



Aditya Consumer Marketing Limited

CIN : L52190BR2002PLC009872
An ISO 9001:2015 Certified Company
a BSE Listed Company

Go SUPER MARKET

- Patna**
- Bandar Bagicha
 - S K Puri
 - Kankar Bagh
 - Ashiana Nagar
 - Anisabad
- Gaya**
- Gaya College Road
- Muzaffarpur**
- Mithanpura

Go Salon

For Ladies

- Patna**
- Bandar Bagicha
 - S K Puri
 - Kankar Bagh
 - Ashiana Nagar
 - Patna City
 - Rajendra Nagar
 - Anisabad
- Gaya**
- Gaya College Road
- Muzaffarpur**
- Mithanpura

For Gents

- Patna**
- Bandar Bagicha
 - S K Puri
 - Ashiana Nagar
 - Patna City
 - Rajendra Nagar
- Muzaffarpur**
- Mithanpura

Go Banquet & Conference Hall

- Patna**
- Bandar Bagicha
 - Kankar Bagh
- Gaya**
- Gaya College Road
- Muzaffarpur**
- Mithanpura

Yo!China

- Patna**
- Bandar Bagicha
 - Ashiana Nagar
 - Patna City
- Gaya**
- Gaya College Road
- Darbhanga**
- Above Aditya Vision Gm Road, Near Income Tax Office
- Muzaffarpur**
- Mithanpura



- S K Puri
- Kadam Kuan

Go Biryani & Street Food

- S K Puri

September 05, 2022

**General Manager
Listing Department
BSE limited
P.J. Tower, Dalal Street,
Mumbai-400001**

Scrip Code: 540146

Dear Sir/madam,

Sub:- Newspaper Advertisement- Disclosure under regulation 30 and 47 of SEBI (Listing Obligations and Disclosure Requirements) regulations, 2015("SEBI Listing Regulations")

Pursuant to Regulation 30 and 47 read with Schedule III Para A of Part A of SEBI(Listing Obligations and Disclosure Requirement) Regulations, 2015, we enclose the copies of newspaper advertisements published in **Business Line(English) and Aj(Hindi)** On 04th September, 2022, in compliance with Ministry of Corporate Affairs Circulars No. 2 dated May 5, 2022, 20/2020 dated May 5, 2020 and 02/2021 dated January 13, 2021 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 and SEBI/HO/CFD/ CMD2/CIR/P/2022/62 dated 13th May 2022 (collectively "SEBI Circulars") intimating that 20th Annual General Meeting of the Company will be held on **Friday, 30th September, 2022 at 03:30 PM IST** through Video Conferencing/Other Audio Visual Means.

The Above information is also available on the website of the Company www.adityaconsumer.com.

This is for your information and records.

Thanking you,

Yours faithfully,

For Aditya Consumer Marketing Limited

Hridaya Narayan

Tiwari

**Hridaya Narayan Tiwari
Company Secretary**

Encl: As Above

Digitally signed by Hridaya Narayan Tiwari
DN: cn=H. Narayan Tiwari, o=Aditya Consumer Marketing Limited, ou=Aditya Consumer Marketing Limited, email=h.n.tiwari@adityaconsumer.com
Reason: I am the signatory for Hridaya Narayan Tiwari
www.adityaconsumer.com
Date: 2022.09.05 17:46:19 +05'30'

Registered Office : Lower Ground & Ground Floor, Aditya House, M-20, Road No. 26, S.K. Nagar, Patna - 800 001 INDIA

T : +91 612 25206 74/854, E : anil.cfo@aditya-patna.com

website : www.adityaconsumer.com

GSTIN : 10AAECA2473N1ZT

IPO Tamilnad Mercantile Bank

Reasonably priced opportunity

The bank's concentration in TN adds to its advantage in terms of customer retention

HAMSINI KARTHIK
BL Research Bureau

The initial public offering from Tamilnad Mercantile Bank (TMB) is an interesting one. TMB is not only among the last well-known scheduled commercial banks to hit the market but the IPO is also coming amid several legal battles, including the one that unfolded on Friday. Questions have been raised regarding some of the shareholders and this is under scrutiny by the RBI and ED.

With nearly 30 per cent of the existing shareholders locked in due to these legal proceedings, investors considering TMB IPO should be mindful that the outcome of all this litigation could dampen the sentiments around the stock, post listing. However, what could give some comfort is that the bank, being a listed regulated entity, could pretty much put an end to several hostile takeover attempts that it has witnessed in the past.

Interestingly, it's also the only bank to roll out an IPO for fresh issue of capital and not an offer for sale.

The intent of the IPO is to comply with capital raise norms prescribed by the RBI. With branch expansions put on hold since 2019 as the bank didn't meet regulatory requirements, the IPO is aimed at remedying the situation.

As TMB is not a case of a stressed bank going public, valued at 1.4x FY22 price to book, its asking rate appears reasonable.

Also, it scores over peers, whether mid-sized banks or regional players, in terms of asset quality and return ratios and hence we recommend investors to subscribe to the IPO.

Business overview

Initially set up as Nadar Bank in 1921, a community that represents traders and businessmen in Tamil Nadu, the State continues to account for a chunk of its business (75 per cent).

A deeper reading of the numbers suggests the concentration impact has worked positively for the bank rather than being a risk factor. In TN, the bank's 5-year customer retention ratio was nearly 82 per cent. Likewise in Andhra Pradesh, the number stood

How the numbers stack

	FY22 (₹ crore)	Growth (%)
Net interest income	1,815	18
Pre-provisioning profit	1,527	27
Net profit	822	36
Advances	33,492	8
Deposits	44,931	10
Gross NPA	1,021	-6
Net NPA	318	-48
NIM (%)	4.10	33bps
Capital adequacy (%)	22.06	312bps
P/B (x)	1.40	-

Diverse loan book is an advantage



at 77 per cent. Interestingly, even in States such as Maharashtra, Karnataka, and Gujarat, the proportion of longstanding customers is 58-68 per cent.

