



**KL/SEC/2023-24/45**

**Date: 1<sup>st</sup> August, 2023**

To,  
The Manager- Listing  
National Stock Exchange of India Limited,  
Exchange Plaza, Bandra Kurla Complex,  
Bandra (E), Mumbai-400 051

To,  
The Manager- Listing  
BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai- 400 001

NSE Symbol: KAMDHENU

BSE Scrip Code: 532741

**Sub: Copies of Newspaper Advertisement.**

**Ref: Regulation 30 and 47 of SEBI (Listing Obligation and Disclosures Requirements) Regulations, 2015 ("Listing Regulations").**

Dear Sir/ Madam,

Pursuant to the Regulation 30 and 47 of Listing Regulations, please find attached copies of extract of newspaper advertisements published on Tuesday, 1<sup>st</sup> August, 2023 in all editions of Financial Express (English) and Jansatta Delhi – NCR edition (Hindi) regarding Notice of 29<sup>th</sup> Annual General Meeting scheduled to be held on Wednesday, 23<sup>rd</sup> August, 2023 through Video Conference/Other Audio Visual Means.

We request you to kindly take the same on records.

Thanking you,  
Yours faithfully,

**For Kamdhenu Limited**



**Khem Chand,  
Company Secretary & Compliance Officer**

Encl.: as above.

# IPL set to become most popular sporting event

## ON ITS WAY UP

Buzz scores\* of major sporting tournaments around the world  
Buzz score (mn)



\*Inclusive of factors such as conversations, interest, interactions and video views  
Source: Earned Equity report - IPL 2023 edition by Wavemaker India

**GEETIKA SRIVASTAVA**  
New Delhi, July 31

**THE INDIAN PREMIER** League is set to become the most popular sporting event globally after dislodging the English Premier League as the 2023 edition of the cricket tournament logged a big jump in interest, interactions and video views, according to a report. The latest edition of the earned equity report released by Wavemaker MESH Real Time Data Intelligence said the buzz score for the Season 16 of the cricket tournament this year touched 484 million, leading to a 44% increase over the previous season's 334 million. The report estimated the social media earned value of the Indian Premier League

(IPL) to be around ₹3,738 crore and the sponsors' earned media value around ₹871 crore. Tata, as the title partner, held the highest valuation, followed by Jio Cinema, Gulf and Star Sports. The earned media valuation of teams stood at ₹2,867 crore with Chennai Super Kings with the highest earned media value, followed by Royal Challengers Bangalore and Mumbai Indians. Going by the trends, the IPL will surpass the English Premier League (EPL) sooner than later, to become the most popular sporting event worldwide, the earned equity report said. "The IPL is far ahead of the EPL, especially if you look at the content costs in terms of the recent media rights auction. On a per match basis, IPL

matches were at a 30-40% premium as compared to the EPL," said Karan Taurani, senior vice-president of research analyst at Elara Capital. The league has already surpassed popular global franchises such as the National Basketball Association (NBA) and the National Football League (NFL), which have buzz scores of 185 million and 144 million, respectively. Meanwhile, the EPL has a buzz score of 516 million. Harish Bijoor, a brand and strategy expert, said, "Big valuations thrive where the most robust eyeballs live. India is that destination and the IPL has emerged to be its near-daily dose of entertainment. The IPL will for sure overtake all sporting leagues around. This is not a surprise."

## MI New York win cricket league in US; Nita Ambani says great to see growth of game

**MI NEW YORK** has won the inaugural edition of Major League Cricket, the US T20 league, beating Seattle Orcas by 7 wickets. Major League Cricket is a professional Twenty20 cricket league in the United States. Sixteen major US cities participated in the tournament that started on July 13. In the finals, Seattle Orcas scored 183 for loss of 9 wickets in their allotted 20 overs. MI New York chased down a total of 184 in just 16 overs to win by six wickets with captain Nicholas Pooran leading from the front with an unbeaten hundred. MI New York, which is owned by Indiavision Sports (a Reliance com-



pany), "put on a series of captivating performances to win the inaugural edition of MLC at the Grand Prairie Stadium in Texas", a company statement said. Team owner Nita M Ambani, wife of Reliance chairman Mukesh Ambani, described the atmosphere for the final as "unbelievable and really exciting." She also hailed the impact of the tournament. "Just look at the atmosphere here. It looks like a festival of cricket. I think MLC is a momentous step in the development of cricket in this region. Sport can be a bedrock of society and especially in the US it's a big part of the culture." — PTI

