

August 9, 2021

**National Stock Exchange of India Limited**  
Exchange Plaza,  
Plot No. C/1, G Block,  
Bandra - Kurla Complex, Bandra (East),  
Mumbai - 400 051.

**BSE Limited**  
Corporate Relations Department,  
1<sup>st</sup> Floor, New Trading Ring,  
P. J. Towers, Dalal Street,  
Mumbai - 400 001.

**Company Symbol: L&TFH**

**Security Code No.: 533519**

**Kind Attn: Head - Listing Department / Department of Corporate Communications**

Dear Sir / Madam,

**Sub: Submission of Newspaper Publication**

This is with reference to our letters dated June 30, 2021, July 16, 2021, July 20, 2021 and July 21, 2021, with respect to modification of the terms of issue of non-convertible redeemable preference shares ("NCRPS") issued by the Company. Please find enclosed a copy of the newspaper publication issued today in respect of the voting for the postal ballot for the relevant series of NCRPS.

This intimation is being filed in terms of Regulation 30 the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations").

We request you to take the aforesaid on record and the same be treated as compliance under the applicable provisions of the Listing Regulations.

Thanking you,

Yours faithfully,

**For L&T Finance Holdings Limited**



**Apurva Rathod**  
**Company Secretary and Compliance Officer**  
Enclosed: As above



**L&T Finance Holdings Limited**

**Registered Office**

Brindavan, Plot No. 177, C.S.T Road  
Kalina, Santacruz (East)  
Mumbai 400 098, Maharashtra, India  
CIN: L67120MH2008PLC181833

**T +91 22 6212 5000**  
**F +91 22 6212 5553**  
**E igrc@lts.com**

[www.lts.com](http://www.lts.com)

# Print Advertising Sees a Sharp Uptick Ahead of Festive Season

Newspapers likely to spring back to normalcy sooner than expected, say experts

Gaurav Lapathe  
@timesgroup.com

Mumbai: The second half of 2021 is witnessing a resurgence in print advertising with brands across categories returning to the medium in a big way. Industry experts said that most of the top categories have witnessed an increase in ad spends in July and the newspapers, which were heavily impacted due to the Covid-19 break last year and the second wave during the second quarter, are already expected to spring back to normalcy sooner than anticipated.

There has been a jump in advertising in print media starting July and I think the festive season will be much better," said Shashi Sinha, CEO, ICG Mediabrands India. "Yes, people are cautious with the expected third wave, but there are enough and more advertisers who believe in the power of print."

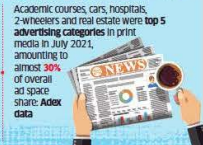
Sinha said that he expects print advertising in the second half of 2021 to see at least a 10% increase over the same period last year. Sivakumar Sundaram, chairman of the Executive Committee at DCCI, which also publishes ET, said, "Print advertisement has always been the barometer for the resurgence of the economy. While the first quarter of fiscal 2021-22 has undoubtedly been challenging due to the Covid-19 second wave, the performance of print in July '21 gives rise to a huge sense of optimism."

He said that the 2021 festive season would "most certainly" witness an increase in consumer spending across categories like real estate, auto, FMCG, e-commerce, consumer durables, clothing, etc.

## Back in a Big Way

Most top categories have witnessed a 30% increase in ad spends in July

In July, ad space per publication has seen a 30% jump over July last year. TAM Adex Data



The promoter of one of India's largest newspaper groups is also optimistic on the advertising resurgence. Girish Agarwal, promoter director of the Dainik Bhaskar Group, said that the second quarter saw the group in good with almost all categories back to print advertising. "July was near 2019 levels and August looks better. Advertisers are using print in a big way to push sales and getting great results," Agarwal said.

"All categories are doing well and are expected to spend big from now till festive. Large print categories like real estate, automobiles, education, health, BFSI, electronics and appliances have all started and FMCG and lifestyle advertisers are also focusing on print with frequency campaigns."

