



**DILIP BUILDCON LIMITED**  
INFRASTRUCTURE & BEYOND

**Date: 26.05.2020**

To  
BSE Limited  
Listing Department  
P.J Tower, Dalal Street  
Mumbai - 400001

To  
National Stock Exchange of India Ltd.  
Exchange Plaza, C-1, Block G  
Bandra Kurla Complex,  
Bandra (E), Mumbai - 400051

Stock Symbol -540047

Stock Symbol -DBL

**Sub: Compliance under Regulation 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir/Madam,

Pursuant to Regulation 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith the copies of the newspapers been published in Business Standard Newspaper (English and Hindi) for the following:

S. No.	Matter	Date of Publication
1	Notice of Board Meeting scheduled to be held on Friday, May 29, 2020 at the registered office of the Company i.e. Plot No.5, Inside Govind Narayan Singh Gate, Chuna Bhatti, Kolar Road, Bhopal (M.P)- 462016.	May 26, 2020

Further, the said information is also available on the Company website at [www.dilipbuildcon.com](http://www.dilipbuildcon.com)

Thanking you

**For Dilip Buildcon Limited**

  
**Abhishek Shrivastava**  
Company Secretary



Encl a.a.

**Regd. Office :**

Plot No. 5, Inside Govind Narayan Singh Gate,  
Chuna Bhatti, Kolar Road, Bhopal - 462 016 (M.P.)  
Ph. : 0755-4029999, Fax : 0755-4029998

E-mail : [db@dilipbuildcon.co.in](mailto:db@dilipbuildcon.co.in), Website : [www.dilipbuildcon.co.in](http://www.dilipbuildcon.co.in)

# Brands play down the festive pitch on Ramzan

Compassion, health and safety dominate advertising narratives as the celebratory moment loses its sparkle in the lockdown

TE NARASIMHAN  
Chennai, 25 May

As Ramzan slipped in quietly this year, in the midst of a lockdown, the widespread hardship imposed by Covid-19 has put the lid on one of the big festive-marketing moments of the year. Brands, constrained by a broken supply chain and lack of demand, apart from the dampened mood of the festival this year, have stuck to messages of health and well-being, eschewing the routine call for spending and feasting.

Big Bazaar, Surf Excel, Tata Motors, start-ups in ecommerce and travel and commodity brands for sugar, flour and salt, have all taken the digital-first route this year with some sticking only to social media to spread the word. The ads universally focus on the emotional state of the individual, highlighting the sacrifices being made by employees or by front-line workers and their families. There is just a passing mention, if at all, of the product or the service the brand provides.

Given the lack of an overall spirit of feasting and celebrations this year, many brands have chosen to keep their ad spends to the minimum and some have replaced the traditional digital film or television commercial with smart visuals and memes. Mondelez's Oreo brand, Amul India, Dabur's Real brand of juices and several others have chosen to use a striking image with the message of universal love and happiness to mark the occasion.

The aim is to embed the brand in the sentiment of the moment, rather than leverage this as a marketing opportunity. Tata Motors is hoping to do that by telling the story of the festival and the prevalent crisis through



From Left: Dabur and some other brands have stuck to social media for their Eid messages while Parle-G biscuits and Tata Motors have spun a narrative around spreading cheer and compassion during the season



that of the lives of truck drivers. The ad shows a boy emulating his truck-driver father who has chosen to stay away from home during Ramzan to help deliver essential commodities. The boy spends his day delivering essentials to the elderly people in his neighbourhood, maintaining all the rules of social distancing. Do good, the ad says, referring to the spirit of 'neki' or goodness of the season.

The ad is meant to acknowledge the huge effort being undertaken to keep the supply chain flowing smoothly, the company said. Rudrarup Maitra, vice president, Tata Motors CV International Business said, "The custodians of our supply chain are the unsung heroes who have managed to deliver our daily needs to our doorstep and helped us maintain some normalcy in our interrupted lives. They face a grave risk moving from place to place not knowing what to expect but knowing that they must deliver to fulfil the needs of others."

