

# Anant Raj Limited

CIN : L45400HR1985PLC021622

Head Off : H-65, Connaught Circus, New Delhi-110 001

Tel : 011-43034400, 23324127, 23323880, 43582879

E-mail : info@anantrajlimited.com Website : www.anantrajlimited.com

Regd. Office : CP-1, Sector-8, IMT Manesar, Haryana-122051

Tel : (0124) 4265817



ARL/CS/13320

November 21, 2023

The Manager Listing Department The BSE Limited, Phiroze Jee Jee Bhoy Towers, Dalal Street, Mumbai – 400001  Scrip code: 515055	The Secretary, The National Stock Exchange of India Limited, "Exchange Plaza", 5th Floor, Plot No. C/1, G-Block, Bandra – Kurla Complex, Bandra (E), Mumbai-400051  Scrip code: ANANTRAJ
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## **Sub: Newspaper Advertisement-Notice of Extra-Ordinary General Meeting**

Dear Sir,

Please find enclosed a copy of advertisement published in "The Economic Times" and "Navbharat Times" regarding Notice of Extra-Ordinary General Meeting to be held on Thursday, December 14, 2023.

Kindly take the same on record.

Thanking You,

For **Anant Raj Limited**

**Manoj Pahwa**  
**Company Secretary**  
**A7812**

Encl: As above

## ArcelorMittal Withdraws Plea Seeking SC Nod to Return Land for K'taka Factory

Indu.Bhan@timesgroup.com

**New Delhi:** The world's largest steel producer, ArcelorMittal, on Monday withdrew its petition seeking the Supreme Court's clearance to return 2,643 acres it had acquired for a proposed six-million-tonne steel project in Karnataka. This after the Karnataka Industrial Area Development Board (KIADB) revoked its show-cause notices issued in February and March this year threatening to reclaim the land.

Senior counsel S Muralidhar, appearing for the state government agency, told a bench led by Justice Sanjay Kishan Kaul that "to allay any misapprehension" of ArcelorMittal, the board had on November 6 withdrawn its notices, which though were "germane to the issue and vital for proper adjudication" of the case.

The bench took on record the board's stand and also the submissions of senior counsel AM Singhvi, who represented ArcelorMittal, to withdraw its petition in view of the latest developments. "No purpose would be served to keep the matter alive," the apex court said.

Earlier, the steel producer had argued that due to protracted litigation and uncertainty, it was "desirous" of returning the land it had acquired and was willing to forfeit the ₹267 crore compensation paid to KIADB. The company said the proposal was to acquire 4,856 acres, but it was allotted only 2,643 acres.

The apex court had on January 31 asked ArcelorMittal to pay an enhanced compensation of more than ₹30 lakh each for 234.40 acres of land. The order came on a petition by a group of farmers who sought enhanced compensation for their land acquired by KIADB in 2010 in the Bellary district for the ArcelorMittal project.

Four days after the SC judgement, KIADB issued a show-cause notice purporting to terminate its 2018 lease-cum-sale agreement with the company for the allotted land. Terming this as "completely illegal and arbitrary", ArcelorMittal stated in the top court that it was prepared to "surrender" the entire allotted land of 2,643 acres, but pleaded that it be returned to the landowners from whom it was acquired with no liabilities foisted upon it, and not to KIADB. The company said it was ready to forfeit the money paid to the state agency in 2010 towards the entire acquisition.

While KIADB had earlier alleged that the company failed to utilise the land since 2010, the latter said the agency did not allot a promised central piece of 136.33 acres that could have made the entire land contiguous. "The lack of availability of contiguous land rendered the petitioner (ArcelorMittal) unable to obtain the sanctions and permissions for the commencement of construction," the company's petition had said. Also, the continued uncertainty over the enhanced compensation for another 242 acres, which is still in litigation, has engulfed the entire project with uncertainty. The state too caused considerable delay in issuing requisite mining leases, which were essential for setting up the plant, according to the petition filed through counsel Mahesh Agarwal.

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# Cricketers Likely to See Big Swing in Endorsement Fees Despite WC Loss

**PERFECT PITCH** Sports marketing companies seeking double-digit increase

Javed.Farooqui@timesgroup.com

**Mumbai:** Sports marketing companies that represent leading cricketers are seeking a double-digit increase in their endorsement fees notwithstanding India's loss to Australia in the ICC Men's Cricket World Cup final on Sunday.

