

Ref: JAL :SEC:2019

5th September, 2019

BSE Ltd.

25th Floor, New Trading Ring,
Rotunda Building,
P J Towers, Dalal Street, Fort,
Mumbai - 400 001

National Stock Exchange of India Ltd.

“Exchange Plaza”, C-1, Block G,
Bandra-Kurla Complex,
Bandra (E), Mumbai - 400 051

BSE Scrip ID : 532532

NSE Scrip ID : JPASSOCIAT

Re: Copies of the Advertisements published in Newspapers

Dear Sirs,

In continuation of our letter no. Ref:JAL:SEC:2019 dated 3rd September, 2019, we are enclosing copies of advertisements published in **Financial Express (English)** and **Jansatta (Hindi)** both dated 4th September, 2019, regarding completion of dispatch/e-mail transmission for the Notice of 22nd Annual General Meeting alongwith Annual Reports for financial year 2018-19, Book Closure for AGM and Instructions for Remote E-voting.

This is for your information and record.

Thanking you,

Yours faithfully,

For JAIPRAKASH ASSOCIATES LIMITED



(M.M. SIBBAL)

Joint President & Company Secretary
FCS-3538

Encl: As above

World's first ambassador to technology industry

ADAM SATARIANO
Copenhagen September 3

CASPER KLYNGE, a career diplomat from Denmark, has worked in some of the world's most turbulent places. He once spent 18 months embroiled in reconstruction efforts in Afghanistan. For two years, he led a crisis management mission in Kosovo.

Yet Klyngé, 46, says his toughest foreign posting may be the one he has now, as the world's first foreign ambassador to the technology industry.

In 2017, Denmark became the first nation to formally create a diplomatic post to represent its interests before companies such as Facebook and Google. After Denmark determined that tech behemoths now have as much power as many governments — if not more — Klyngé was sent to Silicon Valley.

"What has the biggest impact on daily society? A country in southern Europe or in Southeast Asia, or Latin America, or would it be the big technology platforms?" Klyngé said in an interview last month at a cafe in central Copenhagen during an annual meeting of Denmark's diplomatic corporations. "Our values, our institutions, democracy, human rights, in my view, are being challenged right now because of the emergence of new technologies." He added, "These companies have moved from being companies with commercial interests to actually becoming de facto foreign policy actors."

But after two years in the job, Klyngé is under no illusions of where Denmark's comparative advantage lies in the Silicon Valley executives. Denmark's population of 5.8 million is smaller than that of the San Francisco Bay Area. Fewer than 0.3% of Facebook's 2.4 billion global users live in the Scandinavian country.



Casper Klyngé is Denmark's ambassador to the tech industry.

Silicon Valley companies and their leaders have given Klyngé a mixed reception. He has never met with Mark Zuckerberg of Facebook or Sundar Pichai of Google or Timothy D Cook of Apple. Danish officials said it was like dealing with an opaque new world superpower.

"We've been too naive for too long about the tech revolution," said Jeppe Kofod, Denmark's minister for foreign affairs. So Klyngé's position is part of an effort "to make sure that democratic governments set the boundaries for the tech industry and not the other way around," Kofod said.

Denmark is emblematic of the many small countries that are grappling with technology's effects on their societies and are frustrated by an inability to meet with, let alone influence, the companies causing that disruption.

Danish officials have been particularly concerned by technological change is causing challenges that have afflicted other Western democracies: the spread of false and politically divisive content on social media, questions about privacy and data-hungry services, cybersecurity and the low taxes the companies pay outside the US.

Andrew Cooper, a political science professor at the Uni-

versity of Waterloo who studies diplomacy, said smaller countries had long needed novel ways to get attention from nations with more power.

The Maldives, for instance, has hosted underwater cabinet meetings to raise awareness about climate change, while Sweden created an embassy in the virtual world video game Second Life. What's surprising, Cooper said, is the extent to which Denmark is applying the strategy to private companies. "Denmark has to play a different game," he said.

But the tactics Klyngé has found in Silicon Valley have been hobbled. He said it had taken nine months to sit down with a senior executive at one of the biggest tech companies, which he declined to name. Heard expected a frank conversation on issues agreed on beforehand, including taxes, cybersecurity and internet misinformation — only to be offered a headquarters tour, he said.

When the executive arrived later, he began a brief rant against European regulations of the tech industry, before saying he did not have time for the meeting, Klyngé said. Then the executive left.

