date: 31st August, 2023

BSE Ltd. Phiroze Jeejeebhoy Towers Dalal Street Mumbai- 400 001 Scrip Code: 532548	National Stock Exchange of India Ltd. Exchange Plaza, Bandra Kurla Complex, Bandra (E) Mumbai- 400 051 Scrip Name- Centuryply
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Dear Sir(s)/ Madam(s)

Subject: Submission of Newspaper publications

Enclosed herewith please find copies of the newspaper notice as published in all India edition of the Business Standard (English Language) and AajKaal (Bengali) on 31st August, 2023, in compliance with MCA General Circular No. 20/2020 dated 5th May, 2020 read together with other applicable and related MCA Circulars issued by MCA, in relation to the 42nd AGM of the Company, scheduled to be held on Wednesday, 27th September, 2023 through Video Conferencing (“VC”) or Other Audio Visual Means (“OAVM”).

This is for your information and record.

Thanking you,

Yours faithfully,

For Century Plyboards (India) Ltd.

Company Secretary

Enclosed: As above





ANURADHA MISHRA
New Delhi, 30 August

Don't believe those who say age is just a number. For people of a certain age, Vaseline would be a familiar name. The skincare brand may have been a fixture in their households. But those of a more recent age profile might relate to it, if they relate to it, in a different way.

To address this, Hindustan Unilever Ltd (HUL), which owns the Vaseline brand, engaged Shreemay Reddy, who has 155,000 followers on Instagram, and Aashi Adani, a Mumbai-based blogger with 219,000 Instagram followers, this year.

"For me, Vaseline has always come across as a brand trusted for generations, but not something people in their twenties or younger are reaching out for because it seems 'old,'" says Adani. So, her video for Vaseline carries information about the product and explains its benefits.

Using influencers to market a product or service is not new. Beauty, fashion, lifestyle products and gadgets, in addition to food and travel companies, have used them for a

INFLUENCER

Influencer marketing becomes mainstream with incumbents such as HUL and Marico using them, and not only for brand awareness

while, however, this is the time influencer marketing is becoming mainstream, with entrenched behemoths such as HUL engaging with them in a significant manner. And this is now going hyper-local and being done in regional languages as well. It helps that influencers can go into the gritty reality of a brand's purported virtues and — this is important — seem to have more of a sway than traditional marketing over the younger people, the so-called Gen Z (18 to 23 years) and Millennials (24-37). Not surprisingly, companies are using influencers not just to spread brand awareness but also to maintain brand reputation, increase web traffic, and improve customer satisfaction. If HUL is entrenched, Marico and Bikanervala are not far behind. "Influencer marketing has become a critical lever in the content marketing basket," says Somasree

Rose Awasthi, chief marketing officer, Marico, which has a bouquet of health, beauty, and wellness brands. "This change has been driven by influencers' ability to reach large audiences, build trust, and create authentic content. It has helped us reach consumers in a targeted, personalised manner."

Marico used influencers to reach the target group for Livon — its hair-care brand — with content around a day out with friends and how Livon can play a part in it (read: keep their hair better). The campaign was meant to generate awareness in the Hindi-speaking market with creators choreographing a hook-step on a jungle that went viral, triggering user-generated content.

This helped the brand engage with its target group in a fun manner. Brand relevance was driven through the jungle, instead of the conventional physical product introduction. This generated 680 million views, and more than 1,000 user-generated videos.

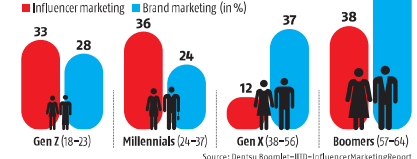
"Influencers talk like you, think like you, look more or less like you and do not seem as distant as the brand endorses used to be," says Kush Aggarwal, head of marketing, Bikanero.

This appealed to Bikanervala, a traditional Indian restaurant chain, which ventured into influencer marketing five years ago for its brand, Bikano.

By partnering with influencers to share their reviews and personal experiences with Bikano products, the brand builds credibility and taps into the trust the influencers carry with their followers.

With the flexibility to create content and cater to audience preferences, content creators add a narrative element to their promotion, making it educational as well

EFFECTIVENESS OF INFLUENCER MARKETING ON EACH GENERATION



as entertaining. For Safilo, Marico ran a campaign to inspire young Indians to prioritise their health. The brand drafted 40 young achievers, all under 40, to highlight the importance of eating better — a way to use influencers who are not just social media personalities. The company also has campaigns for its hair-care hair oil.

