

September 5, 2024

National Stock Exchange "Exchange Plaza", C-1, Block G, Bandra- Kurla Complex, Bandra (E), Mumbai – 400 051.	BSE Limited 27th Floor, Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai - 400 001.
Scrip Symbol: TTKPRESTIG	Scrip Code: 517506

Dear Sir,

Sub: Newspaper Advertisement - Submission of post buyback public advertisement dated September 04, 2024 ("Post Buyback PA") for the buyback of equity shares of TTK Prestige Limited ("Company") of face value of Rs. 1/- each ("Equity Shares") on a proportionate basis, through the tender offer route using stock exchange mechanism pursuant to the provisions of the SEBI (Buy-Back of Securities) Regulations, 2018 ("Buyback Regulations"), as amended from time to time ("Buyback"),

In compliance with Regulation 30 read with Schedule III Part A Para A and Regulation 47 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended ("SEBI Listing Regulations"), we are pleased to inform you that pursuant to Regulation 24 (vi) of the Buyback Regulations, the Company has published the Post Buyback PA on September 05, 2024, in the newspapers mentioned below:

Publication	Language	Editions
Business Standard	English & Hindi	All editions
Dinamalar*	Tamil	Vellore edition

* Tamil being regional language wherein the registered office of the Company is located.

The advertisement will also be available on the Company's website: www.ttkprestige.com

Kindly take the above information on record.

Thanking you,

Yours faithfully,
For TTK Prestige Limited,

Manjula K V
Company Secretary & Compliance Officer



TTK PRESTIGE LIMITED

Registered Office: Plot No.38, SIPCOT Industrial Complex, Hosur, Tamilnadu -635 126.
Corporate Office: Nagarjuna Castle, 1/1 & 1/12, Woods Street, Richmond Town, Bangalore -560 025.

Corporate Identity Number (CIN): L85110T21955PLCO1549

Tel. No.: 080-68447100; Email: manju@tkprestige.com; Website: www.ttkprestige.com

Contact Person: Manjula K V, Company Secretary & Compliance Officer

POST BUYBACK PUBLIC ANNOUNCEMENT FOR THE ATTENTION OF EQUITY SHAREHOLDERS / BENEFICIAL OWNERS OF EQUITY SHARES OF TTK PRESTIGE LIMITED

This post buyback public announcement ("Post Buyback Public Announcement") is being made in accordance with Regulation 24(vi) and other applicable provisions of the Securities and Exchange Board of India (Buy-Back of Securities) Regulations, 2018, as amended ("Buyback Regulations") regarding completion of the Buyback. This Post Buyback Public Announcement should be read in conjunction with the public announcement dated August 05, 2024, published on August 06, 2024 ("Public Announcement"), the letter of offer dated August 19, 2024 along with form of acceptance cum acknowledgement ("Tender Form") and share transfer form (Form SH-4) ("Letter of Offer"). Unless specifically defined herein, all capitalised terms and abbreviations used herein shall have the same meaning as ascribed to them in the Letter of Offer.

1. THE BUYBACK

1.1. TTK Prestige Limited ("Company") had announced the buyback of up to 16,66,666 (Sixteen Lakhs Sixty-Six Thousand Six Hundred and Sixty-Six) fully paid-up equity shares of the Company having the face value of ₹1/- each (Rupees One only) ("Equity Shares"), representing 1.20% of the total number of issued and paid up Equity Shares of the Company, from all the Equity Shareholders/beneficial owners of the Company who holds Equity Shares as on record date i.e. Wednesday, August 14, 2024 ("Record date"), on a proportionate basis, through the tender offer route using stock exchange mechanism ("Tender Offer") at a price of ₹1,200/- (Rupees One Thousand Two Hundred Only) per Equity Share ("Buyback Price") for an aggregate maximum amount not exceeding ₹199,99,99,200/- (Rupees One Hundred Ninety Crores Ninety Lakhs Ninety Nine Thousand and Two Hundred Only) ("Buyback Size") excluding filing fees payable to the SEBI, advisors' fees, stock exchanges fee for usage of their platform for Buyback, transaction costs viz. brokerage, applicable taxes inter alia including Buyback tax, securities transaction tax, GST, stamp duty, public announcement publication expenses, printing and dispatch expenses and other incidental and related expenses ("Transaction Costs") which represents up to 9.88% of the fully paid-up equity share capital and free reserves as per the last audited standalone and consolidated financial statement, respectively, for the year ended March 31, 2024, being the latest audited financial statements available (the "Audited Financial Statements").

1.2. The Company had adopted the Tender Offer route for the purpose of Buyback. The Buyback was implemented through the "Mechanism for acquisition of shares through Stock Exchange", as provided under the SEBI Buyback Regulations and circular no. CIR/CFD/POLICYCELL/1/2015 dated April 13, 2015 read with circular no. CFD/DCR2/CIR/P/2016/131 dated December 09, 2016, circular no. SEBI/HO/CFD/DCR-III/CIR/P/2021/615 dated August 13, 2021 and circular SEBI/HO/CFD/PoD-2/P/CIR/2023/35 dated March 08, 2023, issued by the Securities and Exchange Board of India ("SEBI"). For the purposes of the Buyback, BSE Limited was the designated stock exchange.

1.3. The Buyback Opening Date was Wednesday, August 21, 2024, and the Buyback Closing Date was Tuesday, August 27, 2024.

2. DETAILS OF THE BUYBACK

2.1 16,66,666 (Sixteen Lakhs Sixty-Six Thousand Six Hundred and Sixty-Six) Equity Shares were bought back pursuant to the Buyback, at a price of ₹1,200/- (Rupees One Thousand And Two Hundred Only) per Equity Share.

2.2 The total amount utilized in the Buyback was ₹1,99,99,99,200/- (Rupees One Hundred Ninety- Nine Crores Ninety-Nine Lakhs Ninety-Nine Thousand Two Hundred Only) excluding Transaction Costs.

