

“श्री जी”



## National General Industries Ltd.

An ISO 9001 : 2015 Certified Company  
CIN No. : L74899DL1987PLC026617

10<sup>th</sup> September, 2024

The Manager  
Department of Corporate Services  
Bombay Stock Exchange Ltd.  
25<sup>th</sup> Floor, Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai-400001

**Sub: Newspaper Advertisement regarding Book Closure and eVoting for the purpose of Annual General Meeting of the Company**

Dear Sir

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed copy of following newspaper advertisement regarding Book Closure and eVoting for the purpose of the 38th Annual General Meeting of the Company scheduled to be held on Monday, the 30th day of September, 2024 at 01:30 P.M. through Video Conferencing (VC) or Other Audio Visual Means (OAVM).

1. Financial Express (National Daily Newspaper – All India) published on 10<sup>th</sup> September, 2024.
2. Jansatta (Daily Newspaper – Regional edition) published on 10<sup>th</sup> September, 2024.

The above is for your information and records.

Thanking you,

Yours truly  
For NATIONAL GENERAL INDUSTRIES LTD.

**VANDANA GUPTA**  
**COMPANY SECRETARY**  
Memb. No. : ACS 24012  
Encl.: As above.



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Regd Off 3<sup>rd</sup> Floor, Surya Plaza, K-185/1, Sarai Julena, New Friends Colony, New Delhi 110025  
Phone : + 91-11-49872442, 48 • E-mail : cs@modisteel.net  
Re-Rolling Unit : 9<sup>th</sup> Mile Stone, G.T. Road, Mohan Nagar, Ghaziabad – 201007  
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FIRST CASE BY BIDEN GOVT AGAINST BIG TECH TO HAVE A DAY IN COURT

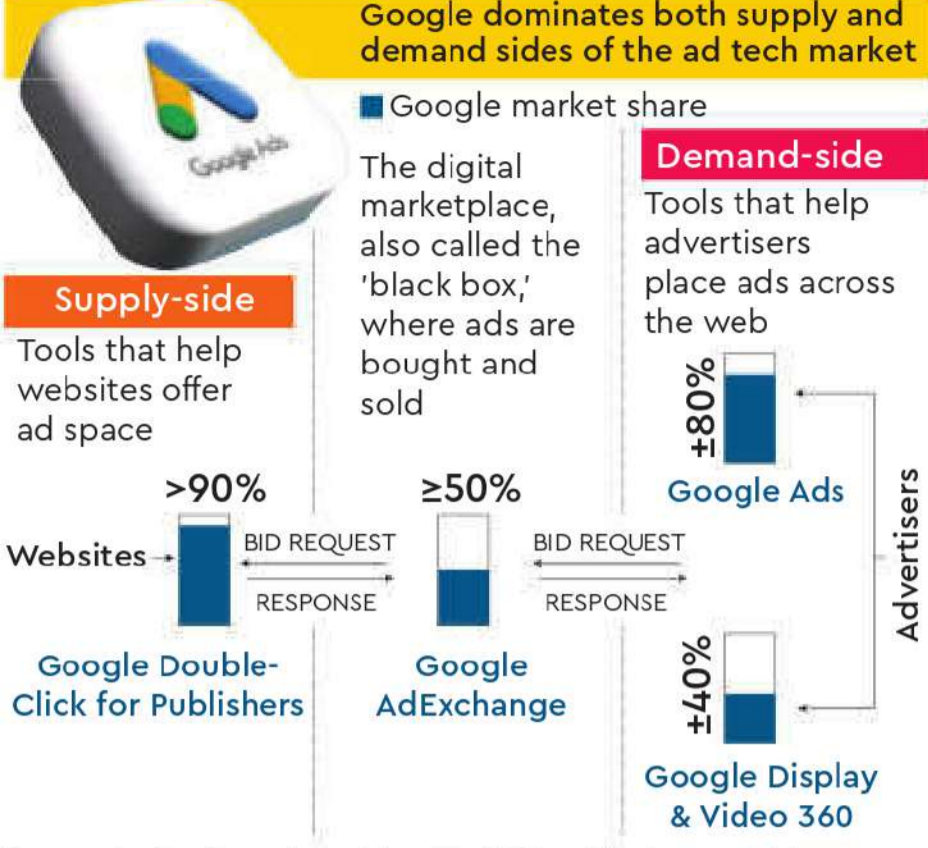
Google's ad empire under fire

LEAH NYLEN & DAVEY ALBA September 9

ALPHABET'S GOOGLE HEADS back to court Monday to face US Justice Department allegations that it manipulates the \$677 billion display advertising market in violation of antitrust laws, just one month after losing a landmark ruling that it illegally dominates online search. The DOJ and a coalition of eight states are accusing Google of acquiring over years the tools used to buy, sell and serve ads, locking up the technology behind web-site ads and harming publishers and advertisers.

The trial, which will take place in Alexandria, Virginia, marks the first case brought by the Biden administration against Big Tech to have its day in court. The Justice Department's earlier lawsuit accusing Google of illegally monopolising internet search is the biggest antitrust case in tech since a ruling against Microsoft more than two decades ago. It was filed in

Here's how Google's digital ad system works



Source: Justice Department Jan. 24, 2022 antitrust complaint against Google/Bloomberg

October 2020 under former President Donald Trump. Google has denied the claims, asserting that its tools work seamlessly with products made by competitors, and that the government's case is based on an outdated understanding of digital ad markets.