## EXPLAINER

# BACKSTOP FACILITY: A STITCH IN TIME

A backstop facility to ensure mutual funds (MFs) doesn't face shortage of liquidity during crises was launched last week. The Centre will guarantee up to ₹30,000 crore of debt raised by the fund—the Corporate Debt Market Development Fund (CDMDF). Sebi has designed a framework for the MF industry to contribute to the fund. **Siddhant Mishra** explains how the fund can help MFs in times of distress



### Composition of the fund

ASSET MANAGEMENT companies (AMCs) shall initially contribute ₹3,000 crore to the fund. According to the Sebi framework, specified debt-oriented MF schemes have to pump in 25 bps of their assets under management (AUM) in units of the facility. These exclude passive schemes, gilt funds and overnight funds but include conservative hybrid schemes. These schemes will make additional, incremental contribution in case of a rise in their AUM—every six months—to ensure 25 bps of the scheme is invested in units of the CDMDF. Further, AMCs are required to make a one-time contribution equivalent to 2 bps of the AUM of specified debt-oriented MF schemes managed by them. Units of the facility shall be subscribed to by AMCs of MFs and "specified debt-oriented MF schemes", according to the markets regulator. The SBI MF will manage the fund.

### Emergency fund

IN HER FY22 Budget speech, FM Nirmala Sitharaman had said, "To instill confidence among participants in the corporate bond market during times of stress and to enhance secondary market liquidity, it is proposed to create a permanent institutional framework." The proposed body will purchase investment-grade debt securities in stressed and normal times, and help develop the bond market.

The fund will serve to enhance liquidity in the secondary market as well as infuse confidence by purchasing illiquid corporate debt securities during times of distress. It will be a close-ended scheme in the form of an AIF, with an initial tenure of 15 years from the date of its initial closing—the date on which contribution from all AMCs and specified schemes is received.

**₹3,000 cr**  
INITIAL CONTRIBUTION BY THE AMCs TO THE CDMDF

**25 bps**  
OF AUM MUST BE PUMPED INTO UNITS BY SPECIFIC DEBT-ORIENTED SCHEMES

**2 bps**  
OF AUM AS ONE-TIME CONTRIBUTION BY SUCH DEBT-ORIENTED SCHEMES

**Upto ₹30K cr**  
DEBT RAISED BY CDMDF TO BE GUARANTEED BY GOVT

### What triggered the move?

THE FUND WAS announced in the aftermath of the Franklin Templeton fiasco. The fund house had to, in April 2020, shut six of its debt schemes citing high redemption pressure. The combined market value of these schemes was close to ₹26,000 crore. With many of Franklin's schemes having faced downgrades, the fund house found it difficult to sell off its bad securities. This is because a massive sell-off in bonds in March 2020 led to a liquidity crunch in the market while the onset of the pandemic made it worse. The fund house could not gather enough funds to pay off investors, leading to the wind-up. "Past instances and especially the Franklin Templeton issue have pointed out that any liquidity or credit crunch in the market sends the industry into a state of panic. The purpose of this fund is to buy securities at the market price and provide liquidity to the distressed," D P Singh, deputy MD of SBI MF, had earlier said.

### How the government will pitch in

THE GUARANTEE Scheme for Corporate Debt, notified by the Centre, will provide guarantee cover against debt raised by the CDMDF. It will be managed by a Trust formed by the economic affairs department, with a corpus of ₹310 crore. The Centre has approved a leverage at 10x the fund size, translating to a maximum

of ₹30,000 crore. This will be guaranteed by the National Credit Guarantee Trust Company. Sebi chairperson Madhabi Puri Buch said it will be a sovereign guarantee. In effect, the Centre will provide guarantee for loans not exceeding ₹30,000 crore. This will be in the form of a standing facility for 15 years.

