



**September 08, 2023**

To,  
**BSE Limited (“BSE”)**  
Phiroze Jeejeebhoy Towers  
Dalal Street,  
Mumbai 400 001  
BSE Script Code: 543712

To  
**National Stock Exchange of India Limited (“NSE”)**  
The Listing Department,  
Exchange Plaza, Bandra - Kurla Complex,  
Bandra (East), Mumbai – 400051  
NSE Symbol: **AHL**

**Sub : Newspaper Advertisement –14<sup>th</sup> Annual General Meeting of the Company**

Dear Sir/Madam,

Pursuant to Regulation 30 and Regulation 47 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby submit copies of the advertisement published in the following newspapers in respect to the Notice of the 14<sup>th</sup> Annual General Meeting to be held on Friday, September 29, 2023 at 11:00 a.m. (IST) through Video Conferencing (“VC”) / Other Audio Visual Means (“OAVM”):

1. Financial Express, Mumbai Edition (English Newspaper);
2. Mumbai Lakshadeep, Mumbai Edition (in Marathi Newspaper)

The above information is also available on the website of the Company at <https://abansholdings.com>

You are requested to take the above information on record.

Thanking you,

**For Abans Holdings Limited**  
**(Formerly known as Abans Holdings Private Limited)**

**Abhishek Bansal**  
**Managing Director**  
**DIN: 01445730**

**Abans Holdings Ltd.**

(Formerly known as Abans Holdings Pvt. Ltd.)

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**Regd. Office:** 36, 37, 38A, Floor-3, Nariman Bhavan, Backbay Reclamation, Nariman Point, Mumbai-400021  
**CIN:** U74900MH2009PLC231660 **Tel:** +91 22 61790000 **Fax:** 022 61790010  
**Email ID:** [compliance@abansholdings.com](mailto:compliance@abansholdings.com) **Website:** [www.abansholdings.com](http://www.abansholdings.com)

FROM THE FRONT PAGE



**Chandrayaan-1 was launched when you were the Prime Minister. Now India has landed a spacecraft near Moon's South Pole. How do you evaluate the Chandrayaan program and its success?**

It is a matter of great pride that India's scientific establishment has once again proved its mettle as being among the best in the world. Our efforts over the last seven decades in promoting scientific temper in society and

creating institutions have yielded enormous gains and made us all proud. I am really thrilled that the Chandrayaan mission, which was launched in 2008, has reached new heights by being the first to reach the south pole of the Moon. My heartfelt congratulations to all the women and men in ISRO.

**What are the challenges before India—in the medium term what are the reforms critical for the economy and how would you sequence them? Prime Minister Narendra Modi has said that India will become the third largest economy in his next term. How do you see this?**

As I wrote in an article last year in The Hindu, India stands at the precipice of a unique economic opportunity in a changing world order. As a peaceful democracy with a large market and abundant human and nat-

**'India's done the right thing on Ukraine in putting its interests first'**

These can disrupt the existing order but also open new opportunities for India in global supply chains. It is in India's economic interests to not get trapped in conflicts and maintain an equilibrium of trading relationships across nations and regions.

**What are the challenges before the G20 countries now, especially in the wake of the Russia-Ukraine war? How deft has New Delhi been in managing its relations with Russia and the West?**

When two or more powers are caught in a conflict, there is

immense pressure on other nations to choose sides. I believe India has done the right thing in putting our sovereign and economic interests first while also appealing for peace. The G20 was never envisaged as the forum for settling security-related conflicts. It is important for the G20 to set aside security differences and keep its focus on policy coordination to tackle the challenges of climate, inequality and confidence in global trade.

