

Stocks and Securities

Aditya Birla Money Ltd.



**ADITYA BIRLA
CAPITAL**

PROTECTING INVESTING FINANCING ADVISING

Ref: SECTL/2023 – 72

June 13, 2023

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
MUMBAI – 400 001

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot No. C/1, G-Block,
Bandra-Kurla Complex, Bandra (East)
MUMBAI – 400 051

Scrip Code: BSE – 532974

NSE – BIRLA MONEY

Dear Sir / Madam,

Sub : Newspaper Advertisement regarding the 27th Annual General Meeting of the Company to be held on Thursday, 06th July, 2023 through Video Conferencing (VC) / Other Audio-Visual Means (OAVM)

In terms of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 and in compliance with General Circular Nos. 20/2020, 02/2021, 19/2021, 21/2021, 02/2022 and 10/2022 dated 05th May, 2020, 13th January, 2021, 08th December 2021, 14th December 2021, 05th May 2022 and 28th December 2022 respectively, issued by Ministry of Corporate Affairs, Government of India, please find enclosed copies of the advertisement regarding 27th Annual General Meeting of the Company to be held on Thursday, 06th July, 2023 through VC / OAVM in the following newspapers:

1. Business Standard, All India Editions in English; and
2. JaiHind Rajkot Edition in Gujarati;

The same has been uploaded on the Company's website www.adityabirlamoney.com.

This is for your information and record.

Thanking you,

Yours faithfully,
For **Aditya Birla Money Limited**

Divya Poojari
Company Secretary

Encl: a/a

Aditya Birla Money Ltd.

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Seeds of stagnation in Bt cotton

Manufacturers said deferrals in introducing newer variants would seriously hit productivity

SANJEEB MUKHERJEE
New Delhi, 12 June

Last month, a meeting of the Genetic Engineering Appraisal Committee (GEAC) decided to seek fresh information from Mahyco on the Bollgard-2 Round-up Ready Flex (BG-2 RRF), a second-generation variant of the genetically modified (GM) Bt cotton seed. Specifically, the GEAC wanted to recheck BG-2 RRF's efficacy claims against certain targeted pests, including the dreaded pink bollworm. The committee also wanted a revised analysis of the socioeconomic impact of the use of this hybrid.

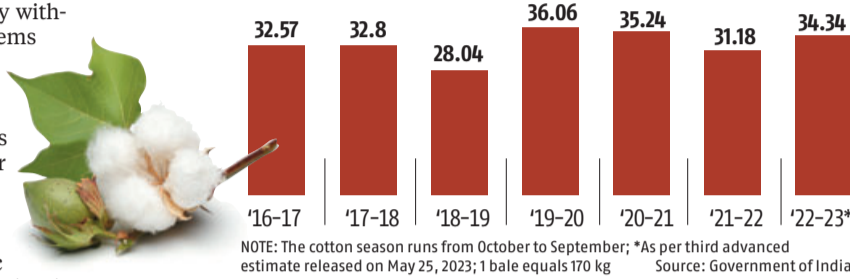
This dossier has had a chequered history. It was first submitted in 2013, according to senior industry sources. In 2016, it was voluntarily withdrawn owing to problems with intellectual property rights with its principal partner, US-based Monsanto. The dossier was resubmitted in November 2021, following which a panel was constituted to study it. In the first dossier, the socioeconomic assessment was conducted independently by Indian Council of Agricultural Research (ICAR) and its affiliate, the National Academy of Agricultural Research Management.

Though the dossier's contents and the panel's findings are not available in the public domain, the demand for a fresh dossier and socioeconomic study has dismayed seed manufacturers. Bhagirath Choudhary, founder and director of the South Asia Biotechnology Centre (SABC), Jodhpur, told *Business Standard* that revisiting the original dossier would delay the approval process for introducing next-generation GM cotton in India by at least two years. Seed manufacturers say the delay in granting approval for the new technology has resulted in stagnating cotton yields (per hectare yield has stagnated at 400-600 kg for the past few years).

Some industry players are also perplexed at GEAC linking BG-2 RRF with pest management for dreaded pests such as the bollworm complex. "BG-2 RRF is purely for weed management. To seek information on its specific impact on certain pests such as the bollworm complex is not very clear," a senior industry official said.