With the late declaration of class 10, 12 and JEE results, education has also picked up. Data shows, Adex data TAM Adex, in July, ad space per publication has already seen a 36% jump over July last year. The data also suggested that July 2021 was better than August and September last year, which had seen a 21% and a 26% increase over July 2020, respectively.

According to Sinha, depth in the Olympics has also been a sentiment booster and provided a shot in the arm for advertisers. "As per data from TAM Adex, in July, ad space per publication has already seen a 36% jump over July last year. The data also suggested that July 2021 was better than August and September last year, which had seen a 21% and a 26% increase over July 2020, respectively."

may see at least a 10% increase

Print advertising in H2 2021

L&T Finance Holdings Limited  
Registered Office  
Brindavan, Plot No. 177, C.S.T. Road  
Kafra, Santacruz (East)  
Mumbai 400 098, Maharashtra, India  
QIN: L67120M2008PL181883

T +91 22 6212 5000  
F +91 22 6212 5553  
www.ltf.com  
l@ltf.com



### NOTICE

Pursuant to the provisions of Section 110 of the Companies Act, 2013, as amended ("Companies Act") read with Rule 22 of Companies (Management and Administration) Rules, 2014, as amended ("MAR Rules") and Circular No. 14/2020 dated April 8, 2020, General Circular No. 17/2020 dated April 13, 2020, General Circular No. 22/2020 dated June 15, 2020, General Circular No. 33/2020 dated September 28, 2020, General Circular No. 39/2020 dated December 31, 2020 and General Circular 10/2021 June 23, 2021 ("MCA Circulars") each issued by the Ministry of Corporate Affairs ("MCA"), L&T Finance Holdings Limited ("Company") had on Tuesday, July 6, 2021 completed the dispatch with explanatory statements of postal ballot ("Postal Ballot Notice") to all the holders of 7 series of listed cumulative non-convertible compulsorily redeemable preference shares ("NCRPS") whose names appeared as beneficial owners ("NCRPS Holders") for each Series of NCRPS (together with National Securities Depository Limited ("NSDL") or Central Depository Services (India) Limited ("CDSL", defined below NSDL, collectively referred to as "Depositories") and who had registered their e-mail addresses directly with the Company or the Depositories as on Friday, July 16, 2021 ("cut-off date") for seeking their approval in relation to resolutions detailed in the Postal Ballot Notice through remote electronic voting ("E-voting") pursuant to the provisions of Section 108 of the Companies Act, read with Rule 20 of the MAR Rules, Secretarial Standard-2 on General Meetings and Regulation 44 and 47 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015. A notice pursuant to Section 110 of the Companies Act and Rule 22 of the MAR Rules intimating the completion of the Postal Ballot Notice to the NCRPS Holders of the relevant series of NCRPS was published in the newspapers and intimated to the stock exchanges on July 21, 2021.

This publication is a reminder for NCRPS holders to vote on the resolutions as set out in the relevant Postal Ballot Notice, and it is hereby notified that all the terms of the relevant Postal Ballot Notice remain the same. NCRPS Holders are requested to refer to the relevant Postal Ballot Notice for the specific terms and conditions being altered for the relevant series of NCRPS.

Information on the relevant series of NCRPS is set out in the table below:

Series	ISIN	Rate of Dividend (%)	Total Amount Outstanding (Rs. in Crores)	Issue Date	Original Date of Redemption
Series 1	INE498LD4100	8.00%	145.40	May 17, 2019	November 17, 2022
Series 2	INE498LD4118	7.95%	63.70	July 13, 2019	December 2, 2022
Series 3	INE498LD4126	7.95%	100.00	September 16, 2019	December 16, 2022
Series 4	INE498LD4134	7.95%	150.00	September 20, 2019	January 20, 2023
Series 5	INE498LD4142	7.95%	150.00	September 27, 2019	February 10, 2023
Series 6	INE498LD4159	7.60%	60.00	December 5, 2019	December 5, 2022
Series 7	INE498LD4167	7.50%	205.00	December 23, 2019	40% on June 23, 2023 and balance 60% on December 22, 2023
<b>Total</b>			<b>874.10</b>		