2.3 The Registrar to the Buyback i.e., KFin Technologies Limited ("Registrar"), considered a total of 78,304 valid bids for 13,883,248 Equity Shares in response to the Buyback resulting in the subscription of approximately 8.33 times the maximum number of Equity Shares proposed to be bought back. The details of the valid bids considered by the Registrar are as follows:

Category	Number of Equity Shares reserved in the Buyback	Number of valid bids	Total Equity Shares validly Tendered	Response (%)
Reserved Category for Small Shareholders	250,000	75,578	743,619	2.97
General Category for all other Eligible Shareholders	1,416,666	2,726	13,139,629	9.28
Total	1,666,666	78,304	13,883,248	8.33

2.4 All valid bids were considered for the purpose of Acceptance in accordance with the SEBI Buyback Regulations, Public Announcement and the Letter of Offer. The communication of acceptance / rejection has been dispatched by the Registrar, via email, to the relevant Eligible Shareholders (who have their email IDs registered with the Company/Registrar or the depositories) on September 03, 2024. In cases where email IDs were not registered with the Company/ Registrar or depositories, physical letters of acceptance / rejection are being dispatched to the Eligible Shareholders by the Registrar and the same shall be completed on or before September 03, 2024. Further where the emails bounced back, the dispatch for the same shall be completed by the Registrar on or before September 05, 2024.

2.5 The settlement of all valid bids was completed by Indian Clearing Corporation Limited and the National Securities Clearing Corporation (collectively referred to as the "Clearing Corporations") on September 03, 2024. Clearing Corporations have made direct funds pay-out to Eligible Shareholders whose Equity Shares have been accepted under the Buyback. If bank account details of any Eligible Shareholders were not available or if the funds transfer instruction was rejected by the Reserve Bank of India / relevant bank(s), due to any reasons, then the amount payable to the concerned shareholder was transferred to the Seller Member for onward transfer to their respective shareholders holding Equity Shares in dematerialized form.

2.6 Demat Shares accepted under the Buyback were transferred to the Company's Demat Account on September 03, 2024. The unaccepted Demat Shares have been returned to respective Eligible Shareholders / Shareholders brokers / custodians and lien has been removed by Clearing Corporations on September 03, 2024.

2.7 The extinguishment of 16,66,666 (Sixteen Lakhs Sixty-Six Thousand Six Hundred and Sixty-Six) demat Equity Shares accepted under the Buyback, is currently under process and shall be completed in accordance with the Buyback Regulations on or before September 12, 2024.

3. CAPITAL STRUCTURE AND SHAREHOLDING PATTERN

3.1 The capital structure of the Company before and after the completion of the Buyback is set forth below:

Particulars	Pre-Buyback*	Post completion of the Buyback#
Authorised share capital	₹ 15,00,00,000 (15,00,00,000 Equity Shares of ₹ 1/- each)	₹ 15,00,00,000 (15,00,00,000 Equity Shares of ₹ 1/- each)
Issued, subscribed and paid-up share capital	₹ 13,86,14,020 (13,86,14,020 Equity Shares of ₹ 1/- each)	₹ 13,69,47,354 (13,69,47,354 Equity Shares of ₹ 1/- each)

* As on the date of the Record date i.e. August 14, 2024.

Subject to extinguishment of 16,66,666 Equity Shares.

3.2 Details of Eligible Shareholders from whom Equity Shares exceeding 1% of the total Equity Shares bought back under the Buyback are as under:

Sr. No.	Name Of Shareholder	Number Of Equity Shares Accepted Under The Buyback	Equity Shares Accepted As A % Of Total Equity Shares Bought Back	Equity Shares Accepted As A % Of Total Post Buyback Equity Capital Of The Company#
1	TT Krishnamachari & Co. represented by its Partners	876,762	52.61	0.64
2	SBI Mutual Fund (Multiple Schemes)	171,200	10.27	0.13
3	Thiruvallur Thattai Jagannathan	44,972	2.70	0.03
4	Mukund Thiruvallur Thattai	34,574	2.07	0.02
5	Thiruvallur Thattai Venkatesh	33,598	2.02	0.02
6	Nippon Life India Trustee Ltd-a/c Nippon India Con	32,374	1.94	0.02
7	Life Insurance Corporation of India	31,684	1.90	0.02
8	Tiruvallur Thattai Lakshman	31,058	1.86	0.02

Subject to extinguishment of 16,66,666 Equity Shares

3.3 The shareholding pattern of the Company before (as on Record Date i.e. Wednesday, August 14, 2024) and after completion of the Buyback is set out below:

Category of Shareholder	Pre-Buyback		Post-Buyback#	
	Number of Equity Shares	% to the existing Equity Share capital	Number of Equity Shares	% to the post-Buyback Equity Share Capital
Promoters and members of the promoter group, and persons acting in concert (collectively "the Promoter")	97,596,070	70.41	96,574,837	70.52
Foreign Investors (including Non-Resident Indians / FII's / Foreign Mutual Funds)	10,779,118	7.78	40,372,517	29.48
Financial Institutions / Banks / Banks & Mutual Funds promoted by Banks / Institutions	19,783,538	14.27		
Others (Public, Public Bodies Corporate, etc.)	10,455,294	7.54		
Total	138,614,020	100.00	136,947,354	100.00

Subject to extinguishment of 16,66,666 Equity Shares.

4. MANAGER TO THE BUYBACK



Inga Ventures Private Limited

1229, Hubtown Solaris, N.S. Phadke Marg,

Opp. Telli Galli, Andheri (East), Mumbai, Maharashtra - 400069

Tel. No.: 022 6854 0808

Contact Person: Kavita Shah

Email: kavita@ingaventures.com

Website: www.ingaventures.com

SEBI Registration No: INM00012698

Validity Period: Permanent

CIN: U67100MH2018PTC318359

5. DIRECTORS' RESPONSIBILITY

In terms of Regulation 24(i)(a) of the Buyback Regulations, the Board of Directors accepts responsibility for all the information contained in this Post-Buyback Public Announcement and confirms that it contains true, factual and material information and does not contain any misleading information.