CROPPED YIELDS



At the same meeting, the regulator also approved field trials of a separate application by Hyderabad-based seed company Bioseed Research India for field trials of a new variant of GM cotton that has a gene resistant to pink bollworm. The fate of these trials is also uncertain; some states where they were to be conducted have not been forthcoming in granting the mandatory no-objection certificates (NoCs) required for such trials.

In response, the GEAC, according to the minutes of the meeting, directed the Department of Biotechnology (DBT), ICAR, and the ministry of agriculture to consider jointly organising capacity-building activities with regard to GM crops for (apprising) states and Union Territories of the technology involved and regulatory framework in place for evaluating these GM crops, thereby enabling informed decision-making by them.

This intervention has infuriated civil society activists who allege that far from being independent, the regulator is trying to influence states or even coerce them to grant NoC for field trials of GM cotton. This direc-

tion, they say, ignores the fact that agriculture is a state subject and granting permission for field trials lies squarely in the state's domain.

The upshot of all this is that farmers are increasingly opting for illegally manufactured and untested second-generation Bt cotton, which may be detrimental to their own health and the soil in which it is being grown. Moreover, opposition by non-governmental organisations to field trials of new seed varieties of Bt cotton will only fuel the sale of illegal BG-2 RRF cotton, Choudhary said.

In any case, they contend, the pink bollworm has already developed resistance to Bt cotton owing to alleged delays in allowing the growing of refugia, or non-Bt cotton crops, along with Bt cotton to maintain the resistance of Bt cotton to new emerging pests.

The proliferation of illegal Bt seeds is growing with each passing season. Some years ago, a report by the Field Inspection and Scientific Evaluation Committee set up under the DBT by the Prime Minister's Office had apparently found that in 2017 the area under

unapproved Bt cotton was around 15 per cent of the overall figures.

Though the report was never made public, industry sources said that it pointed towards a disturbing trend. In the 2023 kharif, cotton sowing has begun in several northern and western Indian states, and industry players said some 7.5 million out of the estimated 45 million packets of cotton seed sold (around 17 per cent) were of illegal Bt cotton.

"Unless this is curbed, it will have serious consequences on cotton production and cotton crop in India," another industry official said. That's because the Bt cotton has a unique resistance to pink bollworm.

According to various studies and an SABC note, pink bollworm is one of most common pests to inflict cotton farms worldwide and also in India where it has emerged as a major threat.

The outbreak of pink bollworm was first reported in 2013-14 in Gujarat from where it has quickly spread to Maharashtra, Andhra Pradesh and Telangana. Now, the pest has heavily infested cotton crops in Punjab, Haryana and northern Rajasthan. Cotton is grown in 12-12.5 million hectares in India and much of this is threatened by pink bollworm. The pest, said SABC, could reduce seed cotton yields by 35 to 90 per cent, and degrade the quality of the cotton that can be produced from the lint.

Scientists and field researchers say there are mainly three ways to deal with pink bollworms. One is disrupting the pest's mating cycle, the other is releasing sterile moths to control its reproduction, and the third is the extensive use of advanced varieties of Bt cotton seeds that are naturally resistant to pink bollworm.

The US, which is a big cotton producer, has used a combination of all three techniques. In India, the option has to exponentially raise the number of pesticide sprays. This requires spraying pesticides; after 50 days in the field, the crop will require one dose of pesticide every 10 days. Before the advent of pink bollworm, the average number of pesticide sprays had dropped to just two or three times because the available seeds had strong resistance to the pests. Now, for the pink bollworm, this is no longer an issue.

'Fantasy sports a golden goose for Atmanirbhar Bharat'

The 2023 season of the Indian Premier League (IPL) not only registered spectacular viewership figures but also gave a boost to fantasy sports (FS) in India. In a video interview with Debarghya Sanyal, Federation of Indian Fantasy Sports (FIFS) Director General JOY BHATTACHARJYA broke down the growth of FS across Tier-II and -III cities, revenue models, and the sector's rising importance to India's development goals. Edited excerpts:

How has IPL 2023 played out for fantasy sports in India?

While we don't have the exact figures for the latest edition, I can confirm — especially in terms of the bigger games with larger formats — we have seen a huge increase. There has been a 30-40 per cent surge in user volume and subscriptions across platforms.

Can there be a comparison between Fifa World Cup 2022 and IPL 2023 in terms of the sheer pull for fantasy sports?

