



20<sup>th</sup> December, 2023

The Listing Department,  
National Stock Exchange of India Limited  
Exchange Plaza, C-1, Block-G  
Bandra Kurla complex, Bandra-East  
Mumbai-400 051  
Stock code: STARCEMENT

BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai-400 001  
Stock code: 540575

Dear Sir(s)/Madam(s),

**Sub.: Newspaper Advertisement - Disclosure under Regulation 30 & 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulation, 2015**

Pursuant to Regulations 30 & 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Copies of the newspaper advertisements published today i.e. Wednesday, December 20, 2023, in English in Financial Express (all editions) and in Hima (Khasi Edition), both having electronic editions, regarding completion of dispatch of Postal Ballot Notice of the Company and e-voting information in compliance with MCA and SEBI Circulars.

This is for your information and record.

Thanking you,  
For Star Cement Limited

Debabrata Thakurta  
(Company Secretary)  
Encl. As stated



**STAR CEMENT LIMITED**

Century House, P-15/1 CPT Colony, Taratala Road, Kolkata -700088. Email: kolkata@starcement.co.in  
Registered Office & Works: Village & PO – Lumshnong, P.S. Khliehriat, District – East Jaintia Hills, Meghalaya – 793210. Phone: 03655-278215/16/18. Fax Number: 03655-278217.  
Email: lumshnong@starcement.co.in. Website: www.starcement.co.in

ISO 9001:2015, ISO 14001:2015 & ISO 45001:2018 CERTIFIED COMPANY.

CIN : L26942ML2001PLC006663

● MARGIN IMPROVING WITH SCALE: CEO Black Box eyes \$2 bn revenue in 3 years

SAMEER RANJAN BAKSHI Bengaluru, December 19

ESSAR GROUP'S IT solution provider Black Box (formerly AGC Networks) aims to double its revenue to \$2 billion in the next three years, Sanjeeb Verma, president and CEO, Black Box, said in an interaction with FE on Tuesday.

Currently, the company sees an annual revenue run rate of about ₹7,000 crore. It is looking to increase its margin to 10% over the next few quarters. In the second quarter, the company's Ebitda (earnings before interest, taxes, depreciation and amortisation) margin was at 6.4%.

"Our business model is not to grow our margin to 20%, but to 10%. We acquired Black Box when it was not making profit, before Covid-19. But we have been seeing gradual improvement in margin over the last 20 quarters," Verma said.

"The margin is getting better with scale, because the company's fixed cost doesn't change," said Verma.

Speaking about the margin improvement roadmap,

EDGING UP

Currently, Black Box is seeing an annual revenue run rate of about ₹7,000 crore

It plans to increase its margin to 10% over the next few quarters

he said that Bengaluru is the heart of the company's productivity. He added that they are considering to relocate about 5% of works to Bengaluru in near future.

"Our productivity expectation from Bengaluru over the next few quarters is going to get the momentum and help our margin," Verma said.

"We are also looking to move some of the non-critical work to Bengaluru. So, a mix of scale, better productivity in Bengaluru and relocating some jobs that are not critical to our shared services - would help improve our margin."

The IT company currently has over 4,000 employees and a fourth of its workforce is based in India.

SANJEEB VERMA, President and CEO, Black Box

A MIX OF SCALE, BETTER PRODUCTIVITY IN BENGALURU & RELOCATING SOME NON-CRITICAL JOBS TO OUR SHARED SERVICES WOULD HELP IMPROVE OR MARGIN.

Recently, it opened a new centre of excellence in Bengaluru that is hosting about 300 employees. The company plans to double its Bengaluru headcount in the next two years.

Black Box derives about 70% of its revenue from the US and its business model has protected itself from the slowdown in discretionary spends that the IT industry is witnessing. Verma added that a large part of the business is protected by non-discretionary spends.

The company provides critical digital infrastructure support, that are not discretionary in nature, to clients across the world. About 80% of its business is mission critical and therefore non-discretionary in nature.

