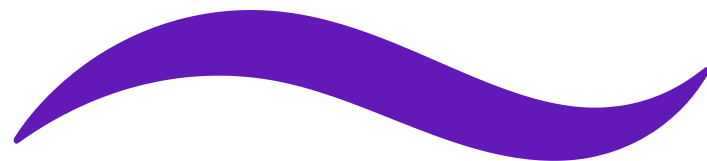




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# WEEKLY UPDATE



# INDUSTRY TRENDS UPDATE

## Use Cases of Generative AI in Digital Marketing

- **Predictive Analytics**
  - AI forecasts future trends by analyzing historical data, enabling smarter marketing decisions.
- **Personalized Outreach**
  - Examining customer behaviors to create tailored messages, enhancing engagement and conversion rates.
- **Content Automation**
  - Generating content like blog posts and social media updates, ensuring consistent and efficient creation.
- **Audience Segmentation**
  - Precise segmentation based on specific criteria for more targeted and effective campaigns.
- **Campaign Optimization**
  - Real-time monitoring and adjustments to maximize performance and ROI.
- **UX Improvement**
  - Personalizing website content and navigation for better user experience and retention.



# REVOCAION AND GOVERNANCE UPDATE

## Progress Toward Trading Resumption

### Collaboration with BSE:

- Progressing Well: Working closely with BSE toward an in-principle approval for trade suspension revocation.
- Latest Update: Another fruitful meeting with BSE officials was completed to address pending steps.

### SAT Update:

- Hearing rescheduled to February 17, 2025, for the appeals filed.

### Governance Milestones:

- Board Meeting Scheduled: On January 10, 2025, to declare audited FY24 results.
- Annual Report and AGM Notice: To be sent out after the Board Meeting.

### Commitment to Transparency:

- Actively engaging with exchanges and regulatory bodies to ensure progress toward resuming normal trading.



# LEGAL UPDATE

## SAT Update:

- Hearings posted to February 17, 2025, for the appeals filed.
- Some shareholders sent queries regarding the rejoinders submitted in response to the Affidavit filed by the Respondent. The table below provides a detailed clarification.

### SAT Appeals Rejoinder Filing Status

Appeal Number	Rejoinder Filing Date	Last Hearing Date	Next Hearing
941/2023	26th Mar 2024	2nd Jan 2025	17th Feb 2025
473/2024	24th Dec 2024	2nd Jan 2025	17th Feb 2025
474/2024	24th Dec 2024	2nd Jan 2025	17th Feb 2025
475/2024	24th Dec 2024	2nd Jan 2025	17th Feb 2025



# Q & A

## **1. What was the outcome of the meeting with BSE that was supposed to take place earlier this week?**

The meeting with key officials from the BSE Revocation Committee was highly constructive and focused on ensuring progress toward resolving the trading suspension. Detailed discussions revolved around the compliance requirements already addressed, identifying any remaining challenges, and mapping out the path forward for final approval.

It was highlighted during the meeting that the Main Committee, responsible for granting in-principle approval for the revocation of suspension, is tentatively scheduled to meet in the coming week. This meeting will be pivotal in determining the subsequent steps, including finalizing the timeline for the mandatory site visit. The company has been assured of receiving advance notice of the site visit, which is expected to follow shortly after the Main Committee's decision.

Additionally, management demonstrated its preparedness by organizing three dedicated teams specifically to manage all anticipated requirements and ensure that the site visit at the registered office in Hyderabad proceeds seamlessly.

## **2. When is the site visit by the exchanges scheduled to take place?**

The site visit by the exchanges is expected to occur following the Main Committee meeting, which is tentatively planned for the coming week. This meeting will review the company's compliance status and decide on in-principle approval for the revocation of suspension. Once finalized, the company will receive advance notice of the site visit's schedule.

Management has proactively prepared three specialized teams to ensure that all anticipated requirements are met effectively. The teams are focused on facilitating the visit at the company's registered office in Hyderabad, ensuring that the process is handled with precision and professionalism.

## **3. Are there any other pending compliance requirements from the exchanges? If so, can you provide details?**

There are no major compliance requirements pending from the company's side apart from routine updates and reconciliations. The remaining tasks are procedural in nature and are progressing smoothly. For example, the FY2024 Annual Report will be uploaded once the notice to the AGM for FY2024 is finalized, as part of the standard requirements outlined by the exchanges.

The company has maintained consistent communication with the exchanges to ensure all remaining formalities are completed efficiently and within the stipulated timelines. With no significant hurdles expected, the management is confident in its ability to address these routine tasks promptly while keeping stakeholders informed.

## **4. Is there an indicative timeline for when the revocation of trading suspension will occur, and is it possible this might extend into or beyond January?**

The company is confident that the revocation of trading suspension will be completed within January. Every procedural requirement is being addressed with urgency, and the management is taking all necessary steps to avoid any delays from its side.





# Q & A

The timeline for the final revocation is contingent on approvals from the exchanges, which will follow the Main Committee's decision and the subsequent site visit. While there are external factors involved, the company's proactive approach and strong focus on fulfilling its responsibilities make it highly unlikely for the process to extend beyond January. Management remains fully committed to ensuring this milestone is achieved within the expected timeframe.

## **5. Why have the subsidiary-level reports, especially those audited by statutory auditors under applicable rules, not been published on the company website despite previous assurances?**

The Board Meeting for adopting the financials of FY24 is scheduled for January 10, 2025. Following this meeting, the company will publish the consolidated and standalone financial reports on the website. Subsidiary-level reports are also being reviewed in detail to ensure compliance with applicable requirements while considering the confidentiality of sensitive business information.

The company believes that releasing the subsidiary-level reports alongside the consolidated financials provides stakeholders with a complete and meaningful context. Updates will be shared as this process progresses.

## **6. What steps is the company taking to address the financial and emotional concerns faced by investors?**

The company understands the importance of addressing investor concerns and has implemented several measures to alleviate uncertainties and maintain transparency. These steps include:

1. Streamlined Compliance Efforts: All procedural requirements are being addressed promptly and efficiently to maintain progress on key deliverables, ensuring that any potential delays are avoided.
2. Proactive Communication: Management is committed to keeping investors informed through regular updates, providing clarity on compliance progress, and sharing insights into business operations.
3. Efficient Coordination with Exchanges: The company is working closely with exchange officials to facilitate timely approvals and ensure the smooth progression of necessary processes.

## **7. Will the management provide regular updates and ensure transparency in compliance matters?**

Yes, the management is deeply committed to maintaining transparency and ensuring that stakeholders are consistently informed. Updates will be provided in three distinct formats.

1. Weekly Updates: Regular summaries covering compliance progress, key developments, and updates on business operations will continue to be shared with stakeholders.
2. Specific Issue-Based Updates: Focused communications addressing particular concerns or specific developments, ensuring that pressing matters are clarified promptly.
3. Event-Based Updates: Timely updates will be issued around significant events or decisions, such as regulatory milestones, major meetings, or any other impactful occurrences.





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*Thank you!*

A decorative flourish consisting of a white, wavy line that starts under the 'y' and ends under the '!', curving upwards at both ends.