"The authenticity of influencer marketing lies in the fact that it is driven by the users themselves, not dictated by brands," says Kamya Ramachandran, founder of Whoppl, a content to commerce company. Though content creators may have brand guidelines, she believes their opinions are their own.

Reddy, who has partnered with skincare and beauty brands Cotyphill and Maybelline India, besides Vaseline, says traditional brands are becoming more open to creative freedom when it comes to product campaigns. "They love it when influencers develop original content with unique ideas."

Unlike celebrity endorsers, Reddy believes, influencers give a hyper-local flavour to their products.

Adani, who has created content for brands such as Amazon, Colgate, and Garnier India, besides Vaseline, says traditional brands on television create brand awareness that will register

with the audience. "But," she says, "I can explain the importance of the product, the ingredients used, how it is beneficial, and the best ways to use the product — all under 60 seconds in a way that is easy to understand."

Both Adani and Reddy say most influencers do not promote products they have not tried. "When influencers candidly share their personal experiences and opinions about a product, it resonates with the audience," Ramachandran says, "unlike generic YouTube advertisements."

This is also in consonance with the government's department of consumer affairs' focus on ensuring that influencers follow a code of conduct and their posts do not end up misleading or misinforming people.

Denitsa India's research division released a report in June on the "Impact of Influencer Marketing in India" in collaboration with the Indian Institute of Technology, Delhi. It said the top industries catering to influencer marketing in India were associated with brands in the fast-moving consumer goods sector, followed by banking, financial services and insurance, and automobiles. The fashion industry ranks fourth.

"Influencer marketing has a greater impact on Gen Z and Millennials than other brand marketing as they are more digitally inclined and tend to be more interested in trying out trendy products," the Denitsa report notes.

Gen X and Boomers tend to be more receptive to brand marketing as they find it more authentic when the message comes directly from the brand. Who says age is just a number?

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CENTURYPLY
Century Plyboards (India) Limited
CIN: L20119MH12001PL24435
Registered Office: P-15/1, Taratala Road, Kolkata - 700 088
Tel: +91 (033) 3940 3950; Fax: +91(033) 2401 5556
Email: investors@centuryply.com; Website: www.centuryply.com

NOTICE TO MEMBERS CONCERNING 27th ANNUAL GENERAL MEETING

Notice is hereby given that the 27th Annual General Meeting (AGM) of the Members of Century Plyboards (India) Ltd. ("the Company") will be held on **Wednesday, 27th September, 2023 at 11.30 AM (IST)** through Video Conferencing ("VC"/Other Audio Visual Means ("OAVM"), in compliance with the applicable provisions of the Companies Act, 2013 and Rules issued thereunder and the Securities and Exchange Board of India (Listing Obligations and Disclosures Requirements) Regulations, 2015 and the provisions of the General Circular No. 10/2022 dated 28th December, 2022 & other Circulars issued by the Ministry of Corporate Affairs from time to time and Circular No. SEBI/IO/CFD/59-29/2023 dated 05th January, 2023 & other Circulars issued by Securities and Exchange Board of India from time to time, to transact the business set out in the Notice convening the AGM.

CHANGE OF NAME

Sri. Somen Lal Bohra, son of Late Khuman Chand Bohra, aged about 71 years, by caste Jain, by occupation Business, residing at 14, Bembahar Mide 1st Bye Lane, 8th Floor, Howrah - 711011, Police Station - Howrah, hereby solemnly declares that I have changed my name as Somen Lal Jain, and hereinafter will be known by my aforesaid name with full effect from the date 15.8.2023 at Kolkata.

OFFICE OF THE HOODINI ZILLA PARISHAD P.O. CHINSURAH - DIST. HOOGLY

N.I.T NO. HGLN-026/2023-24

Notice Inviting

HGLN-027/2023-24

For details log on to "e-procurement" link under https://bidders.gov.in & <http://www.hooghlyzp.org/Website>

District Engineer
Hooghly Zilla Parishad

HEALTHCARE GLOBAL ENTERPRISES LIMITED
CIN: L20240KA00001HGL02488
Registered Office: HCE Towers, No. 3, Palkong Road, Saraniguda Nagar, Bengaluru - 560 070, Karnataka, India
Corporate Office: Unity Building Complex, No. 3, Tower Block, Grand Park, Mysuru Road, Bengaluru - 560077 Karnataka, India
Website: www.healthcareglobal.com | Email: info@healthcareglobal.com