India-specific LLMs crucial: SAP

Local languages key to AI development in biz applications

AYANTI BERA Bengaluru, December 19

LARGE LANGUAGE MODELS developed in India and trained on data sets in vernacular languages are crucial for the development of AI in business applications from a language perspective, said Thomas Saueressig, a member of the executive board of German software giant SAP SE.

"As many as 1.4 billion people live in India, so Indian data and Indian large language models are going to be absolutely critical," SAP's deputy chairperson of the supervisory board Punit Renjen said, when asked about the importance of Indian LLMs.



INDIA STORY

SAP launched Joule, a natural-language, generative AI copilot

Two other Indian LLMs are Krutrim, built on lines of ChatGPT, and OpenHathi

OpenHathi is first Hindi LLM launched by startup Sarvam

Earlier this year, SAP launched Joule, a natural-language, generative AI copilot that will be embedded

throughout the company's cloud enterprise portfolio, providing proactive and contextualized insights. The research and development of Joule has been done in SAP's largest R&D centre located in Bengaluru.

So far, two Indian large language models have been launched. Ola co-founder Bhavish Aggarwal unveiled a 'Made in India' large language model and generative AI platform, Krutrim, on the lines of OpenAI's ChatGPT earlier this month. The platform is trained on 2 trillion tokens or pieces of textual information, having the largest representation of Indian data. Besides, Peak XV-backed Indian startup Sarvam has also launched the first Hindi large language model 'OpenHathi'.

In a media briefing, the company also said that it has hired around 1,500 people this year for SAP Labs India and

expects to hire a similar number of people next year. SAP Labs currently has about 15,000 employees in India, which the company plans to double in the coming few years.

"Nearly 40% of the global R&D workforce is based in India," noted Sindhu Gangadharan, senior vice president and managing director at SAP Labs India. The company is building a new campus in Devanahalli, near Kempegowda International Airport, Bengaluru, which will house the new set of 15,000 employees when completed.

"The new campus will be operational in the beginning of 2025 and in the first phase we will have a capacity of 3,000 employees," she added.

SAP's management also emphasized on the growth opportunity it sees in India, with Renjen adding "This is India's century."

Domino's to revamp packaging, decor

GEETIKA SRIVASTAVA New Delhi, December 19

PIZZA CHAIN DOMINO'S India on Tuesday announced a rebranding exercise along with the launch of its latest campaign, 'It Happens Only with Pizza' (IHOP).

The exercise includes a new design for the QSR chain's iconic blue pizza boxes and staff uniforms, along with revamped dine-in areas and a greater push to communication on digital platforms. The company has also launched a brand anthem composed by Praseon Joshi, and put up a first-of-its-kind 3D anamorphic billboard in New Delhi.

"A 360-degree communication, including stores and delivery boxes, brings the pizza-eating experience in an integrated manner, allowing Domino's to gain a share of occasions in a \$1-billion food services market, where pizza constitutes just \$1 billion," said Sameer Khetarpal, MD & CEO of Jubilant FoodWorks Limited, the master franchisee of the pizza chain.

Currently, the company is the market leader in the organised pizza market with a 50% market share. It also dominates the pizza home delivery segment with over 70% share. With its new ad, the company aims to promote pizza as a dish for every important occasion.

Google sees firms speed up shift to cloud

SAMEER RANJAN BAKSHI Bengaluru, December 19

TRADITIONAL COMPANIES WILL accelerate their transition to cloud in 2024, said Bikram Singh Bedi, MD, Google Cloud India, stressing that Generative AI will continue to be a big deal.