For and on behalf of the Board of Directors of TTK PRESTIGE LIMITED

Sd/-	Sd/-	Sd/-
Chandru Kalro Managing Director DIN: 03474813	Saranyan Rajagopalan Whole Time Director DIN: 06480857	Manjula K V Company Secretary & Compliance Officer Membership Number: A52355

Date : September 4, 2024

Place : Bangalore



Earthstahl & Alloys Limited

CIN: L27310CT2009PLC021487

Regd. Office: Merlin Jayshree Vihar, Mohani 5B, Pandri Tarai,

Mandi Gate, Raipur-492001, Ph: 812009625

E-mail: secretarial@earthstahl.com ; Website: www.earthstahl.com

NOTICE OF 15TH ANNUAL GENERAL MEETING AND E-VOTING INFORMATION

NOTICE is hereby given that the 15th Annual General Meeting (AGM) of the Company will be held on Monday, the 30th day of September, 2024 at 11:30 a.m. IST through video conferencing mode ("VC") / Other Audio Visual Means ("OAVM") pursuant to General Circular nos. 14/2020, 17/2020, 20/2020, 02/2021 issued by the Ministry of Corporate Affairs ("MCA") and Circular nos. SEBI/HO/CFD/CMD1/CIR/P/2020/79 and SEBI/HO/CFD/CMD2/CIR/P/2021/11 issued by the SEBI (hereinafter collectively referred to as "the Circulars"), to transact the business set forth in the notice dated 28th August 2024.

The Company is providing the facility of remote e-voting to its members, to enable them to cast their vote electronically before the AGM as well as voting at the AGM through electronic voting system, pursuant to Section 108 of the Companies Act 2013 read with Rule 20 of the Companies (Management and Administration) Rules, 2014 and Regulation 44 of the SEBI (LODR) Regulations, 2015.

Members are hereby informed that:

1. The notice convening the AGM along with the Annual Report for the Financial year 2023-24 has been sent through electronic mode to the members on Wednesday, 04th September 2024. The same is also available on the website of the Company at www.earthstahl.com. 2. The cut-off date for the purpose of ascertaining eligibility of members to avail remote e-voting facility / voting at the general meeting is Friday, 20th September 2024. The members holding shares as on the cut-off date shall only be entitled to avail the remote e-voting facility as well as electronic voting at AGM provided by the Bigshare Services Pvt. Ltd. (BSPL). 3. The remote e-voting period will commence on Friday, 27th September 2024 at 09:00 a.m. IST and end on Sunday, 29th September 2024 at 05:00 p.m. IST. The remote e-voting module will be disabled thereafter by BSPL. Once the vote on resolution is cast by a member, no change will be allowed subsequently. The detailed procedure/instruction for the process of remote e-voting has been specified in the notice. 4. A member may participate in the general meeting even after exercising their voting right through remote e-voting, but shall not be allowed to vote again at the meeting. 5. A person who acquires shares and becomes member of the Company after the dispatch of the notice and holding shares as on the cut-off date i.e. Friday, 20th September 2024 may obtain the Login-ID and password by sending the request at vote@bigshareonline.com or may contact at toll free number provided by BSPL: 022-6263-8238. 6. NSDL Helpdesk: Members holding shares in Demat mode with NSDL, and facing any technical issue related to Login may send their request at evoting@nsdl.co.in or may call at the Toll free no. 1800-1020-990 / 1800-224-430. 7. CDSL Helpdesk: Members holding shares in Demat mode with CDSL, and facing any technical issue related to Login may send their request at evoting@cdslindia.com or may contact at 022-23058738 / 022-2305842.

Members are requested to carefully read the detailed instructions set out in the Notice of AGM, indicating the manner of casting vote through remote e-voting / voting at the AGM.

Date : 04.09.2024

Place : Raipur

For Earthstahl & Alloys Limited
Sd/- Akshat Sharma
Company Secretary



SANSERA ENGINEERING LIMITED

(CIN: L34103KA1981PLC004542)

Registered office: Plant-7, No.143/A, Jigani Link Road, Bommasandra Industrial Area, Anekal Taluk, Bangalore - 560105, India.

Phone No: +91 80-27839081/82/83; Fax No. +91 80 27839309

Email: rajesh.modi@sansera.in; Website: www.sansera.in

NOTICE OF 42ND ANNUAL GENERAL MEETING, BOOK CLOSURE AND E-VOTING INFORMATION

This notice is published in pursuant to the provisions of Section 108 of the Companies Act, 2013 read with the Rule 20 of the Companies (Management and Administration) Rules, 2014.

(A) ANNUAL GENERAL MEETING AND BOOK CLOSURE:

Notice is hereby given that the 42nd Annual General Meeting (AGM) of the members of Sansera Engineering Limited ("the Company") will be held on Thursday, September 26, 2024 at 3.00 P.M. (IST) through Video Conferencing ("VC") / Other Audio-Visual Means ("OAVM") only, to transact the businesses set forth in the AGM notice dated August 20, 2024 pursuant to Circulars issued by the Ministry of Corporate Affairs and Securities and Exchange Board of India, which allow the Companies to hold AGM through VC/OAVM, the AGM of the Company will be held through VC/OAVM.

In terms of the said Circulars, the AGM Notice alongwith the Audited Balance Sheet as at March 31, 2024, Audited Statement of Profit & Loss, Cash Flow Statement for the year ended March 31, 2024, together with the Reports of the Directors and Auditors thereon are being sent only to the members on September 04, 2024 whose e-mail IDs are registered with the Company/Depository Participant(s)/ Link Intime India Private Limited, ("Link Intime"), the Registrar and Share Transfer Agents of the Company on Friday, August 30, 2024. The requirement of sending physical copies of the Notice of AGM has been dispensed with vide MCA Circulars and the SEBI Circulars.