**India and China are members of the G20 as also BRICS. The tension on the LAC is far from resolved. As a former Prime Minister how do you see the India-China relationship and what is your advice to the government?**

It is not right for me to offer advice to the Prime Minister on how to handle complex diplomatic matters. It is unfortunate that the Chinese President Xi

**Kohinoor Foods Ltd.**

Regd./Corp. Office: Pinnacle Business Tower, 10<sup>th</sup> Floor, Shooting Range Road, Surajkund, Faridabad, Haryana - 121001, Ph. No. 0129 - 424 2222, Fax No. 0129 - 4242233  
E-Mail: info@kohinoorfoods.in, Visit us at: www.kohinoorfoods.in  
CIN - L52110HR1989PLC070351

**NOTICE OF 34<sup>th</sup> ANNUAL GENERAL MEETING TO BE HELD OVER VIDEO CONFERENCE AND REMOTE E-VOTING INFORMATION**

Shareholders may note that the 34<sup>th</sup> Annual General Meeting (AGM) of the Company will be held over video conference on Friday, 29<sup>th</sup> September, 2023 at 11:30 A.M. IST pursuant to the General Circular Nos. 20/2020, 02/2021, 19/2021, 21/2021 and 2/2022 issued by the Ministry of Corporate Affairs ("MCA") and Circular No. SEBI/HO/CFD/CMD2/CIR/P/2022/62 issued by SEBI, to transact the business that will be set forth in the Notice of the Meeting.

In compliance with the above circular, electronic copies of the Notice setting out business to be transacted at the AGM and Annual Report for the fiscal 2022-23 along with procedure of the e-voting has been sent via e-mail on Thursday, September 07 2023 to all the shareholders whose email addresses are registered with the company/depository participant(s). Shareholders holding shares in dematerialized mode, are requested to register their email addresses and mobile numbers with their relevant depositories through their depository participants. Shareholders holding shares in physical mode are requested to furnish their email address and mobile numbers with the Company's Registrar and share transfer agent M/s. Skyline Financials Services Private Limited at [info@skyclinera.com](mailto:info@skyclinera.com). The Notice of the 34<sup>th</sup> AGM and Annual Report for the fiscal 2022-23 is also available on the Company's website, at [www.kohinoorfoods.in](http://www.kohinoorfoods.in), stock exchange website and on the NSDL's website, at <https://www.evoting.nsdl.com>.

Shareholders will have an opportunity to cast their vote remotely on the business as set forth in the Notice of the AGM through electronic voting system. The manner of voting referred to the shareholders holding shares in dematerialized mode, physical mode and for shareholders who have not registered their email addresses is provided in the Notice to the shareholders. The details will be also made available through the Company's Registrar and share transfer agent M/s. Skyline Financials Services Private Limited at [info@skyclinera.com](mailto:info@skyclinera.com) to obtain such details.

Mr. Manish Kumar, Practicing Company Secretary (Membership No. FCS 10248), has been appointed as the Scrutinizer to scrutinize the e-voting process in a fair and transparent manner.

**The details as per the requirement of Rules are given hereunder:**

- The Notice of AGM and the Annual Report have been sent via e-mail on Thursday, September 07 2023 to the Members whose e-mail IDs are registered with the Company/Depository Participant(s). However, any Member who wishes to have a physical copy of the Notice/Annual Report may write to the Company at [info@kohinoorfoods.in](mailto:info@kohinoorfoods.in).
- The e-voting period will commence and Members can cast their vote online from Tuesday, September 26, 2023 (9:00 am) till Thursday, September 28, 2023 (5:00 pm), (both days inclusive) Note: e-voting shall not be allowed beyond said time.
- Once the vote on a resolution is cast by the Member, the Member cannot change it subsequently.
- The Notice of 34<sup>th</sup> AGM and Annual Report are available on the Company's website at: [www.kohinoorfoods.in](http://www.kohinoorfoods.in), stock exchange website and at the website of NSDL: <https://www.evoting.nsdl.com>.
- The Members who have cast their vote by e-voting may also attend the Meeting but shall not be entitled to cast their vote again.
- The Members who have not cast their vote by e-voting shall be able to vote at the Meeting.
- In case of any queries, you may refer the Frequently Asked Questions (FAQs) for Shareholders and e-voting user manual for Shareholders available at the Downloads section of [www.evoting.nsdl.com](http://www.evoting.nsdl.com). You can also contact NSDL via email at [evoting@nsdl.co.in](mailto:evoting@nsdl.co.in).
- The Result shall be declared on or after the completion of 34<sup>th</sup> AGM of the Company. The results declared along with the Scrutinizer's Report shall be placed on the Company's website [www.kohinoorfoods.in](http://www.kohinoorfoods.in) and on the website of NSDL [www.evoting.nsdl.com](http://www.evoting.nsdl.com). The results will also be communicated to the Stock Exchanges.

