



# MAHARASHTRA SEAMLESS LIMITED

**INTERIM CORPORATE OFFICE :** Plot No.106, Institutional Sector-44, Gurgaon-122 002 Haryana (India)  
 Phone No. : 91-124-4624000, 2574326, 2574325, 2574728 • Fax : 91-124-2574327  
 E-mail : contact@mahaseam.com Website : www.jindal.com  
 CIN No: L99999MH1988PLC080545

**CORPORATE OFFICE :** Plot No. 30, Institutional Sector-44, Gurgaon-122 002 Haryana (India)

MSL/Sec/21-22/  
 December 9<sup>th</sup> , 2021

**E-communication**

BSE LTD  
 Floor 25<sup>th</sup> , P J Towers  
 Dalal Street , Fort  
 Mumbai – 400 001

National Stock Exchange Ltd  
 “ Exchange Plaza”  
 Bandra Kurla Complex  
 Bandra (E) , Mumbai -400 051

**Security Code :** 500265

**Security Code :** MAHSEAMLES

**Sub : Intimation under Regulation 39(3) of SEBI (Listing Obligation and Disclosure Requirements ) Regulations ,2015**

Dear Sir/Madam,

Pursuant to Regulation 39(3) of SEBI (Listing Obligation and Disclosure Requirements) Regulations ,2015 as amended from time to time , this is to inform you that Company/RTA has received request(s) for issue of duplicate share certificate( s) in lieu of under mentioned share certificate(s) , which have been reported lost/misplaced by the shareholder /claimant(s) :

S. No.	CERT No.	DISTINCTIVE No. From - to	FOLIO No.	FV (Rs.)	SHARES	NAME OF SHAREHOLDER(S)
1	5435	16712301 -16712500	5433	5*	200	Giriraj Kumar Sardar
2	510	118501 -118700	509	5*	200	Rajni Malik /Sukesh Malik

The above information are in terms of the requirement of the listing Regulations and we request you kindly took note of the same in your records.

\* Since shares had been transferred to IEPF for compliance purpose only.

Thanking you  
 Yours Faithfully  
 For MAHARASHTRA SEAMLESS LTD

  
 RAMJI NIGAM  
 Company Secretary



**JINDAL**  
 D.P. JINDAL GROUP

**REGD. OFF. & WORKS :** Pipe Nagar, Village, Sukeli, N.H.17, B.K.G. Road, Taluka-Roha, Distt. Raigad-402 126 (Maharashtra)  
 Phone : 02194-238511, 238512, 238567, 238569 • Fax : 02194-238513

**MUMBAI OFFICE :** 402, Sarjan Plaza, 100 Dr. Annie Besant Road, Opp. Telco Showroom, Worli, Mumbai-400 018  
 Phones : 022-2490 2570 /72 /74 • Fax : 022-2492 5473

**HEAD OFFICE**  
**KOLKATA OFFICE :** 5, Pusa Road, 2nd Floor, New Delhi-110005 Phones : 011-28752862, 28756631 Email : jpldelhi@bol.net.in  
 Sukhsagar Apartment, Flat No. 8A, 8th Floor, 2/5, Sarat Bose Road, Kolkata - 700 020  
 Phone : 033-2455 9982, 2454 0053, 2454 0056 • Fax : 033 - 2474 2290 E-mail : msl@cal.vsnl.net.in

**CHENNAI OFFICE :** 3A, Royal Court. 41, Venkatnarayana Road, T. Nagar Chennai-600017  
 Phone : 044-2434 2231 • Fax : 044-2434 7990

## NOTICE

Notice is hereby given that the following share certificates are registered in duplicate my name has been lost. Therefore, I/We have applied for issue of duplicate share certificate to the HLE Glascoat Ltd

**Regd. office address** HLE Glascoat Ltd H-106, A18 Rd, Phase- IV GIDC Vitthal Udyog Nagar INA, Gujarat 388121

So, general public are hereby warned about not to deal with the following securities and if company do not receive any objection within 15 days from the date of publication of this notice on above-mentioned regd.address/ of the company, or to the company's R&T Agent Linkintime India Pvt.Ltd. UNIT « HLE Glascoat Ltd » (B-102 & 103, Shangrila complex, First floor, Opp HDFC Bank, Near Radhakrishna Char Rasta, Akota, Vadodra-390020), The company will proceed for the issue of Duplicate share certificate(s) in my/our name.