Further, catering to the financially literate population, the bank has managed to build a very high proportion of secured loan assets.

At nearly 99 per cent in FY22, TMB's share of secured loans was undoubtedly the best in the industry. This factor played an important role in ensuring a sharp decline in the gross NPA ratio, from 3.44 per cent in FY21 to 1.69 per cent in FY22.

Likewise, retail, agri and MSME loans accounted for 88 per cent of the bank's total loan book, and this was the highest among mid-cap banks such as RBL, IDFC First, Federal Bank and City Union Bank.

What also provides comfort is that over 60 per cent of TMB's retail book comprises home loans, which adds



GETTY IMAGES/STOCKPHOTO

stability to the book. Another interesting factor about its loan book composition is its granularity. The average ticket sizes of retail and agri-loans stood at ₹4.7 lakh and ₹1.3 lakh respectively in FY22.

Only 3.6 per cent of the bank's total book had a ticket size exceeding ₹25 lakh and loans in the ₹1 lakh to ₹5 lakh range accounted for 44 per cent of the total book. This extent of granularity can be handy in times of distress.

TMB's net interest margin (NIM) in FY22 stood at 4.1 per cent. However, investors should consider this a one-off as the bank booked some interest reversals last fiscal. Therefore, going by its historic performance, NIM of 3.85-3.95 per cent seems more achievable.

Asset quality

This aspect could surprise investors. At 1.69 per cent gross NPA (0.95 per cent net NPA) in FY22, slippages ratio at 1.6 per cent and credit cost at 0.4 per cent, TMB's asset quality numbers were superior to peers such as Karur Vysya Bank, City Union Bank, DCB Bank and RBL Bank.

This is a key factor that justifies TMB's valuations based on FY22 financials. That said, most of TMB's peers witnessed a sharp improvement in asset quality parameters in the June quarter of FY23.

How much improvement TMB has

seen for the current fiscal will only be known post listing.

Risks to consider

Apart from the litigation surrounding the bank, investors should note that a key objective of the IPO is that the bank can restart branch opening. With 100-150 branches likely in the next 18-24 months, and most of them expected to be set up outside Tamil Nadu, it could hike up TMB's cost to income ratio which, at 42.1 per cent in FY22, was best among peers. A new branch usually takes about three years to break even, therefore cost pressures could be prolonged for the bank, and not a one-off.

Also, infusion of ₹832 crore through IPO would take TMB's capital adequacy up from 22.1 per cent in FY22 to 25 per cent, post issue. A likely increase in operating costs and the pressure from carrying cost of capital may strain the bank's return profile, currently the best in class and next to CSB. In FY22, the bank's ROE stood at 16.6 per cent and ROA at 1.7 per cent. The current MD & CEO's tenure ended on September 3 (Saturday) and his successor is S. Krishnan, former MD & CEO of Punjab and Sind Bank. Usually, a change of guard at a bank sees some amount of kitchen-sinking. This factor may play out in FY23, and investors should be mindful of this risk.

IPO RATING

Tamilnad Mercantile Bank	
Business	★★★★☆
Financials	★★★★☆
Valuation	★★★★☆
Management	★★★★☆
Overall	★★★★☆
Ranking	1st, 1st among scheduled commercial banks
Offer period	Sept 5-7, 2022
Price band	₹503-525
Market cap	₹1,114 crore
Market lot	25 shares

HCL TECHNOLOGIES IT Services

Better margin of safety amidst uncertainties



The stock can benefit in the long term from scope for shrinkage in valuation discount versus peers

HARI VISWANATH
BL Research Bureau

Last year, in our BL Portfolio edition dated June 6, we had recommended a hold on HCL Technologies for long-term investors when the stock was trading at ₹937. While we were cautious on the IT sector in general due to stretched valuations, we had a relatively positive view on HCL Technologies (HCL) given its comparable performance with other Tier 1 peers (TCS, Infosys and Wipro), and yet trading at a discounted valuation. This offered relatively better margin of safety vs peers.

While the stock is trading at ₹924.85 now, including dividends, it has returned around 5 per cent in this period, marginally outperforming the Nifty IT Index. With the headwind of economic slowdown in key geographies that Indian IT derives most of its revenues from (US and Europe), driven by hawkish central banks and impact of geopolitical issues (energy crisis in Europe), risk-reward remains unfavourable for most companies in the Indian IT space at current valuations. However, HCL Technologies, trading at one-year forward PE of 16.9 times, EV/FCF of around 19 times and a trailing dividend yield of 5 per cent (best amongst peers), appears to be an outlier in this aspect, and continues to offer better margins of safety as compared to other companies in the sector.

We now recommend long-term investors to accumulate the stock on

dips. Given its position as one of the leading IT services companies globally and its well-established track record, its valuations are not expensive at an absolute level and its dividend yield is attractive. It also has a well-trenched position and scale of operations to capitalise on the multi-year global digital transformation cycle.

However, given the headwinds mentioned above, the probability is higher that the stock dips lower before moving up. Globally, tech stocks have been and are expected to remain under pressure for a while. The probability is low that Indian tech companies can buck this trend. Another factor that is likely to cause volatility in shares is continuing margin pressures in current quarter and next, due to higher salaries, subcontracting costs and attrition. Hence accumulating on dips over the next few months can be a better strategy.