The AGM Notice and Annual Report of the Company for the financial year 2023-24 are also available on the Company's website at www.sansera.in and on the websites of the Stock Exchanges where the shares of the Company have been listed viz., www.bseindia.com and www.nseindia.com. Members including members who have not registered their e-mail addresses with Company/ Depository Participant(s), can download the AGM Notice and Annual Report from any of the said websites.

The members whose e-mail address is not registered with the Link Intime/Depository Participant(s), are required to visit the link: https://linkintime.co.in/emailreg/email_register.html for registration of E-mail address and to receive AGM Notice, Annual Report and e-voting user ID and password by E-mail. Detailed procedure for registering the E-mail address and for receipt of e-voting user ID and password and the manner of voting remotely or e-voting during the AGM, will be made available on the aforesaid websites.

The members are requested to refer the AGM Notice, for instructions for attending the AGM through VC/OAVM and viewing WEBCAST of AGM.

Members are requested to note that, in order to avoid any loss/ interception in postal transit and also to get prompt credit of dividend through National Electronic Clearing Service (NECS) / Electronic Clearing Service (ECS) they should submit their NECS / ECS details to the Company's Registrar and Share Transfer Agents at email ID: rt.helpdesk@linkintime.co.in.

The above documents are available for electronic inspection by the Members of the Company during office hours on any working day of the Company upto the date of AGM.

BOOK CLOSURE:

The Register of Members and Share Transfer Books of the Company will remain closed from September 20, 2024 to September 26, 2024 (both days inclusive) for the purpose of AGM and payment of dividend for the financial year ended March 31, 2024. The dividend, if declared by the members, will be paid on or before 30 days from the date of declaration by the shareholders in the AGM, subject to applicable tax.

(B) REMOTE E-VOTING

In compliance with the provisions of Section 108 of the Companies Act, 2013 and Rule 20 of the Companies (Management and Administration) Rules, 2014 as amended from time to time and the provisions of Regulation 44 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (Listing Regulations) and the Secretarial Standard on General Meetings (SS-2) issued by the Institute of Company Secretaries of India, the Company is providing to its Members the facility of remote e-voting before/during the AGM in respect of the businesses to be transacted at the AGM and for this purpose the Company has appointed Link Intime India Private Limited for facilitating voting through electronic means.

The detailed instructions for remote e-voting are given in the notice of 42nd AGM. Members are requested to take note of the following.

a) The remote e-voting facility would be available during the following period:

SINo	Details / Activity	Particulars
1.	Date and time of commencement and end of remote e-voting	Commencement: Monday, September 23, 2024 at 9.00 am (IST). Conclusion: Wednesday, September 25, 2024 till 5.00 pm (IST)
2.	Cut-off date	Thursday, September 19, 2024.

The remote e-voting module shall be disabled for voting after 5.00 pm on Wednesday, September 25, 2024.

b) Members whose name is recorded in the Register of Members or in the Register of Beneficial Owners maintained by the depositories as on the cut-off date only shall be entitled to avail the facility of remote e-voting / e-voting during the AGM as the case may be. Once the vote on a resolution is cast by the member, he / she shall not be allowed to change it subsequently. The members who have not cast their vote electronically, and are otherwise not barred from doing so, can exercise their voting rights through the e-voting system during the AGM. The Company will make necessary arrangements for e-voting during the AGM. Members who have cast their votes by remote e-voting prior to the meeting may also attend the AGM but they are not entitled to cast their vote again during the AGM.

c) Members who would like to express their views/ ask questions as a speaker at the meeting may pre-register themselves by sending a request from their registered e-mail address mentioning their names, DP ID and Client ID/ folio number, PAN and mobile number to the Company at email ID: rajesh.modi@sansera.in on or before Monday, September 16, 2024 (till 5.00 pm). Only those members who have pre-registered themselves as a speaker will be allowed to express their views/ask questions during the AGM. The Company reserves the right to restrict the number of speakers depending on the availability of time for the AGM.

d) The instructions for attending the AGM through VC / OAVM and the manner of e-voting is provided in the Notice convening the AGM for Members who have registered their e-mail address as also for those Members who hold shares in physical form or who have not registered their e-mail address.

CS Pramod S M or failing him CS Biswajit Ghosh of M/s. BMP & Co. LLP, a Practicing Company Secretary firm, Bengaluru, has been appointed as Scrutinizer to scrutinize the remote e-voting process before/ during the AGM in a fair and transparent Manner.

Webcast facility:

Members may kindly note that the Company will provide webcast of the proceedings of AGM. Members who are entitled to participate in the AGM, can view the proceedings of AGM by logging into website of Link Intime India Private Limited website at <https://instameet.linkintime.co.in> using their e-voting login credentials.

For any query / clarification / grievance connected with VC Meeting, remote e-voting and Members who acquired shares of the Company after the date of dispatch of AGM notice and hold shares as of the cut-off date may obtain the User ID and Password by following aforementioned steps or may write an E-mail to the Company at rajesh.modi@sansera.in or to RTA at enotices@linkintime.co.in or contact on: - Tel: 022-4918 6000, and 1800 22 44 30.