Small ad-tech firms raise concerns over Privacy Sandbox

AKASH SRIRAM & HARSHITA MARY VARGHESE September 9

SMALLER AD-TECH FIRMS are raising competition concerns over Google's long-brewing cookies alternative, Privacy Sandbox, at a time when the internet giant's digital ads business is already under US and UK scrutiny. The US and UK regulators suspect that Privacy Sandbox, which has been in the making for five years, could give Google too much control over the digital advertising market, harming competition.

Google's dominance through Chrome and Android platforms, which command the lion's share of internet users, makes adapting to Privacy Sandbox a critical necessity for ad-tech firms. However, the investigations and potential technology development delays are hurting smaller ad-tech firms, as the burgeoning costs due to adoption delays for Privacy Sandbox will put them at a disadvantage against well-heeled rivals.

At least 11 ad executives told Reuters that Privacy Sandbox may create an uneven playing field that favors larger firms with greater funding and technical prowess. Privacy Sandbox is a set of technologies that aims to enhance user privacy by anonymising data.

Adani set to be second trillionaire after Musk

Elon Musk, CEO of Tesla and SpaceX, may become the world's first trillionaire by 2027, while Gautam Adani, chairman and founder of Adani Group, may attain that status in the following year, and Mukesh Ambani, Reliance Industries' chairman, may do so in 2033

THE TOP TEN ON TRACK

Table listing the top 10 individuals on track to become trillionaires by 2033, including Elon Musk (110%), Gautam Adani (123%), Jensen Huang (112%), Prajogo Pangestu (136%), Bernard Arnault (29%), Mark Zuckerberg (36%), Phil Knight (8%), Mukesh Ambani (28%), Michael Dell (31%), and Steve Ballmer (26%).

Sinner-Alcaraz era begins in tennis

NAMIT KUMAR September 9

TAKE A PEEK at Monday's US Open final, and one finds that Yannik Sinner is an elegant shot-maker. Don't be fooled by his mild manner or wiry frame, the purity with which the Italian strikes the ball, and the strength of his athleticism make for a lethal combination. He can unfurl unplayable forehand strokes, and in the same motion, pirouette into a defensive backhand slice.

Go through Sinner's journey behind his US Open triumph, and one finds that beneath the silk, lies a layer of steel too. In a final that was less of a contest and more of a procession, Sinner cantered to a second Grand Slam title by outplaying and outthinking the 12th seeded Taylor Fritz 6-3, 6-4, 7-5 that

further underlined his status as the No. 1 player in the world.

The day that Sinner marked himself as the favourite for this US Open title was also the day that a permanent mark on his back appeared. After winning the Cincinnati Masters in the buildup to the season-ending Major, it was revealed that Sinner had tested positive for traces of a banned substance, Clostebol, in March. After successfully appealing temporary suspensions, Sinner was eventually cleared by an independent tribunal who concluded that he bore no fault or negligence due to accidental contaminations. There was cynicism

about it though. Locker room peers complained of preferential treatment, doubts swirled over why the entire process took place out of public view, the mistrust of the players with the governing bodies was laid bare, and

Sinner, at the centre of it all, was forced to feel its wrath.

Yet, the 23-year-old Italian dealt with all of it remarkably straightforwardly. He fronted up and had his side of the story clear. He sacked the two members of his team that were responsible for the transdermal contamination. He continued to win despite being weighed down by the massive off-court controversy and a persistent hip problem — even when his two main rivals for the title, Carlos Alcaraz and Novak Djokovic, crashed out early. Ultimately, Sinner

blocked out the noise and cruised to the US Open like the best players in the world often do — without much of a fuss. He later revealed how this latest period of his career has taken a toll. "I understood, especially in this tournament, how important the mental part is in this sport," he said after the final, per Reuters. "With my family and team and everyone who supports me daily, I always try to stick together with them especially when moments are getting difficult and tough... It was and still is a little bit in my mind. It's not that it's gone. But when I'm on court I try to focus on the game and try to handle the situation in the best possible way."

Monday's final was, in a microcosm, how his entire tournament went — Sinner did not hit top gear, and did not need to.



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Advertisement for Thermal Power Plant For Sale, offering 12.5 Mega Watt (1 Cr. Per Mega Watt) and 7.5 Mega Watt (2 Cr. Per Mega Watt) Box Packed. Contact: +91 98250 76586, 99740 56806.

Advertisement for Sheetal Universal Limited, 9th Annual General Meeting. Includes details on meeting date (30th September 2024), location, and procedures for shareholders.

Advertisement for National General Industries Ltd., 38th Annual General Meeting. Includes details on meeting date (30th September 2024), location, and procedures for shareholders.

Advertisement for FECEO awards 2024, featuring Ashwini Vaishnaw as the Chief Guest. Includes event details for September 13, 2024, at 5:30 PM in Mumbai, and sponsors like Refex, NIB, MSRDC, Nuvama, and Deloitte.