Further, Notice is also hereby given pursuant to Section 91 of the Companies Act, 2013 and Rule 10 of the Companies (Management and Administration) Rules, 2014 read with Regulation 42 of SEBI Regulations, the Register of Members and Share Transfer Books of the Company will remain closed from Saturday, the September 23, 2023 to Friday, the September 29, 2023 (both days inclusive) in connection with the 34<sup>th</sup> Annual General Meeting scheduled to be held on 29<sup>th</sup> September, 2023.

By Order of the Board  
For Kohinoor Foods Ltd.  
Sd/-  
Deepak Kaushal  
Company Secretary & Manager (Legal)

Place: Faridabad  
Date: 07.09.2023

**Shanti Overseas (India) Limited**

CIN: L74110MP2011PLC025807  
Registered Office: 203, 2<sup>nd</sup> Floor, N.M. Verge, 8/5 Yeshwant Niwas Road, Indore (M.P.)-452003.  
Tel: +91-731-4020586, +91-731-4020587  
Email: [cs@shantioverseas.com](mailto:cs@shantioverseas.com) | Website: [www.shantioverseas.com](http://www.shantioverseas.com)

**NOTICE**

NOTICE is hereby given that the 12<sup>th</sup> Annual General Meeting (AGM) of M/s. Shanti Overseas (India) Limited ("the Company") is scheduled to be held on **Saturday, the 30<sup>th</sup> day of September, 2023 at 12:30 p.m.** at Registered Office of the Company at 203, 2nd Floor, N. M. Verge, 8/5 Yeshwant Niwas Road, Indore (M.P.)-452003 to transact the businesses as set out in the Notice of the Annual General Meeting.

In compliance with the relevant circular, the notice of 12<sup>th</sup> AGM and Annual Report for the FY 2022-23 have been sent only through electronic mode on 07<sup>th</sup> September, 2023 to the Members whose Email addresses are registered with the Company/Depository Participant(s) (DPs). Members may note that the Notice and Annual Report are also available on the Company's website at [www.shantioverseas.com](http://www.shantioverseas.com), RTA's website at <https://instavote.linlinktime.co.in> and Stock Exchange's website i.e. NSE Limited at <https://www.nseindia.com>.

Pursuant to the provisions of Section 108 of the Companies Act, 2013 and Rule 20 of the Companies (Management and Administration) Rules, 2014 as amended and Regulation 44 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, the Company is pleased to provide its members, the facility to exercise their right to vote at the 12<sup>th</sup> Annual General Meeting by electronic means ("Remote e-voting"). The business may also be transacted through voting by electronic means.

The Remote E-voting period will commence on **Wednesday, 27<sup>th</sup> September, 2023 at 09:00 a.m. and will end on Friday, 29<sup>th</sup> September, 2023 at 05:00 p.m.** Remote e-voting shall not be allowed beyond 05:00 p.m. on 29<sup>th</sup> September, 2023. The members can opt for only one mode of voting, i.e., either by e-voting or the poll facility available at the venue of the meeting.

Members can exercise their option to vote either through remote e-voting or the poll facility available at the venue. If a Member has opted for remote e-voting prior to the AGM, member may attend the AGM, but shall not be entitled to cast vote again during the AGM. Those members who would be present at the AGM and had not cast their vote on resolutions through Remote e-voting, shall be eligible to vote during the AGM.