### When the backstop facility gets activated

THE BACKSTOP facility will be activated during times of market dislocation—but at the discretion of the markets regulator, Sebi. Following this, the CDMDF will purchase and hold eligible corporate debt securities from the participating investors. These debt securities can then be sold by CDMDF once the market

recovers. However, it must be noted that only those MFs that have contributed to CDMDF will be permitted to avail of the facility, that too in proportion to their contribution. This contribution, of course, will be calculated at the MF level and not at the level of individual schemes.

# Google Ads launches auto-generated advertisement tool

**PRESS TRUST OF INDIA**  
New Delhi, July 31

**ADVERTISERS AND BUSINESSES** will now be able to auto-generate advertisements on Google Ads platform, said Dan Taylor, vice president of global ads at Google. Using Large Language Models (LLMs) and generative artificial intelligence (Gen AI), Google Ads will be able to create cam-

paign workflows based on business prompts given by marketers. "It learns from the advertisers landing pages, queries that are performing well and headlines that they've already approved to create entirely new creatives," he said during his recent India visit. According to a McKinsey study, marketing and sales have the biggest reported revenue effects of AI.

Taylor spoke about Gen AI tools introduced during Google I/O held on May 10 this year for marketers and advertisers like Performance Max, and how brands like Myntra, Samsung, HDFC, and Tata AIG saw up to 18% higher conversions by adding AI to their marketing mix. Performance Max combines Google's AI technologies across bidding, budget optimisation, audiences, creatives,

attribution, and more, the company said. The technology behemoth also reiterated its focus on privacy amid rising privacy regulations by countries. In a survey of 16,500 individuals from 11 Asia-Pacific markets, eight out of 10 consumers recognised the importance of online privacy and security of their personal information, he said. "So much so that 70% of

those consumers would stop engaging with a brand in response to a violation of their trust around data. So this is a real consumer concern," Taylor said. Days before the government introduced the Digital Personal Data Protection Bill in Parliament, Google announced enhanced privacy features like Privacy Sandbox, as it introduced generative capabilities for its ads business for marketers.

**KAMDHENU LIMITED**  
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Ph.: 91-124-4604500 Email: cs@kamdhenulimited.com Website: www.kamdhenulimited.com

**NOTICE OF THE 29th ANNUAL GENERAL MEETING TO BE HELD THROUGH VIDEO CONFERENCING (VC) / OTHER AUDIO VISUAL MEANS (OAVM) AND EVOTING INSTRUCTIONS**

NOTICE is hereby given that the 29th Annual General Meeting ("AGM") of members of Kamdhenu Limited ("Company") will be held on Wednesday, 23rd August, 2023 at 11:30 A.M. (IST) through Video Conferencing ("VC") / Other Audio Visual Means ("OAVM"), in compliance with the applicable provisions of the Companies Act, 2013 ("Act") and Rules made thereunder and the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations") read with applicable circulars issued by the Ministry of Corporate Affairs and issued by the Securities and Exchange Board of India (collectively referred to as "Relevant Circulars"), to transact the businesses as set out in the Notice of the AGM. Members intending to attend the AGM through VC/OAVM may attend the AGM by following the procedure prescribed in AGM Notice. Members participating in the AGM through the VC / OAVM facility shall be reckoned for the purpose of quorum under Section 103 of the Companies Act, 2013. The proceeding of AGM conducted shall be deemed to be made at the Registered Office of the Company.

Further, in compliance with the Relevant Circulars, the Notice of the 29th AGM and the Annual Report for the financial year 2022-23 have been sent through electronic mode on 31st July, 2023 to those Members of the Company whose email addresses are registered in the records of the Company/ Registrar and Transfer Agent/ Company/ Depository Participant(s). The Annual Report for the financial year 2022-23 and the Notice of the 29th AGM, have been uploaded on the website of the company at www.kamdhenulimited.com, and is also available on the website of the Stock Exchanges, i.e., BSE Limited and National Stock Exchange of India Limited at www.bseindia.com and www.nseindia.com, respectively.