Sr No	Folio No.	Name Of Shareholders	Distinctive Nos.	Certificate No/s	Shares (Qty)
1	00005980	Vandana Singi	3293101-3293200	24157	100
2	00005981	Richa Singi	3293201-3293300	24158	100

Date: 09.12.2021  
Place: Mumbai

**MAHARASHTRA SEAMLESS LIMITED**  
CIN- L99999MH1988PLC080545  
Regd. Off: Pipe Nagar, Village Sukeli, N.H.17, B.K.G. Road  
Taluka Roha, Distt. Raigad - 402126 (Maharashtra)  
E-mail: secretarial@mahaseam.com Website: www.jindal.com

**NOTICE**

NOTICE is hereby given that the under mentioned Share Certificate(s) of the Company have been reported lost / misplaced and the registered shareholder(s) / claimant(s) thereto, have applied to the Company for issue of Duplicate Share Certificate(s) in lieu thereof.

S. No.	CERT No.	DISTINCTIVE No. From - To	FOLIO No.	FV (Rs.)	SHARES	NAME OF SHAREHOLDER(S)
1	5435	16712301 - 16712500	5433	5*	200	Giriraj Kumar Sarda
2	510	118501 - 118700	509	5*	200	Rajni Malik / Sukesh Malik

Any person(s) who has / have any claim/objection in respect of the above share certificate(s) should lodge such claims with the Company's Interim Corporate office at **Plot no 106, Institutional Sector 44 Gurugram -122003 within 15 days** of the publication of this notice after which no claim shall be entertained and the Company shall proceed to issue Duplicate/ Split share Certificate(s) to the aforesaid holders / claimant(s) without any liability on its part

\* Since shares had been transferred to IEPF for compliance purpose only

for MAHARASHTRA SEAMLESS LTD.

Place : Gurgaon  
Date: 08.12.2021

**JINDAL**  
D.P. JINDAL GROUP

**RAM JI NIGAM**  
Company Secretary

**BEFORE THE NATIONAL COMPANY LAW TRIBUNAL, MUMBAI BENCH**  
**COMPANY SCHEME PETITION NO. C.P. (CAA) / 209 / MB / 2021**  
**IN**  
**COMPANY SCHEME APPLICATION NO. C.A. (CAA) / 55 / MB / 2021**

In the matter of the Companies Act, 2013;

AND

In the matter of Sections 230 to 232 of the Companies Act, 2013 and other applicable provisions of the Companies Act, 2013 read with Companies (Compromises, Arrangements and Amalgamations) Rules, 2016

AND

In the matter of Composite Scheme of Arrangement for merger of Aquaginis Technologies Private Limited ('ATPL' or 'the Transferor Company 1' for Part II of the Scheme or 'First Petitioner Company') and Euro Forbes Financial Services Limited ('EFFSL' or 'the Transferor Company 2' for Part II of the Scheme or 'Second Petitioner Company') with and into Eureka Forbes Limited ('EFL' or 'Transferee Company 1' for Part II of the Scheme or 'Transferor Company 3' for Part III of the Scheme or 'Third Petitioner Company') followed by merger of EFL with and into Forbes & Company Limited ('FCL' or 'Transfer-ee Company 2' for Part III of the Scheme or 'Demerged Company' for Part IV of the Scheme or 'Fourth Petitioner Company') and demerger of the demerged undertaking (as defined in the scheme) of FCL into Forbes Enviro Solutions Limited ('FESL' or 'Resulting Company' for Part IV of the Scheme or 'Fifth Petitioner Company') and their respective Shareholders ('Scheme')

