



Dated: January 21, 2023

The Manager
BSE Limited
Corporate Relationship Department
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai- 400001
Scrip Code: 540750

The Manager
National Stock Exchange of India Ltd
Listing Department
Exchange Plaza, 5th Floor, Plot no. C/1
G Block, Bandra Kurla Complex
Bandra (E), Mumbai-400 051
Symbol: IEX

Subject: Submission of Newspaper Publication of Financial Results for the quarter ended December 31, 2022.

Dear Sir/Madam,

This is to inform that the Company has published Financial Results in the newspaper, pursuant to Regulation 47 of SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015.

Please find enclosed copies of newspaper results published in Business Standard (English) and Business Standard (Hindi) on January 21, 2023.

The above information will also be made available on the website of the Company: www.iexindia.com

You are requested to take the above information on record.

Thanking You

Yours faithfully,

For Indian Energy Exchange Limited

Vineet Harlalka
CFO, Company Secretary & Compliance Officer
Membership No. ACS-16264

Encl: as above

Indian Energy Exchange Ltd

Registered Office: C/o Avanta Business Centre, First Floor, Unit No. 1.14(a), D2, Southern Park, District Centre, Saket, New Delhi-110017, India

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CIN: L74999DL2007PLC277039 | Website: www.iexindia.com

Centre issues norms to rein in social media influencers

Non-compliance can lead to a jail term of up to 2 yrs and penalty of ₹50 lakh

PRATIYA YADAV

New Delhi, 20 January

The Centre on Friday issued guidelines for social-media influencers, including celebrities and virtual avatars, for disclosing the promotional content of the products or services they endorsed and their material connections with those.

"Material connection" with a brand covers monetary benefits, hotel stays, awards, employment relationships, sweepstakes entries, and media barter.

This is in accordance with the Consumer Protection Act, 2019, which provides the framework for protecting consumers against unfair trade practices and misleading advertisements.

The Ministry of Consumer Affairs, during a press conference, unveiled the guidelines, which align with those given by the Advertising Standards Council of India (ASCI).

On non-compliance with the guidelines, endorsers may face penalties including a fine up to ₹10 lakh, which can go up to ₹50 lakh on recurring violations.

Influencers and celebrities can be debarred from endorsements on repeated infringements and may go to jail for six months, which can be extended to two years, ministry officials said.

Individuals or groups with access to an audience and have the power to affect its purchasing decisions or opinions about a product, service, brand or experience should disclose their material connections that may affect the weight or credibility of the representation made by them, said Rohit Kumar Singh, secretary, Department of Consumer Affairs.

The secretary told reporters the size of the social-media influencer market in India last year was ₹1.25 crore and by 2025, it was likely to be ₹2,800 crore.

There are more than 100,000 social-media influencers of substance, and this calls for a check, he added.

The guidelines said the disclosures and endorsements should be in the same language. Also, in the case of limited space platforms like Twitter, hashtags with short terms like "ad", "sponsored", and "paid" are acceptable.

In picture endorsements, disclosures should be superimposed on the image big



WHAT THE GUIDELINES SAY

- Endorsers include celebrities, influencers and virtual influencers (computer-generated avatars)
- Material connections include monetary benefits, hotel stays, awards, employment relationships, sweepstakes entries, media barter, among others
- Picture endorsement disclosures should be superimposed over the image
- Video endorsement disclosures to be on video and not just in description
- The same language to be used for disclosures and endorsements

enough for viewers to notice them, whereas for video content, they should be placed in the video and not just in the description. It should be in both the audio and video formats.

However, in livestreams, disclosures should be displayed continuously and prominently.

Highlighting the guidelines, Nidhi Khare, additional secretary, department of consumer affairs, said disclosures should be hard to miss and should not be mixed with a group of hashtags or links.

"The whole issue is of consumers' right to know. Therefore, the responsibility of the endorsers or other advertisers is to honestly disclose the information that consumers must know before making any purchasing decisions," she said.

Influencers not disclosing their material connections with their products or services will be in accordance with the rules only if they had used or experienced them in the past.

"We hope it becomes a deterrent, but if further non-compliance takes place, then under the law, there are provisions. People can approach the authorities and

seek legal action against (violators)," the secretary said.

The department is in talks with tech companies to deploy some mechanism or algorithms to identify recurring transgressions.

The Nutrition Advocacy in Public Interest (NAPI) welcomed the government's move and said the provisions of disclosing material connection were an objective step to define the term "misleading," and maintain transparency.

NAPI consists of independent doctors.

Misleading consumers on any grounds is an offence but when it is about food/drink, especially for children, it can be dangerous, said Arun Gupta, convener, NAPI.

High fat, sugar, salt (HFSS) and other additives are critical ingredients that are usually concealed by companies in advertisements, he said.

"As long as there is no health-warning law regarding such products, the authorities must take suo motu action against ads of HFSS food/drink, based on guidance from the World Health Organisation," he added.

Google Play Store policies: CCI files caveat before SC

BHAVINI MISHRA

New Delhi, 20 January

The Competition Commission of India (CCI) on Friday filed a caveat before Supreme Court to avert any relief to Google without informing the regulator, acting a day after the top court refused to grant an interim stay to the technology giant in a case related to Android devices.