NOTICE OF THE 25th ANNUAL GENERAL MEETING, REMOTE E-VOTING FACILITY AND CUT OFF DATE

Notice is hereby given that the 25th Annual General Meeting (AGM) of the Company will be held on **Wednesday, September 20, 2023 at 11.30 AM (IST)** through Video Conferencing ("VC"/Other Audio Visual Means ("OAVM"), in compliance with the applicable provisions of the Companies Act, 2013 and Rules issued thereunder and the Securities and Exchange Board of India (Listing Obligations and Disclosures Requirements) Regulations, 2015 and the provisions of the General Circular No. 10/2022 dated 28th December, 2022 & other Circulars issued by the Ministry of Corporate Affairs from time to time and Circular No. SEBI/IO/CFD/59-29/2023 dated 05th January, 2023 & other Circulars issued by Securities and Exchange Board of India from time to time, to transact the business set out in the Notice convening the AGM.

Office of the Municipal Councilors
Bhadreswar Municipality
G.T. Road, R.O.P.S. Bhadreswar, Dist.- Hooghly

Notice Inviting

Online tenders are invited by the Chairman, Bhadreswar Municipality for the **13 Nos. construction & renovation of drains** under the Memo No. **BMP/WD/46556-NIT/13 (1st Call)**, Date: 29/08/2023, Tender ID: **2023_MAD_561493_1 to 2023_MAD_561493_13**, Bid Submission Closing Date (Online): **31/08/2023 at 11:00 AM**, Bid Submission Closing Date (Offline): **15/09/2023 up to 05:00 PM**, Bid Opening Date (Offline): **18/09/2023 at 02:00 PM**. Details may be had municipal office Notice Board, Municipal website: <https://bidders.gov.in> & <https://bhadreswaramunicipality.gov.in>

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Process for registering email addresses to receive the credentials for remote e-voting along with the Notice and Annual Report

Members, whose email address is not registered/updated with the Company/RTA or with their respective DP, and who wish to receive the credentials for remote e-voting along with the Notice of 12th AGM and the Annual Report, 2022-23 can get their email address registered/updated by sending the following documents to the Company at members@centuryply.com or to the RTA, i.e., M/s. Maheshwari Datanam Pvt. Ltd. at mdmc@yahooinfo.com or to the e-voting agency, i.e., National Securities Depository Limited at nsdl@nsdl.co.in.

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पंजाब नैशनल बैंक **punjab national bank**

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(A Govt. of India Undertaking)

Circle Sastra Patna: 2nd Floor, Chanakya Tower, R-Block, Patna-800 001

SALE NOTICE FOR SALE OF MOVABLE PROPERTIES

E-Auction Sale Notice for Sale of movable assets under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to Rule 8 (6) of the Security Interest (Enforcement) Rules, 2002.

Notice is hereby given to the public in general and in particular to the Borrower(s), Guarantor(s) and Mortgagor(s) that the below described movable property-mortgaged/charged to the Secured Creditor, the symbolic/physical possession of which has been taken by the Authorised Officer of Punjab National Bank, Secured Creditor, will be sold on "As is where is" basis, "As is what is" and "Whatever the state of the same as mentioned in the table herein below, for recovery of its dues due to the Punjab National Bank, Secured Creditor from the respective borrower(s), guarantor(s) and Mortgagor(s).

The Reserve Price and the Earnest Money Deposit will be as mentioned in the table below against the respective properties.

SCHEDULE OF THE SECURED ASSETS						
Lot No.	Name of the Branch Account Number	A) Dt. of Demand Notice u/s 13(2) of SARFAESI ACT 2002	Description of the movable Properties Mortgaged/Owner's Name (Mortgagors of property(ies))	A) Reserve Price (Rs. in Lacs)	Date/Time of Auction	Details of the encumbrances known to the secured creditors
1.	Branch: Patna UBI Ac No.: 40052003479 & 400520032782	A) 23.11.2021 B) 40051344-97 + up to date interest & other charges C) 20.02.2023 D) Self, Chairman	Hypothecated house hold and electric items as mentioned below - 1. Home appliances (Sinterx) quantity - 15, 2. Quartz Heater (Sinterx) quantity - 14, 3. Gelling Fan quantity - 12, 4. Room Heater quantity - 8, 5. Inverter with Battery quantity - 1, 6. Split AC quantity - 7, 7. Pedestal fan motor quantity - 7, 8. Nova water Kettle quantity - 3, 9. Extension cord quantity - 3, 10. Garbustaf fan quantity - 3, 11. Dinner set quantity - 1, 12. Electrical items scrap and wooden rack and wooden counter and other items at mouza-Gorila Toli, Mayagiri Apartment, Station Road, PS-Kotwali, Dist-Patna, Ward No.2, MS Plot No.270 Part 2, 271 Part.	A) 18,00,000/- B) 1,800,000/- C) 5,00,000/-	21.09.2023 11.00 am to 12.00 pm	NI

1. The sale shall be subject to the Terms & Conditions prescribed in the Security Interest (Enforcement) Rules, 2002 and to the following further conditions.