**Forbes Enviro Solutions Limited,**  
CIN : U27310MH2008PLC188478  
A Company Incorporated under the provisions of Indian Companies Act, 1956 having its Registered Office at B1/B2, 7th Floor, 701, Marathon Innova, Ganpatrao Kadam Marg, Lower Parel, Mumbai - 400013  
..... 'FESL' or 'Resulting Company' for Part IV of the Scheme or 'Fifth Petitioner Company'  
All the companies mentioned above are collectively referred as **Petitioner Companies**

**NOTICE OF HEARING OF COMPANY SCHEME PETITION**

Notice is hereby given that the Petition under Sections 230 to 232 and other applicable provisions of the Companies Act, 2013 read with Companies (Compromises, Arrangements and Amalgamations) Rules, 2016 ('the Rules') seeking sanction to the Composite Scheme of Arrangement for merger of Aquaginis Technologies Private Limited and Euro Forbes Financial Services Limited with and into Eureka Forbes Limited followed by merger of Eureka Forbes Limited with and into Forbes & Company Limited and demerger of the demerged undertaking of Forbes & Company Limited into Forbes Enviro Solutions Limited and their respective Shareholders ('Scheme'), was presented jointly by the Petitioner Companies before the Hon'ble National Company Law Tribunal, Mumbai Bench ('NCLT') and has been admitted by the Hon'ble NCLT on December 2, 2021.

In terms of Rule 16 of the Rules and directions of the Hon'ble Tribunal, notice is hereby given that the aforesaid Petition is fixed for hearing before the Hon'ble NCLT on Monday, December 20, 2021 or soon thereafter, as may further directed by the Hon'ble NCLT.

If any person concerned is desirous of supporting or opposing the said Petition, he/she/it should send to the undersigned Authorized Representatives at their respective addresses, notice of his/her/its intention signed by him/her/it or his/her/its advocate, not later than 2 (two) days before the date fixed for the hearing of the Petition. Where any person concerned seeks to oppose the aforesaid petition, the grounds of opposition or a copy of affidavit in that behalf should be furnished with such notice. A copy of the Company Scheme Petition along with all the exhibits will be furnished by the Petitioner Companies' Authorized Representatives to any person requiring the same on payment of the prescribed fees for the same.

**Dated this 9th day of December 2021**

**For and on behalf of Fifth Petitioner Company**  
**Sd/-**  
**Rajagopalan Sambamoorthy**  
Authorized Signatory of Fifth Petitioner Company  
Address: B1/B2, 7th Floor, 701, Marathon Innova, Off Ganpatrao Kadam Marg, Lower Parel, Mumbai 400013.  
E-mail id : rsm@eurekaforbes.com  
**Sd/-**  
**For A R C H and Associates**  
Chartered Accountants  
Address: 1804, Anmol Pride, S.V. Road, Goregaon (West), Mumbai - 400 104  
Authorised Representatives for the Fifth Petitioner Company

**NEOGEN CHEMICALS LIMITED**  
CIN: L24200MH1989PLC050919;  
**Regd. Office:** Office No. 1002, 10<sup>th</sup> Floor, Dev Corpora Bldg, Opp. Cadbury Co, Pokhran Road No.2, Khopat, Thane - 400601.  
**Tel No.:** +91 22 2549 7300; **Fax No.:** +91 22 2549 7399  
**Email:** investor@neogenchem.com; **Website:** www.neogenchem.com

**NOTICE OF EXTRA ORDINARY GENERAL MEETING (EGM) AND INFORMATION ON E-VOTING, BOOK CLOSURE, PARTICIPATION IN EGM THROUGH VC/ OAVM**