Series 1, Series 2, Series 3, Series 4, Series 5, Series 6 and Series 7 are each referred to as "Series of NCRPS". The Postal Ballot Notice relevant to each Series of NCRPS had been sent to all NCRPS Holders of each Series of NCRPS on Tuesday, July 20, 2021. The votes of the NCRPS Holders of each Series of NCRPS shall only be taken into account for determining whether the resolution for each Series of NCRPS has been approved or not. NCRPS Holders for each Series of NCRPS as on the cut-off date shall be reckoned for the right of voting through e-voting and personal holders are not NCRPS Holders as on the cut-off date for each Series of NCRPS should treat the Postal Ballot Notice for information purposes only. In case of joint holders, only the joint holder whose name stands first in the list of beneficial owners maintained by the Depositories as on cut-off date in respect of such joint holding will be entitled to vote. The voting on items included in the relevant Postal Ballot Notice cannot be exercised through proxy.

Due to COVID-19 pandemic and in terms of MCA Circulars, the Postal Ballot Notice was sent to the NCRPS Holders through electronic form only and hard copies of the Postal Ballot Notice along with the postal ballot forms and pre-paid business reply envelope were not sent to the NCRPS Holders. The Postal Ballot Notice is also available on the website of the Company on www.ltf.com. Additionally, the Postal Ballot Notice is also available on the website of CDSL on www.evotingindia.com.

The Company has appointed Ms. Alwyn Jay and Co., Practising Company Secretary (Firm Registration No: P2010M021500, Peer Review Certificate No: 621/2019) as the Scrutinizer for conducting the E-voting process in a fair and transparent manner.

NCRPS Holders whose e-mail addresses are not registered, can obtain their login ID and password by sending scanned copy of (i) a signed request letter mentioning name, DP ID-Client ID (16 digit DP ID + Client ID or 16 digit beneficiary ID) and mobile number; (ii) self-attested scanned copy of client master or consolidated demat account statement; and (iii) self-attested scanned copy of the PAN Card, to the email address of the Company at lgr@ltf.com.

NCRPS Holders for each Series of NCRPS are requested to communicate their assent or dissent through e-voting only. The detailed procedure for e-voting, including voting by first-time users, is given in the Notice which is also available on the Company's website i.e. www.ltf.com. The Company has engaged CDSL as the agency to provide the e-voting facility.

NCRPS Holders for each Series of NCRPS are requested to take note of the following:

- E-voting commenced on Friday, July 23, 2021 from 9:30 AM (IST) and ends on Saturday, August 21, 2021 at 5:00 PM (IST) for each Series of NCRPS. E-voting shall not be allowed and will be disabled on Saturday, August 21, 2021 at 5:00 PM (IST) ("Final Voting Time"). No request for voting or emails or voting received after the Final Voting Time for any Series of NCRPS will be counted for the purposes of determining the resolution and will be strictly treated as if the reply from such NCRPS Holders for each Series of NCRPS has not been received.
- NCRPS Holders for each Series of NCRPS can only cast their vote once and will not be permitted to change their vote subsequently.
- The result of the postal ballot will be declared on or before 5:00 PM on Monday, August 23, 2021 at the registered office of the Company. The results of the postal ballot along with the report of the Scrutinizer, will be hosted on the website of the Company i.e. www.ltf.com, and on the website of CDSL, displayed on the notice board of the Company at its registered office and communicated to the stock exchanges on which equity shares of the Company are listed.
- In case NCRPS Holders have any queries or issues regarding e-voting, NCRPS Holders may refer the frequently asked questions and e-voting manual available at www.evotingindia.com, under help section or write an e-mail to helpdeskevoting@cdslindia.com or call at 1800 200 5533.
- In the event of any grievance relating to e-voting, the NCRPS Holders / beneficial owners may contact Mr. Rakesh, Davi, Central Depository Services (India) Limited, A Wing, 25th Floor, Marathon Futurex, Mafatlal Mill Compound, N. M. Joshi Marg, Lower Parel (East), Mumbai - 400 013 or send an email to helpdesk.evoting@cdslindia.com or call 1800 225 5533 / 022-2305 8542/43.