As Klyngé was exiting the building, the executive called his mobile phone to ask him to wait. Klyngé thought there had been a change of heart.

Not so. "When I got back to the conference room he gave me a goody bag with a T-shirt and cap of the particular company," he said. He said Danish officials "laughed about this incident a lot afterward, but it says a lot about the mind-set of some of the companies in Silicon Valley."

Some tech companies have been under a gunning to better understand Klyngé's job.

Brad Smith, president of Microsoft, said he spoke regularly with Klyngé, whose appointment he said gave Denmark "outsized influence." —NYT

Rushdie's Quichotte on Booker Prize 2019 shortlist

ADITI KHANNA
London, September 3

MUMBAI-BORN SALMAN Rushdie's tragicomic novel *Quichotte* is among six titles from around the world to be named on the shortlist of the 2019 Booker Prize for Fiction released in London on Tuesday.

The 72-year-old former Booker Prize winning British Indian novelist is famously also known as the Booker of Bookers for *Midnight's Children* during anniversary celebrations of the prestigious literary award.

This year he is shortlisted alongside another former winner, Margaret Atwood, besides Lucy Ellmann, Bernardine Evaristo, Chigozie Obioma, and Elif Shafak. "Like all great literature, these books team with life, with a profound and celebratory



72-year-old former Booker Prize winning British Indian novelist Salman Rushdie

humanity," said Peter Florence, founder and director of the Hay Festival and chair of the Booker Prize judging panel this year. The shortlist was selected from 151 submitted books published in the UK or Ireland between October 2018 and September 2019. "A picturesque tour-de-force of contemporary America, with

all its alarms and craziness. Rushdie conjures a celebration of storytelling and language that will delight lovers of Cervantes, lovers of daytime television and lovers of life," was the comment of a five-member judging panel in reference to Rushdie's latest work, which is inspired by the classic *Don Quixote* by 16th century Spanish author Miguel de Cervantes.

Canadian author Margaret Atwood is shortlisted for *The Testaments*, which the judges describe as "terrifying and exhilarating." Lucy Ellmann is shortlisted for *Jacks*, *Amusingly* by Bernardine Evaristo for *Girl, Woman, Other*, Chigozie Obioma for *An Orchestra of Minorities*, and Elif Shafak for *10 Minutes 38 Seconds in This Strange World*. —PTI

EU locked in 'long battle' against Chinese fraud

AGENCIES
Brussels, September 3

EUROPE'S "LONG BATTLE" against fake goods from China has become even fiercer, with the upsurge in online shopping where fraudulent and often dangerous products were being sold, an EU official said on Tuesday.

"The biggest, most worrying border is between China and your home," said Ernesto Bianchi, head of the investigations directorate in the EU's anti-fraud office OLAF that tackles customs fraud and counterfeit

goods. Bianchi, speaking at a news conference, was quick to point out however that he was referring to "gangs of fraudsters" in China, and not China itself. "They are affected, as we are also" by fraud, he said, noting that criminal organisations often used the same trade channels to smuggle unwanted toxic waste from the West into China.

OLAF has had successes blocking shoddy Chinese imports, including a \$5.5 million shipment of counterfeit, flame-retardant clothing that was seized earlier this year with the help of Colombian and Mexican authorities.

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NOTICE FOR 22nd ANNUAL GENERAL MEETING, BOOK CLOSURE AND REMOTE E-VOTING INFORMATION

Notice is hereby given that the 22nd Annual General Meeting (AGM) of the Members of Jaiprakash Associates Limited (the "Company") will be held on Friday, the 27th September 2019 at 11.30 A.M. at Jaypee Institute of Information Technology, Sector 128, Jaypee Wish Town, Village Sultanpur, Noida-201304, U.P., to transact the business as set out in the Notice dated 27th August, 2019 concerning the AGM ("Notice"). The Company has completed the dispatching of the IDs registered with the Company (Depositories) of the Notice along with Proxy Form, Attendance Slip, Route Map of the Venue of AGM and Annual Report containing Financial Statements for FY 2018-19 to all the Members of the Company whose names appear in the Register of Member/Record of Depositories at the close of business hours on 23rd August, 2019.

Pursuant to the provisions of Section 91 of the Companies Act, 2013 read with Rule 10 of the Companies (Management and Administration) Rules, 2014, as amended and Regulation 42 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, (Listing Regulations), the Share Transfer Books of the Company shall remain closed from Monday, the 23rd September, 2019 to Friday, 27th September 2019 (both days inclusive) for the purpose of ensuring AGM.