Notice is hereby given that, pursuant to the General Circular numbers 02/2021 dated January 13, 2021, 39/2020 dated December 31, 2020, 33/2020 dated 28<sup>th</sup> September, 2020, 22/2020 dated 15<sup>th</sup> June, 2020, 20/2020 dated 5<sup>th</sup> May, 2020, 17/2020 dated 13<sup>th</sup> April, 2020, and 14/2020 dated 8<sup>th</sup> April, 2020 issued by the Ministry of Corporate Affairs (MCA) and Circular number SEBI/HO/CFD/CMD1/CIR/P/2020/79 dated 12<sup>th</sup> May, 2020 and circular no. SEBI/HO/CFD/CMD2/CIR/P/2021/11 dated January 15, 2021 issued by the Securities and Exchange Board of India (SEBI) ('the Circulars'), the **Extra Ordinary General Meeting ('EGM')** of Neogen Chemicals Limited ('The Company') will be held on **Friday, December 31, 2021 at 4.00 p.m.** through Video Conferencing facility (VC) and Other Audio Visual Means (OAVM) without any physical presence to transact the business as mentioned in the Notice of the EGM, which has been sent to the members at their email IDs, whose email IDs are registered with the Company/Company's Registrar and Transfer Agent i.e. Link Intime India Private Limited ('RTA') Depository Participants ('DP'). A copy of the same is available on the website of the Company <https://neogenchem.com/announcements/>, website of the stock exchanges at [www.bseindia.com](http://www.bseindia.com) and [www.nseindia.com](http://www.nseindia.com) and the website of RTA at <https://instavote.linkintime.co.in>.

The Company is pleased to provide its members with the remote e-voting and e-voting during the EGM facility to cast their votes electronically on the resolutions mentioned in the EGM Notice, using the electronic voting platform provided by our RTA in the manner and process as set out in detail in the Notes to Notice of EGM.

Any person, who becomes a Member of the Company after the dispatch of Notice of EGM and holding the shares as on the cut-off date i.e. Friday, December 24, 2021 & wishing to participate in e-voting can follow the process of generating the login ID and password as provided in the Notice of EGM.

**The members may note that:**

- They may attend the EGM on Friday, December 31, 2021 at 4.00 p.m. through VC/OAVM facility using live streaming link <https://instameet.linkintime.co.in> under shareholders/Members Login by using the remote e-voting login credentials.
- Cut-off date for deciding eligibility to e-vote or at the EGM is Friday, December 24, 2021.
- The Register of Members and Share Transfer Register will remain closed Saturday, December 25, 2021 to Friday, December 31, 2021 (both days inclusive).
- The remote e-voting period shall commence on Tuesday, December 28, 2021 at 9:00 A.M. and ends on Thursday, December 30, 2021 at 5:00 P.M.
- Once a vote is casted by the Members, he/she shall not be allowed to change it subsequently.
- The e-voting during the EGM will begin on Friday, December 31, 2021 at 4.00 p.m. and will end on completion of 30 minutes from the time of the conclusion of the EGM. Within this period, all members who are present at the EGM through VC/OAVM facility and who have not yet exercised their vote through remote e-voting prior to EGM, can exercise their vote electronically.
- The members who have casted their vote through remote e-voting shall not be entitled to cast their e-vote again during the EGM. If a member casts votes by both the modes, then voting done through remote e-voting during e-voting period shall prevail and vote cast through E-voting during the EGM shall be treated as invalid.
- The Board of Directors has appointed Mr. Devendra Deshpande, Company Secretary, proprietor of DVD & Associates, Company Secretaries, Pune, as the Scrutinizer to scrutinize the remote e-voting and e-voting during the EGM process in a fair and transparent manner.

**Registration as Speaker:** The members who wish to speak at the meeting need to register themselves as a speaker by sending an e-mail from their registered e-mail ID at [investor@neogenchem.com](mailto:investor@neogenchem.com) on or before 5.00 p.m. on Friday, December 24, 2021. Depending on the availability of time, the Company reserves the right to restrict the number of speakers at the meeting. In case shareholders/members have any queries regarding Instameet login/ e-voting, they may send an email to [instameet@linkintime.co.in](mailto:instameet@linkintime.co.in) or contact on :- Tel: 022-49186175.