This ad is about how a son follows his father's example, much like another popular ad—that of Unilever Pakistan for Surf Excel called '#Neki-NahiRukegi' (goodness can't be stopped). A young boy and his friends are shown performing small acts of kindness to celebrate the festival, helping them overcome the challenge of a lockdown.

By channelling the underlying emotion of universal kindness, experts say that brands have hit upon an effective way to reach the consumer at a time when most are not thinking about anything but essential purchases. "I think brands have risen to the Covid-19 challenge. The celebratory economy is dead, and so is celebratory advertising. Every brand with a fresh creative has stuck to the tone, tenor and decibel of the moment. Brands are cautious, respectfully distant and yet congratulatory," said Harish Bijoor, brand strategist and founder of Harish Bijoor Consults.

Most festivals carry an

underlying message of compassion and caring, often given a secondary positioning in the cacophonous marketing that has come to accompany all such occasions in the country. With the lockdown making it impossible to advocate indulgent spending or bingeing on movies, food and such other desires, brands have had to reshuffle their priorities, said marketing experts.

However the big problem is making one's message sound authentic, and different from the rest. Future Group's Big Bazaar team said it worked on a message that retained the spirit of the holy month and that of Covid-19. According to its spokesperson, the digital film 'Ibaadat bhi, hijraazat bhi' (prayers with safety) speaks about the power of prayer and the power of sanitising oneself to keep the virus away. A festival that would otherwise have had been marked by the release of a big movie, big discounts and new launches has learnt to live with less this year.

**EICHER**  
**EICHER MOTORS LIMITED**  
CIN: L34102DL1982PLC129877  
Regd. Office: 3rd Floor-Select Citywalk, A-3 District Centre, Saket, New Delhi-110017  
Corp. Office: #96, Institutional Area, Sector 32, Gurugram-122001, Haryana  
Telephone: +91 124-4415600  
Website: www.eichermotors.com, Email: investors@eichermotors.com

**NOTICE**  
Pursuant to Regulation 29 & 47 of the SEBI (LODR) Regulations, 2015, notice is hereby given that a meeting of the Board of Directors of the Company will be held on Friday, June 12, 2020, inter-alia, to:

- (i) consider and approve audited standalone and consolidated financial statements for the financial year ended March 31, 2020;
- (ii) consider and approve audited standalone and consolidated financial results for the fourth quarter and financial year ended March 31, 2020 (prepared pursuant to SEBI (LODR) Regulations, 2015);
- (iii) consider and approve sub-division/split of equity shares of face value of Rs. 10 each of the Company in such manner as may be determined by the Board of Directors.

The above intimation is also available on Company's website www.eichermotors.com and also on the website of stock exchanges i.e. NSE-www.nseindia.com and BSE-www.bseindia.com.

For Eicher Motors Limited Sd/-  
Manhar Kapoor  
General Counsel & Company Secretary  
Date: 25.05.2020  
Place: Gurugram, Haryana

**ALL INDIA INDUSTRIAL GASES MANUFACTURERS' ASSOCIATION**  
215, Square One, C-2, District Centre, Saket, New Delhi - 110 017 (INDIA)  
Phone : +91-11-41076159, +91-11-41076160

**NOTICE FOR 44th ADJOURNED ANNUAL GENERAL MEETING**

NOTICE is hereby given that the 44th Adjoined Annual General Meeting of All India Industrial Gases Manufacturers' Association will be held at 3.00 p.m. on Friday, 12th June 2020 at Hotel Renaissance, Near Chinmayanand Ashram, Powai, Mumbai - 400 087 to transact the following business:-

1. Confirmation of Minutes of the Extraordinary General Meeting held on 7th March 2020
2. To consider and adopt the 44th Annual Report of the Association.
3. To consider and adopt the Audited Balance Sheet and Income & Expenditure Account of the Association for the financial year ending 31st March 2019.
4. To appoint Statutory and Internal Auditors for the year 2020-2021
5. To declare the final list of the Members of the Managing Committee of the Association for the year 2020-2022.
6. Any other matter with the permission of the Chair.

By Order of the Managing Committee of All India Industrial Gases Mfrs. Assn. Sd/-

(VEENA PETER)  
SECRETARY

25th May 2020  
NEW DELHI

**NOTE:**

If there is no quorum, the meeting will be adjourned to Friday, 4th September 2020 at 3.00 p.m. and in the adjourned meeting, business as per Agenda, will be transacted, irrespective of quorum.