Business & recent performance

HCL Tech is currently the 3rd largest Indian IT services company behind TCS and Infosys. Business is well-established and diversified across verticals and geographies. Financial services, Manufacturing, Life sciences & healthcare and Technology services are the top verticals accounting for 21, 18, 16 and 15 per cent of revenue respectively. The company derives around 64 per cent of revenue from North America and 28 per cent from Europe. IT services accounts for 89 per cent of revenue, while products business (Products & Platforms segment), ac-

counts for 11 per cent of revenues (IT services making up the rest). The products business performance tends to be lumpy and can impact quarterly performance both ways. However, this is part of a long-term strategy and focus for the company.

In its recently concluded June Q, company performance was mixed, with strong revenue growth offset by margin pressures. Constant currency Yo-Y revenue growth in IT services was solid at 19 per cent (better than TCS' 15.5 per cent and below Infosys 21.4 per cent), with overall growth, including Products & Platforms, at 15.6 per cent. Management commentary in terms of outlook was optimistic, with no impact seen yet due to macro-economic issues in US and Europe. In fact company CEO Vijaykumar noted that he was more bullish on demand now than he was in the previous quarter. The company retained its FY23 constant currency revenue growth guidance of 12-14 per cent.

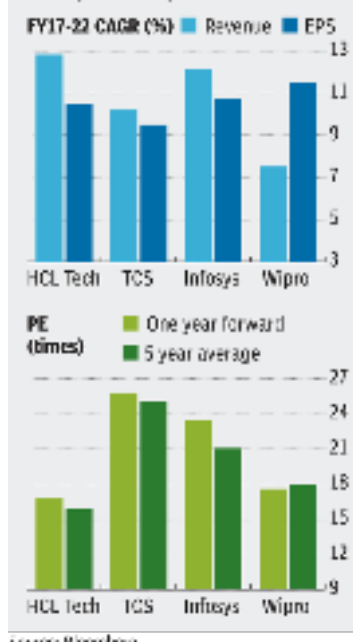
Thus, while underlying business momentum remains strong, what caused concern were the profit metrics, with operating income (EBIT) of ₹3,992 crore coming in 4.5 per cent below consensus and operating margins at 17 per cent missing consensus expectation of 17.8 per cent. However, on this aspect it needs to be noted that margin and profits missing expectations was a trend seen across the entire spectrum of Indian IT services companies as all of them are impacted by talent shortages and attrition.

The company has retained its FY23 operating margin guidance of 18-20 per cent, with a comment that it will review and update it after conclusion of SepQ. The analyst community is, however, a bit sceptical on the company meeting its margin targets, given wage hikes that will get reflected in SepQ results. To the contrary, management is not so pessimistic as they believe they have some revenue (pricing) and cost levers (like freshers coming on board, improving utilisation) to optimise upon and improve profitability. How management manages attrition, which was at 23.8 per cent at the end of Q1 (TCS at 19.7 per cent, Infosys at 28.4 per cent) will be a key factor to monitor.

What works

To sum up, given current global trends, it appears the near-term trend for Indian IT services may get a bit bumpy when slowdown in developed markets impacts clients' IT budgets. However, the long-term trend remains strong with the ongoing digital transformation cycle that has many years of legs to run on. HCL appears well-positioned to tide through the short-term bumps, given its cheaper valuations and sustainable dividend yield (supported by solid annual free cash flows; net cash at 5 per cent of market cap). In the long term, another factor that is likely to work in favour of HCL is scope for some shrinkage in valuation discount of HCL versus peers like TCS and Infosys (last 5-year EPS CAGR of HCL at 10 per cent is similar to that delivered by TCS).

Valuation discount versus peers likely to shrink given comparable performance



- Why**
- Attractive dividend yield
 - Reasonable valuation
 - Well-positioned for the long term

BusinessLine's editorial policy prohibits analysts from having positions in the stocks they recommend
— Editor

REALITY CHECK

Decoding KIMS' inorganic growth strategy

SAI PRABHAKAR YADAVALLI
BL Research Bureau

Krishna Institute of Medical Sciences (KIMS) has been on a steady capacity addition streak in the last one year. Recently, the company acquired 51 per cent stake in Nagpur-based Kingsway Hospital for a cash consideration of ₹80 crore. The multi-specialty hospital with 250 operational beds was started in 2019 and the existing shareholders will continue to hold the remaining stake. The company generated ₹48 crore in revenue at an EBITDA margin of 5 per cent in FY22.

This will be the second venture into Maharashtra for KIMS. In May this year, KIMS announced a majority stake (51 per cent stake) in KIMS Manavata, a venture to develop a 325-bed multi-specialty hospital by March-2024 in Nashik. KIMS has made a start to its westward expansion from its current fort in Telangana and Andhra Pradesh. The company has declared its intent of scouting for further opportunities in Mumbai and Pune as well.

Within the State as well, the company is in the process of integrating a comparably bigger acquisition. KIMS acquired a 51.07 per cent share in Sunshine hospitals for ₹363 crore operating a 600-bed hospital with leading presence in orthopaedics. The integration efforts will include adding multiple specialities to Sunshine's orthopaedic dominated revenue (reason for higher Average Revenue Per Occupied Bed) and other cost efficiencies.

KIMS' differentiated business model had allowed for high EBITDA margins, operating at a lower ARPOB range. One reason was the high levels of doctor engagement in ownership which allowed for lower operating costs. KIMS operated five hospitals in this model across Vizag, Kondapur (Hyderabad), and three more in AP. Now with Sunshine and also, Kingsway (Nagpur) and KIMS Manavata (Nashik) operated with significant (not controlling) stake from other shareholders (generally doctor-managerial teams), the model can be further replicated.