**Updating of Details:** Members holding shares of the Company are requested to update and notify immediately any change in their name, postal address, email address, telephone/mobile numbers, PAN, mandates, nominations, power of attorney, bank details such as, name of the bank and branch details, bank account number, MICR code, IFSC code, etc. to the Company/RTA quoting their Folio No. along with self-attested documentary proofs, in case if the shares are held in physical form, by sending mail at [investor@neogenchem.com](mailto:investor@neogenchem.com) or [mt\\_helpdesk@linkintime.co.in](mailto:mt_helpdesk@linkintime.co.in) and to their respective DP in case the shares are held in Demat form.

**For Neogen Chemicals Limited**  
**Sd/-**  
**Unnati Kanani**  
Company Secretary & Compliance Officer

Date : December 8, 2021  
Place : Thane

**PIRAMAL CAPITAL & HOUSING FINANCE LIMITED**  
Regd. Add.: 4th Floor, Piramal Towers, Peninsula Corporate Park, Ganapatrao Kadam Marg, Lower Parel West, Lower Parel, Mumbai, Maharashtra-400013

**POSSESSION NOTICE**

**For Immovable Property Rule 8-(1) R/W Rule 8(2) and Appendix- IV Application No. PHHLGGN0200002 Branch: Mumbai**

Whereas, the undersigned being the Authorized Officer of Piramal Capital & Housing Finance Limited (PCHFL) under Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act 2002 and in exercise of powers conferred under section 13(12) read with Rule 3 of the Security Interest (Enforcement) Rules 2002, had issued a Demand Notice dated 13-July-2021 calling upon the Borrower / Co-Borrower/Guarantor i.e. **Redkite Capital Private Limited** Through Its Directors at 4852/24, 1st Floor, Ansari Road, Darayaganj, New Delhi-110002. Also at: 11th Floor, Lodha Supremus, 1102 Dr. E. Moses Road, Mumbai-400018, **Co-Borrower Mr. Naresh Tikamchand Jain, Director, Redkite Capital Private Limited** 9-501, Ashok Gardens, T J Road, Sewri, Mumbai-400015 Also at: 11th Floor, Lodha Supremus, 1102 Dr. E. Moses Road, Mumbai-400018 to repay the amount mentioned in the said Demand Notice being **Rs.12,88,59,214/- (Rupees Twelve Crore Eighty Eight Lacs Fifty Nine Thousand Two Hundred Fourteen Only)** due and payable as on 13-July-2021 and further interest at contractual rates on the aforesaid amount, incidental expenses, costs, charges, etc. incurred and accruing thereafter till the date of payment and/or realization within 60 days from the date of the said Demand Notice.

The Borrower/Co-Borrower/Guarantor mentioned herein above have failed to repay the amount in full as mentioned in Demand Notice under Section 13(4) of the said Act date 13-July-2021 even after the expiry of 60 days from the date of receipt of the said Demand Notice. As such, notice is hereby given to the Borrower/Co-Borrower/Guarantor mentioned herein above particular and to the public in general that the undersigned has taken the constructive possession of the property described herein below in exercise of powers conferred on him under Section 13(4) of the said Act read with Rule 8 of Security Interest Enforcement rule 2002, on this **07th December 2021**.

The Borrower/Co-Borrower/Guarantor mentioned herein above have particular and the public in general are hereby cautioned not to deal with the said properties' units and any dealings with the properties units will be subject to the charge of PCHFL for an amount of **Rs.12,88,59,214/- (Rupees Twelve Crore Eighty Eight Lacs Fifty Nine Thousand Two Hundred Fourteen Only)** due and payable as on 13-July-2021 and further interest at contractual rates on the aforesaid amount, incidental expenses, costs, charges etc. incurred and accruing thereafter till the date of payment and/or realization.