The CCI's caveat relates to its separate order that on October 25 imposed a fine of ₹936.44 crore on Google for abusing its dominant position through its Play Store policies.

Google had moved the National Company Law Appellate Tribunal (NCLAT) against this order.

A caveat asks a court that certain actions should not be taken without informing the

person (in this case CCI) who gave the notice.

The NCLAT, on January 11, refused to stay the CCI order and asked Google to "cease and desist" from abusive Play Store practices.

A two-member NCLAT Bench said Google's appeal against the CCI order is subject to the tech giant depositing 10 per cent of the penalty imposed by the competition regulator.

"Penalty to be deposited with the Registrar in four weeks. The matter is listed for a final hearing on April 17. No interim order," NCLAT said.

Google parent Alphabet's lawyer Harish Salve had argued before the NCLAT that CCI's order cites various examples of abuse by the tech giant without discussing their adverse effect on competition.

"This goes against the Competition Act and case laws," he said.

If Google complies with the CCI order it would have to make deep changes in its policies (Play Store and third parties) and it may suffer a loss of revenue, Salve added.

Advocates Samar Bansal argued for the CCI, saying that it is implementing similar directions as contained in the regulator's order in other jurisdictions such as Europe.

"However, in India, Google/Alphabet has chosen to appeal and press for a stay of such directions which show discriminatory conduct of Google between India and other jurisdictions," they said.

Play Store requires all app developers on the platform to only use Google Play's Billing System (GPBS) to charge their customers. GPBS is also mandatory for in-app purchases.

After Google started charging a 30 per cent commission in 2020 for Play Store transactions, some App developers complained to the CCI.



CCI's caveat relates to its order imposing a fine on Google for abusing its dominant position via Play Store policies

		Consolidated				Standalone			
Sl No.	Particulars	Quarter Ended		Nine Months Ended		Quarter Ended		Nine Months Ended	
		31-12-2022	31-12-2021	31-12-2022	31-12-2021	31-12-2022	31-12-2021	31-12-2022	31-12-2021
		Unaudited	Unaudited	Unaudited	Unaudited	Unaudited	Unaudited	Unaudited	Unaudited
1	Total Income from Operations	11,735	13,078	34,451	11,735	12,668	34,451		
2	Net Profit for the period (before Tax and Exceptional Items)	10,080	10,714	28,623	9,477	10,600	27,851		
3	Net Profit for the period before tax (after Exceptional Items)	10,080	10,714	28,623	9,477	10,600	27,851		
4	Net Profit for the period after tax (after Exceptional Items)	7,722	8,073	21,756	7,118	7,991	20,963		
5	Total Comprehensive Income for the period (Comprising Profit for the period (after tax) and Other Comprehensive Income (after tax))	7,726	8,059	21,760	7,122	7,977	20,968		
6	Equity Share Capital	8,978	8,977	8,978	8,978	8,977	8,978		
7	Other Equity (excluding Revaluation Reserve) as shown in the Audited Balance Sheet of the previous year	61,363	49,628	61,363	61,219	50,155	61,219		
8	Earnings Per Share* (of ₹1/- each)								
	- Basic	0.86	0.90	2.43	0.79	0.89	2.34		
	- Diluted	0.86	0.90	2.43	0.79	0.89	2.34		

*Not annualized for quarterly results

Notes:

a. The above is an extract of the detailed format of Standalone and Consolidated Unaudited Financials Results for the Quarter ended 31 December 2022 filed with the Stock Exchanges under Regulation 33 of the SEBI (Listing and Other Disclosures Requirements) Regulations, 2015. The full format of the Quarter Results are available on the websites of the BSE Limited and National Stock Exchange of India Ltd (i.e. www.bseindia.com and www.nseindia.com), and on the website of the Company i.e. www.ixindia.com.

b. The financial results have been reviewed by the Audit Committee at its Meeting held on 20 January 2023 and approved by the Board of Directors at their Meeting held on 20 January 2023.

For Indian Energy Exchange Limited
Sd/-
Satyanarayan Goel
Chairman & Managing Director
DIN: 02294069

Place: Noida
Date: 20 January 2023

जातस्य हि ध्रुवो मृत्युध्रुवं जन्म मृतस्य च |
तस्मादपरिहार्येऽर्थे न त्वं शोचितुमर्हसि || 27 ||

jātasya hi dhruvo mṛityur dhruvaṃ janma mṛitasya cha
tasmād aparihārye 'rthe na tvam śhochitum arhasi



(10.11.1937 - 20.01.2023)

Forever in our hearts

With profound grief we inform you of the sad demise of

Dr. Rajendra Kumar Somany

He was a leader, founder, a true visionary and will be remembered as a caring father.

Final Journey:
Lodhi Crematorium Ground
January 21, 2023, 12:15 PM

In Loving Memory:
Surendra Kumar Somany - Brother
Sandip and Sumita Somany - Son and Daughter-in-law
Sandhya and Arvind Agrawal - Daughter and Son-in-law
Divya Somany - Daughter
Grandchildren - Shashvat Somany | Udish Agrawal
and the Somany Family.