Members who have not yet registered E-mail address are requested to register the same with their DPs in case the shares held by them in dematerialized form and with Company/RTA in case the shares are held by them in physical form. The voting rights of members shall be in proportion to their shares held in the paid-up share capital of the Company as on 23<sup>rd</sup> September, 2023 (Cut-off date).

The Persons who have acquired shares and become members after the dispatch of Notice and holding shares as on cut-off date i.e. 23<sup>rd</sup> September, 2023 may obtain the login ID and password by sending a request with details at [rtt.helpdesk@linkintime.co.in](mailto:rtt.helpdesk@linkintime.co.in).

A person whose name is recorded in the register of members or in the register of beneficial owners maintained by their depositories as on the cut-off date i.e. 23<sup>rd</sup> September, 2023 shall only be entitled to avail the facility of remote e-voting or voting during the General Meeting.

Members may kindly refer to the detailed procedure and guidelines given in the Notice of the AGM for e-voting.

In case of any queries/issues, you may refer to Frequently Asked Questions ("FAQs") and Instavote e-voting manual available at <https://instavote.linlinktime.co.in> or send an email to [entices@linkintime.co.in](mailto:entices@linkintime.co.in) or contact on: Tel: 022 4918 6000.

Pursuant to the provisions of section 91 of the Companies Act, 2013 read with Rule 10 of Companies (Management and Administration) Rules, 2014 and Regulation 42 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, the register of members and share transfer books will be closed from 23<sup>rd</sup> September, 2023 to 30<sup>th</sup> September, 2023 (both days inclusive).

By order of the Board  
For Shanti Overseas (India) Limited  
Sd/-  
Ayush Kacholia  
Managing Director  
DIN: 03096933

Place: Indore  
Date: 07/09/2023

**WATERBASE LIMITED**

Regd Office: Anantapuram Village T P Gudur Mandal, Nellore, Andhra Pradesh - 524 344. Ph: 044-46661700  
E-mail: [investor@waterbaseindia.com](mailto:investor@waterbaseindia.com) | Website: [www.waterbaseindia.com](http://www.waterbaseindia.com) | CIN: L05905AP1987PLC018436

**NOTICE OF THE 36<sup>th</sup> ANNUAL GENERAL MEETING E-VOTING INFORMATION AND BOOK CLOSURE**

Notice is hereby given that the 36<sup>th</sup> Annual General Meeting (AGM) of the Company will be held on Friday, September 29, 2023, at 12 Noon (IST), through Video Conferencing (VC)/ Other Audio Visual Means (OAVM) in compliance with the applicable provisions of the Companies Act, and the Rules made thereunder read with Circulars issued by Ministry of Corporate Affairs and the Securities Exchange Board of India and other applicable circulars issued in this regard to transact the business as set forth in the Notice of the AGM.

In compliance with the above circulars, Notice of the AGM along with the Annual Report for the Financial Year 2022-23 have been sent through electronic mode on September 7, 2023 only to such Members whose email addresses are registered with their respective Depository Participants (DPs), in case shares are held in dematerialized form or the Company's Registrar and Share Transfer Agents (RTA) viz., Carseo Corporate Services Limited in case shares are held in physical mode to all shareholders whose email addresses are registered / available with the Company.

In terms of Section 108 of the Companies Act, 2013 (the Act) read with Rule 20 of the Companies (Management and Administration) Rules, 2014, (the Rules) as amended from time to time and Regulation 44 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (Listing Regulations), the Company is providing its members the facility to cast their votes, in the business items proposed in the Notice of AGM, electronically from a place other than the venue of AGM (remote e-voting).

The Company has engaged the services of Central Depository Services India Limited (CDSL) as the Agency to provide e-voting facility. The remote e-voting facility shall commence on Tuesday, September 26, 2023, at 9.00 a.m. (IST) and ends on Thursday, September 28, 2023, at 5.00 p.m. (IST). The remote e-voting facility shall not be available beyond the said time and the module shall be disabled by CDSL for voting thereafter. Once the vote on a resolution is cast by the member, he/she shall not be allowed to change it subsequently or cast vote again. The facility for voting through electronic voting system shall also be made available on the day of the AGM i.e. Friday, September 29, 2023 and the members participating in the AGM through VC / OAVM, who have not already cast their vote by remote e-voting shall be able to exercise their right during the meeting. The members who have cast their vote by remote e-voting prior to the meeting may also attend the AGM through VC / OAVM but shall not be entitled to cast their vote again during the meeting.