By Order of the Board of Directors
for Sansera Engineering Limited

Place: Bengaluru

Date: September 05, 2024

Sd/-
Rajesh Kumar Modi
Company Secretary

Membership No. F5176

तेजी से बढ़ रहा महंगे स्मार्टफोन का चलन

1 लाख से अधिक कीमत वाले स्मार्टफोन की बढ़ रही मांग



आर्यमन गुप्ता और शार्लीन डिसूजा
नई दिल्ली/मुंबई, 4 सितंबर

उपभोक्ताओं के बीच महंगे स्मार्टफोन का चलन तेजी से बढ़ रहा है। भारी कीमत के बावजूद 1 लाख रुपये अथवा इससे अधिक कीमत वाले स्मार्टफोन की मांग बढ़ रही है। इस रुझान को मुख्य तौर पर बढ़ते औसत बिक्री मूल्य (एएसपी), फाहर्नस के बेहतर विकल्प और व्यापक उत्पाद पोर्टफोलियो से बल मिल रहा है। हालांकि स्मार्टफोन के कुल बाजार में इस श्रेणी की हिस्सेदारी फिलहाल महज 1 फीसदी है, लेकिन यह अन्य श्रेणियों के मुकाबले तेजी से बढ़ रही है। इस श्रेणी की तेज रफ्तार ऐसे समय में दिख रही है जब समग्र बाजार में की रफ्तार सुस्त है।

अनुसंधान फर्म काउंटरपॉइंट के आंकड़ों के अनुसार, 2024 की पहली और दूसरी तिमाही में 1 लाख रुपये से अधिक कीमत वाले हैंडसेट की शिपमेंट में क्रमशः 20 फीसदी और 10 फीसदी की वृद्धि हुई। काउंटरपॉइंट रिसर्च

के शोध निदेशक तरुण पाठक ने कहा, 'हम त्योहारी सीजन के दौरान इस श्रेणी में 30 से 40 फीसदी की बढ़त की उम्मीद कर रहे हैं। हैंडसेट बदलने का चक्र शुरू होने पर तमाम उपभोक्ताओं को नए हैंडसेट खरीदते हुए देखा जा सकता है।' ऐपल और सैमसंग अपने आईफोन और गैलेक्सी एस श्रृंखला के मॉडलों के साथ महंगे हैंडसेट बाजार में अग्रणी रही हैं। मगर पिछले साल से इस बाजार में श्याओमी, वीवो, वनप्लस और गूगल जैसे ब्रांडों ने भी दस्तक दी है। उन्होंने अपने 'सुपर-प्रीमियम' स्मार्टफोन उतारे हैं, जो बाजार में आने वाले बदलाव का संकेत देते हैं। बड़े ऑफलाइन विक्रेताओं के यहां भी यही रुझान दिखता है। विजय सेल्स के प्रबंध निदेशक नीलेश गुप्ता ने भी ग्राहकों के इस रुझान की पुष्टि की। उन्होंने कहा, 'हमने इस श्रेणी की मात्रात्मक बिक्री में 10 फीसदी से अधिक की वृद्धि दर्ज की है। सैमसंग और ऐपल 1 लाख रुपये से अधिक कीमत वाले स्मार्टफोन बाजार में अग्रणी हैं। मगर वनप्लस और ओपों ने भी इस श्रेणी में दस्तक दी है जिससे हमें लगता है कि बिक्री में वृद्धि 10 फीसदी के पार जा सकती है।'

भारतीय स्मार्टफोन बाजार में शिपमेंट इस कैलेंडर वर्ष की दूसरी तिमाही के दौरान एक साल पहले की समान अवधि के मुकाबले महज 3.2 फीसदी बढ़कर 3.5 करोड़ स्मार्टफोन हो गया। उपभोक्ताओं की ओर से मांग में नरमी और औसत मूल्य बढ़ने के कारण स्मार्टफोन बाजार में वार्षिक सुधार को झटका लगा है।

इंटरनेशनल डेटा कॉरपोरेशन (आईडीसी) के आंकड़ों से यह खुलासा हुआ है। मगर दूसरी तिमाही के दौरान औसत मूल्य में हुई 2.8 फीसदी की वृद्धि को मुख्य तौर पर महंगे स्मार्टफोन की बिक्री बढ़ने से सहारा मिला है। इंटरनेशनल डेटा कॉरपोरेशन (आईडीसी) के आंकड़ों के अनुसार, यह बात ऐसे समय में सामने आई है जब उपभोक्ता मांग में नरमी और बढ़ते एएसपी ने स्मार्टफोन

बाजार की वार्षिक तीव्र सुधार में बाधा उत्पन्न की है।

सुपर-प्रीमियम श्रेणी

करीब 800 डॉलर यानी लगभग 67,000 रुपये से अधिक कीमत वाले उत्पादों की सुपर-प्रीमियम श्रेणी तेजी से बढ़ रही है। इस श्रेणी की रफ्तार लगातार बरकरार है। आईडीसी के आंकड़ों के अनुसार, दूसरी तिमाही के दौरान इसमें 22 फीसदी की वृद्धि दर्ज की गई जिससे कुल प्रीमियम बाजार में इसी हिस्सेदारी 6 फीसदी से बढ़कर 7 फीसदी हो गई। कुल शिपमेंट में आईफोन 15/15 प्लस और 14/14 प्लस की हिस्सेदारी 77 फीसदी रही, जबकि गैलेक्सी एस24/एस24 अल्ट्रा की हिस्सेदारी 11 फीसदी रही। कुल मिलाकर, ऐपल की हिस्सेदारी 83 फीसदी और सैमसंग की हिस्सेदारी 16 फीसदी दर्ज की गई। पाठक के अनुसार, ईएमआई जैसे फाहर्नस के आसान विकल्प ने इस श्रेणी की बिक्री को रफ्तार देने में अहम भूमिका निभाई है। इस श्रेणी में करीब 70 फीसदी स्मार्टफोन की बिक्री फाहर्नस के जरिये होती है। इसके

अलावा, 30 से 35 फीसदी उपभोक्ता पुराने स्मार्टफोन के बदले महंगे स्मार्टफोन खरीद रहे हैं, जिससे उनकी एकमुश्त लागत कम हो जाती है।

तागड़ी प्रतिस्पर्धा

महज दो कंपनियों के वर्चस्व वाल सुपर-प्रीमियम स्मार्टफोन बाजार में अब तागड़ी प्रतिस्पर्धा दिख सकती है। आईडीसी की सहायक उपाध्यक्ष (डिवाइस रिसर्च) नवकेंदर सिंह ने कहा, 'ऐपल और सैमसंग के नेतृत्व में स्मार्टफोन बाजार के प्रीमियम होने

