



Sharda Motor Industries Ltd.

SMIL: LISTING/24-25/2805/01

June 28, 2024

BSE Limited
Department of Corporate Services
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai - 400 001
(SCRIP CODE – 535602)

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

Sub: Submission of the post buyback public advertisement pertaining to buyback of up to 10,27,777 (Ten Lakh Twenty Seven Thousand Seven Hundred and Seventy Seven only) fully paid-up equity shares, each having a face value of INR 2/- (Indian Rupees Two only) ("Equity Shares") of Sharda Motor Industries Limited (hereinafter referred as "the Company") at a price of INR 1,800/- (Indian Rupees One Thousand Eight Hundred only) per Equity Share, payable in cash, for an aggregate amount not exceeding INR 1,84,99,98,600 (Indian Rupees One Hundred and Eighty Four Crore Ninety Nine Lakh Ninety Eight Thousand Six Hundred only) ("Buyback Size") on a proportionate basis through tender offer route ("Buyback") in accordance with the Securities and Exchange Board of India (Buy-Back of Securities) Regulations, 2018, as amended ("Buyback Regulations")

Dear Sir/ Madam,

This is in regard to the captioned Buyback and is further to our letters dated Tuesday, May 28, 2024, Friday, June 07, 2024, and Monday, June 10, 2024, whereby we had submitted the public announcement dated Monday, May 27, 2024 ("**Public Announcement**"), the letter of offer dated Thursday, June 06, 2024 ("**Letter of Offer**") and the offer opening advertisement and corrigendum to the Letter of Offer dated Saturday, June 08, 2024 ("**Advertisement**"), respectively, pertaining to the captioned Buyback.

As required under the Buyback Regulations, we are pleased to submit herewith a copy of the post buyback public advertisement dated Wednesday, June 26, 2024 ("**Post Buyback Public Advertisement**"), which was published on Thursday, June 27, 2024, in the following newspapers:

Publication	Language	Editions
Financial Express	English	All editions
Financial Express	Gujarati	Ahmedabad edition
Jansatta	Hindi	All editions

Capitalised terms used and not defined herein shall have the meaning ascribed to them in the Letter of Offer.

We request you to kindly take the above on record.

Thanking you,

For **Sharda Motor Industries Limited**

Iti Goyal
Assistant Company Secretary
& Compliance Officer
Encl. As above.

Regd. Office : D-188, Okhla Industrial Area, Phase-I, New Delhi - 110 020 (INDIA)

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CIN NO-L74899DL1986PLC023202

LAST-MINUTE RUSH

T20 World Cup spot ad rate hits ₹28 lakh/10 sec

VIVEAT SUSAN PINTO
Mumbai, June 26

LAST-MINUTE ADVERTISERS are likely to step into the ring as India take on England on Thursday in the semi-final stage of the ongoing T20 World Cup. As the biennial tournament, organised by the International Cricket Council (ICC), nears its end this season, spot television ad rates have reached ₹22-28 lakh per 10 seconds for the semi-final and final matches, according to media buyers looking to book ad slots during these games.

Official broadcaster Disney Star has been charging ₹20-25 lakh per 10 seconds for India matches and games in the Super 8 stage, implying an increase of around 10-15% for the semi-final and final matches. The trend is similar on digital platforms, with spot rates now costing ₹270-350 per thousand impressions (CPM), up from ₹250-300 CPM earlier.

"India has not won an ICC tournament since 2013, so there is high viewer interest whether the national team can do it now with the T20 World Cup," says sports and media consultant Indranil Das Blah. "India's semi-final match with England will also be fought hard by the two sides, advertisers will be drawn to the action," he said.

Krishnarao Buddha, senior category head, Parle Products,

FEVER PITCH

■ Spot TV, digital ad rates up **10-15%** for semi-final and final matches of T20 World Cup

■ Broadcaster has kept **10-15%** of ad inventory for last-minute advertisers

■ India matches have attracted a television rating (TVR) of **2.8** versus **0.77** for overall T20 World Cup

■ Peak concurrency of the match between India and Pakistan on June 9 was **290 million** on Disney+ Hotstar

■ India-Australia match on June 24 saw peak concurrency of **300 million**



a leading biscuit maker, also believes that last-minute advertisers will join the bandwagon after a weak start to the tournament. Parle Products is a sponsor of the T20 World Cup on Disney Star. The broadcaster had locked a total of 19 sponsors for the T20 World Cup this year including names such as Dream11, Maruti, BPCL, Haier, ICICI Bank, Samsung and Castrol apart from Parle Products. It is streaming the tournament for free on Disney+ Hotstar.

"There were initial hiccups with matches getting washed out and unsuitable timings, which impacted viewership.

While the broadcaster (Disney Star) has made good the loss by adjusting the inventory for us and other sponsors in matches in the next stage (Super 8), I believe there is still some last-minute inventory that would be available on TV and digital for spot buyers in the penultimate and final stages," Buddha said.

That inventory has increased by about 10-15%, media planners and buyers indicated. India has not lost a single game so far in the tournament, beating archrivals Australia in its Super 8 match this week.

While the television rating (TVR) for overall matches in the T20 World Cup has been

around 0.77, India matches have attracted higher viewership, with a TVR of 2.8, media buyers said. On Disney+ Hotstar, the peak digital concurrency for the India-Pakistan match (held on June 9) stood at 290 million, according to media industry sources. While the India-Australia match, held on June 24, saw a peak concurrency of 300 million.