The Borrower/Co-Borrower/Guarantor attention is invited to provisions of sub-section (8) of section 13 of the Act, in respect of time available, to redeem the secured assets. If the borrower clears the dues of the "PCHFL" together with all costs, charges and expenses incurred, at any time before the date fixed for sale or transfer, the secured assets shall not be sold or transferred by "PCHFL" and no further step shall be taken by "PCHFL" for transfer or sale of the secured assets.

**Description of the Secured Asset (Immovable Property)**

All that piece and parcel of **2501, 25th floor, Area Measuring 243.50 Sq. Metre, Tower A, Omkar 1973 Worli, Situated at Worli, Plot bearing C.S. No. 286 (pt), 1629(pt), 913 & 793 (pt) of Lower Parel Division, Mumbai-400030.**

**For Piramal Capital & Housing Finance Limited**  
Date: 09.12.2021  
Place: Mumbai  
Authorized Officer

**PIRAMAL CAPITAL & HOUSING FINANCE LIMITED**  
Regd. Add.: 4th Floor, Piramal Towers, Peninsula Corporate Park, Ganapatrao Kadam Marg, Lower Parel West, Lower Parel, Mumbai, Maharashtra-400013

**POSSESSION NOTICE**

**For Immovable Property Rule 8-(1) R/W Rule 8(2) and Appendix- IV Application No. PHHLTHN01000207 & PHHLTHN01000208 Branch: Mumbai**

Whereas, the undersigned being the Authorized Officer of Piramal Capital & Housing Finance Limited (PCHFL) under Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act 2002 and in exercise of powers conferred under section 13(12) read with Rule 3 of the Security Interest (Enforcement) Rules 2002, had issued a Demand Notice dated 13-July-2021 calling upon the Borrower / Co-Borrower/Guarantor i.e. **Mr. Prasad Ganesh Modak & Mrs. Meera Prasad Modak** R/O D 5, Sankalp Co-operative Housing Society, Dr. Karkhan's Road, Liberty Garden, Malad (West), Mumbai - 400054 Also at: Flat No. 10, 3<sup>rd</sup> Floor, Tikelaar Building, Kisan Cross Road, Malad (West), Mumbai - 400064 Also, at: Prolific Systems And Technologies Limited, A-267, Road No. 16A, Wagale Industrial Estate, MIDC, Thane - 400604 **Co-Borrower Mrs. Meera Prasad Modak W/o Mr. Prasad Ganesh Modak** R/O D-5, Sankalp Co-operative Housing Society, Dr. Karkhan's Road, Liberty Garden, Malad (West), Mumbai - 400064 to repay the amount mentioned in the said Demand Notice being **Rs. 69,37,935/- (Rupees Sixty Nine Lakhs Thirty Seven Thousand Nine Hundred and Thirty Five Only)** due and payable as on 09-July-2021 and further interest at contractual rates on the aforesaid amount, incidental expenses, costs, charges etc. incurred and accruing thereafter till the date of payment and/or realization within 60 days from the date of the said Demand Notice.

The Borrower/Co-Borrower/Guarantor mentioned herein above have failed to repay the amount in full as mentioned in Demand Notice under Section 13(4) of the said Act date 09-July-2021 even after the expiry of 60 days from the date of receipt of the said Demand Notice. As such, notice is hereby given to the Borrower/Co-Borrower/Guarantor mentioned herein above particular and to the public in general that the undersigned has taken the constructive possession of the property described herein below in exercise of powers conferred on him under Section 13(4) of the said Act read with Rule 8 of Security Interest Enforcement rule 2002, on this **07th December 2021**.