के रुझान के साथ ही डिवाइस की बढ़ती लागत के कारण चीन के स्मार्टफोन ब्रांड द्वारा प्रीमियम श्रेणी की ओर रुख किए जाने की बल मिल रहा है। सितंबर 2017 में आईफोन एक्स को लॉन्च किया गया था। वह भारत में 1 लाख रुपये से अधिक कीमत के साथ उतारा गया पहला स्मार्टफोन था। उसके बाद कई हैंडसेट विनिर्माता इस श्रेणी में दस्तक दे चुके हैं। इस साल सैमसंग के जेड फोल्ड 6 स्मार्टफोन के महंगे वैरिएंट ने 2 लाख रुपये की कीमत को भी पार कर लिया है। अधिक कीमत के बावजूद इस स्मार्टफोन ने महज 24 घंटों में अपने पिछले मॉडल के मुकाबले 40 फीसदी अधिक ऑर्डर हासिल कर लिए।

दक्षिण कोरिया की कंपनी अब मात्रात्मक बिक्री के बजाय अधिक कीमत वाले मॉडलों की बिक्री पर ध्यान केंद्रित कर रही है। काउंटरपॉइंट के आंकड़ों के अनुसार, उसकी अल्ट्रा-प्रीमियम श्रेणी (45,000 रुपये से अधिक कीमत) में दूसरी तिमाही के दौरान 99 फीसदी की वृद्धि हुई। हालांकि कई प्रतिस्पर्धी ब्रांडों ने भी अपने सुपर-प्रीमियम उत्पाद उतारे हैं। पिछले एक साल के दौरान प्रतिस्पर्धियों ने वनप्लस ओपन, गूगल पिक्सल 9 प्रो एक्सएल, वीवो एक्स फोल्ड 3 प्रो और श्याओमी 14 अल्ट्रा जैसे महंगे स्मार्टफोन उतारे हैं। इनमें से हरेक की कीमत 1 लाख रुपये से अधिक है।

देश का पसंदीदा एआई हब बन रहा तमिलनाडु

शाइन जैकब
चेन्नई, 4 सितंबर

भारत में तमिलनाडु आर्टिफिशियल इंटेलिजेंस (एआई) के लिए सबसे पसंदीदा स्थल बनता जा रहा है। दिग्गज प्रौद्योगिकी कंपनी गूगल राज्य में एआई की दिशा में लंबी अवधि के लिए दांव लगा रही है। कंपनी की एआई लैब शीघ्र शुरू होने वाली है। इसके अलावा पेपाल, अप्लायड मैटेरियल्स, एमेर्जेंट वेब सर्विसेज समेत कई अन्य प्रमुख कंपनियां भी राज्य में एआई के क्षेत्र में अपने पांव जमाने के प्रयास कर रही हैं।

सूत्रों के अनुसार इन कंपनियों के बढ़ते कदम से चेन्नई में एआई संचालित परिवहन व्यवस्था में क्रांति आ सकती है। यह पहल उप-नगरीय रेल को बस और टैक्सी सर्विस से जोड़ कर एक प्लेटफॉर्म पर ला सकती है। यही नहीं, राज्य सरकार गूगल के साथ मिलकर राज्य में एआई में 20 लाख युवाओं को प्रशिक्षित करना चाहती है। पाठ्यक्रम आधारित यह पहल राज्य के इंजीनियरिंग कॉलेजों से शुरू होगी।

तमिलनाडु देश को 17 प्रतिशत इंजीनियरिंग पेशेवर देता है। यह किसी भी अन्य राज्य के मुकाबले सबसे ज्यादा है। मालूम हो कि देश में प्रतिवर्ष 15 लाख युवा इंजीनियर बनकर निकलते हैं। कंपनी नान मुथालवन और स्टार्टअप के



तमिलनाडु सरकार और गूगल का राज्य में 20 लाख युवाओं को एआई प्रशिक्षित करने का लक्ष्य

सहयोग से 20 लाख युवाओं को एआई में प्रशिक्षण देकर कुशल बनाना चाहती है। कंपनी का प्रयास है कि सूक्ष्म, लघु और मध्यम उपक्रम (एमएसएमई) और ग्रामीण अर्थव्यवस्था में अधिक से अधिक उन्नत तकनीक का इस्तेमाल हो।

उद्योग से जुड़े सूत्रों ने कहा कि आने वाले समय में राज्य में एआई पारिस्थितिकी तंत्र का तेजी से विकास होगा तथा इस क्षेत्र में गूगल और अधिक निवेश कर सकती है। गूगल ने इस संबंध में बिजनेस स्टैंडर्ड के सवाल का जवाब नहीं दिया। एआई विशेषज्ञ जिबू एलियास कहते हैं, 'देशभर में तमिलनाडु ऐसा पहला राज्य है, जहां सुरक्षित और नीतिपरक एआई पॉलिसी लागू की गई है। सभी राज्यों में यह सबसे शानदार नीति है। बेंगलूरू में निजी क्षेत्र ही इस

दिशा में आगे बढ़ रहा है। गूगल ने पहले ही आईआईटी मद्रास के वधावनी स्कूल ऑफ डेटा साइंस एंड एआई के साथ एक समझौता किया है, जिसके तहत यह स्कूल एआई के निष्पक्ष एवं नीतिपरक इस्तेमाल और विकास में गूगल के रिसर्च सेंटर का सहयोग करेगा। तमिलनाडु के अलावा तेलंगाना और कर्नाटक ऐसे राज्य हैं, जहां एआई के विकास में तेजी से काम चल रहा है।'

