

25th August, 2023

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400 001

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No. C-1, Block G,
Bandra-Kurla Complex, Bandra (E)
Mumbai - 400 051

Scrip Code: 533217

Trading Symbol: HMVL

Sub: Newspaper advertisement- Regulation 30 and 47 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Re: 13th post IPO Annual General Meeting (AGM) of the Company via video conferencing/other audio visual means

Dear Sir(s),

Please find enclosed herewith copy of relevant page of "Mint" (English) and "Hindustan" (Hindi) newspapers, published on 25th August, 2023, intimating Shareholders regarding the 13th post IPO AGM of the Company scheduled to be held on Tuesday, 26th September, 2023 via video conferencing/ other audio visual means, along with other related information.

This is for your information and records.

Thanking you,

Yours faithfully,
For **Hindustan Media Ventures Limited**


(Punit Kumar Chellaramani)
Company Secretary

Encl.: As above



Google seeks to guard its flanks with AI tools

Search giant's gen AI tools attempt to protect its vital advertising revenue

Shouvik Das
shouvik.das@livemint.com
NEW DELHI

Google is pushing ahead with generative artificial intelligence (AI) tools for its advertising platform in India and across the world, as it stares at a potential decline in digital ad revenue in the age of AI.

On 25 April, Google's parent reported a second consecutive quarter of declining advertising revenue, which accounts for nearly 80% of the company's annual revenue. Just a month later, it unveiled its generative AI tools for advertisers globally, and brought them to India in July.

At a media round table on 31 July, Dan Taylor, vice-president of global ads for Google, said the new tools under the "Performance Max" fold will help digital marketers craft more relevant advertising, widen the impact of advertisements, and deepen customer engagement. Financial services group HDFC, e-commerce platform Myntra and insurance firm Tata AIG are among Indian companies using these tools, he said.

"We see it as an enhancement, and a tool to exponentially increase the opportunity to reach consumers with relevant ads, to reach consumers with a relevant experience on their website," Taylor said.

Industry stakeholders see the move as Google's attempt to protect its revenue in the long run. Digital ad spending growth has slumped—GroupM expects global digital ad spending growth to fall 1.5 percentage points to 5.9% in 2023 to \$856 billion. This is particularly concerning for Google, which relies heavily on ads. Out of Alphabet's latest quarterly revenue of \$74.6 billion, \$58.1 billion, or nearly 78%, came from ads. Its FY22 annual report disclosed ad revenue of \$224.4 billion, accounting for 79% of its



On 25 April, Google's parent reported a second straight quarter of declining advertising revenue, which accounts for nearly 80% of the company's annual revenue. REUTERS

total \$282.8 billion revenue.

Jaspreet Bindra, founder of tech consultancy firm Tech Whisperer and an industry veteran, terms Google's approach to generative AI as a "classical innovator's dilemma".

"Google invented the foundational transformer model in 2017, but then sat on it without being the first to commercialize, as it posed a direct threat to Google's vast ad business. It is this that Microsoft also targeted—the advent of generative AI will basically cut down the margins of massive-margin ads business that Google dominates. At present, Google's biggest challenge will be to see how it can monetize this new format of search that generative AI has brought forth, through ads. It is this that Google will look to address, in a bid to maintain the margins of its primary revenue driver," Bindra said.

Publishers too are joining in, according to Google's Taylor. "The publishers that I'm talking to are embracing the opportunity of generative AI—from a content crea-

tion and optimization standpoint, as well as how they think about their own marketing efforts," he added.

However, digital marketers believe social media platforms could eventually pose a stiff challenge for Google. Shudeep Mazumdar, chief executive of digital marketing firm Zefmo, said, "Growth in digital ad spending has been stagnating over the past four to six quarters. User-driven searches are also increasing on social media platforms—as a result, ads on Google's YouTube or Meta's Instagram are likely to see faster growth in the coming quarters, as against Google's display ads," Mazumdar said.

Mazumdar said Google's key offerings will try to attract brands to the AI bandwagon to take on rivals. "Generative AI could make a difference here, in terms of the overall cost of advertising that brands incur. This, coupled with the ease of creating ads through generative AI, may offer an interim boost to stagnant digital ad spending," he added.

For now, the early move by Google may have a limited impact on India, though this impact could be significant in the long run.