**Instruction for remote e-voting and e-voting during AGM:**

In compliance with Section 108 of the Companies Act, 2013 read with Rule 20 of the Companies (Management and Administration) Rules, 2014, Secretarial Standards - 2 on General Meetings issued by the Institute of Company Secretaries of India and Regulation 44 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, the Company is providing its members facility to exercise their right to vote on resolutions proposed to be passed at the 29th AGM by electronic means ("e-voting"). Members may cast their votes remotely, using the electronic voting system of National Securities Depository Limited (NSDL) on the dates mentioned herein below ("remote e-voting").

a) The remote e-voting facility will be available during the following voting period:  
**Commencement of remote e-voting: 9:00 A.M. (IST) on 20th August, 2023**  
**End of remote e-voting: 5:00 P.M. (IST) on 22nd August, 2023**

The remote e-voting will not be allowed beyond the aforesaid date and time and the remote e-voting module shall be forthwith disabled by NSDL upon expiry of the aforesaid period.

b) The facility for voting through electronic voting system will also be made available at the AGM ("Insta Poll") and members attending the AGM who have not cast their vote(s) by remote e-voting will be able to vote at the AGM through Insta Poll.

c) The Company has engaged the services of National Securities Depository Limited (NSDL) as the agency to provide e-voting facility.

d) Information and instructions including details of user ID and password relating to e-voting have been sent to the members through e-mail. The same login credentials should be used for attending the AGM through VC / OAVM.

e) The Cut-off date for determining eligibility of the members for remote e-voting as well as for voting at the AGM through Insta Poll is Wednesday, 16th August, 2023 ("Cut-off date"). Any person who becomes a member of the Company after dispatch of the Notice of the AGM and holding shares as on the cut-off date may obtain the User ID and password in the manner as provided in the Notice of the AGM.

f) The manner of remote e-voting and voting at the AGM through Instapoll by members holding shares in dematerialized mode, physical mode and for members who have not registered their email address is provided in the Notice of the 29th AGM.

The members who have cast their vote(s) by remote e-voting may also attend the AGM through VC/OAVM but shall not be entitled to cast their vote(s) again at the AGM.

In case any query or grievance pertaining to remote e-voting before the AGM, e-voting during the AGM and joining the AGM through VC/OAVM, Members may refer the FAQs for Shareholders and e-voting user manual for Shareholders available at the download section of www.evoting.nsdl.com or call on toll free no.: 1800-222-990 or send a request at evoting@nsdl.co.in. Members may contact Mr. Amit Vishal, Asst. Vice President, NSDL, Trade World, A wing, 4th Floor, Kamala Mills Compound, Lower Parel, Mumbai - 400013, Tel.: 1800 1020 990 and 1800 22 44 30. Further, Members may also contact with Mr. Sharwan Mangla, General Manager, MAS Services Limited, a SEBI Registered RTA at sm@masserv.com; info@masserv.com or on Telephone No.: 011-26387281/82/83.

Mr. Shashikant Tiwari, Partner, (F11919) failing him, Mr. Rupesh Agarwal, Managing Partner, (A16302) of M/s. Chandrasekaran Associates, Practicing Company Secretaries, have been appointed as the Scrutinizer to scrutinize the process for remote e-voting and e-voting at the AGM in a fair and transparent manner. The results of e-voting along with scrutinizer's report will be uploaded on the company's website www.kamdhenulimited.com and will be communicated to National Stock Exchange of India Limited and BSE Limited, where securities of the company are listed.

Notice is further given pursuant to Section 91 of the Act read with Rule 10 of the Companies (Management and Administration) Rules, 2014 and Regulation 42 of SEBI LODR Regulations, the Record Date for the purpose of Dividend for the financial year 2022-23 and 29th AGM is Wednesday, 16th August, 2023. The members appearing in the Register of Members as on the Record Date shall be entitled for the Dividend for the financial year 2022-23.