तमिलनाडु के मुख्यमंत्री एमके स्टालिन की हालिया अमेरिका यात्रा के दौरान डिजिटल पेमेंट सेवा देने वाली कंपनी पेपाल ने चेन्नई में आधुनिक केंद्र स्थापित करने के लिए एक समझौते पर हस्ताक्षर किए हैं। कंपनी एआई अर्थमर्शन लॉनिंग (एमएल) पर ध्यान केंद्रित करेगी, जिसके जरिये राज्य में लगभग उच्च स्तर की 1000 से अधिक नौकरियां पैदा होंगी। दूसरी ओर सेमीकंडक्टर विनिर्माण में देश की सबसे बड़ी कंपनियों में शामिल एप्लायड मैटीरियल्स भी उन्नत एआई सक्षम प्रौद्योगिकी विकास केंद्र स्थापित करने की योजना बना रही है। यह केंद्र तारामणि, चेन्नई में लगेगा, जिससे 500 नई नौकरियां निकलेंगी। अपने परिवहन ढांचे में बदलाव की दिशा में बढ़ रहे तमिलनाडु के साथ किसी प्रकार के समझौते की संभावना पर गूगल चुप्पी साधे हुए है।

TTK Prestige
LIMITED

TTK PRESTIGE LIMITED

Registered Office: Plot No.38, SIPCOT Industrial Complex, Hosur, Tamilnadu -635 126.
Corporate Office: Nagarjuna Castle, 1/1 & 1/12, Woods Street, Richmond Town, Bangalore -560 025.

Corporate Identity Number (CIN): L85110TZ1955PLC01549

Tel. No.: 080-68447100; Email: manju@ttkprestige.com; Website: www.ttkprestige.com

Contact Person: Manjula K V, Company Secretary & Compliance Officer

POST BUYBACK PUBLIC ANNOUNCEMENT FOR THE ATTENTION OF EQUITY SHAREHOLDERS / BENEFICIAL OWNERS OF EQUITY SHARES OF TTK PRESTIGE LIMITED

This post buyback public announcement ("Post Buyback Public Announcement") is being made in accordance with Regulation 24(vi) and other applicable provisions of the Securities and Exchange Board of India (Buy-Back of Securities) Regulations, 2018, as amended ("Buyback Regulations") regarding completion of the Buyback. This Post Buyback Public Announcement should be read in conjunction with the public announcement dated August 05, 2024, published on August 06, 2024 ("Public Announcement"), the letter of offer dated August 19, 2024 along with form of acceptance cum acknowledgement ("Tender Form") and share transfer form (Form SH-4) ("Letter of Offer"). Unless specifically defined herein, all capitalised terms and abbreviations used herein shall have the same meaning as ascribed to them in the Letter of Offer.

1. THE BUYBACK

1.1 TTK Prestige Limited ("Company") had announced the buyback of up to 16,66,666 (Sixteen Lakhs Sixty-Six Thousand Six Hundred and Sixty-Six) fully paid-up equity shares of the Company having the face value of ₹1/- each (Rupees One only) ("Equity Shares"), representing 1.20% of the total number of issued and paid up Equity Shares of the Company, from all the Equity Shareholders/beneficial owners of the Company who holds Equity Shares as on record date i.e. Wednesday, August 14, 2024 ("Record date"), on a proportionate basis, through the tender offer route using stock exchange mechanism ("Tender Offer") at a price of ₹1,200/- (Rupees One Thousand Two Hundred Only) per Equity Share ("Buyback Price") for an aggregate maximum amount not exceeding ₹199,99,99,200/- (Rupees One Hundred Ninety Crores Ninety Lakhs Ninety Nine Thousand and Two Hundred Only) ("Buyback Size") excluding filing fees payable to the SEBI, advisors' fees, stock exchanges fee for usage of their platform for Buyback, transaction costs viz. brokerage, applicable taxes inter alia including Buyback tax, securities transaction tax, GST, stamp duty, public announcement publication expenses, printing and dispatch expenses and other incidental and related expenses ("Transaction Cost") which represents up to 9.88% of the fully paid-up equity share capital and free reserves as per the last audited standalone and consolidated financial statement, respectively, for the year ended March 31, 2024, being the latest audited financial statements available (the "Audited Financial Statements").

1.2 The Company had adopted the Tender Offer route for the purpose of Buyback. The Buyback was implemented through the "Mechanism for acquisition of shares through Stock Exchange", as provided under the SEBI Buyback Regulations and circular no. CIR/CFD/ POLICYCELL/1/2015 dated April 13, 2015 read with circular no. CFD/DCR2/CIR/P/2016/131 dated December 09, 2016, circular no. SEBI/HO/CFD/DCR-III/CIR/P/2021/615 dated August 13, 2021 and circular SEBI/HO/CFD/PoD-2/P/CIR/2023/35 dated March 08, 2023, issued by the Securities and Exchange Board of India ("SEBI"). For the purposes of the Buyback, BSE Limited was the designated stock exchange.

1.3 The Buyback Opening Date was Wednesday, August 21, 2024, and the Buyback Closing Date was Tuesday, August 27, 2024.

2. DETAILS OF THE BUYBACK

2.1 16,66,666 (Sixteen Lakhs Sixty-Six Thousand Six Hundred and Sixty-Six) Equity Shares were bought back pursuant to the Buyback, at a price of ₹1,200/- (Rupees One Thousand And Two Hundred Only) per Equity Share.

2.2 The total amount utilized in the Buyback was ₹1,99,99,99,200/- (Rupees One Hundred Ninety- Nine Crores Ninety-Nine Lakhs Ninety-Nine Thousand Two Hundred Only) excluding Transaction Costs.