WHO AM I?

Are you an avid investor? How well do you know corporate India?

Here's a challenge. Using the five clues below, identify the company that is being talked about here

- I am a pioneer of my business not just in India but whole of Asia. There were just 9 players globally and I became the 10th, more than a century back.
- The building I am operating from is named after my longest-serving chairman, one of the tallest when it was built. Recently got a trademark for the building, not a common practice in India.
- When my industry got disrupted by technology and regulations, almost all of my peer group had to close down, I managed to survive. Though I lost my leadership, I am still a meaningful player in my industry.
- My earnings haven't grown over the last 10 years and shareholders were disappointed with negative returns for several years since listing. The recent run-up of 6 times since Covid lows has helped me deliver 15 per cent return pa since IPO.
- One of the subsidiaries I was forced to dilute due to regulatory requirements has gone up 5 times since listing with a higher market capitalisation, 50 per cent more than mine.

Send your answers by Wednesday 6 p.m. to who-am-i@thehindu.co.in, with your full name, postal address and phone number.

A lucky winner in each week will get a book sponsored by UNIFI Capital as a reward.

Last week's winner:
Sudhakar Gaonkar
Last week's answer:
PI Industries



ADITYA CONSUMER MARKETING LIMITED
CIN: L52190BR2002PLC009872
Registered Office: Lower Ground & Ground Floor, Aditya House, M-20, Road No. 26, S. K. Nagar, Patna-800001, Bihar
Tel No. +91-612-2530175-54 Email: cs@adityaconsumer.com Website: www.adityaconsumer.com

NOTICE TO SHAREHOLDERS
NOTICE is hereby given that the Twentieth (20th) Annual General Meeting (AGM) of the Company will be held on Friday, 30th September 2022 at 03:30 PM through Video Conference (VC) / Audio Visual means (OAVM) to transact the business as set out in the Notice of the AGM, which is being circulated for convening the AGM.
In view of the continuing COVID-19 pandemic, the Ministry of Corporate Affairs ("MCA") has vide its Circular No. 2 dated May 5, 2022, Circular No. 2 dated January 13, 2021, Circular No. 19 dated December 8, 2021, Circular No. 21 dated December 14, 2021 read with Circular No. 20 dated May 5, 2020, Circular No. 14 dated April 8, 2020 and Circular No. 17 dated April 13, 2020 and Circular No. 20 dated 5th May 2020 (hereinafter collectively referred to as "MCA Circulars") and Circular Nos. SEBI/HO/CFD/CMD1/IR/P/2020/79 dated 12th May 2020, SEBI/HO/CFD/CMD2/IR/P/2021/11 dated 15th January 2021 and SEBI/HO/CFD/CMD2/IR/P/2022/262 dated 13th May 2022, respectively issued by the Securities and Exchange Board of India ("SEBI") (collectively referred to as "SEBI Circulars") permitted the holding of the Annual General Meeting ("AGM") through VC or OAVM without the physical presence of the Members at a common venue. In compliance with the relevant provisions of the Companies Act, 2013 ("Act"), the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations") and these aforesaid MCA Circulars, the AGM of the Company is being held through VC/OAVM. The venue of the Meeting shall be deemed to be the Registered Office of the Company i.e. Lower Ground & Ground Floor, Aditya House, M-20, Road No. 26, S. K. Nagar, Patna-800001 (Bihar).
The Notice of the AGM along with the Annual Report FY 2021-22, is being sent only by electronic mode to those members whose email addresses are registered with the Company/Depositories, in accordance with the aforesaid MCA Circulars and SEBI Circulars. Members may note that the Notice of the AGM and Annual Report FY 2021-22, will also be available on the Company's website www.adityaconsumer.com and website of the Stock Exchange i.e. BSE Limited at www.bseindia.com. Members can attend and participate in the AGM through the VC/OAVM facility only. The instructions for joining the AGM are provided in the Notice of the AGM. 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 providing remote e-voting facility ("Remote e-voting") to all its members to cast their votes on all resolutions set out in the Notice of the AGM. Additionally, the Company is providing the facility of voting through e-voting system during the AGM ("e-voting"). Detailed procedures for remote e-voting/e-voting is provided in the Notice of the AGM.
If your email id is already registered with the Company/Depository, login details for e-voting are being sent on your registered email address.
In case you have not registered your email address with the Company/Depository, please follow below instructions to register your email address for obtaining the Annual Report and login details for e-voting:

Physical Mode Holding	Send scanned copy of the following documents by email to Register and Share Transfer Agent/Company at investor@camoindia.com or cs@adityaconsumer.com - a. Signed request letter mentioning name of Shareholder, Folio No. and Complete address; b. Scanned copy of the share certificate (front and back) and c. Self-attested copy of PAN Card and Aadhar Card
Demat Holding	Please contact your Depository Participant (DP) and register your email address in your demat account, as per the process advised by your DP

Place-Patna For Aditya Consumer Marketing Limited
Date-04th September, 2022 Sd/-
Hridaya Narayan Tiwari, Company Secretary



जदयू की राज्य कार्यकारिणी की बैठक के दौरान मंचासीन मुख्यमंत्री नीतीश कुमार, राष्ट्रीय अध्यक्ष ललन सिंह, मंत्री संजय कुमार झा, अशोक चौधरी, उपेन्द्र कुशवाहा, विजय कुमार चौधरी, के सी त्यागी एवं अन्य। छाया : आज