The companies are looking at all kinds of use cases and Google Cloud is helping them build various solutions vis-a-vis content generation, summarisation, discoverability, business/process automation and increasing employee productivity. "We are seeing a lot of adoption as far as Google

BIKRAM SINGH BEDI, MD, Google Cloud India

WHILE A MAJORITY OF TRADITIONAL COMPANIES ARE UNDERGOING THE SHIFT, SOME HAVE MOVED LOCK, STOCK AND BARREL TO CLOUD



Cloud solutions are concerned," said Bedi, adding that they're working with companies across the board - Jio, Airtel, Mahindra and Mahindra,

Adani Group, Apollo Hospitals and HDFC Bank, to name a few.

While a majority of traditional companies are undergoing the shift, some have moved lock, stock and barrel to cloud and don't run their own data centres anymore, he said.

With a massive increase in their digital surface, security has become the foremost concern for traditional companies as the number of tools has increased but skills/manpower remain limited.

Used-car market may grow to ₹5 trn in value by FY28: OLX

VIKRAM CHAUDHARY New Delhi, December 19

THE INDIAN USED-CAR market is set to leap from a value of ₹2.1 trillion in FY23 to ₹5 trillion by FY28, and a volume increase from 4.6 million units in FY23 to 8.5 million units in FY28, growing at a value-CAGR of 13%, and volume-CAGR of 13%, respectively, according to the OLX Mobility Report.

"Contrastingly, the new-car market, despite achieving a historical 27% growth in FY23 with 3.9 million units sold, anticipates a moderated growth pace of 6-8% in FY24," Siddharth



The new-car market, despite a historic 27% growth in FY23, anticipates a moderated growth pace of 6-8% in FY24

SIDDHARTH AGRAWAL, COUNTRY HEAD MARKETING, OLX INDIA

Agarwal, country head, marketing, OLX India, told FE.

Agarwal added that the rise in sales of pre-owned utility vehicles (UVs) is propelling this growth. "In the used-car market, UVs are expected to grow 2x, increasing their market share from 21% in 2023 to 41% by 2028. This shift aligns

with the broader trend observed in the new-car market, where UVs have been steadily gaining popularity," he said. According to him, the supply of UVs like Hyundai Creta, Maruti Suzuki Brezza, Ford EcoSport and Mahindra XUV500 is increasing in the used-car space.

BLUE STAR LIMITED (CIN: L28920MH1949PLC006870) Registered Office: Kasturi Buildings, Mohan T Advani Chowk, Jamshejdi Tata Road, Mumbai - 400 020... NOTICE... Re-appointment of Mr Arvind Singhal (DIN: 00709084) as an Independent Director of the Company to hold office for a second consecutive term of five years commencing from February 5, 2024 to February 4, 2029... For Blue Star Limited Rajesh Parthe Company Secretary & Compliance Officer Membership No.: A10700

FORM G INVITATION FOR EXPRESSION OF INTEREST FOR AMAR PRAKASH DEVELOPERS PRIVATE LIMITED OPERATING IN THE REAL ESTATE INDUSTRY AT KANCHEEPURAM, CHENNAI, TAMIL NADU... RELEVANT PARTICULARS... amar.praakash@truproinsolvency.com

LEMONTREE HOTELS LIMITED (CIN No.: L74899DL1992PLC049022) Registered Office: Assel No. 6, Aerocity Hospitality District, New Delhi-110037... NOTICE OF POSTAL BALLOT... For Lemontree Hotels Limited Sd/- Jyoti Verma Group Company Secretary cum Compliance Officer

STAR CEMENT LIMITED (CIN: L26942ML2001PLC006663) Regd. Office: Vill: Lumshong, P.O.: Khalbheriat, Dist.: East Jaintia Hills, Meghalaya - 793210... POSTAL BALLOT NOTICE & E-VOTING INFORMATION... For Star Cement Limited Sd/- Debabrata Thakurta Company Secretary Membership No. FCS 6554

İakynduh u Kejriwal ia ka Mamata bad u Uddhav hashwa ka INDIA Meet



New Delhi, Nohprah:

U Myntri Rangbah jong ka Delhi u Arvind Kejriwal uba la shah khot hajir ha ka kynthun Enforcement Directorate, u la leit ban İakynduh ia ka kynthun jong ki nongİalam ka liang pyrshah kiba la don ha Delhi ha ka Lah Sngi U Blei na ka bynta ka jingİalang jong ka kynthun synrop INDIA.