For L&T Finance Holdings Limited

Date: August 06, 2021  
Place: Mumbai

Aparna Rathod  
Company Secretary  
ACS 18314




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\*Finance scheme details mentioned herein are at the sole discretion of financier and terms and conditions as specified by the financier shall apply. For more details, please contact your nearest NEXA dealership. Insurance and accessories shown may not be part of standard offering. Booked Status on the vehicle is due to the shifting effect. Images used are for illustration purposes only. Offers vary across variants. Maruti Suzuki India Limited reserves the right to discontinue offers without notice.



## Resilience continues ... Sales up by 130% in Q1

CONSOLIDATED FINANCIAL RESULTS FOR THE QUARTER ENDED 30TH JUNE, 2021

Sl. No.	PARTICULARS	Quarter Ended (₹ in Crores)		
		30.06.2021 (Unaudited)	30.06.2020 (Unaudited)	31.03.2021 (Audited)
1	Revenue from Operations	2,608.44	1,130.80	9,102.20
2	Operating Profit (PBITD)	289.48	3.58	1,349.41
3	Net Profit / (Loss) for the period (before Tax and Exceptional Items)	85.32	(223.67)	496.87
4	Net Profit / (Loss) for the period (before Tax but after Exceptional Items)	74.71	(256.58)	534.35
5	Net Profit / (Loss) for the period (after Tax and Exceptional Items)	44.14	(204.17)	330.93
6	Total Comprehensive Income for the period (comprising Profit / (Loss) for the period (after Tax) and Other Comprehensive Income (after Tax))	56.70	(192.84)	366.57
7	Equity Share Capital	49.25	49.25	49.25
8	Other Equity excluding Revaluation Reserve as shown in Audited Balance Sheet of previous year			2,623.49
9	Earnings Per Share (of ₹ 2/- each) - Basic / Diluted (₹)	1.88	(8.08)	12.97

**Notes:**

\* Standalone financial information of the Company, pursuant to regulation 47(1)(b):

PARTICULARS	Quarter Ended (₹ in Crores)		
	30.06.2021 (Unaudited)	30.06.2020 (Unaudited)	31.03.2021 (Audited)
Turnover	1,733.84	800.48	6,170.12
Operating Profit (PBITD)	188.19	30.80	886.61
Profit before Tax	68.57	(112.82)	396.56
Profit after Tax	44.59	(74.69)	256.45



Standalone Financial Results for the Quarter ended 30.06.2021 can be viewed on websites of the Company, National Stock Exchange of India Ltd. and ESE Ltd. at [www.jktyre.com](http://www.jktyre.com) and [www.nseindia.com](http://www.nseindia.com) and [www.bseindia.com](http://www.bseindia.com) respectively.

- The Company has evaluated impact of COVID-19 pandemic on its business, performance and financials. The Company expects to recover the carrying amount of various assets and to maintain sufficient liquidity. The impact of subsequent developments, if any, occurring after approval of these financial results will be recognized prospectively.
- The above is an extract of the detailed format of Quarterly Financial Results filed with the Stock Exchange under Regulation 33 of the SEBI (Listing and Other Disclosure Requirements) Regulation, 2015. The full format of the Quarterly Financial Results are available on the Stock Exchange websites (URL of the filings: <http://www.bseindia.com/corporates> and <http://www.nseindia.com/corporates>).

for JK Tyre & Industries Limited

New Delhi  
6th August, 2021

Raghupati Singhania  
Chairman & Managing Director

Admin. Office : 3, Bahadur Shah Zafar Marg, New Delhi-110 002, Fax : 91-11-23322059, Phone : 91-11-66001112, 66001122  
Regd. Office : Jaykaygram, PO - Tyre Factory, Kankrola - 313 342, Rajasthan, Website : [www.jktyre.com](http://www.jktyre.com)  
Corporate Identity Number : L67120RJ1951PLCM045966