जैसे जदयू को तोड़ा गया, वैसे ही भाजपा को तोड़ेंगे

मणिपुर के प्रदेश अध्यक्ष वीरेंद्र सिंह ने कहा

(आज समाचार सेवा) पटना। मणिपुर में जेडीयू के छह विधायकों में से 5 विधायक बीजेपी में शामिल हो गए। वह भी ऐसे मौके पर जब जेडीयू की राष्ट्रीय कार्यकारिणी और राष्ट्रीय परिषद की बैठक पटना में होनी थी। इस बैठक में उन सभी विधायकों के रहने खाने-पीने और टिकट की पूरी व्यवस्था कर दी गई थी। इस मौके पर बीजेपी ने ऐसा दांव खेला कि पांचों विधायक बीजेपी में शामिल हो गए। राष्ट्रीय कार्यकारिणी की बैठक में शामिल होने आए मणिपुर जेडीयू के प्रदेश अध्यक्ष खत्री वीरेंद्र सिंह ने बताया कि क्या वजह थी कि पांचों विधायक बीजेपी में चले गए।



जदयू कार्यालय जाते सीएम नीतीश कुमार व मंत्री संजय कुमार झा



कार्यकारिणी की बैठक में भाग लेते जदयू के नेतागण।



कार्यक्रम में भाग लेती महिला नेत्रियां।

श्री सिंह ने बताया कि जो विधायक बीजेपी में गए हैं वह उनका रिश्ता कभी न कभी बीजेपी से रहा था। बीजेपी ने विधानसभा चुनाव में उन्हें टिकट नहीं दिया तो वह जेडीयू में शामिल हो गए और जेडीयू ने उन्हें टिकट दिया बाद में वह जीत गए और जीतने के बाद भी उनका संबंध बीजेपी से रहा और फिर

जदयू को भुगतना होगा नापाक गठबंधन का परिणाम : नंदकिशोर

पटना (आससे)। जदयू-राजद के नापाक गठबंधनका परिणाम जदयू को भुगतना होगा। जदयू को आगाह करते हुए उक्त बातें पूर्व मंत्री सह भाजपा विधायक नंद किशोर यादवने कहीं। उन्होंने कहा कि जमीनी स्तरसे जुड़े जदयू के कार्यकर्ता कभी नहीं चाहते कि उनकी पार्टी महागठबंधनका हिस्सा बने। प्रधानमंत्री के नेतृत्वमें बिहारको जो केन्द्र सरकारसे सहायता मिल रही है, वह बिहारका बच्चा-बच्चा जानता है। बिहारमें आये बहारकी हर सुरतमें नमोकी छवि दिखती है। डबल-इंजनकी सरकारसे बिहारका तेजीसे विकास हो रहा था, लेकिन एक व्यक्तिकी महत्वाकांक्षाने इसपर विराम लगा दिया। उन्होंने कहा कि मणिपुरमें जदयू के साथ जो हुआ, वह जदयू नेतृत्वके फैसले के खिलाफ उत्पन्न आक्रोशका ही नतीजा है। जदयू की स्थिति अभी और भी बदतर होने वाली है। आगे-आगे देखिये होता है क्या? उन्होंने कहा कि महागठबंधनके साथ जानेसे जदयू के कार्यकर्ताओंमें भारी आक्रोश है। जदयू के शीर्ष नेतृत्वने कार्यकर्ताओंकी भावनाओंको बिना जाने-समझे महागठबंधनके साथ जानेका जो निर्णय लिया, उससे जदयू के कार्यकर्ता अपनेको अपमानित महसूस कर रहे हैं।



जदयू के कार्यकर्ताओंकी भावनाओंको बिना जाने-समझे महागठबंधनके साथ जानेका जो निर्णय लिया, उससे जदयू के कार्यकर्ता अपनेको अपमानित महसूस कर रहे हैं।

मणिपुर में विधायक तोड़ा है, वोट बैंक नहीं : अशोक

पटना (आससे)। पटना के कपूर्नी सभागार में जदयू की तीन दिवसीय कार्यकारिणी की बैठक में मणिपुर प्रकरण का मुद्दा भी चर्चा में है जहाँ बीजेपी ने जदयू के 5 विधायकों को तोड़कर अपनी पार्टी में शामिल कर लिया है। इस मसले पर जदयू के नेता अशोक चौधरी ने कहा है कि भाजपा ने हमारे विधायकों को तोड़ लिया है, लेकिन हमारे वोट बैंक को तोड़ने में उसे कभी कामयाबी नहीं मिलेगी। कपूर्नी सभागार के बाहर मीडिया कर्मियों से बातचीत में अशोक चौधरी ने कहा कि जब हम लोग गठबंधन में बीजेपी के साथ थे और उन्हें समर्थन दे रहे थे, तब हमारे विधायकों को तोड़ दिया। अब तो हम उनके खिलाफ में हैं। इसलिए बीजेपी का यह कदम चिंता का विषय नहीं है क्योंकि, मणिपुर में आज भी नीतीश कुमार की लोकप्रियता बरकरार है। यही वजह है कि पिछले चुनाव में मणिपुर में जेडीयू के छह विधायक चुने गए थे। चुनाव में पार्टी को 10 फीसद से ज्यादा वोट भी मिले थे। अशोक चौधरी ने दावा किया कि हम अपने वोट बैंक को मणिपुर में और सुदृढ़ करेंगे और भाजपा को जनता जवाब देगी। दरअसल मणिपुर में जेडीयू को बड़ा झटका लगा है। यहाँ 6 में से 5

चुनाव लोकसभा चुनाव नजदीक आने के समय व बीजेपी में शामिल हो गए। वीरेंद्र सिंह ने बताया कि बहुत