**DILIP BUILDCON LIMITED**  
CIN: L45201MP2006PLC018689  
Regd. Office: Plot No. 5, Inside Govind Narayan Singh Gate, Chuna Bhatti, Kolar Road, Bhopal 462016, Madhya Pradesh  
Email: db@dilipbuildcon.co.in; Website: www.dilipbuildcon.com  
Tel: +91 755 4029999; Fax: +91 755 4029998

**NOTICE**  
Pursuant to Regulation 29 and 30 read with Regulation 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, that the meeting of Board of Directors of the Company is scheduled to be held on Friday, May 29, 2020 at the registered office of the Company i.e. Plot No.5, Inside Govind Narayan Singh Gate, Chuna Bhatti, Kolar Road, Bhopal (M.P.)-462016, inter-alia to consider the following matters:

Item No.	Agenda Items
1.	To consider and approve the audited IND AS Standalone and Consolidated Financial results for the quarter and year ended March 31, 2020.
2.	To consider and recommend dividend for the Financial Year 2019-20, if any.
3.	To consider any other matter with the permission of chair with the consent of atleast one independent director.

Further, as per Company's Code of conduct of Prevention of insider trading and pursuant to Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015 as amended from time to time, the trading window for dealing in the securities of the Company for promoter, promoter group, Directors, KMPs, designated employees, designated persons, immediate relatives, specified person and connected person is already closed till 48 hours after the declaration of financial results of the Company for the quarter and year ended on March 31, 2020.

This information is also available at the website of the Company at <http://www.dilipbuildcon.com> and website of the Stock Exchanges i.e. <http://www.bseindia.com>

For Dilip Buildcon Limited Sd/-  
Abhishek Shrivastava  
Company Secretary  
Place : Bhopal  
Date : 25.05.2020

**Jay SPEAKS**

"Politics. Economics. And other Domino Effects."

Business Standard  
Insight Out

To book your copy, call 022 4027 5432 or SMS reachbs to 57575 or email us at [order@bsmail.in](mailto:order@bsmail.in)

[bsindia](https://www.facebook.com/bsindia) [bsindia](https://twitter.com/bsindia)  
www.business-standard.com

▶ FROM PAGE 1

## New way to fly...

After widespread scepticism was reported over the app, the government had relaxed guidelines and had allowed a self-declaration form as an alternative. "I don't know about self-declaration form. I know that you need to show green on this app," a security agent at Delhi Airport was firm. In the next few weeks, such confusions will lead to considerable delays for many.

The check-in counters were a deserted look as many chose to travel only with hand luggage and had done prior web check-ins. "I am happy that people have paid attention to this directive. It cuts down the risk of proximity," said Ranjana, who helps people check-in for a private airline.

Inside the 5.4-million sq. ft Terminal-3 of Delhi Airport, social distancing wasn't a problem and check-ins were fast as airlines are operating only one-third of their slated capacity. The airport has, however, had to sacrifice its 'silent' status as there were frequent announcements reminding people to maintain distancing.

The Central Industrial Security Force has also taken steps to keep their jawans safe. Days of physical frisking and boarding card stampings seem to be over, as CISF personnel are now checking travellers with a metal detector from 2 ft distance. However, the force hasn't changed its archaic procedure of asking passengers to keep their mobile, belt, wallet, and laptops in

trays for scanning. "The trays are well sanitized at regular intervals," Rajiv Ranjan, director-general of CISF, said when pointed out about the procedure. As Ranjan seemed reluctant to change the process, it would be advisable for flyers to sanitize items after every scan. Eateries and duty-free shops have reopened inside T-3, but Sashi, who manages The Cellar Store, said sales are low. "I expect sales to be poor in the first one month. Gradually people will accept the normal," he said, adding he wasn't allowing more than five customers to enter the wine store at the same time.

## Net direct tax...

He added that the revenue collection estimate should be in line with the GDP growth forecast. In the coming months, even net collections are expected to come under pressure once the base effect weans off.