Though initial estimates had pegged ad revenue at ₹2,000 crore from the T20 World Cup for Disney Star, this number has been revised to about ₹1,500 crore now, a drop of 25%, which experts say will be achieved by the broadcaster.

Secret behind India's World Cup run: Rohit sprints, rest follow

SRIRAM VEERA
Mumbai, June 26

SOMETIME BEFORE THE start of the 2023 ODI World Cup, Rohit Sharma had enough of the old Indian way of playing white-ball cricket. In the dressing room, he addressed the seniors and "garden-mey-ghoomney" wale youngsters and told them that he is going on an all-out attack as an opener himself, preferring to inspire them through action.

The result was startling: the old-dawdle from the land that had ironically liberated batsmen from other countries through the IPL was gone, and a box-office hit followed that was soaked up by adoring fans all around the country, so much so that there wasn't any criticism when they failed in the final.

Rohit's India have gone with the same method in this T20 World Cup as well on mostly sluggish tracks. Consider just a couple of stats: India has the best strike rate in Super 8 and has hit most sixes - double of the team in second position. Incidentally, their second highest sixes count in a T20 World Cup came way back in 2007 (38 sixes), the tournament that gave birth to IPL in many ways. Had Misbah-ul-Haq not messed that night with his lap-shot, who knows whether the fans would have lapped up the IPL as euphorically as they did. But it's astonishing that India ditched that free-hitting style they showed in the inaugural tournament for a decade-and-a-half after that.

This time too the plan was set-up nice and early, at least in Rohit's mind. As he has said, sometime during the IPL when Rishabh Pant raced ahead of Dinesh Karthik in the wicket-keeper race, he had firmed up in his mind that the left-handed basher would be his No. 3. With Pant, perhaps self-aware of his frailties lower down the order in T20s in the past, pushing himself further, India has never been short of fury at the top in this tournament. Neither Rohit, barring an Ireland game and the astonishing walloping against Australia, nor Virat Kohli could provide good starts but Pant had them covered.

All-new Kohli

Even before the IPL, Kohli had read the tide correctly and decided he had to change his ways at the top, if he were to be selected without major fuss. He



Rohit Sharma's 92 off 41, which included 7 fours and 8 sixes against Australia, was crucial in India's 24-run win on Monday

is yet to nail it in this tournament, and it still has the potential to upset India's cart on the big day. But the die at least was cast and he has tried to fit in the mould rather than the other way around - a criticism that could be easily laid on the team in the past that had puzzlingly continued in an outdated fashion.

It's perhaps apt that they run into England in the semi-final, a team that had blown them away in the semifinal of 2022 T20 World Cup that was also overseen by Rohit as the captain. If India had won that, it would have been an upset; such was the stark contrast.

England who had overhauled their white-ball cricket after the horrors of 2015 ODI World Cup and sparked from the 2019 edition onwards has some in ways be the team that has shown others the way. It's one thing for Australia to dominate - for they never have walloped near the bottom, but England's style was an anaesthetist's delight for decades in the shorter format. It took a man born in Ireland in Eoin Morgan to drastically transform them and a man born in New Zealand in Ben Stokes to

extend that further.

The Rohit template

Somehow, Rohit managed to let loose of the controls, and once the captain does it, it's not surprising that the rest would follow. Especially when the youngsters were more than eager to do it and were doing it in the IPL to an extent as it comes more naturally to them.

There was this one astonishing shot against Australia in the eighth over of the innings bowled by Marcus Stoinis. Until then, Rohit had been imperiously overcoming Australia's attempts to make him hit into the breeze, but that shot was a page ripped out of Suryakumar Yadav's playbook. Rohit had anticipated that Stoinis was going to hurl that one short, and crouched a touch more than he usually does and positioned his body perfectly for the swat-pull into backward square-leg stands.

It was relatively an ungainly looking hit that night when he even had unadulteratedly slogged a couple but his most craftily-executed shot. Ungainly as it wasn't a natural shot for him.

Nearly 50% Indian adults insufficiently physically active: Lancet

PRESS TRUST OF INDIA
New Delhi, June 26

ALMOST 50% OF adults in India engaged in insufficient levels of physical activity in 2022, according to a study published in The Lancet Global Health journal. Far more women in India (57%) were found to be insufficiently physically active, compared to men (42%), in line with trends across the South Asian region, the study found.

The insufficient levels of physical activity in women in the region were, on average, 14 per cent higher than those in men, it said. The South Asian region also ranked the second highest in terms of adults being insufficiently physically active after high-income Asia Pacific region, an international team of researchers, including those from the World Health Organization (WHO), said.

Globally, the authors found that about a third of the adults (31.3%) were insufficiently physically active, defined as not performing at least 150 minutes of moderate-intensity physical activity per week or 75 minutes of vigorous-intensity physical activity per week.

This was up by 5% from 26.4% of the adults worldwide insufficiently engaging in physical activity in 2010, they found, and if the 2010-2022 trends continued, the authors said that the global target of improving physical activity engagement by 15% would not be met.

In India, a little over 22% of the adults engaged in insufficient physical activity in the year 2000, while in 2010, close to 34% of the adults were insufficiently physically active, the researchers found. They projected that in 2030, 60% of the adults could be insufficiently engaging in physical activity, should current trends continue.

For the study, the researchers analysed data of physical activity reported by adults (aged at least 18 years) in population-based surveys to estimate the number of adults performing insufficient physical activity for 197 countries and territories from 2000 to 2022. It also found around the world, older adults, both men and women, aged 60 years and above, were increasingly engaging in insufficient physical activity.

Physical inactivity is known to heighten risk of developing non-communicable diseases, including diabetes and heart disease.