Ha ka step jong kane ka sngi u la İakynduh ia ka Myntri Rangbah jong ka West Bengal ka Mamata Banerjee.

Ym shym la tip kiei ki jingİakren ne halor kino ki

mat ba ki la İakynduh ha ka por ba la don ka jingİakyn-duh jong ki kaba long 45 minit.

Ka jingİalang ba la long bad u Uddhav Thackeray bad u nongİarap baİajan jong u u Sanjay Raut ka la long ha ka janmiet jong kane ka sngi.

Ha ka sngi Ba-ar kumba la mut lypa u la İakynduh bad u Myntri Rangbah jong ka Tamil Nadu u MK Stalin.

Ka kynthun Enforcement Directorate ka la khot hajir ia u Kejriwal na ka bynta ban kylli jingkylli halor ka

mukotduma kaba la mudui halor ka jingkyunnoh ba ka la don ka jingdkoh treikam ha kaba İadei bad ka kyiad ha ka 21 tarik, Nohprah.

ane ka dei ka sien kaba ar ba ka kynthun tohkit ka la khot hajir ia u heh nongİalam jong ka seng Aam Aadmi Party. Hashwa u la shah khot hajir ha ka 2 tarik, Naiwieng.

U Kejriwal u la İaid lait halor ka jingshah khot hajir bad ha ka jaka kane, u la leit ban don bynta ha ka jingİalap ilekshon na ka bynta ka seng jong u ha Madhya Pradesh.

Leit pynİasoh ki nongİalam bad ki nongbud ka seng BJP bad Congress sha ka Trinamool Congress

Haflong, Nohprah:

Ki la don palat 50 ngut ki nongİalam bad ki nongbud jong ka Indian National Congress bad ka Bharatiya Janata Party kynthup u Ngamsei Hengna, uba long u dkhot barim jong ka NCHAC bad u dkhot jong ka seng BJP ha Dima Hasao, u Lalneisiem Hengna, uba long u dkhot jong ka seng Congress ha Dima Hasao bad baroh kawei ka Mandal committee of Mahur INC kiba la leit ban pynİasoh bad ka seng Trinamool Congress ha ka proklam pynrung dkhot kaba la long ha ka shlem treikam jong ka seng ha Dima Hasao ha ka sngi Saitjaini.

Ha ka jingleit ban pynİasoh bad ka seng TMC, ki nongİalam na kiwei pat ki seng saiñ pyrthei kum ka BJP bad Congress ki la ong ba ka seng TMC ka la ioh jingkyrshah bha ha Dima Hasao bad kyrmen ba ka seng TMC ha Dima Hasao kan sa lah ban leh bha ha ka ilekshon ka ban

Lap ki shipai ia 2 tylli ki Drone bad u drok ha khappud

Chandigarh, Nohprah:

U nongaiktien jong ki shipai ka tnat BSF u la İathuh ba ki shipai ki la lap ia ar tylli ki Drone bad lajan 1 kilo u Heroin hajan ka khappud India-Pakistan ha Amritsar kaba don ha Punjab ha ka sngi Ba-ar. İa kine ki Drone la lap hajan ka shnong Dhanoe Khurd kaba don ha Amritsar hynnin ka step.

Ha ka por ba ka la don ka jingleit khyra jong ki shipai ha ryngkat ki pulit jong ka Punjab, la lap ia ka Drone ba la shna ha China bad ia ka song jong u Heroin uba don ka jingkhia kaba 430 gram na kawei ka madan. La lap ruh ia u Ring Nylon bad ka Torch ka barit ba la teh ha kane ka song, la İathuh u nongaiktien. Ki shipai BSF ki la lap sa ia kawei pat ka Drone ha kajuh ka shnong kata ha Dhanoe Khurd ha ka janmiet jong ka lah sngi U Blei.



wan sha ka 13thNC Hills Autonomous Council ka ban long ha ka 8 tarik, Kyllalyngkot, 2024.