ABOVE MOON, A MOMENT OF STILLNESS



A MATTER OF NUMBERS
DILIP D'SOUZA

Respond to this column at
feedback@livemint.com

Imagine a midsize sport utility vehicle (SUV). Imagine it not on the street, but hovering about 750m above your head. I do mean hovering. It doesn't hang from anything, it is not tethered to anything, there's nothing holding it up. It's just there.

You'd be pretty impressed, I'd say. Sure, you might run for cover so that it doesn't fall on your head, but you would indeed be pretty impressed. How does this 1,700kg behemoth stay aloft?

Well, something akin to that small miracle is what happened on Wednesday evening. Ok, it wasn't an SUV. Ok, it wasn't above your head, nor even above the heads of anyone else on the planet. But it was the moon and it was the Chandrayaan-3 mission's landing module, Vikram. And, for a few seconds on Wednesday evening, it was pretty much stationary above the moon's surface. Hovering. Ready to drop those last few hundred metres.

There's plenty to marvel at in the whole Chandrayaan mission, in space travel in general, really. But if you put a gun to my head and asked me to pick one heart-stopping moment, I would choose this one. For me, at any rate, it speaks of the singular triumph of science that this moon mission really stands for.

In that sense, it's analogous to a plane taking off. Think of it: A little over a century ago, if you told a random human being that an enormous object weighing nearly 200,000 kg—your typical Boeing 747—could rise into the air and stay there, I think that random human being would have looked at you strangely and hurried to get away from you. Yet today, it's just a routine part of life. It doesn't even strike us that a plane's take-off really embodies an enormous belief and trust in science.

Similarly with Vikram's momentary pause in mid-descent to the moon. There may come a time when travel to the moon is as routine as planes taking off; when all of us know of and don't pay attention to the occasional need for a landing module weighing two tonnes to hover above random moon dwellers' heads. Yet being routine won't change the essence—that same belief and trust in science.

And for me, that's what's truly worth celebrating in the Chandrayaan-3 mission.

Spend a few moments in thought about the numbers involved, again substituting an SUV for Vikram in your mind.

Our SUV's final descent to the moon has been widely referred to as "15 minutes of terror". That's because it is effectively on autopilot, following preprogrammed instructions. Part of those instructions are to evaluate the moonscape below and make a decision to switch landing sites, if required.

But here's the thing. At the start of those 15 minutes, the SUV is lying on its side, parallel to the surface, and some 30 km above, orbiting the moon with its wheels first. If you are on the moon, you may not even see the SUV that far above you, let alone be able to discern that it leads with its wheels. In the moon dawn, you might see it as a shining dot, moving swiftly across the moon sky. Swiftly is right: its speed is about 1.7 km per second.

The task, then, is this: slow the SUV down, get it to gradually

descend, and turn it 90 degrees on its axis so its wheels point at the surface of the moon. We want it to land on those wheels, after all.

That's just what the autopilot instructions set out to achieve. Over nearly 12 minutes, the SUV slows its forward speed by a factor of 5, to almost 350 m per second. In that time, it also moves forward about 715 km—about the distance between Mumbai and Hyderabad. Importantly, by then its landing site is only another 30 km or so ahead. By then, it has swivelled about 45 degrees on its axis; its wheels are about halfway to pointing where they need to, for landing. But also by then, the SUV has descended nearly 23 km. It continues to fall out of the moon sky at about 60m per second.

At its current forward speed, the SUV will appear over the landing site in about 90 seconds. But of course, we can't have it still moving forward when it gets there. So, the SUV slows down some more, taking the next three minutes to arrive above the landing site—but with a forward speed of zero. But again importantly, at this point the SUV has swivelled a further 45 degrees, so that its wheels are now pointing directly at the ground. It's close to 1 km off the moon's surface. How did all this slowing down and swivelling happen? The SUV fired its on-board rocket engines judiciously.

Again, if you're at the landing site and you look up, you'll probably see the SUV there above you, about a kilometre away. Too far to read the licence plates, but close enough to realize with a shock that there's a massive vehicle up there, about to fall on your head.

Yes, applaud the mathematics, the science, that has taken remarkable shape here

Yet that's just the point. To your astonishment, the SUV doesn't fall. Instead, it stays rock-steady there for a few seconds, as if contemplating its options. It does this by firing its engines, this time aiming them at the ground. Understand: The engines must generate exactly enough thrust to balance the SUV's weight in the moon's gravity, and keep the SUV in place.