2024 के लोस चुनाव में भाजपा सरकार की विदाई निश्चित : मल्लिक

पटना (आससे)। राष्ट्रीय जनता दल (राजद) के वरिष्ठ नेता सुमन कुमार मल्लिक ने कहा कि बिहार की महागठबंधन सरकार की लोकप्रियता को देखकर भाजपा के नेताओं के बीच खलबली मची हुई है। भाजपा के नेता दिन-रात टिवटर व फेसबुक पर सिर्फ सरकार पर झूठा आरोप लगा रहे हैं। श्री मल्लिक ने कहा कि विपक्ष के नेता टिवटर-फेसबुक का दुरुपयोग कर रहे हैं। बिहार के मुख्यमंत्री नीतीश कुमार, उप मुख्यमंत्री तेजस्वी यादव के साथ ही पूरा महागठबंधन परिवार हमेशा ही सकारात्मक राजनीति के पक्षधर रहे हैं। श्री मल्लिक ने कहा कि भाजपा के नेता बिहार में पुनः सत्ता में आने का सपना देख रहे हैं, जो कि अचance भी पूरा नहीं होगा। उन्होंने कहा कि २०२४ के लोकसभा चुनाव में भी भाजपा सरकार की विदाई निश्चित है।

लालू की दीर्घायु के लिए तख्त से गया प्रसाद

पटना सिटी (आससे)। राजनीतिक में उतार-चढ़ाव का खेल बहुत पुरानी है यश प्राप्त करने के लिए राजनीतिक में राजनीतिक किस कदर एक-दूसरे से दूर और एक-दूसरे से गले मिल जाते हैं यह बात अब राजनीतिज्ञों तक सीमित नहीं रही। इस खेल की एक कड़ी अब धार्मिक स्थलों जुड़ गई है। जिस का नजारा सिखों के दसवें गुरु श्री गुरु गोविंद सिंह महाराज की जन्म स्थली तख्त श्री हरमंदिर जी पटना साहिब में भी देखने को मिली जहाँ प्रबंधक कमेट्री के एक गुट के लोग बिहार में फिजा बदलते हैं अपने रुख बदल दिए और राजनीतिक की शरण में चले गए। गौरतलब है कि पिछले दिनों तेलंगाना के मुख्यमंत्री कुमार चंद्रशेखर राव के साथ बिहार के उप मुख्यमंत्री तेजस्वी प्रसाद यादव तख्त श्री हरमंदिर साहिब में माथा टेकने आए थे आने के क्रम में कमेट्री के लोगों ने उनसे



प्रभावित होकर राजद सुप्रीमो लालू प्रसाद यादव की सेहत के बारे में जानकारी ली बाद में कमेट्री के सचिव हरवंश सिंह सलुजा एवं अन्य लोग ने राजद सुप्रीमो से मिलने की इच्छा जाहिर की थी जिस पर उन्हें राजद सुप्रीमो से मिलने का आमंत्रण मिला। इस मौके पर शनिवार को सचिव के देखरेख में तख्त के अधीक्षक सरदार दलजीत सिंह प्रबंधक

सरदार दिलीप सिंह पटेल, सतनाम बग्गा सहित अन्य लोगों ने राजद सुप्रीमो लालू प्रसाद यादव की लंबी दीर्घायु के लिए गुरु महाराज का प्रसाद लेकर उनके निवास स्थान जाकर उनसे मिला और कुशल क्षेम जानी। इस मौके पर सचिव ने लालू प्रसाद यादव हलवा व प्रसादादी साथ ही गुरु महाराज से प्रार्थना की व दीर्घायु रहे।

राजद में केवल 'अपराधियों' की भरमार है : सम्राट 5 से 24 तक चलेगा मिशन परिवार विकास अभियान

पटना (आससे)। राष्ट्रीय जनता दलमें केवल अपराधियोंकी भरमार है। मुख्यमंत्री नीतीश कुमार आज कुछ बोल नहीं पा रहे हैं। उक्त बातें पूर्व मंत्री व विधान परिषद सम्राट चौधरीने कहीं। वे भाजपा सोशल मीडियाके माध्यमसे बोल रहे थे। उन्होंने कहा कि नीतीश कुमारकी नीति अब कुछ बची नहीं है, विकाससे कोई मायने मतलब नहीं रह गया है। काम करनेकी इच्छा ही अब समाप्त हो गयी है। पंचायती राजमें इंजीनियरिंग सेल बनानेके लिए केन्द्र १२ हजार रुपये उपलब्ध करा रहा था, १४वीं वित्तीय परियोजनाके तहत १९ हजार करोड़, वहीं १५वीं वित्तीय योजनामें २५ हजार करोड़ मिला। नल-जल योजनामें भी केन्द्र ३६ हजार



उन्होंने कहा कि तेजस्वी यादव आज लालू प्रसादकी भी भाषा बोल रहे हैं। टंडा करनेकी बातें कर तेजस्वी बिहारके लोगोंको धमकाना चाहते हैं। उन्होंने कहा कि बिहारकी जनताने जब

लालू प्रसादको टंडा कर दिया, तब फिर तेजस्वी कौन सी गलीमें हैं। सुबेकी जनता इन्हें अगले चुनावमें टंडा कर देगी। उन्होंने कहा कि जहां तजस्वी यादवने १० लाख लोगोंको नीकरी देनेकी बातकी थी, वहाँ मुख्यमंत्री २० लाख लोगोंको रोजगारकी बात कर बेरोजगारोंपर लाठी चलाकर क्या संदेश दे रहे हैं? एनडीए की सरकाराने आत्म निर्भर बिहार योजना के तहत १८ महाने तीन लाख लोगोंको रोजगार उपलब्ध कराया गया, जो अपने वायदेको पूरा करनेकी दिशाका प्रयास था। सरकारकी दमनकारी नीतिके कारण ही शिक्षक अभ्यर्थी बीपीएससी के छात्रोंपर लाठी बरसा रही है।

