



Registered Office:
"Chaitanya",
No. 12, Khader Nawaz Khan Road,
Nungambakkam,
Chennai – 600006
PH: 044 28332115

Sundaram-Clayton Limited

28th March 2023

BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001.
Scrip code: 520056

National Stock Exchange of India Ltd.,
Exchange Plaza, 5th Floor,
Bandra-Kurla Complex,
Bandra (E), Mumbai 400 051.
Scrip code: SUNCLAYLTD

Dear Sir,

Sub: Postal Ballot Advertisement

We enclose copies of the advertisement published on 28th March 2023 in Business Standard (English) and Makkal Kural (Tamil, Regional language), regarding postal ballot notice.

The Notice is also available at the Company's website viz., www.sundaram-clayton.com .

This is for your kind information.

Thanking you,

Yours faithfully,
For Sundaram-Clayton Limited

RAJAPPA
RAJA
PRAKASH

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RAJAPPA RAJA PRAKASH
Date: 2023.03.28 18:11:40
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R Raja Prakash
Company Secretary



WPL a game changer for women's cricket

As inaugural edition ends with competitive action and big money pouring in, players hail its potential

WIBWAG RAGHUNANDAN
New Delhi, 27 March

Insofar as official tournament hashtags go, the Women's Premier League (WPL) seemed to have nailed it perfectly. #YehToBasShuruafai (this is just the beginning) works two-fold—the promise of more to keep everyone excited and the thrill at having already broken a ceiling, but wait, there's more yet. For a country obsessed with cricket—although most of India's obsession is with the boys in blue—this tournament's epic finale, won by the Mumbai Indians at Brabourne Stadium on Sunday, may well be the catalyst to change the future of the women's game. Official attendances in the league have

gone up to 30,000, and average attendance ranged from 9,000 to 13,000 for most games at the two venues staging the tournament—the Brabourne Stadium in Mumbai and the DY Patil Stadium in Navi Mumbai. If this was surprising, it was also vindicated for the Board of Control for Cricket in India's (BCCI's) decision to allow free entry to female spectators, a move aimed at boosting the number of attendees and developing a broader audience for the women's game in the country. It has also proved that there remains an audience for women's sport, provided there is charge of sport market in the way it deserves. "It's really a chicken and egg situation," UP Warriorz captain Alyssa Healy says. "To see women's cricket grow,

you have to invest in it. You have to put it on TV, inside stadiums, make sure there are games for people to watch. Once people do that, you'll reap the dividends." Healy is speaking from experience. The vice-captain of the Australian women's team has been among the stalwarts of women's cricket over the past decade and has seen the game flourish in her own country. In 2016, Healy was among a privileged few who were part of the inaugural Women's Big Bash League (WBBL) in Australia. Modelled on the Indian Premier League (IPL), the WBBL was the first of its kind franchise-based competition for women cricketers anywhere. Healy's team, the Sydney Sixers, were runners-up that year. The league is now at the top for the women's

franchise cricket calendar with many Indian players also jostling to play in it. "Well, it's completely different now," Healy says, comparing the inaugural seasons of two path-breaking leagues across two continents. "At that time, most women cricketers were semi-professional, there wasn't so much money in the game, and in many ways, the quality of the game itself was much lower."

These, succinctly put, have been among the many draws of the WPL. Foreign players have been signing up to play the league not just for the access to high-grade competitive action but also for the money that could set them up for the future. Gujarat Giants' all-rounder Ashleigh Gardner put her name in the auction because she wanted to get familiar with playing in alien conditions in India. "You have to test yourself against the best, and it's not some big secret that the money itself could set me up for life."

Gardner, who was the WBBL player of the season last time out, coincidentally was the first Australian signed at the auction—for a whopping ₹3.2 crore. She was part of a furious bidding war between Mumbai, UP and Gujarat, the latter snapping her up with a bid that was a huge improvement to her base price of ₹50 lakh.

Gardner is far from the only one to have underestimated the success, the brand value and the excitement of the league.