This is the calculation that the Indian Space Research Organisation (ISRO) made, that sees dramatic fruition right here. This was, for me, that heart-stopping moment. On the ISRO broadcast of the landing, the continuously-reported downward vertical speed actually shrank to zero. So did the forward speed. In black-and-white there on the screen, we know Vikram is hovering above where it will land.

Sorry, our hypothetical SUV is hovering above. See those wheels, don't you?

Things go quickly now. At close range, the site looks ok for a landing. Within a few dozen seconds, that's just what happens. The SUV lands on its wheels.

Sorry, Vikram lands on its landing pads. It generates small clouds of moon dust. It also generates rapturous applause in ISRO, across a nation, around the world.

Yes, applaud the mathematics, the science, that has taken remarkable shape here. Isaac Newton once said of his work: "If I have seen further, it is by standing on the shoulders of giants." Vikram stands today on the moon. It stands, too, on the shoulders of so many giants, Newton among them.

Somehow, that's even more heart-stopping.

Once a computer scientist, Dilip D'Souza now lives in Mumbai and writes for his dinners. His Twitter handle is @DeathEndsFun.

\$58.1 bn
Alphabet's latest quarterly revenue from ads

Go from
'Who's ruling the stock market?'



to
'What's the rule to double one's investments?'

In every answer lies the very next question. You only grow when you ask better questions. Get answers and updates on the latest business news and its impact on us, only with Mint

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GOVERNMENT OF WEST BENGAL
PWD TENDER NOTICE
3rd Corrigendum to e-N.I.S. No. 03 of 2023-2024 of the Superintending Engineer & Project Director, Project Implementation Unit-I, circulated vide This office Memo No. 304-R/PIU-I, Dated: 14.07.2023 for the work "Opening of a current account with a bank as listed in Finance Department Memorandum No. 9668-FY) dated-30.11.2012 with upto date corrigendum/ addendum (if any) and supplying of Point of Sale Terminals (POS) for twenty five accommodation facilities under the administrative control of Public Works Department." Tender ID : 2023 WBPWD 547570_1. Bid submission closing date (online): 01/09/2023 upto 3.00 p.m. Date of opening of Technical Bid: 04/09/2023 after 3.00 p.m. Details of N.I.T. and Tender documents may be downloaded from: [http://wb.tenders.gov.in/Sd/-SE&PD,PIU-I,PWRD,GOVT.OF.W.B.ICA:T17436\(1\)2023](http://wb.tenders.gov.in/Sd/-SE&PD,PIU-I,PWRD,GOVT.OF.W.B.ICA:T17436(1)2023)

RajCOMP Info Services Limited (RISL)
C-Block, 1st Floor, Yojana Bhawan, Tilak Marg, C-Scheme, Jaipur.
RISL invites bids from the eligible bidders for the following:
NIB No./Date/Unique bid no. Particulars Estimated Cost/EMD /Last date
3767/22.08.2023 RFP for Short term Rate Contract through open tendering process for Printing and Delivery of PVC Cards and documents Rs.65.00 Cr/ Rs. 1.3 Cr 22.08.2023 /05.09.2023
Details can be seen on the websites <http://risl.rajasasthan.gov.in>, <http://sppp.rajasasthan.gov.in>, <http://dolic.rajasasthan.gov.in>. Bids are to be submitted through <http://eproc.rajasasthan.gov.in>.
Raj.Samwad/C/23/8139 GGM (Technical)

WEST BENGAL STATE ELECTRICITY DISTRIBUTION COMPANY LIMITED
(A Govt. of West Bengal Enterprise)
Regd. Office: Vidyanagar, Block-DJ, Sector-II, Bidhannagar, Kolkata-700091
CIN: U4109WB2007SGC113473, www.wbseidl.in
2nd Extension of Time
Ref. NIT No.: WBSEIDL/TURGAPP/CIVIL/PO-ICB/02/23-24 Dtd.: 26.05.2023 of the Chief Engineer, Pumped Storage Project Department, WBSEIDL. Pre-Qualification Application Submission End Date (Online) is hereby further extended up to 05.09.2023; 11:00 hrs. (IST).
For details, visit <https://wb.tenders.gov.in> & www.wbseidl.in
ICA- T17365(4)2023