U Aching Jeme, uba long u President jong ka seng TMC ha ka distrik u la ong ba ka jingleit pynİasoh jong ki nongİalam na ka seng BJP bad Congress kin sa lah ban wan-rah jingjop ha ka jingİakhun ia ka ilekshon ha u snem ban wan.

U Jeme shuh shuh u la ong ba ia ka thup kyrteng jong ki kyrtong yn sa pynba ha ka 19 tarik bad ka seng TMC kan sa pynİakhun ia ki kyrtong ha ki 15 haduh 20 tylli ki konstitwensi na ka bynta ka ilekshon 13th NHAC.

Shah kem ka nonghikai ba shoh bad pynshitom bein ia ki khynnah skul

Itanagar, Nohprah:

Ki pulit jong ka Arunachal Pradesh ki la kem ia ka Sadhvi Devkriti ba la tip ruh kum ka Mataji, kaba la shah kyn-noh ba ka la pynshitom bein bad shoh ia ki khyn-nah jong ka Acharyakulam, ka skul Primary ba la pynİaid da ka Patanjali Ayurveda Pvt Ltd ha Itanagar kaba hap hapoh ka Pakke-Kessang distrik.

Ka Sadhvi Devkriti, kaba dei ka nonghikai Sanskrit, ka la phet rieh hadien ba ki pulit ki la buh da ka jingmudui mukotduma pyrshah ia ka ha ka 10 tarik, Nohprah ha ka jaka treikam jong ki ha Itanagar. Ka Sadhvi ka la shah pynngat hapoh ka kyndon Juvenile Justice Act halor ka jingpynshitom bein ia kiba bun ki khyn-nah skul kiba dang rit, la İathuh u Superintendent of Police (SP) jong ka Pakke Kessang u Tasi Darang ha ka Sngi U Blei.

Ka Devkriti, ka la shahkem na ka shnong jong ka na Hasanpur kaba hap hapoh ka Fatehpur distrik ha Uttar Pradesh ha ka Sngi Saitjaini, la ong u SP. Ka mukotduma hapoh ka kyndon 342/323 jong ka kyndon 75 jong ka JJ Act, la pynngat pyrshah ia ka ha ka jaka treikam jong ki pulit ha Seijosa, u la ong.

U heh pulit u la ong ba kane ka jingİa ka la paw pyrthei hadien ba ki kmie ki kpa jong uwei u khyn-



nah uba la shong ha ka klas 1 ki la ioh ia ka jingİngem ka met u khun jong ki, ha kaba hadien ba ki la tip ba u la shah shoh la skul ki la leit uĵor da ka eĵahar sha ki pulit ka Seijosa ha ka 10 tarik, Nohprah.

Ki la don kumba 20 ngut ki khynnah skul kiba

shong ha ka klas 1 haduh klas 4 kiba ju shah pynshitom bein ha ka Devkriti. Kumba la ioh jingtip, la ong ba kine ki khynnah ki ju shah byrngem byrsit ha ka lada jia ba ki İathuh ha ki kmie ki kpa jong ki ba ki shah shoh ne shah pynshitom.

STAR CEMENT LIMITED advertisement with details on company information, contact, and a notice regarding a postal ballot and e-voting process.

GOVERNMENT OF MEGHALAYA advertisement for the construction of Block Public Health Units (BPHU) in various districts, including tender details and contact information.

GOVERNMENT OF MEGHALAYA advertisement for the construction of Integrated Public Health Laboratory (IPHL) in various districts, including tender details and contact information.

NA KA BYNTA KI KHUBOR SNGEWBHA advertisement with contact details for Jawai and Shillong.