Data from the Broadcast Audience Research Council (BARC) suggests that the league had garnered a cumulative reach of 50.78 million in eight games in its opening week. The league was broadcast on JioCinema, and was free for streaming on JioCinema, the same platform that broadcast the 2020 FIFA World Cup.

According to JioCinema's publicly released data, the World Cup saw over 125 million viewers on the platform during the tournament. The WPL—also courtesy of being a cricket-based commodity—is

predicted to have far surpassed those numbers.

While viewership remained high, many observers say that it may take Viacom18 a few years to recover the cost of the media rights (₹200 crore). Ad slots for the tournament were a fraction (rumoured to be ₹60,000-70,000 for 10 seconds) of the men's IPL, (which range from ₹19-19 lakh for 10 seconds). Tata Motors, Hero Vida, MPL Striker, World Gold Council, H&M and JSW Paints were among the many key sponsors of the league.

The game plan, from the broadcaster as well as BCCI, seems to be to use and create an independent brand around women cricketers themselves. This was most visible in the way that many of the said ad slots featured women cricketers from different franchises, country no bar.

Harleen Deol, one of younger stars of the Indian women's team, who was part of the Gujarat Giants franchise, sees this as the precursor to more in the future. "For many of the girls, this was an eye-opening experience," she says. "Being around national team players and international players was a unique experience. We often don't get to spend time with cricketers from other countries."

If there has been one small red mark against the inaugural edition, it was the performances of domestic players over the course of the tournament.

Only two Indians (Harmanpreet Kaur and Shafali Verma) feature in the top 10 run-getters in the tournament. Three of them (Saika Ishaque, Shikha Pandey and Dec-

pti Sharma) feature in the top 10 wicket-takers. Of these five though, only Ishaque is uncapped for India—a fact that perhaps hints at how small the pool of talent is.

Healy believes that all this will take time, once the league itself settles down. "We had a fair few young Indian players in our squad," she says. "For us it was important to not just trust them into the spotlight. It's good for them to sit back, learn and take it all in." This is just the start, after all.

Indian children spend less time than adults on sports: Survey

RAGHU AGGARWAL
New Delhi, 27 March

Indian kids now spend less time than adults playing sports, a survey released on Monday showed. At 125 minutes per week, the kids in the country's eastern region spend the most time playing sports and fitness activities, while those from the western region spend the least at 68 minutes.

According to the "PUMA-Nielsen sports survey" conducted by sports brand PUMA India and analytics firm Nielsen Sports, Indian kids spend a mere 86 minutes per week on sports and fitness-related activities against the World Health Organization (WHO)-recommended 420 minutes or more. Indian adults invest 101 minutes in these activities per week.

The survey covered 16 cities, with 4,280 respondents aged from 6 to 65 years of age. Those between 6 and 18 were categorised as "kids", and the rest as "adults".

Talking to *Business Standard*, Abhishek Ganguly, managing director of PUMA India and Southeast Asia, said, "The top two reasons for the low participation of kids are lack of time and need to focus on studies."

Fifty-three per cent of kids stated that "lack of time" was the main reason for their low participation in fitness activities. It was followed by 46 per cent by those who believe they need to "focus on studies". "People today believe that sports are a digression from academics and if kids need to focus on academics, they must give up sports. But this is not true," he added. "There is a direct correlation between sports participation in kids and improved academic performance and positive emotional well-being."

The survey also highlighted that only 20 per cent of adults in urban India meet the WHO-recommended index of a minimum of 150-300 minutes of physical exercise per week. The gap for adults, too, was the "lack of time".

Ganguly said the main reason was the rising screen time among adults. Another reason was the lower priority given to sports.



TO SEE WOMEN'S CRICKET GROW, YOU HAVE TO INVEST IN IT. YOU HAVE TO PUT IT ON TV, INSIDE STADIUMS, MAKE SURE THERE ARE GAMES FOR PEOPLE TO WATCH. ONCE PEOPLE DO THAT, YOU'LL REAP THE DIVIDENDS.
ALYSSA HEALY
UP Warriorz

Jay SPEAKS

The Art of War, boardroom edition.