While the football World Cup is a very healthy project, it is still a specialist's game. Only a tiny section of FS consumers in India knows enough players in the world cup to help them strategise their team selection for the matches. For IPL, however, most FS players will now be at least 60 per cent of the cricketers in each team. There's more mass connect. Therefore, in terms of size, IPL is mammoth and much of this is threatened by pink bollworm. The pest, said SABC, could reduce seed cotton yields by 35 to 90 per cent, and degrade the quality of the cotton that can be produced from the lint.

Speaking about mass connect, do you see a diversification of player profile for FS in India, and what are the major factors behind it?

An industry grows when, firstly, the awareness about the product increases and, secondly, entry-level barriers are reduced. The first such barrier is the cost itself. Today the initial investment in a paid game is as low as ₹25-35. The second entry-level barrier reduced is technological access. Most FS platforms are now available on smartphones. You don't need a sophisticated computer or gaming console or a café for it.

More importantly, the expansion of FS to Tier-II and -III cities has also been driven by the ease of access in registering your own team for fantasy games. In fact, the growth of FS around IPL has primarily been driven by the awareness that players in these



cities have about the sport. They connect better with cricketers coming out of small towns and are more aware of the narratives that these players bring to the field. If you can spend ₹25-35 and be a part of this narrative, it changes the experience of the game for you as a fan.

You spoke of awareness and strategy. Betting has been a lingering fear in the cultural understanding of Indian cricket for a while, and FS platforms have often been linked to it. How are FS platforms planning to disassociate from this notion?

FS is a game of chance. Just like stock markets, it's about making informed guesses based on incomplete datasets. Moreover, FIFS has mandated certain basic rules that deny players the chance at addictive betting on particular games. Games across platforms should pertain to formats with set guidelines and the user plays a live game. If you want to play a fantasy sport in IPL, let's say you have registered your team between 7 and 7.30 pm. In the formats that are allowed in FIFS, once you put together your team, you cannot make a change before the next day. The way fantasy sports sanctioned by FIFS are structured,

they cannot be addictive. The games are not supposed to be immediate. The fantasy player is more of a strategist. Once the players get on to the pitch, their job is done, and they can only wait for the result.

Several FS platforms have adopted a high-burn model in terms of their advertisements, with major stars being roped in for promotion. How is this sustainable, and what revenue models are platforms adopting to help boost operations?

It has become easier now in India to mount FS games. So the prime cost involved is towards differentiating oneself. There are several strategies for this. One is to burn money on marketing by using stars. The second is by playing big-ticket games or with massive prizes like sports utility vehicles or jewellery worth ₹10 lakh.

Another way that platforms are trying to differentiate is to find a niche for building audiences. For instance, there are platforms that target audiences in a specific state, because they know how the untapped core, rural markets in these areas work. A Dream11 or a My Cricket11 is too large to cater to such niches.

In fact with women's IPL, kho-kho, kabaddi and volleyball gaining traction, platforms and operators also are actively looking to expand into these sports and their niche audiences.

And how is FIFS reacting to the current goods and services tax debate?

I'll only leave it at one thing: we shouldn't kill the golden goose. Right now, FS is a golden goose and a strong part of the vision for a \$5-trillion economy and Atmanirbhar Bharat. If you over-tax players, it will reduce their enthusiasm and be counterproductive. We've been engaging continuously with the government, and we hope for clarity on GST as well as a uniform regulatory framework across states clarifying the labeling of FS as games of skills.

TENDER CARE — Advertorial

MANAGER, EIL, CONFERRED WITH FIPI OIL AND GAS AWARD 2022

Ms. Divya Dutta, Manager, Engineers India Limited (EIL) has been conferred with the Federation of Indian Petroleum Industry (FIPI) Award 2022- "Special Commendation" in Young Achiever of the Year in Oil & Gas Industry category. Ms. Dutta received the award from Sh. Hardeep Singh Puri, Hon'ble Union Minister of Petroleum & Natural Gas and Housing & Urban Affairs at a function held in New Delhi on 7th June, 2023. Shri Rameswar Teli, Hon'ble Union MoS for Petroleum & Natural Gas and Labour & Employment, Shri Pankaj Jain, Secretary, MoP&NG, and Ms. Vartika Shukla, C&MD, EIL also graced the occasion. The FIPI Awards honour the leaders, innovators and pioneers in the oil and gas industry and celebrate the industry's most outstanding achievements.