In compliance with the provisions of Section 108 of the Companies Act, 2013 read with Rule 20 of the Companies (Management and Administration) Rules, 2014, as amended and Regulation 44 of Listing Regulations, the Company is offering Remote E-voting (E-voting) facility to its members in respect of the businesses to be transacted at the Annual General Meeting through an electronic voting system provided by Central Depository Services (India) Limited (CDSL) at www.evotingindia.com. The procedure and instructions for remote e-voting has been given under Note No. xii of the Notice.

The members are requested to note the following:

- The remote e-voting shall commence on Tuesday, the 24th September, 2019 at 9.00 AM (IST) and shall end on Thursday, the 26th September, 2019 at 5.00 PM (IST). The remote e-voting shall be disabled by CDSL, beyond the said date and time.
- The cut-off date for determining the eligibility to vote by electronic means or at the AGM through polling paper is Friday, the 20th September, 2019.
- A person, whose name is recorded in the Register of Members or in the Register of Beneficial Owners maintained by the Depositories on the above mentioned cut-off date, shall only be entitled to avail the facility of remote e-voting or voting at the AGM through Polling Paper. Person who becomes member of the Company after the dispatch of Notice may follow the same instructions for remote e-voting as mentioned in Note No. xii of the Notice available both on the website of the Company www.jaiprakash.com and also on website of CDSL i.e. https://www.evotingindia.com/Notice-Results.jsp.
- The facility for voting through Polling Paper shall be made available at the AGM. The members who have cast their vote by remote e-voting may attend the meeting but shall not be entitled to cast their vote again. Vote once cast by the member shall not be allowed to be changed subsequently.
- Voting rights (for voting through remote e-voting as well as Polling Paper at AGM) shall be reckoned on the paid up value of the shares registered in the names of the members of the Company as on the cut-off date.
- The Notice along with Annual Report are available at the Company's website www.jaiprakash.com.
- Member having any grievances/questions connected with remote e-voting may refer to the Frequently Asked Questions ("FAQs") or e-voting manual available at www.evotingindia.com, or contact - Mr. Rakesh Malvi, Manager, CDSL, A Wing, 25th Floor, Marathon Floor, Market, M.M. Compounds, N.M. Joshi Marg, Lower Panel (E), Mumbai-400 013. Phone No. 1800225533, or send an e-mail to helpdesk.evoting@cdslindia.com.

By Order of the Board
For JAIPRAKASH ASSOCIATES LIMITED
M.M. SIBBAL
3rd September, 2019 Jt. President & Company Secretary
FCS.3538
Place: New Delhi

Electric car sales fall for first time after China cuts subsidy

BLOOMBERG
Hong Kong, September 3

GLOBAL ELECTRIC-CAR sales fell for the first time in modern history in China after the government scaled back purchase subsidies, highlighting the role government assistance is having on the burgeoning market.

Monthly sales worldwide fell 14% to about 126,000 plug-in passenger electric vehicles, Sanford C Bernstein said in a report on Tuesday. Sales declined in China and North America, while rising in Europe.

Growth in China, the biggest producer and market for electric vehicles, is slowing down as a reduction in EV subsidies and a cooling economy weigh on consumers' buying decisions. China government scaled back fund-



Tesla led the passenger EV market with sales of about 20,000 units in July

ing for individual purchases of new energy vehicles starting June 26 to encourage makers to focus on product innovation. While electric vehicles account for just a few percent of the car market, automakers are betting on the segment for future growth.

Slowing demand for gas-powered cars has plunged automobile markets worldwide into a decline, led by a historic drop in China. For the first seven months of the year, the global electric-car market showed growth of 35%, Bernstein said. The researcher estimates that full-year sales will rise by 23% to 48% to 2.4 million to 2.9 million units in 2019.

"Unsurprisingly the growth momentum halted in July amid subsidy cuts," Bernstein analysts said in the report. "Despite expected short-term weakness in 2H19, we continue to be positive on long-term EV demand."

Tesla led the passenger EV market with sales of about 20,000 units in July, followed by BYD Company, the Chinese brand backed by Warren Buffett.

arrive at a conclusion not an assumption.

Inform your opinion with trusted reportage and detailed analysis.

The Indian Express
JOURNALISM OF COURAGE

New Delhi