The RBI had on Friday said India's GDP growth would be in negative territory in FY21, owing to the disruption in economic activity. The tax department missed the downward revised target for direct tax collections for FY20 by ₹1.42 trillion, to achieve ₹10.27 trillion — an over 9 per cent yearly fall. Growth of 28.2 per cent would now be needed, against the assumed rate of 12 per cent in the Budget, to meet the collection target of ₹13.19 trillion. Refunds worth ₹52,491 crore in about 40,000 cases are pending. These pertain to cases picked up for scrutiny or pending at the end of assessing officers. Of those, about ₹36,155 crore of refunds are stuck because these cases have been picked up for scrutiny.

## Airtel...

Last week, Bharti Telecom raised about ₹3,500 crore via commercial paper, which offered 6.16 per cent on average with a three-month maturity.

Commercial paper is a short-term debt instrument with less than a one-year maturity. In January, Bharti Airtel allotted \$2 billion worth of equity shares to institutional investors to pay the AGR (adjusted gross revenues) dues to the central government. The company will also raise an additional \$1 billion (₹7,600 crore) as convertible bonds due in 2025, according to the terms of the transaction.

The combined fund raising of Airtel works out to ₹40,000 crore (\$5.5 billion), the biggest ever equity raising by any Indian company within a financial year. This year, RIL's ₹53,000 crore rights issue will take it to top spot.

Airtel's promoters held 62.7 per cent in the company, which fell by about four percentage points in the rights issue after Bharti Telecom, one of the promoter entities, renounced a part of its share in the rights subscription in favour of GIC of Singapore. With the latest stake sale, the promoters' holding will fall from 58.98 per cent to 56.23 per cent.

Airtel recently reported a consolidated net loss of ₹5,237 crore for the quarter ending March 2020, against a net profit of ₹107.2 crore in the year-ago period. This was mainly due to the company accounting for ₹7,004 crore in March 2020 quarter, as reassessed regulatory costs pertaining to spectrum charges. The operational performance was good, and is expected to improve further helped by tariff hikes taken earlier and improving data traffic.

## 400 flights take off...

He said loads were higher on return flights to Delhi. Operational stability and safety were more important on day one and the numbers would increase gradually with passenger confidence, he said.

Similarly in Bengaluru, some passengers opted to return to the cities from where they had travelled after landing. They were not prepared to go through the quarantine process. "We had deployed staff outside terminal entrance to help passengers with all the formalities. Operations were smooth," said Hari Marar, managing director of Bangalore International Airport Limited. At Mumbai and Delhi airport, however, passengers complained of long queues while entering as they had not downloaded Aarogya Setu app and had not completed other formalities.

## Sonipat's MSMEs...

It's not just that many units are yet to open, discontent festers in the labour colonies with overflowing drains, close-built quarters and shared toilets. The only 'social distancing' that the labour know about here is that the factories are to work with 40-50 per cent man power at any given time, thereby cutting into their employment opportunities. "Look at the size of my factory floor. Do you think my 175 workers can work together and still maintain one meter distance," asks the owner of a small factory that makes packaging for medicines and is working with about 50 people now.

"The demand is tepid now, so we can manage with less production and people. But when demand improves, it will be difficult to adhere to social distancing guidelines. It is easy for policymakers to ask us to have shifts and rotation of employees, but these rules are difficult to execute," he says.

More on [businessstandard.com](https://www.business-standard.com)

## BS SUDOKU

# 3060

		3	4	5				
	2				7			
5				9				
		5			3		9	
	6		5	2				
			1		2			
1					4	9		
					6		7	
				8	3			2

SOLUTION TO #3059

4	7	1	5	6	9	8	2	3
5	6	3	7	8	2	9	4	1
8	9	2	4	1	3	5	6	7
2	5	9	8	7	1	6	3	4
1	4	8	6	3	5	7	9	2
6	3	7	2	9	4	1	5	8
3	1	6	9	2	8	4	7	5
7	8	5	3	4	6	2	1	9
9	2	4	1	5	7	3	8	6

Very hard: ★★★★★

Solution tomorrow

### HOW TO PLAY

Fill in the grid so that every row, every column and every 3x3 box contains the digits 1 to 9