For Kamdhenu Limited,  
Sd/-  
Khem Chand  
Company Secretary & Compliance Officer

Date: 31.07.2023  
Place : Gurugram

**G20** **POWERGRID** **75 Azadi Ka Amrit Mahotsav**

**Transmitting Power, Transforming Lives...**

**Extract of the Financial Results for the quarter ended 30 June 2023** (₹ in crore)

S. No.	Particulars	Standalone			Consolidated		
		Quarter ended	Year ended	Quarter ended	Year ended	Quarter ended	Year ended
		30.06.2023	30.06.2022	31.03.2023	30.06.2023	30.06.2022	31.03.2023
1	Total Income from Operations	11,082.20	11,016.88	45,968.07	11,257.60	11,168.54	46,605.64
2	Net Profit before Tax (including Regulatory Deferral Account Balances (net of tax))	4,111.12	4,268.15	17,471.12	4,218.30	4,331.26	17,701.62
3	Net Profit after Tax for the period	3,542.65	3,765.93	15,335.54	3,597.16	3,801.29	15,419.74
4	Total Comprehensive Income comprising Net Profit after Tax and Other Comprehensive Income	3,475.31	3,701.21	15,228.84	3,529.50	3,736.64	15,315.24
5	Paid up Equity Share Capital (Face value of share : ₹ 10/- each)	6,975.45	6,975.45	6,975.45	6,975.45	6,975.45	6,975.45
6	Reserves (excluding Revaluation Reserve) as shown in the Balance sheet	79,344.04	72,886.03	75,868.73	79,581.07	73,017.48	76,050.84
7	Securities Premium Account	7,834.43	7,834.43	7,834.43	7,834.43	7,834.43	7,834.43
8	Net worth	86,319.49	79,861.48	82,844.18	86,556.52	79,992.93	83,026.29
9	Total Borrowings	1,22,694.71	1,33,023.80	1,26,594.90	1,22,694.71	1,33,023.80	1,26,594.90
10	Debt Equity Ratio	1.42	1.67	1.53	1.42	1.66	1.52
11	Earnings per equity share including movement in Regulatory Deferral Account Balances (Face value of ₹ 10/- each): Basic and Diluted (in ₹)	5.08	5.40	21.99	5.16	5.45	22.11
12	Earnings per equity share excluding movement in Regulatory Deferral Account Balances (Face value of ₹ 10/- each): Basic and Diluted (in ₹)	5.57	5.28	21.62	5.65	5.34	21.75
13	Bonds Redemption Reserve	3,834.73	5,185.30	4,168.17	3,834.73	5,185.30	4,168.17
14	Debt Service Coverage Ratio	1.73	1.96	1.52	1.77	1.99	1.54
15	Interest Service Coverage Ratio	4.15	4.69	3.93	4.33	4.80	4.02

**Notes:** 1. The above is an extract of the detailed format of Quarterly Consolidated and Standalone Financial Results filed with the Stock Exchanges under Regulations 33 and 52 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. The full format of the Quarterly Consolidated and Standalone Financial Results is available on the Investors section of our website https://www.powergrid.in and under Corporates Section of BSE Limited & National Stock Exchange of India Limited at https://www.bseindia.com and https://www.nseindia.com respectively.  
2. Previous periods figures have been regrouped/rearranged wherever considered necessary.

For and on behalf of **POWER GRID CORPORATION OF INDIA LTD.**  
Sd/-  
**G Ravisankar**  
Director (Finance)

Place : Gurugram  
Date : 31 July, 2023

**पावरग्रिड POWERGRID** **POWER GRID CORPORATION OF INDIA LIMITED**  
(A Government of India Enterprise)  
Registered Office: B-9, Qutab Institutional Area, Katwaria Sarai, New Delhi - 110016  
Corporate Office : "Saudamini", Plot No. 2, Sector-29, Gurugram-122001 (Haryana). CIN : L40101DL1989GOI038121

Important Notice: Members are requested to register/update their e-mail ID with Company/Depository Participants/Company's Registrar & Transfer Agent (KFINTECH) which will be used for sending official document through e-mail in future.

A MAHARATNA PSU