The Borrower/Co-Borrower/Guarantor mentioned herein above have particular and the public in general are hereby cautioned not to deal with the said properties units and any dealings with the properties units will be subject to the charge of PCHFL for an amount of **Rs. 69,37,935/- (Rupees Sixty Nine Lakhs Thirty Seven Thousand Nine Hundred and Thirty Five Only)** due and payable as on 09-July-2021 and further interest at contractual rates on the aforesaid amount, incidental expenses, costs, charges etc. incurred and accruing thereafter till the date of payment and/or realization.

The Borrower/Co-Borrower/Guarantor attention is invited to provisions of sub-section (8) of section 13 of the Act, in respect of time available, to redeem the secured assets. If the borrower clears the dues of the "PCHFL" together with all costs, charges and expenses incurred, at any time before the date fixed for sale or transfer, the secured assets shall not be sold or transferred by "PCHFL" and no further step shall be taken by "PCHFL" for transfer or sale of the secured assets.

**Description of the Secured Asset (Immovable Property)**

All that piece and parcel of Flat No. 302, 3rd Floor, area measuring 384 Sq. feet, Keshav Residency, Brahmansabha Road, Malad West, Mumbai - 400064.  
Boundaries As : North: Property of Mr. Shah East: By Municipal Road called Brahmansabha Road South: Vijaya Apartment West: Plot No. 1, Divya Darshan CHS Ltd.

**For Piramal Capital & Housing Finance Limited**  
Date: 09.12.2021  
Place: Mumbai  
Authorized Officer

**PIRAMAL CAPITAL & HOUSING FINANCE LIMITED**  
Regd. Add.: 4th Floor, Piramal Towers, Peninsula Corporate Park, Ganapatrao Kadam Marg, Lower Parel West, Lower Parel, Mumbai, Maharashtra-400013

**POSSESSION NOTICE**

**For Immovable Property Rule 8-(1) R/W Rule 8(2) and Appendix- IV Application No. PHHLTHN01000207 & PHHLTHN01000208 Branch: Mumbai**

Whereas, the undersigned being the Authorized Officer of Piramal Capital & Housing Finance Limited (PCHFL) under Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act 2002 and in exercise of powers conferred under section 13(12) read with Rule 3 of the Security Interest (Enforcement) Rules 2002, had issued a Demand Notice dated 13-July-2021 calling upon the Borrower / Co-Borrower/Guarantor i.e. **Mr. Prasad Ganesh Modak & Mrs. Meera Prasad Modak** R/O D 5, Sankalp Co-operative Housing Society, Dr. Karkhan's Road, Liberty Garden, Malad (West), Mumbai - 400054 Also at: Flat No. 10, 3<sup>rd</sup> Floor, Tikelaar Building, Kisan Cross Road, Malad (West), Mumbai - 400064 Also, at: Prolific Systems And Technologies Limited, A-267, Road No. 16A, Wagale Industrial Estate, MIDC, Thane - 400604 **Co-Borrower Mrs. Meera Prasad Modak W/o Mr. Prasad Ganesh Modak** R/O D-5, Sankalp Co-operative Housing Society, Dr. Karkhan's Road, Liberty Garden, Malad (West), Mumbai - 400064 to repay the amount mentioned in the said Demand Notice being **Rs. 69,37,935/- (Rupees Sixty Nine Lakhs Thirty Seven Thousand Nine Hundred and Thirty Five Only)** due and payable as on 09-July-2021 and further interest at contractual rates on the aforesaid amount, incidental expenses, costs, charges etc. incurred and accruing thereafter till the date of payment and/or realization.

The Borrower/Co-Borrower/Guarantor mentioned herein above have particular and the public in general are hereby cautioned not to deal with the said properties units and any dealings with the properties units will be subject to the charge of PCHFL for an amount of **Rs. 69,37,935/- (Rupees Sixty Nine Lakhs Thirty Seven Thousand Nine Hundred and Thirty Five Only)** due and payable as on 09-July-2021 and further interest at contractual rates on the aforesaid amount, incidental expenses, costs, charges etc. incurred and accruing thereafter till the date of payment and/or realization.