OUTREACH CAMPAIGNS ORGANIZED BY UNION BANK OF INDIA

'Outreach Campaigns' under 'Project Power' with sanction of Rs 110 Crore were organised in our aspirational district Indore at two locations under gracious presence of 'CGM Shri Rajiv Mishra Sir' & 'FGM Bhopal, Shri B P Das'. Highlight of the events were distribution of sanction letters to NTB & ETB customers of all sectors be it MSME, Agri & Retail. -Feedback was also sought from customers to better our products and services to reach banks aim of gaining market share under Project Power. Location 1: Association of Industries, Polo ground, Indore. -The program was also attended by 'Chairman & Vice chairman of Association of Industries and also President of DIC, Indore.' -Sanction & in principle sanction given to MSME customers 'totalling Rs 75.70 Cr.' Location 2: Hotel Solaris - Sanction conveyed to MSME small borrowers total amount of 'Rs 35 Crore' amounting Rs 5.21 Cr, Retail sanction of Rs 25 Cr & Agri loan of Rs 2.45 Cr, Gold loan Rs 2.02 Cr. Apart from sanctions, Branches have also mobilized CASA of Rs 96.96 lacs under 507 accounts.



UBI PROJECT POWER MEGA OUTREACH PROGRAMME - PUNE METRO REGION

Union Bank of India, through its Regional Office - Pune Metro, conducted Project Power Mega Outreach Programme at Hotel Aurora Towers in Pune, on 9th June, 2023. The programme was presided by Mr. Prafulla Kumar Samal - CGM & CFO of Union Bank of India, Mr. Naveen Jain - Zonal Head, Mr. Parthasarathi Dash - Regional Head of Pune Metro Region. One of the important objectives of Union Bank of India is to safeguard customer interests and create customer awareness. Towards this objective, Union Bank of India - Pune Metro Region had organized outreach program under the name PROJECT POWER MEGA OUTREACH PROGRAM in different parts of the country.



UNION BANK OF INDIA ORGANISED MEGA OUTREACH PROGRAM

Mega outreach Program under Project POWER has been organised by Ahmednagar Regional Office under the guidance of Regional Head Mr. Ashwani Kumar Sinha. On this occasion Chief Guest and mentor Mr. Srinivas S. (DGM, RABD CO Mumbai) addressed to the customers and distributed sanction letters. Deputy Regional Head Mr. Senthil Kumar and MLP head Mr. Nishith Raj Singh graced the occasion. 14 BHs along with their more than 200 customers attended the outreach program. Stalls of Retail, Agriculture, Gold, MSME, CASA, Digital, TPPD and Blood Donation. Valuable customers narrated their success stories explaining their journey since inception with Union Bank of India. Further customers were also made aware of bank new product/schemes through PPT presentation. During outreach program good number of leads generated in CASA, RAM, Social security schemes.



UBI, BHUBANESWAR REGION, CONDUCTS MEGA OUTREACH CAMP

Mega Outreach Camp for Aspirational District in Khurda district was organized by Regional Office Bhubaneswar at Institute of Life Sciences, Bhubaneswar on 08-06-2023 in the august presence of Central Office Chief General Manager Pravin Sharma, FGM Bhubaneswar Sarvesh Ranjan, Deputy Zonal Head Bhubaneswar R Devraj, Regional Head Bhubaneswar Niranjan Barik along with other executives from Zonal Office Bhubaneswar, Regional Office Bhubaneswar, LCB Bhubaneswar, MCB Bhubaneswar, MLP Bhubaneswar, RLP Bhubaneswar and our bank's existing and new esteemed customers for the Mega Outreach Camp at Bhubaneswar on 08-06-2023. In the event more than 110 sanction letters were distributed in various schemes. Chief General Manager Pravin Sharma discussed with the customers regarding the various scheme available with the bank and requested the customers available for giving more feedback for making the banking services more customer effective. In the occasion of his visit, a health and eye check up camp was also organized in collaboration with Utkal Hospital.



UBI, KHORDHA BRANCH, NEW PREMISES INAUGURATED

Union Bank of India, Khordha Branch New premises was inaugurated on 08-06-2023 by Chief General Manager Central Office Pravin Sharma, Field General Manager Bhubaneswar Sarvesh Ranjan along with Deputy Zonal Head Bhubaneswar Ranjit, Regional Head Bhubaneswar Niranjan Barik, on this occasion other executives of Regional Office Bhubaneswar, Branch Head Khordha Branch Sanjay Kumar Sahoo and Senior Officers from Regional Office Bhubaneswar along with valuable customers of the branch were present to grace the occasion. On this occasion, a financial Inclusion Camp was also organized by Khordha branch of the Bank.