Business Standard
Insight Out

To book your copy, SMS reachbs to 57575 or email us at order@bsmail.in

Bank of Baroda
www.bankofbaroda.in

TENDER NOTICE

Bank of Baroda, Corporate Office invites tenders from Eligible Consultants and price bid for assessing and validating the approach being adopted by the Bank and offer project management services during development of Risk Adjusted Return on Capital (RAROC) framework at customer, segment & product level.

Details are available on Bank's website: www.bankofbaroda.in under Tenders section.

"Addendum", if any, shall be published on Bank's website www.bankofbaroda.in under Tenders section. Bidder must refer the same before final submission of the proposal.

Last date for submission: 24th April 2023.

Place: Mumbai
Date: 28.03.2023 Chief Financial Officer

Sundaram-Clayton Limited
Registered Office: "Chalanyal", No.12, Khader Nawaz Khan Road, Nungambakam, Chennai - 600 006.
Phone: 044 - 2833 2115, Fax: 044 - 2833 2113 CIN: L33990TN1962PLC004792
Website: www.sundaram-clayton.com; E-mail: corpsec@sundaramclayton.com

NOTICE PURSUANT TO SECTION 110 OF THE COMPANIES ACT, 2013 AND THE COMPANIES (MANAGEMENT AND ADMINISTRATION) RULES, 2014
Dispatch of postal ballot forms

Members are hereby informed that the Company has, on 27th March 2023, sent Notice to the members pursuant to Section 110 of the Companies Act, 2013 (the Act), in relation to the special resolution as contained in the Notice, in electronic mode to the members, whose e-mail IDs are registered with the Company or the Depository Participant(s) unless the members have registered their request for a hard copy of the same. The Company has also dispatched the copies of Postal Ballot Notice along with the self-addressed pre-paid postage envelope to those shareholders whose email IDs are not registered with the Depositories / Company at their registered addresses.

The Company has also offered e-Voting facility for voting in accordance with the Companies (Management and Administration) Rules, 2014 and Regulation 44 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. The Company has engaged National Securities Depository Limited (NSDL) for this purpose. The Board of Directors of the Company has appointed M/s B Chandra & Associates, Practising Company Secretaries, Chennai, as Scrutinizer for conducting the Postal Ballot and e-Voting in a fair and transparent manner. Members are therefore requested to carefully read the instructions printed for voting through Postal Ballot and / or e-Voting and to note the following:

1	Statement on special business transacted by Postal Ballot and e-Voting	Approving the appointment of Mr. C R Dasa (DIN: 00036980) as a Non-Executive Independent Director
2	Date of completion of dispatch of Notice	27.03.2023
3	Cut-off date for determining the eligibility to vote through electronic means or through ballot paper	17.03.2023
4	Date of commencement of voting through Postal Ballot or by electronic mode	29.03.2023 (9.00 a.m.) (IST)
5	Date of end of voting through Postal Ballot or by electronic mode. Any Postal Ballot form received from members beyond the said date will not be valid and voting by electronic means shall not be allowed beyond the said date.	27.04.2023 (5.00 p.m.) (IST)
6	Day, date and venue of declaration of results and the link of the website where such results will be displayed.	Friday, the 28 th April 2023 at the Company's registered office at "Chalanyal" No.12, Khader Nawaz Khan Road, Nungambakam, Chennai - 600 006 and on the Company's website viz., www.sundaram-clayton.com
7	Website details of the Company / Agency, where the Notice of Postal Ballot is displayed.	www.sundaram-clayton.com / www.e-voting.nsdl.com
8	Contact details of the person responsible to address the grievances connected with Postal Ballot and e-Voting	Postal Ballot: MR Raja Prakash, Company Secretary, corpsec@sundaramclayton.com , corpsec@investgridindia.in Email ID: corpsec@sundaramclayton.com Telephone No: 044-28332115 e-Voting: Ms Pallavi Vihare, Manager, NSDL, evoting@nsdl.com Telephone No: 022-24694545 Toll Free no: 1800-1020-990 / 1800-224-430 Frequently Asked Questions and e-voting manual are available at www.evoting.nsdl.com under downloads section.

