



VEEFIN

Veefin Solutions Ltd.

(Formerly known as Veefin Solutions Pvt. Ltd.)

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Contact: +91 90049 17712

CIN: U72900MH2020PTC347893,
Email ID: accounts@veefin.com/finance@veefin.com

Date: April 06, 2024

To,
BSE Limited
The Corporate Relationship Department
Phiroze Jeejeebhoy Towers,
1st Floor, Dalal Street
Mumbai – 400 001

Ref: Scrip Code: 543931

ISIN: INE0Q0M01015

Sub: Newspaper Advertisement – Notice of Postal Ballot

Dear Sir/Ma'am,

Pursuant to Regulation 30 and 47 read with Schedule III Part A of the SEBI (LODR), 2015, please find enclosed herewith copies of newspaper advertisements published today i.e. Saturday, April 06, 2024 in following newspapers giving Notice of the Postal Ballot.

1. Business Standard (National Daily) in English language.
2. Vrutmanas in Marathi language.

Kindly take the same on your records.

Thanking you,

Yours truly,

**For Veefin Solutions Limited
(Formerly Known as Veefin Solutions Private Limited)**

**Urja Thakkar
Company Secretary & Compliance Officer
ACS 42925**



156 kmph AND COUNTING

The emergence of Mayank Yadav this IPL shows how India overcame the odds, tradition, and history to create an assembly line of fast bowlers, outdoing Pakistan

VISHAL MENON
New Delhi, 5 April

It is a five-decade-old incident that is worth retelling. Sometime in 1975, Kapil Dev, then a precocious 16-year-old, would get selected for a camp in Chandigarh that had a motley bunch of young, emerging cricketers. During the hunch break, Kapil demanded more food from the organiser. "Don't you know that I'm a fast bowler. I need more food," he asserted.

"We do not produce fast bowlers in this country," the organiser retorted.

The response would firm up Kapil's resolve to become a pacer. Three years later, he was in Faisalabad, ready to bowl his first delivery in international cricket.

Until then, India was a bastion for spinners, such as Bishan Bedi and Erapalli Prasanna, bowlers known to bewitch batters with guile and tantalizing flight.

Then came Kapil, and a tectonic shift. Before Kapil, cricket was a niche, urban, middle-class sport. It was the man with the toothy grin, rustic charm, prodigious swing, and indefatigable spirit, who opened the sport to a new generation as well as new towns.

Nevertheless, India was still light years away from producing pacers on an assembly line the way Pakistan did back in the 1970s, 1980s and through the 1990s, thanks—it is understood—beef, good genes, taped-ball cricket and a certain Imran Khan. Cut to 2024, and the boot—cricket spikes, if you will—is now on the other foot.

India's fast bowling talent is now the envy of the world. From Jasprit Bumrah, Mohammed Shami, Mohammed Siraj, Mukesh Kumar to Umran Malik, Indian fast bowlers are making heads turn with their skill, acumen, and athleticism.

But no one is turning them like Mayank Yadav, who has won the player of the match award in his first two games in the Indian Premier League (IPL).

disconcerting bounce.

Playing for the Lucknow Super Giants, Mayank bowled a 156.7 kmph thunderbolt against the Royal Challengers Bengaluru earlier this week—the fourth-fastest delivery recorded in the IPL.

"First things first, I don't want to put any extra pressure on him, he is just 21. But he has got great pace and a nice action. I am super impressed with him, and I really excited to see how he progresses in the next few months," former Australian pacer Brett Lee said about Mayank in commentary.

South Africa's premier fast bowler, Kagiso Rabada, could not stop gushing.

"He was born with pace. Pace is not bought in the market. That's his genuine weapon," Rabada said during a post-match interview.



HELPING HAND FROM ACROSS THE BORDER

In "Pundits from Pakistan", former Pakistan pacer Aqib Javed tells author Rahul Bhatnagar how bowling with a taped ball (tennis ball wrapped in tape) was instrumental in bowlers in his country developing more muscle, and, in the long run, building pace.

Since a taped ball is lighter than a cricket ball, a bowler's arm speed has to be higher to generate pace. Over the years, bowlers, especially from and around Delhi, seem to have borrowed and perfected this art from across the border.