HT MEDIA LIMITED
CIN: L22121DL2002PLC117874
Registered Office: Hindustan Times House, 18-20, Kasturba Gandhi Marg, New Delhi-110001
Tel: +91-11-66561333; Fax: +91-11-66561270
Website: www.htmedia.in E-mail: investor@hindustantimes.com

TWENTY FIRST (21st) ANNUAL GENERAL MEETING OF HT MEDIA LIMITED
Notice is hereby given that the 21st Annual General Meeting ('AGM') of HT Media Limited is scheduled to be held on **Wednesday, September 27, 2023 at 11:00 AM (IST)** through Video-Conferencing/Other Audio-Visual Means ('VC/OAVM') without the physical presence of the Members at a common venue, pursuant to General Circular(s) bearing no. 20/2020 dated May 05, 2020, 02/2021 dated January 13, 2021, 19/2021 dated December 08, 2021, 21/2021 dated December 14, 2021, 02/2022 dated May 05, 2022 and 10/2022 dated December 28, 2022 issued by the Ministry of Corporate Affairs ('MCA Circulars') and Circular(s) dated May 12, 2020, January 15, 2021, May 13, 2022 and January 05, 2023 issued by the Securities and Exchange Board of India ('SEBI Circulars'), to transact the business set forth in the Notice convening the AGM.

In compliance with the above-mentioned MCA & SEBI Circulars and the relevant provisions of the Companies Act, 2013 and the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, the Notice of the AGM along with the Annual Report 2022-23 will be sent only by electronic mode to those Members whose email addresses are registered with the Company/Depository Participants/Registrar & Share Transfer Agent (RTA).

Manner of registering/updating email address:

- Members holding shares in physical form and who have not registered/updated their KYC details including e-mail address with the Company or RTA, may register/update such details, by submitting the details in the relevant forms, along with the supporting documents, at the following link:
https://ris.kfintech.com/clientservices/isc/default.aspx#isc_download_hrd
or by downloading the relevant forms from the said link and sending them along with details like name, folio number, scanned copy of the share certificate (front and back) and self-attested scanned copy of PAN and Aadhar Card to **KFin Technologies Limited, Unit: HT Media Limited, Selenium Building Tower B, Plot No. 31 & 32, Financial District, Nanakramguda Serilingampally Hyderabad, Rangareddy, Telangana India - 500 032** or by sending email to enward.ris@kfintech.com.
- Members holding shares in dematerialised mode and have not registered/updated their e-mail address, can register/update their email address with the Depository Participants where they maintain their demat accounts.

Pursuant to SEBI Circular no. SEBI/HO/MIRSD/MIRSD-PoD-1/P/CIR/2023/37 dated March 16, 2023, SEBI has mandated all listed companies to record PAN, Nomination, Contact details, Bank A/c details and Specimen signature for their corresponding folio numbers of holders of physical securities. The folios wherein any one of the cited documents/details is not available on or after October 01, 2023, such folios shall be frozen by the RTA. Relevant details and prescribed forms in this regard are available on website of the Company at www.htmedia.in.

The Company is providing the facility to the Members to exercise their right to vote by electronic means (i.e. remote e-voting and e-voting during the AGM) on the resolutions set forth in the Notice of the AGM. The instructions for joining the AGM through VC/OAVM and the process of e-voting (including the manner in which Members holding shares in physical form or who have not registered their e-mail address can cast their vote through e-voting i.e. remote e-voting and e-voting during the AGM), forms part of the Notice of the AGM.

Any person who acquires share(s) and becomes Member of the Company after the date of dispatch of Notice of the AGM and holding shares as on the **cut-off date i.e. Wednesday, September 20, 2023**, may obtain the Login ID and Password by following the instructions as mentioned in Notice of the AGM or sending a request to evoting@nsdl.co.in.

Notice convening the AGM and Annual Report for FY 2022-23 will also be available on the website of the Company at www.htmedia.in, websites of the stock exchanges where shares of the Company are listed viz. BSE Limited at www.bseindia.com and National Stock Exchange of India Limited at www.nseindia.com and website of NSDL at www.evoting.nsdl.com in due course.