The Company's Register of Members and Share Transfer Books shall remain closed from Saturday, September 23, 2023, to Friday, September 29, 2023 (both days inclusive) for the purpose of AGM.

A person, whose name appears in the Register of Members / Beneficial Owners as on the cut-off date, i.e., Friday, September 22, 2023, only shall be entitled to avail the facility of remote e-voting/voting at the Meeting. Any person who becomes member of the Company after dispatch of the Notice of the Meeting and holding shares as on the cut-off date may obtain user ID and password by sending an email to [helpdesk.evoting@cdslindia.com](mailto:helpdesk.evoting@cdslindia.com) with a copy to [investor@waterbaseindia.com](mailto:investor@waterbaseindia.com). The detailed procedure for obtaining User ID and password is provided in the AGM Notice. However, if the member is already registered with CDSL for e-voting, then he/she can use his/her existing user ID and password for casting your vote.

Members may note that the notice of 36<sup>th</sup> AGM and the Annual report for FY 2022-23 are also available on the Company's website [www.waterbaseindia.com](http://www.waterbaseindia.com) as well as on the website of the Stock Exchange (BSE) and E-Voting agency CDSL i.e. [www.evotingindia.com](https://www.evotingindia.com) also.

All grievances connected with the facility for voting by electronic means may be addressed to Mr. Rakesh Dalvi, Sr. Manager, CDSL, A Wing, 25th Floor, Marathon Futurax, Malafial Mill Compounds, N. M. Joshi Marg, Lower Parel (East), Mumbai - 400013 or send an email to [helpdesk.evoting@cdslindia.com](mailto:helpdesk.evoting@cdslindia.com) or Toll free No: 1800225533

For The Waterbase Limited  
Sd/-  
Bala Arumugam  
Company Secretary

Place : Chennai  
Date : September 07, 2023

**UNIVA FOODS LIMITED**

(Formerly Known as Hotel Rugby Limited)  
CIN: L55101MH1991PLC063265  
REGISTERED OFFICE: 2, Ground Floor, 9, Dev Bhuvan, Gazdar Street, Chirabazar, Kalbadevi, Mumbai City-400002, Maharashtra, India.  
WEBSITE: [www.hotelrugby.co.in](http://www.hotelrugby.co.in), EMAIL ID: [rugbyhotel@rediffmail.com](mailto:rugbyhotel@rediffmail.com)  
CONTACT: 022 67470380

**NOTICE OF 32ND ANNUAL GENERAL MEETING ("32ND AGM OR MEETING") TO BE HELD THROUGH VIDEO CONFERRING ("VC"/ OTHER AUDIO-VISUAL MEANS ("OAVM"))**

The notice is hereby given that the 32nd AGM of Univa Foods Limited (Formerly Known as Hotel Rugby Limited) ("the Company") is scheduled to be held on **Friday, September 29, 2023, at 02.30 p.m. (I.S.T)** through Video Conferencing ("VC"/ Other Audio-Visual Means ("OAVM")) without the physical presence of the members, to transact the businesses, as set out in the Notice of AGM, and the venue of the meeting shall be deemed to be the Registered Office of the Company, in Compliance with the applicable provisions of the Companies Act, 2013 ("the Act") and the Rules made thereunder read with General Circular 10/2022 dated December 28, 2022, issued by the Ministry of Corporate Affairs ("MCA") and Circular No. SEBI/HO/CFD/PoD-2/P/CIR/2023/4 dated January 05, 2023, issued by the Securities Exchange Board of India ("SEBI") hereinafter collectively referred to as ("the Circulars").