Mayank and Delhi pacer Navdeep Saini are two of the finest producers of taped ball in India.



bowling with a taped ball during childhood has helped Delhi pacer Navdeep Saini add extra yards of pace

Change in mindset
Chetan Sharma, former India pacer and who used to be national selector, has co-edited the Board of Control for Cricket in India (BCCI) for bringing about a change in the mindset and installing a world-class facility: National Cricket Academy (NCA) in Bengaluru.

"You have to give credit where it is due. The BCCI has been instrumental in setting up the NCA. It has nurtured fast bowlers across the country. Not only do they unearth talented pacers, they also manage to keep them fit for extended periods, backed by science and well-curated fitness regimens," Sharma told Business Standard.

The seeds were sown by former head coach Ravji Shastri, in tandem with the then bowling coach, Bharat Arun, physio Patrick Farhat, and trainer Shanker Basu. They worked with Rahul Dravid, the current coach and former NCA chief, to hone the next generation of fast bowlers.

The team led by Shastri has given way to the current regime of bowling coach Paras Mhambrey and physio Ashish Kaushik, with Dravid as the head coach.

The seamless transition in NCA's top echelons means everything from diet and fitness to workload management is assiduously monitored. Sharma, who was instrumental in India's spectacular Test series win in England in 1986, also attributes the change to the nature of pitches rolled out for Ranji Trophy games. "Look at the pitches in the Ranji Trophy. They are all so conducive to fast bowling. It not only helps pacers, but also equips batters for the rigours of stringent overseas tours,

especially in England, New Zealand and South Africa," he says.

Such is the abundance of India's fast-bowling riches these days that not an eyebrow was raised when Shami, the star of last year's 50-over World Cup, sat out the ongoing IPL and the high-profile Test series at home against England last month due to an Achilles heel injury.

It is a far cry from 1997, for instance, when the then pace spearhead Jagajal Singh broke down due to a shoulder injury, leaving captain Sachin Tendulkar to scramble.

Venkatess Prasad, Harvinder Singh, and Dooda Ganesh were the top three names on the list. Tendulkar roped in his fellow Mumbai pacer—Abhey Kuruvilla.

"During my time, we didn't have talent spotting like the manner in which it is happening now. Also, we did not have the kind of support staff that these kids have today. From strength conditioning to diet, everything is so meticulously planned. I wish

(From left) Kapil Dev, Zaheer Khan and Mayank Yadav

I was a fast bowler today," Ganesh told Business Standard. The brouhaha surrounding Mayank notwithstanding, Sharma throws in a word of caution.

"He is an absolute natural. From the rhythm to the loading and the follow-through, he has all the attributes to succeed at the international level. However, I will not go too far ahead. Let him finish playing in this IPL first," Sharma says.

Ganesh wants Mayank to play English county cricket this year. "It is my sincere request to the BCCI. Please send this boy to play county cricket in England. Bowling fast for four overs in an IPL game is fine. But the real test is with the red ball in long-form cricket."

Mayank's childhood coach Devendra Sharma, who has watched him grow under his tutelage ever since he joined Sunnet Cricket Club at the age of 14, wants his ward to cut all the noise and hype around him.

"I want him to become an all-format bowler. He is only 21 and has the fitness and hunger to get there. Cut all the noise. You've just had two great games. *Kalpti bhī sake ho*. So remain mentally strong," he says.

As the former North Zone selector, Sharma puts forth a strong case to cotton-wool a special talent like Mayank.

"He has a history of frequent breakdowns. Injuries are the biggest impediment to a fast bowler. Whenever a bowler returns from injury, he is circumpect. The only exception to this rule is Bumrah. Ever since he has returned from an injury hiatus last year, he has looked even more menacing," Sharma explains.

Cricket is riddled with several instances of fast bowlers who had to transform their action after returning from career-threatening injuries.

Dennis Lillee, the champion Australian pacer of the 1970s, who began as a tearaway quick, remodelled his action after a back injury. He was not the fastest thereafter, but, instead, became the shrewdest.

False starts

Not everyone is as lucky, or as skilled.