They believe team India's dominant run in the World Cup until the finals, with everyone playing their role to perfection, will make these players even more popular in a country where cricket is akin to a religion. Cricketers can help brands build connections with consumers and improve visibility by cutting across barriers like geography and language, they said.

"We don't have the World Cup tag, but the players have walked away as heroes," said Nikhil Bardia, head of sponsorship sales and talent, Rise Worldwide.

According to market estimates, top cricketers like Virat Kohli and Sharma charge anywhere between ₹3.5 crore to ₹7 crore per endorsement deal. In the case of other cricketers, the endorsement ranges from ₹1 crore to ₹2 crore per deal.

According to a report by sports marketing agency GroupM ESP, the value of all sports endorsement deals in the country surged 20% year on year to ₹749 crore in 2022, with cricketers accounting for ₹640 crore, or 85% of the total.

Aviral Jain, managing director, valuation advisory services, of finance and risk advisory firm Kroll, said the endorsement value of individual

The Reliance Industries-owned Rise Worldwide is in talks with 4-5 brands for Sharma, who became the highest-scoring skipper in a single edition of a World Cup with 597 runs, Bardia said.

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Aviral Jain, managing director, valuation advisory services, of finance and risk advisory firm Kroll, said the endorsement value of individual

cricketers who have performed exceptionally well in the World Cup like Kohli and Mohammed Shami will go up.

"Individual cricketers, rather than the entire Indian team, will gain due to the strong performance of the Indian cricket team. The opportunity was to gain 2X, but that has come down by 50-60% due to the loss in the final match," Jain said.

Kohli was named player of the tournament, having scored 765 runs in 11 matches. Shami was the highest wicket-taker in the tournament with 24 wickets in seven matches.

Brand expert Harish Bijoor, however, feels that brands will not be willing to pay inflationary hikes to cricketers since India has lost the final. "If India had won the World Cup, I would have expected an inflation of 25-30% in the endorsement fees of all cricketers," he said.

Bardia of Rise Worldwide said two key trends are going to play out in the coming months. Firstly, brands will do more long-term deals after benefiting from their association with cricketers. Secondly, brands will come up with interesting narratives in their marketing campaigns with cricketers, depending on the positioning of the players. "In endorsement space, there has been a segmentation of players, with Rohit and Virat at the top, followed by other established players like Hardik (Pandya)," he said.



### CRICKETING HEROES

We don't have the World Cup tag, but the players have walked away as heroes. I expect the endorsement value of Indian cricketers to increase by 30-40%

**NIKHIL BARDIA**  
Head of Sponsorship Sales and Talent, Rise Worldwide

## Kohli Parts Ways with Cornerstone



**Mumbai:** Star cricketer Virat Kohli has parted ways with sports marketing firm Cornerstone Sport and Entertainment, which is owned by his friend Bunty Sajdeh, said people with knowledge of the development. Kohli, whose brand value is estimated at \$177 million (about ₹1,475 crore), will form a new sports management company that will manage his endorsement deals, they said. Cornerstone Sport and Entertainment was managing Kohli's brand endorsement deals. The former Indian cricket captain and his wife, actor Anushka Sharma, incorporated a new company called Nomad Management LLP in May. —Our Bureau

BEFORE THE HON'BLE NATIONAL COMPANY LAW TRIBUNAL  
BENCH AT HYDERABAD  
C.P. (CAA) NO. 65/230/HDB/2023  
CONNECTED WITH  
C.A. (CAA) NO. 36/230/HDB/2023

IN THE MATTER OF COMPANIES ACT, 2013 (18 OF 2013)  
IN THE MATTER OF SECTIONS 230 AND 232 READ WITH AND OTHER APPLICABLE PROVISIONS OF THE COMPANIES ACT, 2013, READ WITH THE COMPANIES (COMPROMISE ARRANGEMENTS AND AMALGAMATIONS) RULES, 2016  
AND  
IN THE MATTER OF SCHEME OF AMALGAMATION OF  
NIRMANVRIDHI CONSTRUCTIONS PRIVATE LIMITED (TRANSFEROR COMPANY) WITH  
EIGEN VENTURES PRIVATE LIMITED (TRANSFeree COMPANY)

M/s. "Nirmanvriddhi Constructions Private Limited" is a Private Limited Company incorporated under the provisions of Companies Act, 1956 on 16.05.2011, bearing CIN: U45400DL2011PTC219248 and registered office is situated at A-21, Vasant Vihar South West Delhi, Delhi-110057 Represented by its Director, Thakur Dutt.