In compliance with the Circulars, the Electronic copies of the Notice of 32nd AGM along with the Annual Report for the year 2022-23 were sent on Thursday, September 07, 2023, to all the members whose email IDs are registered with the Company/Depository Participant(s) as on September 01, 2023. These Documents are also available on the website of the company at <https://hotelrugby.co.in/>, the website of Stock Exchanges, i.e., BSE Limited ("BSE") at <https://www.bseindia.com/>, and the National Stock Exchange ("NSE") at <https://www.nseindia.com/>.

The instructions for joining the AGM and manner of participation in the remote e-voting or casting the vote through the e-voting facility system during the AGM are provided in the Notice. Members attending the AGM through VC / OAVM shall be reckoned for the purpose of quorum under Section 103 of the Act.

Members holding shares either in physical form or in dematerialized form, as on the cut-off date of Friday, September 22, 2023, may cast their vote electronically on the Ordinary Business and Special Business as set out in the Notice of AGM through the electronic voting system of NSDL from a place other than venue of AGM ("remote e-voting"). All the members are informed that:

- The Business as set out in the Notice of AGM may be transacted through voting by electronic means;
- The remote e-voting shall commence on Tuesday, September 26, 2023, 9:00 A.M. (I.S.T) and shall end on Thursday, September 28, 2023, 5:00 PM. (I.S.T);
- The cut-off date for determining the eligibility to vote by electronic means or at the 32nd AGM is Friday, September 22, 2023;
- Any person, who acquires shares of the Company and become member of the Company after dispatch of the Notice of AGM and holding shares as of the cut-off date Friday, September 22, 2023 may obtain the login ID and password by sending a request at the following email ids: <https://www.evoting.nsdl.com> or issuer/RTA to cast their votes through Remote E-voting or e-voting at the Meeting and following the instructions provided in the AGM Notice.

**MEMBERS MAY NOTE THAT:**

- The remote e-voting module shall be disabled by NSDL after the aforesaid date and time for voting and once the vote on a resolution is cast by the member, the member shall not be allowed to change it subsequently;
- The facility for voting at the AGM shall be made available through e-voting by NSDL;
- The members who have cast their vote by remote e-voting prior to the AGM may also attend the AGM but shall not be entitled to cast their vote again;
- Only persons 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 shall be entitled to avail the facility of remote e-voting.

In case of any queries relating to e-voting or needs assistance with the use of technology, before or during the 32nd AGM, please do contact Mr. Amit Vishal, Senior Manager, ("NSDL") National Securities Depository Limited, Trade World, 'A' Wing, 4th Floor, Kamala Mills Compound, Senapati Bapat Marg, Lower Parel (West) Mumbai-400013, Maharashtra, India or send an email to [evoting@nsdl.co.in](mailto:evoting@nsdl.co.in) or call 022 - 4886 7000 Members may also write to the Company at the Company's Email address [rugbyhotel@rediffmail.com](mailto:rugbyhotel@rediffmail.com)

**MANNER OF JOINING THE AGM:**

Facility to attend the AGM through VC/OAVM is available through the NSDL e-voting system at [evoting@nsdl.co.in](mailto:evoting@nsdl.co.in)

By order of the Board  
For UNIVA FOODS LIMITED  
Sd/-  
Somya Kasiwall  
Company Secretary & Compliance Officer  
Membership No.: A55086

Date: September, 07, 2023  
Place: Hyderabad

**Foxconn teams up with STMicro for chip plant in India**

Prime Minister Narendra Modi has pledged \$10 billion to woo chipmakers, promising his administration will bear half the cost of setting up semiconductor sites. That effort has prompted US memory chip firm Micron Technology to announce a \$2.75 billion assembly and testing facility in Modi's home state of Gujarat.

Any chip project, including Foxconn's, will have to make detailed disclosures including whether it has firm, binding agreements with a technology partner for production, as well as financing plans comprising equity and debt arrangements. The applicants also need to disclose the type of semiconductors they'll make and their target customers.