The Borrower/Co-Borrower/Guarantor attention is invited to provisions of sub-section (8) of section 13 of the Act, in respect of time available, to redeem the secured assets. If the borrower clears the dues of the "PCHFL" together with all costs, charges and expenses incurred, at any time before the date fixed for sale or transfer, the secured assets shall not be sold or transferred by "PCHFL" and no further step shall be taken by "PCHFL" for transfer or sale of the secured assets.

**Description of the Secured Asset (Immovable Property)**

All that piece and parcel of Flat No. 302, 3rd Floor, area measuring 384 Sq. feet, Keshav Residency, Brahmansabha Road, Malad West, Mumbai - 400064.  
Boundaries As : North: Property of Mr. Shah East: By Municipal Road called Brahmansabha Road South: Vijaya Apartment West: Plot No. 1, Divya Darshan CHS Ltd.

**For Piramal Capital & Housing Finance Limited**  
Date: 09.12.2021  
Place: Mumbai  
Authorized Officer



ADVERTORIAL

# Phygital : Modern Age's Hyper-Local Distribution System

As the second- fastest digitising nation in the world . India is on the path to becoming a \$1 trillion digital economy by 2025.

Maximizing both online and offline to fuel each other has become one of the top priorities of retailers today. A recent *Harvard Business Review* article noted that "while e-commerce will continue to be an essential element of retail strategy, the future success of retailers will ultimately depend on creating a cohesive customer experience, both online and in stores." While e-commerce sales will continue to grow, Google's research "shows the pandemic has made people more flexible about online retailer businesses. How can retailers be prepared for this new "phygital" world that we are all living in today?

Every retailer, from grocery to luxury fashion, needs to fully understand that their customers' shopping habits have permanently changed. The wide adoption of e-commerce means that the consumer's expectations across service, convenience, and ease of navigation will need to be translated into the physical retail experience in order to entice people to shop in-store. Investing in the tools that will allow retailers to manage or even exceed their customers' expectations will be the key to a successful merging of the physical and digital environments.

Indian retail market is world's third largest consumer market, where 65% of discovery happens online, 97% of shopping takes place offline. The winner will be one who can offer an affordable, high-quality experience both online and offline to a billion people. A recent article stated that there are 70 million online shoppers in India, of whom only 10 million can be classified as 'digital natives'. These numbers mean that today in a country of 1.3 billion people, less than 1 percent would be considered to be digital natives.

The significant investments and businesses that have been seen in unorganised retail over the last few years suggest that investors and

entrepreneurs realise that Indian unorganised retail presents a massive opportunity. The solution for growth and opportunity is the use of technology ,to make unorganised retail more efficient.

Area Online is the concept of phygital of the current era which envisage a hyper-local distribution as said by Mr Yatin Shah , Founder Area Online. Area Online generates value for both the stores and the consumers. To understand this better, let us look at what the unorganised retail sector lacks and the solution lies in phygital concept of Area online

Real-time data of retailer/shopkeeper and their product and service

Web page of each customer making it local to global

Enriching the each local shopping area with area Online.

A supply chain that is modernised to deal with a demanding consumer.

Technology that links the consumer to the factory/shops/households/retailers

The ability to generate demand

Acquire consumers over and above the usual walk-ins

Further Mr Shah says "Phygital commerce has the ability to use the unorganised retail assets to integrate all the way from the consumer to the factory, create massive scale to serve a billion people is where the real value creation and opportunity lie."

The future belongs to those who can build models that can organise millions of unorganised retailers to expand and create new online markets. The last unconquered consumer market of the world, India, will see \$100 billion internet businesses emerge when a billion Indians access the digital experience.

Area Online offers you your own online store in less than 60 Seconds where you can display all your products and services online .

End to end solution.

No commission.

Shops/retailer can sell their products/services directly to customers without aggregators.

