



ELITECON INTERNATIONAL LIMITED

(BSE LISTED COMPANY)
CIN: L16000DL1987PLC396234

December 12, 2024

The Chief General Manager
Listing Operation,
BSE Limited,
20th Floor, P.J.Towers,
Dalal Street,
Mumbai – 400 001.

Dear Sirs,

Sub: Corrigendum to the Notice of Extraordinary General Meeting published in newspapers.

Please find enclosed a copy of the Corrigendum to the Notice of Extraordinary General Meeting published in English language in “Business Standard” and in Hindi language in “Business Standard (Hindi)” on December 12, 2024 for your reference and records.

Kindly acknowledge receipt of the same.

Thanking you.
Yours faithfully

By Order of the Board of Directors

For **ELITECON INTERNATIONAL LIMITED**

**VIPIN
SHARMA**

Digitally signed by
VIPIN SHARMA
Date: 2024.12.12
12:13:03 +05'30'

(VIPIN SHARMA)
Managing Director
DIN: 01739519

STAR TREK

As Mercedes completes three decades in India, its three-pointed star sits atop the luxury table. What drives it?



SHINE JACOB
Chennai, 11 December

In 1954, when India was taking its baby steps as an independent nation, industry tycoon J R D Tata stitched a partnership with Daimler-Benz for 15 years to launch Tata Mercedes-Benz (TMB) trucks. This was the first time the iconic three-pointed star logo debuted on Indian soil. However, the oldest surviving imported Benz car in India has been with the P C Muthu Chettiar family in Chennai since 1914.

By the onset of economic liberalisation beginning 1991, Mercedes-Benz was no stranger to the Indian market. Sought after by film stars, businessmen, politicians, and other wealthy folk, it was a symbol of luxury and prestige.

The removal of the Licence Raj and beginning of de-licensing was like a gold rush for global automakers. In 1993, as India slashed excise duties as well as import duties on completely knocked-down (CKD) automobile units. That was when the German automobile giant Mercedes-Benz's journey officially started in India with assembly and manufacturing in 1994, becoming one of the first auto giants to do so after liberalisation began.

This time, it was through a tie-up with Telco (now Tata Motors), and the Mercedes-Benz W124 series E220 hit the roads the very next year. By 2000-01, Tata Motors sold its entire equity stake in Mercedes-Benz India to Daimler to pursue its own passenger car ambitions.

Come 2024, the premium segment, which was once termed a niche market, is fast evolving with rising disposable incomes and better infrastructure. However, Mercedes-Benz still remains the undisputed luxury king on Indian roads.

In 2023, luxury car sales in India hit an all-time high of around 47,000 units, with Mercedes-Benz India's share at 37 per cent, followed by BMW India with 30 per cent. The latest data from Jato Dynamics India shows that from January to November this year, Mercedes-Benz has seen a more than 8 per cent rise in sales to 16,203 units compared to the same period last year.

BMW India witnessed a 13 per cent rise, but Audi, the third largest brand, saw a 25 per cent dip. JLR and Volvo saw an increase during the period, though from lower bases.

For the first time in history, the luxury car market is poised to cross the sales mark of 50,000 units in 2024, with Mercedes-Benz leading the way, followed by Skoda Auto Volkswagen India, whose brands include Audi, Porsche, and Lamborghini — and BMW, among others. So, what makes Mercedes-Benz the enduring darling of the Indian rich, even after 30 years?

What drives Mercedes

C S Vigneshwar, president of the Federation of Automobile Dealers Associations (FADA), speaking about Mercedes in India, says: "It is a status symbol. My grandfather bought a Benz car way back in the 1960s through an embassy auction in Delhi. Even in 2024, I have no plans to sell it, and may probably never sell it, as it is part of my tradition now."

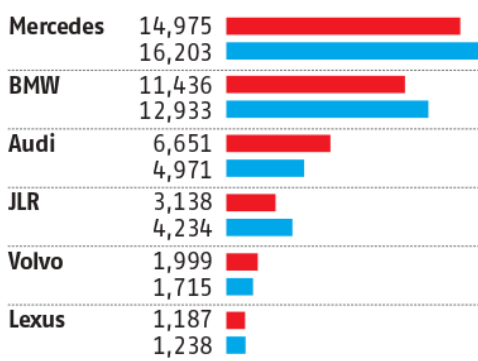
However, the brand's journey has not always been a smooth ride. Mercedes faced stiff competition from 2006-07, when its German rivals — BMW and Audi — made aggressive moves in India. Mercedes responded with a long-term roadmap by building its own factory in Chakan, near Pune, in 2009. Despite this, in 2009, it ceded the top slot to BMW and moved further down the pecking order to number three by 2012.