Other chip-related firms moving into India include Advanced Micro Devices and equipment maker Applied Materials, which plan to spend \$400 million each on R&D and engineering centres in the southern tech hub of Bengaluru. —BLOOMBERG

**Dark patterns: No entry zone for online players**

Similarly, basket sneaking means inclusion of additional paid items such as products, services, payments to charity/donation at the time of checkout from a platform, without user consent. Through confirm shaming practice, platforms use a phrase, video, audio or any other means to create a sense of fear or shame or ridicule or guilt in the mind of the user.

Similarly, practices like forcing consumer actions to buy unrelated products, indulging them into subscription trap by making it difficult to log out of subscriptions, unnecessary ask about payment details for giving free subscription, interfering in the user interface by hiding important information, misleading advertisements about products, are some of the dark patterns specified by the government.

The Central Consumer Protection Authority, under the department of consumer affairs, will keep on specifying other dark patterns from time to time.

In June, consumer affairs secretary Rohit Kumar Singh, had written to e-commerce firms and consumer associations stating, "it is essential that online platforms do not indulge in unfair trade practices by incorporating dark patterns in their online interface to manipulate consumer choice and violate 'consumer rights' as enshrined under Section 2(9) of the Act (Consumer Protection Act, 2019)".

The draft guidelines have come after the government held consultations with the industry and e-commerce platforms, including Advertising Standards Council of India (ASCI), law firms etc.

Post that, it also created a task force consisting of representatives from industry associations, ASCI, e-commerce platforms including Google, Flipkart, Reliance Industries, Amazon, Ola, Tata CLiQ, Facebook, Meta etc.

Price points vary from ₹5 and ₹10 per unit at the entry level going up to ₹55 and above per unit, much like biscuits, experts say. The traditional ethnic snacking category, according to consultancy Frost & Sullivan, is ₹18,100 crore in terms of size, growing at a clip of about 15-16% per annum. Biscuits, in contrast, are a bigger category estimated at around ₹45,000-50,000 crore in size, growing at about 8-9% per annum. No wonder, FMCG companies are keen to have a slice of the market.

In April this year, the Competition Commission of India had approved the demerger of the FMCG businesses of Haldiram Foods International (Nagpur unit) and Haldiram Snacks (Delhi unit) into a newly created entity called Haldiram Snacks Food.

Acquisition talks if any, said industry sources, would have been for this entity. Executives at Tata Consumer and Haldiram's were not immediately available for comment on the issue.

According to Frost & Sullivan estimates, Haldiram's including the Nagpur and Delhi units has a market share of 38.5% of the ₹18,100 crore, followed by Balaji at 9.6%, Bikaji at around 9%, Bikanervala (Bikano) at 6% and PepsiCo at 3.7%. Haldiram - Prabhuji (Kolkata), Prataap Snacks, DFM Foods and other organised players have the rest of this market.

In a similar move to check the bias of platforms using artificial intelligence, the Telecommunication Engineering Centre (TEC) has also released procedures for accessing and rating artificial intelligence systems for fairness. "Artificial intelligence is increasingly being used in all domains, including telecommunication and related information and communication technologies, for making decisions that may affect our day-to-day lives. Any unintended bias in the AI systems could have grave consequences," TEC said.

Simply put, online platforms today provide goods and services, and match providers and customers. AI fairness score will check how much bias is there in the systems for preferring a particular seller or product by a particular seller to the users. The standards by TEC are not a regulatory requirement for platforms as yet.

**Traditional snack: Why FMCGs want a big bite of Haldiram's**

While Haldiram's products would have been a good addition to Tata Consumer, which doesn't have such foods and snacks in its portfolio, industry sources said the reported \$10 billion valuation was 10 times the FY22 sales of its business, which is way too expensive.

Manoj Verma, chief operating officer, Bikaji Foods, which went public last year, says, "Bhujia has emerged as an alternate to biscuits. If the focus earlier for consumers would be on biscuits and its many variants such as cookies, creams, jim-jams etc. Now, traditional snacks such as bhujia and namkeens are also competing for their attention."