सर्वप्रथम प्रखंड समन्वय समिति की बैठक 5 सितंबर 2022 के पूर्व कर ली जाए। इसमें प्रखण्ड विकास पदाधिकारी की अध्यक्षता में बाल विकास परियोजना पदाधिकारी, प्रखण्ड शिक्षा पदाधिकारी, जीविका, महादलित विकास मिशन, स्थानीय जनप्रतिनिधि, सहयोगी संस्थान इत्यादि एक समन्वय बैठक का आयोजन किया जाये तथा उक्त बैठक में पूर्व साल के उपलब्धि की चर्चा करते हुए शत-प्रतिशत उपलब्धि हासिल करने हेतु कार्य योजना तैयार किया जाये। अपने संस्थान अन्तर्गत सभी पदाधिकारी/कर्मियों यथा चिकित्सा पदाधिकारी ए0एन0ए0एम0 आशा, आँनबाड़ी सेविका का एक दिवसीय उन्मुखीकरण कार्यशाला आयोजित किया जाये। 5 सितम्बर से 11 सितम्बर तक आशा कार्यकर्ताओं के माध्यम से दम्पति सम्पर्क सहाय आयोजित की जाए। इसमें सभी योग्य दम्पतियों का पूर्व पंजीकरण करते हुए प्रतिवेदन की

उपलब्धि प्रति 11 सितंबरको संध्या 5 बजे तक उपलब्धि कराना सुनिश्चित किया जाये। आमजन में जागरूकता लाने के उद्देश्य से -रिक्शा के माध्यम से राज्य स्वा0 समिति, बिहार, पटना के दिशा-निर्देश के आलोक में स्थानीय स्तर पर रूट चार्ट तैयार करते हुए प्रचार-प्रसार कराया जाये।

गरीब किसानों के हितों की बलि चढ़ा रही राज्य सरकार : संजय जायसवाल

पटना (आससे)। पीएम बनने के लिए गरीब किसानोंके हितोंको राज्य सरकार बलि चढ़ा रही है। बिहार सरकार पर यह आरोप भाजपा अध्यक्ष डा. संजय जायसवालने लगाया है। उन्होंने डिमांडसे अधिक ख़ादको सप्लाई होनेके बावजूद राज्यमें ख़ादका संकट होना राज्य सरकारपर सवाल खड़े करती हैं। वास्तव में बिहार किसानोंका हित आज सीएम नीतीश कुमारकी पीएम बननेकी महत्वाकांक्षीकी बलि चढ़ा रहा है। सुबेका ख़ाद आपूर्ति तंत्र पूरी तरहसे विचोलीया तंत्रके हवाले हो चुका है। सरकार कालाबाजारियोंपर लगाए लानेके बजाय अपनी नाकामी छिपानेके लिए केन्द्रपर बेजा आरोप लगा रही है। उन्होंने कहा कि बिहार सरकारका ध्येय अब किसानोंकी भलाईके बजाय केन्द्रको बदनाम करनेमें बदल चुका है। उन्होंने कहा कि सरकार भले ही कम ख़ाद आपूर्तिको रोना रो रही हो, लेकिन वास्तविकतामें राज्य सरकार द्वारा आधिकारिक रूपसे केन्द्रको कोई सूचना तक नहीं दी गयी है। उन्होंने कहा कि राज्य सरकार द्वारा बिहारमें खरीफ फसलके दौरान इस माहके अगस्त तक सात लाख ७१ हजार मीट्रिक टन यूरियाकी जरूरत बताया गयी थी, जिसके विरुद्ध २९ अगस्त तक केन्द्र सरकार द्वारा सात लाख ९५ हजार मीट्रिक टन यूरियाकी आपूर्ति की जा चुकी है, जो सरकारकी डिमांड से अधिक है। दूसरी तरफ राज्य सरकार अभी तक मात्र छह लाख, ७५ हजार मीट्रिक टन ही किसानों तक पहुंचा सकी है। राज्य सरकारको बताना चाहिए कि क्या खेती-किसानीके इस मौसममें बिहारके किसानोंको समुचित आपूर्ति नहीं की जा रही है।

कोर्ट की सख्ती से हुआ मंत्री का इस्तीफा : तारकिशोर

(आज समाचार सेवा) पटना। मुख्यमंत्री की सत्ता पर पकड़ कमजोर होती जा रही है। भ्रष्टाचार और अवांछित तत्वों के विरुद्ध निर्णय लेने में हो रही देरी इस बात के



सबूत हैं। महागठबंधन की सरकार में राज्य के गंगा मंत्री कार्तिकेय कुमार के इस्तीफा पर प्रतिक्रिया देते हुए पूर्व उपमुख्यमंत्री तारकिशोर प्रसाद ने कहा कि महागठबंधन की सरकार में मुख्यमंत्री के नए गठबंधन के साथियों के दबाव में हैं, जो स्पष्ट दिख रहा है। उन्होंने कहा कि सरकार गठन और मंत्रिमंडल विस्तार के लगभग 15 दिन के बाद कोर्ट की सख्ती के मद्देनजर 31 अगस्त को पहले आरोपी मंत्री का विभाग बदला गया और फिर इस्तीफा

लिया गया। यदि कोर्ट की सख्ती नहीं होती, तो ऐसे मंत्री सरकार में अभी भी बने होते। वर्तमान मंत्रिमंडल में इसके अलावा भी अन्य कई मंत्रियों पर मुकदमें चल रहे हैं।