.... Transferor Company  
M/s. Eigen Ventures Private Limited is a Private Limited Company incorporated under the provisions of Companies Act, 1956 on 13.04.2011, bearing CIN: U45209TG2011PTC073836, having its registered office at Kuss Farms, Sy. No. 22 Beside Brown Town Resorts Venkatapur Road, Kanakamamidi, Vill Moina Bad Manj Rangareddy, Telangana 501504, Represented by its Director, Sonal Somani Gupta.

.... Petitioner / Transferee Company

**NOTICE OF HEARING OF PETITION UNDER RULE 16 OF THE COMPANIES (COMPROMISES, ARRANGEMENTS AND AMALGAMATIONS) RULES, 2016**

Notice is hereby given that a Petition under section 230 to 232 of the Companies Act, 2013, for an order sanctioning the Scheme of Amalgamation ("Scheme") between Nirmanvriddhi Constructions Private Limited ("Transferor Company") and Eigen Ventures Private Limited ("Transferee Company") and vide order dated 31.05.2023 in Company Application No. CA (CAA) No. 36 of 2023, the requirement of meetings of the members and creditors of Eigen Ventures Private Limited (Transferee Company) has been waived. As per the order dated 31.10.2023 in Company Petition No. CP(CAA) No. 65 of 2023, the Hon'ble Tribunal has fixed the date for hearing before the Hon'ble National Company Law Tribunal, bench at Hyderabad on 13.12.2023.

Any person desirous of supporting or opposing the said Petition should send to the Petitioner's advocate, notice of his intention, signed by him or his advocate, with his name and address, so as to reach the Petitioner's advocate not later than two days before the date fixed for the hearing of the Petition (i.e. on or before 13th day of December, 2023). Where he/she seeks to oppose the Petition, the grounds of opposition or a copy of affidavit shall be furnished with such notice. A copy of the Petition will be furnished by the undersigned to any person requiring the same on payment of the prescribed charges of the same.

**Rohit Pogula Advocate**  
(Advocate for Petitioner)  
Date: 20.11.2023  
Place: Hyderabad  
Flat No.402, Kaizen Imperial Heights, Municipal No.6-3-1219  
Street No.2, Umansagar, Begumpet, Hyderabad, Telangana 5000

# ED Files Complaint Against Amway India for Promoting 'Illegal' Pyramid Scheme

Co says committed to regulatory compliance

Our Bureau & Agencies

**New Delhi:** The Enforcement Directorate has filed a prosecution complaint against Amway India Enterprises, stating that the direct-selling company has been promoting an illegal money-circulation scheme and misleading the public with promises of high commissions through member enrolments.

Amway said it is "committed to regulatory compliance" and "will vigorously defend itself". In a post on microblogging platform X Monday, the ED that probes money-laundering cases said it filed the prosecution complaint in a Hyderabad court. ED's prosecution complaint is similar to the charge sheet filed by other investigative agencies.

In a statement later, the ED said the allegations against Amway also included operating a pyramid scheme under the guise of direct selling, focusing more on recruiting members than selling products. The agency said it has identified proceeds of crime worth ₹4,050 crore and attached assets valued at ₹757 crore.

"The prosecution complaint, currently, filed by the Enforcement Directorate pertains to the investigation dating back to 2011, and since then, we have been

cooperating with the department, and have shared all the information as sought from time-to-time," an Amway spokesperson said.

Since Amway began its operations in India 25 years ago, it has been "committed to legal and regulatory compliance, and has diligently maintained a culture of compliance and integrity to the present day", the spokesperson said.

"We want to reiterate our continued confidence in the Indian legal and judicial system following the due process of law as we pursue our legal rights," the spokesperson said.

The ED said in its probe, it found that Amway was promoting a pyramid scheme "in the guise of" direct selling.

"Instead of selling goods directly to the end consumer, Amway floated a multi-level marketing scheme of members and introduced many intermediaries in the name of distributors," it said. "The scheme does not focus on sale of products but survives primarily on enrolling members," the ED said.

The agency said once a newcomer is convinced to pay money through someone who has referred him or her to the company, he or she becomes a representative, and to earn commission, he or she has to enrol new members.