2.3 The Registrar to the Buyback i.e., KFin Technologies Limited ("Registrar"), considered a total of 78,304 valid bids for 13,883,248 Equity Shares in response to the Buyback resulting in the subscription of approximately 8.33 times the maximum number of Equity Shares proposed to be bought back. The details of the valid bids considered by the Registrar are as follows:

Category	Number of Equity Shares reserved in the Buyback	Number of valid bids	Total Equity Shares validly Tendered	Response (%)
Reserved Category for Small Shareholders	250,000	75,578	743,619	2.97
General Category for all other Eligible Shareholders	1,416,666	2,726	13,139,629	9.28
Total	1,666,666	78,304	13,883,248	8.33

2.4 All valid bids were considered for the purpose of Acceptance in accordance with the SEBI Buyback Regulations, Public Announcement and the Letter of Offer. The communication of acceptance / rejection has been dispatched by the Registrar, via email, to the relevant Eligible Shareholders (who have their email IDs registered with the Company/Registrar or the depositories) on September 03, 2024. In cases where email IDs were not registered with the Company/ Registrar or depositories, physical letters of acceptance / rejection are being dispatched to the Eligible Shareholders by the Registrar and the same shall be completed on or before September 03, 2024. Further where the emails bounced back, the dispatch for the same shall be completed by the Registrar on or before September 05, 2024.

2.5 The settlement of all valid bids was completed by Indian Clearing Corporation Limited and the National Securities Clearing Corporation (collectively referred to as the "Clearing Corporations") on September 03, 2024. Clearing Corporations have made direct funds pay-out to Eligible Shareholders whose Equity Shares have been accepted under the Buyback. If bank account details of any Eligible Shareholders were not available or if the funds transfer instruction was rejected by the Reserve Bank of India / relevant bank(s), due to any reasons, then the amount payable to the concerned shareholder was transferred to the Seller Member for onward transfer to their respective shareholders holding Equity Shares in dematerialized form.

2.6 Demat Shares accepted under the Buyback were transferred to the Company's Demat Account on September 03, 2024. The unaccepted Demat Shares have been returned to respective Eligible Shareholders / Shareholders brokers / custodians and lien has been removed by Clearing Corporations on September 03, 2024.

2.7 The extinguishment of 16,66,666 (Sixteen Lakhs Sixty-Six Thousand Six Hundred and Sixty-Six) demat Equity Shares accepted under the Buyback, is currently under process and shall be completed in accordance with the Buyback Regulations on or before September 12, 2024.

3. CAPITAL STRUCTURE AND SHAREHOLDING PATTERN

3.1 The capital structure of the Company before and after the completion of the Buyback is set forth below:

Particulars	Pre-Buyback*	Post completion of the Buyback#
Authorised share capital	₹ 15,00,00,000	₹ 15,00,00,000
	(15,00,00,000 Equity Shares of ₹ 1/- each)	(15,00,00,000 Equity Shares of ₹ 1/- each)
Issued, subscribed and paid-up share capital	₹13,86,14,020	₹13,69,47,354
	(13,86,14,020 Equity Shares of ₹ 1/- each)	(13,69,47,354 Equity Shares of ₹ 1/- each)

* As on the date of the Record date i.e. August 14, 2024.

Subject to extinguishment of 16,66,666 Equity Shares.

3.2 Details of Eligible Shareholders from whom Equity Shares exceeding 1% of the total Equity Shares bought back under the Buyback are as under:

Sr. No.	Name Of Shareholder	Number Of Equity Shares Accepted Under The Buyback	Equity Shares Accepted As A % Of Total Equity Shares Bought Back	Equity Shares Accepted As A % Of Total Post Buyback Equity Capital Of The Company#
1	TT Krishnamachari & Co. represented by its Partners	876,762	52.61	0.64
2	SBI Mutual Fund (Multiple Schemes)	171,200	10.27	0.13
3	Thiruvallur Thattai Jagannathan	44,972	2.70	0.03
4	Mukund Thiruvallur Thattai	34,574	2.07	0.02
5	Thiruvallur Thattai Venkatesh	33,598	2.02	0.02
6	Nippon Life India Trustee Ltd-a/c Nippon India Con	32,374	1.94	0.02
7	Life Insurance Corporation of India	31,684	1.90	0.02
8	Tiruvallur Thatai Lakshman	31,058	1.86	0.02

Subject to extinguishment of 16,66,666 Equity Shares

3.3 The shareholding pattern of the Company before (as on Record Date i.e. Wednesday, August 14, 2024) and after completion of the Buyback is set out below:

Category of Shareholder	Pre-Buyback		Post-Buyback#	
	Number of Equity Shares	% to the existing Equity Share capital	Number of Equity Shares	% to the post-Buyback Equity Share Capital
Promoters and members of the promoter group, and persons acting in concert (collectively "the Promoter")	97,596,070	70.41	96,574,837	70.52
Foreign Investors (including Non-Resident Indians / FII's / Foreign Mutual Funds)	10,779,118	7.78	40,372,517	29.48
Financial Institutions / Banks / Banks & Mutual Funds promoted by Banks / Institutions	19,783,538	14.27		
Others (Public, Public Bodies Corporate, etc.)	10,455,294	7.54		
Total	138,614,020	100.00	136,947,354	100.00

Subject to extinguishment of 16,66,666 Equity Shares.

4. MANAGER TO THE BUYBACK



INGA Ventures Private Limited
1229, Hubtown Solaris, N.S. Phadke Marg,
Opp. Telli Galli, Andheri (East), Mumbai, Maharashtra - 400069
Tel. No.: 022 6854 0808
Contact Person: Kavita Shah
Email: kavita@ingaventures.com
Website: www.ingaventures.com
SEBI Registration No: INM000012698
Validity Period: Permanent
CIN: U67100MH2018PTC318359

5. DIRECTORS' RESPONSIBILITY

In terms of Regulation 24(i)(a) of the Buyback Regulations, the Board of Directors accepts responsibility for all the information contained in this Post-Buyback Public Announcement and confirms that it contains true, factual and material information and does not contain any misleading information.

For and on behalf of the Board of Directors of TTK PRESTIGE LIMITED

Sd/-	Sd/-	Sd/-
Chandru Kalro Managing Director DIN: 03474813	Saranyan Rajagopalan Whole Time Director DIN: 06480857	Manjula K V Company Secretary & Compliance Officer Membership Number:A52355

Date : September 4, 2024

Place : Bangalore