2. The properties are being sold on "as is where is basis" and "as is what is basis" and "Whatever the state of the same as mentioned in the table herein below, for recovery of its dues due to the Punjab National Bank, Secured Creditor from the respective borrower(s), guarantor(s) and Mortgagor(s).

3. The particulars of Secured Assets specified in the Schedule hereinabove have been stated to the best of the information of the Authorised Officer, but the Authorised Officer shall not be answerable for any error, misstatement or omission in this proclamation.

4. The Sale will be done by the undersigned through e-auction platform provided at the Website <https://www.msccommerce.com> on date & time as per detail given above.

5. For detailed term and condition of the sale, please refer www.pnb.in, www.tenders.gov.in, www.msccommerce.com, <https://eprocure.gov.in/epublish.asp>

STATUTORY 15 DAYS NOTICE UNDER THE SARFAESI ACT, 2002

Date : 30.08.2023
Place : Patna

Authorized Officer
Punjab National Bank

শনিবার দক্ষিণে বৃষ্টি বাড়বে, উত্তরে বলমলে আকাশ

আজকালের প্রতিবেদন

গরমে, যখন অধিক দক্ষিণে গুড়ে... মাসেয়ে বেশি বৃষ্টি হলেও সেই অধিক



আপাঙ্গেও পল্টনের অদৈ প্লাহাড়ো দার্জিলিংয়ে মাল্লে, ধন্যরার ছবি: সঞ্জয় বিশ্বাস

ইডি কম্পিউটারে সৈদনি কী করছিল, রিপোর্ট লালবাজারে

আজকালের প্রতিবেদন

রিপসি আফ আইআরসি অফিস এনে ডায়ালগ সনই ইডি অফিসের কী

কোটি টাকার মাদক উদ্ধার

আজকালের প্রতিবেদন

প্রায় ১ কোটি টাকার মাদক-সহ ৩ মূককর

ছাত্রীর রহস্যমত, দৌড়ে ডাকাত ধরে ভিডিও প্রকাশ

আজকালের প্রতিবেদন

শীপসাপনমে পড়তে গিয়ে মেহাচি নামের বাসিন্দা

● ১ পায়ল পর আইসিআরসি এ পক্ষে ৫ কোটি টাকার মাদক

যাদবপুর: প্রথম বর্ষের পড়ুয়াদের 'আতঙ্ক' কমাতে হচ্ছে কাউন্সেলিং

আজকালের প্রতিবেদন

যাদবপুর বিশ্ববিদ্যালয়ের মেনে হস্টেলে

মেনের অধ্যাপক ডেবি করা হয়।

যাদবপুর বিশ্ববিদ্যালয়ে মেইনস্ট্রিম মেইনস্ট্রিম

প্রথম বর্ষের পড়ুয়াদের 'আতঙ্ক' কমাতে হচ্ছে

এডওয়ার্ড হল চত্বরের বেআইনি নির্মাণ ভাঙতে নির্দেশ হাইকোর্টের

আজকালের প্রতিবেদন

হেট্টেজ অন্ত হিসাবে চিহ্নিত

পার্বত্য হাইকোর্টের রাইট হেয়ার

GOVERNMENT OF WEST BENGAL 31st West Bengal State Science & Technology Congress, 2023-24

CENTURYPLY সেন্টারি প্লাইবোর্ড (ইন্ডিয়া) লিমিটেড

মাননীয়া মুখাম্মা মমতা বন্দোপাধ্যায়ের উদ্যোগে

ইন্ডিয়ান বँক এসএএম লার্জ ব্রাঞ্চ, কলকাতা

পার্বত্য হাইকোর্টের রাইট হেয়ার

বাজাজ ফাইন্যান্স লিমিটেড

ই-নিলামের তারিখ ও সময়: ২০২৩.০৯.০৮

পার্বত্য হাইকোর্টের রাইট হেয়ার

বাজাজ ফাইন্যান্স লিমিটেড