



July 13, 2022

To
The Manager
The Department of Corporate Services
BSE Limited
Floor 25, P. J. Towers,
Dalal Street, Mumbai – 400 001

Scrip Code: 539450

Dear Sir / Madam,

Please find enclosed herewith the Public Notice convening the 66th Annual General Meeting of the Company which also provides information on remote e-voting, book closure and final dividend. The said Public Notice appeared in Financial Express (in English) and Mumbai Lakshdeep (in Marathi) on July 13, 2022.

We request you to kindly take the same on record.

Thanking you,

Yours faithfully,
For **S H Kelkar and Company Limited**

Rohit Saraogi
Company Secretary & Compliance Officer

Encl: As above



S H Kelkar And Company Limited
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KANTAR STUDY

Connected TV ads boost brand awareness 19%

AKANKSHA NAGAR Mumbai, July 12



According to Counterpoint Research, CTV's share in overall TV shipments in India reached 84% in 2021, compared to just 67% in 2020. The medium presents a huge opportunity for brands to build a full-funnel marketing strategy

WITH ITS SINGLE-LAYER targeting and widespread digital adoption, connected TV (CTV) as a medium appears to be very promising for both consumers and advertisers. Havas Media Group and MiQ partnered with Samsung Ads to run a CTV ad campaign for a global consumer homeware brand and conduct a brand lift study to measure CTV's efficacy. The brand lift study, conducted by Kantar and including respondents from across India, revealed that the campaign had a significant impact on brand lift parameters and performed well across the entire funnel.

Here are some key findings:

- 19% lift achieved in online ad awareness
■ 11% lift in brand favourability

- 10% lift in purchase intent
■ Strengthened brand attributes around target audience
■ Significant impact on association with the brand message

There are over 20 million CTV households in India; the medium commands under 10% of overall

ad spends and around 25% of the online video spends at the moment.

Rana Barua, CEO, Havas Group India, sees CTV as an essential link between the digital and traditional ecosystems. The audience is changing the way they consume

media, and CTV as a category is growing both in terms of screen impact and audience base.

"By incorporating engagement on CTVs, we will drive meaningful impact for a brand, business and people,"

he says. Mohit Joshi, CEO, Havas Media Group, is confident that the findings of the study will attract more advertisers to the CTV ecosystem and allow marketers to consider more full-funnel solutions to maximise reach in the addressable segment.

According to Counterpoint Research, CTV's share in overall TV shipments in India reached 84% in 2021, compared to just 67% in 2020. The medium presents a huge opportunity for brands to build a full-funnel marketing strategy and reach a vast pool of influential consumers with high purchasing power. By 2025, India is expected to have 80 million CTV households, according to Sidharth Dabhade, MD, India, SAARC and China, for MiQ. As a result, brands will expand their spending on this medium in order to reach consumers who have affordability as a big factor.

Categories including cosmetics, consumer electronics and e-commerce that are targeting premium audiences predominantly

are spending on this medium.

"CTV, soon, won't be restricted to urban and will have a rural component as well. The mass brands are also considering CTV as no one wants to miss out on the premium audiences, which are present only on CTV," he adds. The current study was done for the lighting category only. Rohan Chincholi, head, digital services, India, Havas Media Group, says that the agency will be conducting this for multiple categories, going forward.

CTV audiences have spending power and are predominantly cord-cutters.

Therefore, Chincholi says, the medium sits uniquely between someone who has been a traditional TV spender and a digital spender. It has the best of both sides since it gives brands the power of large screen visibility, has measurability of digital and data layers for better audience profiling.

LIC's plan to sell RCap bonds hits fresh hurdle

RAJESH KURUP Mumbai, July 12

THE MOVE BY Life Insurance Corporation of India (LIC) to sell secured bonds of Reliance Capital worth ₹3,400 crore has hit another roadblock. Now, non-governmental organisation (NGO) is seeking a ban on the bidders who are part of the bankruptcy process.

New Delhi-based Infrastructure Watchdog, has alleged that the prospective bidders are 'insiders' as defined under Sebi rules as they were given access to privileged and confidential business information. This includes Unpublished Price Sensitive Information, which is not available in the public domain, the NGO said in a letter to LIC and its advisor — IDBI Capital Markets & Securities.

The letter was also marked to the Securities and Exchange Board of India (Sebi) officials and the administrator of RCap's Corporate Insolvency Resolution Process (CIRP). "As part of the CIRP, the administrator had invited Expression of Interests (EoI) for RCap and its assets from the prospective bidders. Several prospective bidders, who are interested in acquiring RCap, have submitted their EoIs and are conducting due diligence," the letter said, adding, that these bidders are privy to crucial information.

Additional members of the Committee of Creditors, constituted by the administrator, also have access to and possess sensitive information.

NIIT LIMITED. Regd. Office: Plot No. 85, Sector 32, Institutional Area, Gurugram - 122001, Haryana. Notice of 39th Annual General Meeting. Includes details about the meeting, agenda, and contact information for the company secretary.

S H KELKAR AND COMPANY LIMITED. Notice of Annual General Meeting, Remote E-Voting, Book Closure and Final Dividend. Includes details about the meeting, agenda, and contact information for the company secretary.

DABUR INDIA LIMITED. NOTICE TO SHAREHOLDERS REGARDING 47TH ANNUAL GENERAL MEETING. Includes details about the meeting, agenda, and contact information for the company secretary.

NATIONAL STANDARD (INDIA) LIMITED. Table showing financial results for the quarter ended 30-June-2022. Columns include Particulars, For the Quarter ended (Unaudited), and For the year ended (Audited).

D. The Promoter Acquirers have furnished a Bank Guarantee of an amount of ₹2,60,00,000.00/- (Rupees Two Crore Sixty Lacs Only) issued by IDBI Bank Limited, a Banking Company registered under Companies Act, 1956 and having its registered office at IDBI Tower, WTC Complex, Cuffe Parade, Mumbai - 400005, Maharashtra, India and one of its office at Trade Finance Department, Specialised Corporate Branch, Panampilly Nagar, Post Bag No 4253, Kochi - 682036, Kerala, India in favor of Manager to the Offer (Bank Guarantee) being equal to 25.00% (Twenty-Five Percent) of the Maximum Consideration. The Manager to the Offer has been duly authorized to realize the value of aforesaid Bank Guarantee in terms of the SEBI (SAST) Regulations and the terms set out in the Bank Guarantee.

TENTATIVE SCHEDULE OF ACTIVITY. Table with columns: Sr. No., Tentative Activity Schedule, Day and Date. Lists various activities from issue date to date of closing of tendering period.

E. The Promoter Acquirers have appointed Nikunj Stock Brokers Limited as the registered broker for this Offer, through whom the purchases and the settlement of the Offer shall be made. The contact details of the Buying Broker are as mentioned below: Name: Nikunj Stock Brokers Limited, Address: A-92, Gf, Left Porton, Kamla Nagar, New Delhi-110007, Delhi, India.