TAMIL NADU INFRASTRUCTURE DEVELOPMENT BOARD
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INVITATION FOR PROPOSAL
Preparation of a Concept Plan and a Detailed Project Report for the establishment of a World Class Biodiversity Conservation Park at Kadambur, near Maraimalai Nagar, Chengalpattu District, Tamilnadu, India

- The Chief Executive Officer, Tamil Nadu Infrastructure Development Board invites proposal from consultants for Preparation of a Concept Plan and a Detailed Project Report for the establishment of a World Class Biodiversity Conservation Park at Kadambur, near Maraimalai Nagar, Chengalpattu District, Tamilnadu, India.
- Request for Proposal (RFP) may be downloaded from the websites - <https://tntenders.gov.in/nicppp/app> and <https://tnibd.tn.gov.in/en/>. The Bid Security amount of Rs.1,00,000/- is to be paid through e-procurement portal.
- A pre-bid meeting for the prospective applicants is scheduled on 22.06.2023 at 11:00 Hours.
- Proposals complete in all respect must be submitted online through the e-Procurement process as specified in the RFP on or before 15.00 Hours on 12.07.2023.
- All other details are available in the Request for Proposal (RFP).

CEO, TNIDB

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Aditya Birla Money Ltd.

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ADITYA BIRLA CAPITAL

Notice is hereby given that:

- The Twenty Seventh Annual General Meeting (AGM) of the Members of the Company will be held on Thursday, July 06, 2023, at 11.00 A.M. through Video Conferencing (VC) / Other Audio Visual Means (OAVM).
- The AGM will be held in compliance with the Companies Act, 2013 read with General Circulars No.14/2020 dated April 08, 2020, No.17/2020 dated April 13, 2020, No.20/2020 dated May 05, 2020, No.02/2021 dated January 13, 2021, No.21/2021 dated December 14, 2021 and No.10/2022 dated December 28, 2022 and General Circulars No.02/2022 dated May 05, 2022 issued by the Ministry of Corporate Affairs.
- Accordingly, Notice of the AGM and the Annual Report for the Financial Year 2022-23 are sent to those Members whose email ID's are registered with the Company / Depository Participant(s).
- The Business as set out in the Notice shall be transacted through voting by electronic means.
- The Register of Members will remain closed from June 30, 2023 to July 06, 2023 (both days inclusive).
- A person whose name is recorded in the Register of Members or Beneficial Owners maintained by the depositories as on the cut-off date, June 29, 2023, only shall be entitled to avail the facility of remote e-voting provided by CDSL as well as voting at the AGM.
- The remote e-voting period begins on Monday, July 03, 2023 at 9.00 A.M. (IST) and ends on Wednesday, July 05, 2023 at 5.00 P.M. (IST), after which remote e-voting shall not be allowed.
- Any person who becomes member of the Company after dispatch of Notice of the Meeting and holding shares as on the cut-off date i.e. June 29, 2023 may obtain the User ID and Password by sending a request at helpdesk.evoting@cdslindia.com. If the member is already registered with CDSL for e-voting, then he/she can use his/her existing User ID and Password.
- The Notice of the Meeting along with the instructions for remote e-voting are available on the website of the Company at www.adityabirlamoney.com, of the Stock Exchanges, BSE Limited and National Stock Exchange of India Limited at www.bseindia.com and www.nseindia.com respectively and of CDSL at www.evotingindia.com.
- Members may refer to the Frequently Asked Question ("FAQs") and e-Voting Manual available at www.evotingindia.com, under help section or write an email to helpdesk.evoting@cdslindia.com.
- The facility for e-voting will also be made available at the AGM and the members attending the AGM who have not already cast their votes by remote e-voting shall be entitled to vote through e-voting at the AGM.
- Members may participate in the AGM even after exercising their right to vote through remote e-voting but shall not be allowed to vote again at the AGM.
- Members are requested to register their e-mail addresses with their Depository Participants in case the shares are held by them in demat form and with the Company in case the shares are held by them in physical form.
- Members who have not registered their email addresses are requested to mail the details as specified in the Notice to abml.investorgrievance@adityabirlacapital.com for obtaining login credentials for e-voting.
- Any queries may be mailed to abml.investorgrievance@adityabirlacapital.com.

Place : Mumbai
Date : June 12, 2023

By Order of the Board of Directors
For Aditya Birla Money Limited
Divya Poojari
Company Secretary