Sharma gives the example of Munaf Patel, the fast bowler from Gujarat, who piqued the nation's interest, albeit fleetingly, during the mid-aughts, with his pace and yorkers.

An ankle injury stopped him in his tracks. "After that ankle injury, he was never the same bowler. He lost his pace and turned into a medium-pace who bowled line and length," Sharma adds. Like Patel, the careers of several promising fast bowlers did not blossom because of the lack of a world-class facility like the NCA back then.

Varun Aaron, in 2011, grabbed the headlines for bowling a 153 kmph thunderbolt at a Vijay Hazare game. Like Munaf, he, too, suffered from constant breakdowns, and his international career would be a stop-start affair. VVV Singh, blessed with a fluid open-chested action, once worked up an eye-catching pace and made batters hop around. But he did not quite cut it at the international level.

That is not the case anymore.

From Kapil to Mayank, the pedigree on India's speedometer has well and truly moved.



VEEFIN SOLUTIONS LIMITED
(Formerly known as VeeFin Solutions Pvt Ltd)
Regd. Office: Off No- 601, 602 & 603, Neevankh Corporate IT Park, Vidyapeetha (W), Mumbai-400085.
Email id: investors@veefin.com, CIN: U72900MH2023PLC347893

J TAPARIA PROJECTS LIMITED
CIN: L16105WB1999PLC032979
Registered Office: 44, Conroy Street, WNS Complex, 1st Floor, Room No. D, Council House Street, Opposite Raja Bharat Chandra House Street, Kolkata-700001, West Bengal, India.
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Website: www.jtapariaprojects.com, investor@jtapariaprojects.com

NOTICE OF POSTAL BALLOT & E-VOTING INFORMATION

NOTICE is hereby given that pursuant to Section 110 read with Section 105 of the Companies Act, 2013 ("the Act"), Rule 20 and Rule 22 of the Companies (Management and Administration) Rules 2014, relevant circulars issued by Ministry of Corporate Affairs, Regulation 44 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI (LODR Regulations)") and Secretarial Standard on General Meetings ("SS-2") issued by Institute of Company Secretaries of India, as amended and other applicable laws and regulations (including any statutory modification or re-enactment thereof) read with General Circular No. 14/2020 dated 8th April, 2020, General Circular No. 17/2020 dated 13th April, 2020, General Circular No. 22/2020 dated 15th June, 2020, General Circular No. 53/2020 dated 28th September, 2020, General Circular No. 30/2021 dated 31st December, 2020, General Circular No. 02/2021 dated 13th January, 2021, General Circular No. 10/2021 dated 29th June, 2021, General Circular No. 20/2021 dated 8th December, 2021, General Circular No. 30/2022 dated 5th May, 2022, General Circular No. 11/2022 dated 28th December, 2022 and General Circular No. 06/2023 dated 29th September, 2023 issued by the Ministry of Corporate Affairs (hereinafter collectively referred to as "MCA Circulars") and SEBI Circular No. SEBI/HO/CFD/PO-2/P/CIR/2023/34 dated January 5, 2023 issued by SEBI for seeking consent of the shareholders (members of VeeFin Solutions Limited ("the Company" or "VeeFin") Members), to pass the resolutions as set out in the Postal Ballot notice by way of remote electronic voting ("E-voting").

In accordance with the MCA Circulars issued, members can vote only through the remote e-voting process. Accordingly, the physical copy of the Postal Ballot Notice along with postal ballot forms and pre-paid business reply envelope are not being sent to the members. Members are requested to provide their consent or dissent through remote e-voting only.

The Company has completed dispatch of Postal Ballot Notice dated March 27, 2024 along with explanatory statement on April 05, 2024 only through electronic mode to all those members whose email addresses are registered with the Company/Depositories Participants ("DPs") (Registrar and Transfer Agent ("RTA")) as on March 29, 2024 ("Cut-off date") in accordance with the aforesaid MCA Circulars and SEBI Regulations. It is hereby, clarified that all the persons who are members of the Company as on Friday, March 29, 2024 (including those members who may not have received this Notice due to non-registration of their email IDs with the Company or the Depositories/Participant Depository) shall be entitled to vote in relation to the resolution specified in this Notice. Voting rights of the Members shall be in proportion to the shares held by them in the paid-up equity share capital of the Company as on Cut-off date. Once the vote on a resolution is cast by the shareholder, the shareholder shall not be allowed to change it subsequently.