मणिपुर के 5 विधायकों का भाजपा में शामिल होना जदयू की घटती लोकप्रियता का प्रमाण

(आज समाचार सेवा) पटना। मणिपुर में जदयू के 6 विधायकों में से 5 विधायकों ने भारतीय जनता पार्टी का दामन थाम लिया है। इस पर प्रतिक्रिया देते हुए हम बिहार के पूर्व उप मुख्यमंत्री तारकिशोर प्रसाद ने कहा कि जदयू के शीर्ष नेतृत्व की नीति से पार्टी को लोकप्रियता घटी है। उन्होंने कहा कि मंत्रिमंडल के तकरौबन 72 प्रतिशत मंत्री दागी हों, उनके साथ सरकार बना कर मुख्यमंत्री ने अपनी सुशासन की साख पर धब्बा लगा दिया है। उनकी पार्टी के अंदर नियतिशील विचार के विधायक भी जदयू की वर्तमान नीतियों से क्षुब्ध हैं। उसी का प्रमाण है कि मणिपुर में 5 विधायक भी भारतीय जनता पार्टी में शामिल हो गए। उन्होंने कहा कि जदयू अपनी साख, संवेदनशीलता और विश्वसनीयता खोता जा रहा है। जल्द ही बिहार भी मणिपुर के पथ पर अग्रसर होगा। भाजपा सबका साथ, सबका विकास की अवधारणा पर काम करने वाला राष्ट्रीय पार्टी है, जिसकी सर्वस्पर्शी नीति और सशक्त नेतृत्व का लाभ देश को मिल रहा है। उन्होंने कहा कि भाजपा के साथ शशासन और सत्ता में रहने के दौरान मुख्यमंत्री नीतीश कुमार को ऐसे

जिरो टॉलरेंस की हवा निकल गई है और राज्य सुशासन के मार्ग से भटक गया है।

ADITYA CONSUMER MARKETING LIMITED
 CIN: L52190BR2002PLC009872
 Registered Office: Lower Ground & Ground Floor, Aditya House, M-20, Road No. 26, S. K. Nagar, Patna-800001, Bihar
 Tel No. +91-612-2520874/54, Email: cs@adityaconsumer.com, Website: www.adityaconsumer.com

NOTICE TO SHAREHOLDERS
 NOTICE is hereby given that the Twentieth (20th) Annual General Meeting (AGM) of the Company will be held on Friday, 30th September 2022 at 03:30 PM through Video Conference ("VC")/Other Audio Visual means ("OAVM") to transact the business as set out in the Notice of the AGM, which is being circulated for convening the AGM.
 In view of the continuing COVID-19 pandemic, the Ministry of Corporate Affairs ("MCA") has vide its Circular No. 2 dated May 5, 2022, Circular No. 2 dated January 13, 2021, Circular No. 19 dated December 8, 2021, Circular No. 21 dated December 14, 2021 read with Circular No. 20 dated May 5, 2020, Circular No. 14 dated April 8, 2020 and Circular No. 17 dated April 13, 2020 and General Circular No. 20 dated 5th May 2020 (hereinafter collectively referred to as "MCA Circulars") and Circular Nos. SEBI/HO/CFD/CMD/1/CIR/P/2020/79 dated 12th May 2020, SEBI/HO/CFD/CMD/2/CIR/P/2021/11 dated 15th January 2021 and SEBI/HO/CFD/ CMD/2/CIR/P/2022/62 dated 13th May 2022, respectively issued by the Securities and Exchange Board of India ("SEBI") (collectively referred to as "SEBI Circulars") permitted the holding of the Annual General Meeting ("AGM") through VC or OAVM without the physical presence of the Members at a common venue. In compliance with the relevant provisions of the Companies Act, 2013 ("Act"), the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations") and these aforesaid MCA Circulars, the AGM of the Company is being held through VC/OAVM. The venue of the Meeting shall be deemed to be the Registered Office of the Company i.e. Lower Ground & Ground Floor, Aditya House, M-20, Road No.26, S. K. Nagar, Patna-800001(Bihar).
 The Notice of the AGM along with the Annual Report FY 2021-22, is being sent only by electronic mode to those members whose email addresses are registered with the Company/Depositories, in accordance with the aforesaid MCA Circulars and SEBI Circular. Members may note that the Notice of the AGM and Annual Report FY 2021-22, will also be available on the Company's website www.adityaconsumer.com and website of the Stock Exchange i.e. BSE Limited at www.bseindia.com. Members can attend and participate in the AGM through the VC/OAVM facility only. The instructions for joining the AGM are provided in the Notice of the AGM. 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 providing remote e-voting facility ("Remote e-voting") to all its members to cast their votes on all resolutions set out in the Notice of the AGM. Additionally, the Company is providing the facility of voting through e-voting system during the AGM ("e-voting"). Detailed procedures for remote e-voting/e-voting is provided in the Notice of the AGM.
 If your email id is already registered with the Company/Depository, login details for e-voting are being sent on your registered email address.
 In case you have not registered your email address with the Company/Depository, please follow below instructions to register your email address for obtaining the Annual Report and login details for e-voting:

Physical Mode Holding	Send scanned copy of the following documents by email to Register and Share Transfer Agent/Company at investor@cameoindia.com or cs@adityaconsumer.com - a. Signed request letter mentioning name of Shareholder, Folio No. and Complete address; b. Scanned copy of the share certificate (front and back) and c. Self-attested copy of PAN Card and Aadhar Card
Demat Holding	Please contact your Depository Participant (DP) and register your email address in your demat account, as per the process advised by your DP

For Aditya Consumer Marketing Limited
 Sd/-
 Hridaya Narayan Tiwari, Company Secretary
 Place-Patna
 Date-04th September, 2022