For HT Media Limited
Sd/-
Date: August 24, 2023
Place: New Delhi
Manhar Kapoor
Group General Counsel & Company Secretary

हिन्दुस्तान
Hindustan Media Ventures Limited
Registered Office: Bodd Marg, Patna - 800001
Ph.: +91 812 222 3434; Fax: +91 812 222 1545
Corporate Office: Hindustan Times House (2nd Floor)
18-20, Kasturba Gandhi Marg, New Delhi - 110 001
Ph.: +91 11 6656 1234; E-mail: hmvinvestor@hindustantimes.com; Website: www.hmv.in
CIN: L21090BR1918PLC000013

(13th POST IPO) ANNUAL GENERAL MEETING OF HINDUSTAN MEDIA VENTURES LIMITED
Notice is hereby given that the (13th post IPO) Annual General Meeting ('AGM') of Hindustan Media Ventures Limited is scheduled to be held on **Tuesday, September 26, 2023 at 11:00 AM (IST)** through Video-Conferencing/Other Audio-Visual Means ('VC/OAVM') without the physical presence of the Members at a common venue, pursuant to General Circular(s) bearing no. 20/2020 dated May 05, 2020, 02/2021 dated January 13, 2021, 19/2021 dated December 08, 2021, 21/2021 dated December 14, 2021, 02/2022 dated May 05, 2022 and 10/2022 dated December 28, 2022 issued by the Ministry of Corporate Affairs ('MCA Circulars') and circular dated May 12, 2020, January 15, 2021, May 13, 2022 and January 05, 2023 issued by the Securities and Exchange Board of India ('SEBI Circulars'), to transact the business set out in Notice convening the AGM.

In compliance with the above-mentioned MCA & SEBI Circulars and the relevant provisions of the Companies Act, 2013 and the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, the Notice of the AGM along with the Annual Report for FY 2022-23 will be sent only by electronic mode to those Members whose email addresses are registered with the Company/Depository Participants/Registrar & Share Transfer Agent (RTA).

Manner of registering/updating email address:

- Members holding shares in physical form and who have not registered/updated their KYC details including e-mail address with the Company or RTA, may register/update such details, by submitting the details in the relevant forms, along with the supporting documents, at the following link:
https://ris.kfintech.com/clientservices/isc/default.aspx#isc_download_hrd
or by downloading the relevant forms from the said link and sending them along with details like name, folio number, scanned copy of the share certificate (front and back) and self-attested scanned copy of PAN and Aadhar Card to **KFin Technologies Limited, Unit: Hindustan Media Ventures Limited, Selenium Building, Tower B, Plot No. 31 & 32, Financial District, Nanakramguda Serilingampally Hyderabad, Rangareddy, Telangana India - 500 032** or by sending email to enward.ris@kfintech.com.
- Members holding shares in dematerialised mode and have not registered/updated their e-mail address, can register/update their email address with the Depository Participants where they maintain their demat accounts.

Pursuant to SEBI Circular no. SEBI/HO/MIRSD/MIRSD-PoD-1/P/CIR/2023/37 dated March 16, 2023, SEBI has mandated all listed companies to record PAN, Nomination, Contact details, Bank A/c details and Specimen signature for their corresponding folio numbers of holders of physical securities. The folios wherein any one of the cited documents/details is not available on or after October 01, 2023, such folios shall be frozen by the RTA. Relevant details and prescribed forms in this regard are available on website of the Company at www.hmv.in.

The Company is providing the facility to the Members to exercise their right to vote by electronic means (i.e. remote e-voting and e-voting during the AGM) on the resolutions set forth in the Notice of the AGM. The instructions for joining the AGM through VC/OAVM and the process of e-voting (including the manner in which Members holding shares in physical form or who have not registered their e-mail address can cast their vote through e-voting i.e. remote e-voting and e-voting during the AGM), forms part of the Notice of the AGM.

Any person who acquires share(s) and becomes Member of the Company after the date of dispatch of Notice of the AGM and holding shares as on the **cut-off date i.e. Tuesday, September 19, 2023**, may obtain the Login ID and Password by following the instructions as mentioned in Notice of the AGM or sending a request to evoting@nsdl.co.in.

Notice convening the AGM and Annual Report for FY 2022-23 will also be available on the website of the Company at www.hmv.in, websites of the stock exchanges where shares of the Company are listed viz. BSE Limited at www.bseindia.com and National Stock Exchange of India Limited at www.nseindia.com and website of NSDL at www.evoting.nsdl.com in due course.

For Hindustan Media Ventures Limited
Sd/-
Date: August 24, 2023
Place: New Delhi
Punit Kumar Chellaramani
(Company Secretary)