Members are also requested to note that if they have not received the Postal Ballot Forms, they may apply to the Company and obtain a duplicate thereof.

By order of the Board
For Sundaram-Clayton Limited
R Raja Prakash
Company Secretary

Chennai
27th March 2023

#BSMorningShow

Infocus

What will it take to make Bharat 6G Mission a success?

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அன்னா தி.மு.க. நிர்வாகி மாண்புமிகு அமைச்சர் திரு.க. விவசாயி

மாண்புமிகு அமைச்சர் திரு.க. விவசாயி... அமைச்சர் திரு.க. விவசாயி...

2022-2023-ம் ஆண்டிற்கான சட்டசபையில் தாக்கல் செய்தார் அமைச்சர் பழனிவேல் தியாகராஜன்

சென்னை, மார்ச் 28- சட்டசபை 2022-2023-ம் ஆண்டிற்கான சட்டசபை 2022-2023-ம் ஆண்டிற்கான சட்டசபை 2022-2023-ம் ஆண்டிற்கான சட்டசபை...



முதலமைச்சர் மு.க.ஸ்டாலின், ராமகிருஷ்ண மடத்தின் லோகாநாத சுவாமி தரிசிப்பதை, பத்திரிகை செய்தி...

திருப்பதி தேவல்தானத்திற்கு மத்திய உள்துறை அமைச்சகம் ரூ.3.19 கோடி அபாயம்

திருப்பதி, மார்ச் 28- தேவல்தானத்திற்கு மத்திய உள்துறை அமைச்சகம் ரூ.3.19 கோடி அபாயம்...

கன்கடந்தல்; அப்பகத்தியாட்டு நிகழ்வை வரலட்சுமி கோலம் மாண்புமிகு

மாண்புமிகு அமைச்சர் திரு.க. விவசாயி... கன்கடந்தல்; அப்பகத்தியாட்டு நிகழ்வை வரலட்சுமி கோலம்...

விவசாயிகளுக்கு மும்முறை மின்சாரம்: சட்டசபையில் தி.மு.க.-அதி.மு.க. விவாதம்

சென்னை, மார்ச் 28- விவசாயிகளுக்கு மும்முறை மின்சாரம் சட்டசபையில் தி.மு.க.-அதி.மு.க. விவாதம்...

நாளை தேர்தல் தேதி அறிவிக்கப்படும்: தி.மு.க. ஆட்சியில் 18 மணி நேரம் முழுமுறை மின்சாரம் வழங்கி வழங்கும்

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பெயர் மாற்றம் K LAKSHMI, என்னை பெயர்: Pallavaram Branch, Vechile for Sale

SHIRAM FINANCE LIMITED VEHICLE FOR SALE Table with columns: S.No, Vehicle No, Make, Model, Year of Model

சந்திரம்-கிளேட்ஸ் லிமிடெட் பிடி அடிப்படையில் 'சந்திரம்' என்பது, மீட்டர் எண் 0971, மீட்டர் எண் 0971, மீட்டர் எண் 0971

சந்திரம்-கிளேட்ஸ் லிமிடெட் பிடி அடிப்படையில் 'சந்திரம்' என்பது, மீட்டர் எண் 0971, மீட்டர் எண் 0971, மீட்டர் எண் 0971

பெயர் மாற்றம் Nirmala Devi Subramani, Nirmala Devi Subramani, Nirmala Devi Subramani

பெயர் மாற்றம் ANITHA GOPALAN, ANITHA GOPALAN, ANITHA GOPALAN

பெயர் மாற்றம் Nirmala Devi Subramani, Nirmala Devi Subramani, Nirmala Devi Subramani

பெயர் மாற்றம் ANITHA GOPALAN, ANITHA GOPALAN, ANITHA GOPALAN