In case members who have not registered their e-mail address are requested to register the same in respect of shares held in electronic form with the Depository through their Depository Participants and in respect of shares held in physical form by writing to the Company's Registrar and Share Transfer Agent, Signature Services Pvt. Ltd., Office No. 506, 3rd Floor, Prmo Business Park-Next to Ahras Centre, Mahalaxmi Cross Road, Andheri (East), Mumbai - 400093.

The Board of the Directors of the Company has appointed Mr. Mahesh Kumar (Membership No. F11332) of M/s. Mahesh Genetics & Associates, Practising Company Secretary, as the Scrutinizer for conducting the postal ballot through e-voting process in a fair and transparent manner.

Members may note that the copy of Postal Ballot Notice along with the Explanatory Statement will be available on the website of the Company, viz., www.veefin.com and on the website of the Stock Exchange, viz., BSE Limited at www.bseindia.com respectively and also on the website of National Securities and Depositories Limited ("NSDL"), viz., www.evoting.nsdl.com.

The documents referred in the Postal Ballot Notice are available for inspection electronically and the members seeking to inspect such documents can send an email to investors@veefin.com.

Pursuant to the provisions of Section 108 of the Act, read with Rule 20 of the Companies (Management and Administration) Rules, 2014, as amended from time to time, and Regulation 44 of the SEBI Listing Regulations, the Company is pleased to provide its Members the facility to cast their vote electronically, through the remote e-voting services provided by NSDL. Members of the Company holding shares in physical or dematerialized form as on the cut-off date i.e. Friday, March 29, 2024, may cast their vote through remote e-voting.

All the members are informed that:

- all of the business as set out in the Postal Ballot Notice may be transacted through remote e-voting;
- the remote e-voting shall commence on Saturday, April 05, 2024 (09:00 AM Indian Standard Time);
- remote e-voting shall end on Sunday, May 05, 2024 (5:00 PM Indian Standard Time);
- remote e-voting shall not be allowed beyond 5:00 p.m. on Sunday, May 05, 2024;
- if any person 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 Friday, March 29, 2024 shall be entitled to cast their votes. Once the vote on a resolution is cast by the shareholder, the shareholder shall not be allowed to change it subsequently;
- members who have not received Postal Ballot Notice may write to investors@veefin.com, and obtain the same. These members holding shares in physical form, whose email addresses are not registered with the Company or the DP, may register their email address by providing their DPID-CLUD (16 digit DPID-CLUD or 16-digit beneficiary ID), Name, client master or copy of Consolidated Account Statement, PAN (self-attested scanned copy of PAN card), Aadhaar (self-attested scanned copy of Aadhaar card) or email to investors@veefin.com.

In case of any queries relating to e-voting, Members may refer to the FAQs for Shareholders and e-voting user manual for Shareholders available at the download section of www.evoting.nsdl.com or 022-48867000 and 022-24997000 (toll free numbers), and in case of any grievances connected with the facility of remote e-voting please contact Ms. Pritima Bhat, NSDL, 4th Floor, A Wing, Trade World, Kamala Mills Compound, Senapati Basmat Marg, Lower Panel, Mumbai-400013 or Email to evoting@nsdl.com.

The resolutions, if approved, shall be deemed to have passed on the last date of e-voting i.e. May 05, 2024. The result of the Postal Ballot will be announced by the Chairman of the Company Secretary by writing on or before May 07, 2024, at the Company's registered office at Mumbai. The results, together with the Scrutinizer's report, will be displayed at the registered office and on the website of the Company i.e., www.veefin.com besides being submitted to BSE SME on which the equity shares of the Company are listed.

For VeeFin Solutions Limited (Formerly known as VeeFin Solutions Pvt Ltd)
Sd/-
Usha Thakkar
Company Secretary & Compliance Officer
Membership No.: A42926

J Taparia Projects Limited
Sd/-
Saravesh Manojhan Agrawal
Managing Director
CIN: 06768622