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**For Anant Raj Limited**  
Sd/-  
Manoj Pawha  
Company Secretary  
Membership No. A7812

**Place : New Delhi**  
**Date : November 20, 2023**

**ANANT RAJ LIMITED**  
(CIN: L45400HR1985PLC021622)  
Registered office: Plot No. CP-1, Sector-8, IMT Manesar, Gurugram, Haryana - 122051. The dispatch of Notice for the EGM of the Company has been completed on November 20, 2023 by (a) email to the members whose email addresses are registered with the Company/Depository Participant and (b) physical copies sent by permitted mode to members who have not registered their email addresses as mentioned above. Notice of the EGM is available on the website of the Company at [www.anantrajlimited.com](http://www.anantrajlimited.com), on the website of Stock Exchanges i.e. BSE Limited at [www.bseindia.com](http://www.bseindia.com) & National Stock Exchange of India Limited at [www.nseindia.com](http://www.nseindia.com) and also on the website of e-voting agency i.e. National Securities Depository Limited ("NSDL") at [www.evoting.nsdl.com](http://www.evoting.nsdl.com).

In compliance with the provisions of the Section 108 of the Companies Act, 2013 read with Rule 20 of the Companies (Management and Administration) Rules, 2014 as amended from time to time and Regulation 44 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, and pursuant to the provisions under Secretarial Standards on General Meetings (SS-2), the Company is providing to all its members, the facility to cast their vote by electronic means (remote e-voting) on all the resolutions as set out in the notice of the EGM. Only a person holding shares either in physical or in dematerialized form as on December 7, 2023, "the cut-off" date are being provided with the facility to cast their vote electronically through the e-voting services provided by NSDL ("remote e-voting") or through ballot at the EGM, on the resolution set forth in the Notice. The voting rights of the members shall be in proportion to their shares of the paid up equity share capital of the Company as on the cut-off date. A person who is not a member as on the cut-off date shall treat this notice for information purpose only. For further details related to procedure of e-voting please refer notice of the EGM.

The remote e-voting period will commence on Monday, December 11, 2023 (9:00 A.M. IST) and ends on Wednesday, December 13, 2023 (5:00 P.M. IST). During this period, members may cast their vote electronically and the remote e-voting module shall be disabled by NSDL thereafter. The facility for voting through ballot paper will also be made available at the EGM and Members attending the EGM, who have not already cast their vote by remote e-voting shall be entitled to vote at the venue of the EGM through ballot paper. The members who have cast their vote by remote e-voting may attend the EGM but shall not be entitled to cast their vote again and his vote, if any, cast at the Meeting shall be treated as invalid. Once the vote on a resolution is cast by a member, it cannot be subsequently changed or voted again.

Any person, who acquires shares and become the member of the Company after dispatch of the Notice of EGM and holding shares as on the closing of cut-off date i.e. December 7, 2023, may obtain their login/ user ID and password for e-voting from National Securities Depository Limited (NSDL) by sending a request at [evoting@nsdl.co.in](mailto:evoting@nsdl.co.in) and then cast their vote accordingly. For further details, please refer to the notes given in the EGM Notice.

The Board of Director of the Company has appointed Ms. Priya Jindal (Membership No. F12506), the Practicing Company Secretary as Scrutinizer for conducting the remote e-voting and the voting process at the meeting in fair and transparent manner.

The result of the e-voting/ voting at EGM shall be declared within 2 working days of conclusion of the meeting by the Chairman of meeting or by any other person authorized by him in that behalf. The result declared, along with the Scrutinizer's Report, shall be displayed at the Registered Office of the Company and also be placed on the Company's website, NSDL's website and be communicated to the Stock Exchanges where the Company's shares are listed.

In case of any queries/grievances regarding e-voting, members may refer to 'Frequently Asked Questions' (FAQs) for shareholders and 'e-voting manual' for shareholders available in the help section of NSDL's e-voting website [www.evoting.nsdl.com](http://www.evoting.nsdl.com) or send a request to **Ms. Pallavi Mahatre** at [evoting@nsdl.co.in](mailto:evoting@nsdl.co.in) or at National Securities Depository Limited, Trade World, 'A' Wing, 4th Floor, Kamala Mills Compound, Senapati Bapat Marg, Lower Parel, Mumbai 400 013 or at Telephone Nos. :- +91 22 2499 7000, +91 22 4886 7000. Members may also write to **Mr. Manoj Pawha, Company Secretary** and **Mr. A.K Prashar, Senior Manager, Secretarial** at [manojpawha@anantrajlimited.com](mailto:manojpawha@anantrajlimited.com) / [ak.prashar@anantrajlimited.com](mailto:ak.prashar@anantrajlimited.com) or at Head office of the company.