"Mercedes is a prestigious brand that symbolises success and wealth. Its customers are also exposed to the best luxury in terms of comfort and driving experience. The cabins are also silent, allowing owners to relax or work, as they rarely drive the car themselves. What helped them during that

RETAIL SALES

OEM-wise figures (in units)

■ Jan-Nov 2023 ■ Jan-Nov 2024

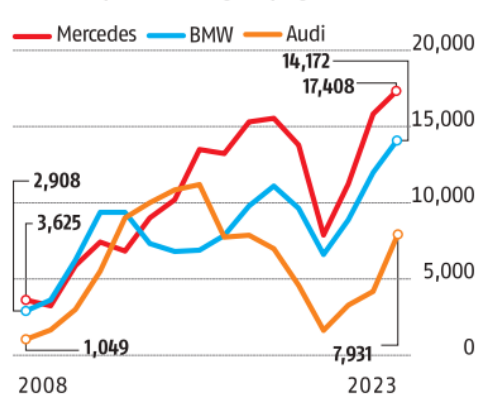


Note: Telangana data is included

Source: JATO Dynamics India

PRESTIGE ON WHEELS

Sales of top three luxury car players (in units)



Source: Media & Industry reports



Mercedes-Benz G-Class AMG G 63 (2024)



Interior of Mercedes-Benz S Class

time was the focus on the domestic CKD unit and an aggressive aftersales approach that supported customers during service," says Ravi Bhatia, President and Director of JATO Dynamics India.

It may well be this localisation strategy and customer-centric approach that helped Mercedes regain its numero uno spot in 2015, after a gap of six years. Since then, it has been in the driver's seat in the Indian luxury car market.

"We keep the customer at the centre of what we do. Be it in terms of products or product-specific enhancements, we are ahead of others. We are the only luxury original equipment man-

ufacturer locally producing two electric vehicles in India. A lot of localisation efforts and a focus on giving the right products to the market are driving us," says Santosh Iyer, Chief Executive Officer of Mercedes-Benz India.

Perhaps the icing on the proverbial cake for the carmaker is its direct-to-consumer retailing of vehicles, which has helped sell 50,000 cars in the last three years, clocking revenues of more than ₹40,000 crore. Now, Mercedes is trying to replicate this Indian model globally and has already launched this in Australia, Germany, the United Kingdom, Turkey, and many more countries.

Iyer sees 2024 as its best-ever year, indicating that the company saw 21 per cent growth during the last quarter. "This clearly shows that we are outpacing the market at a big rate. This growth should be looked at in comparison to our higher base and we expect double-digit growth this year," he adds.

Customer experience

According to JATO Dynamics, the most popular cars of the company include the Mercedes-Benz GLE, E-Class, GLC, GLA, GLS, and C-Class. "Their line-up extends from ₹51 lakh to ₹1.5 crore. The range of products is expanding, too," says Bhatia. For example, in 2024, the company committed to 10 launches but ended up with 14. This is in addition to technological advancements like connected cars.

According to the company, sports utility vehicles (SUVs) brought in around 55 per cent of its growth this year. In the longer run, though, it is targeting an equal mix of SUVs and sedans. What makes the Mercedes portfolio more attractive is the 25 per cent share of top-end vehicles in its total sales. Entry-level vehicles, on the other hand, contribute hardly 15 per cent.

"When most brands were discussing discounts and stock at dealers' end, we were the only brand with no stock with our dealers, because the entire inventory was owned by Mercedes-Benz India," Iyer adds, pointing out that its vehicles have waiting periods of two months to a year. "That put the entire focus of our retail partners on improving the customer experience. The proof is also in the residual value impact, which is the highest in the market when you look at the price after three to five years."

The company has around 100 outlets across 50 cities, and its dealer partners have invested ₹150 crore to transform 40 outlets this year to its future DTC model.

After the Covid-19 pandemic, the demographics of buyers have also changed, with the average age of buyers dropping from 43 years to 38. The share of women buyers increased from 7 per cent to 15 per cent, and the average selling price increased from around ₹53 lakh to ₹89 lakh, moving in line with developed markets worldwide.

The company already has EVs contributing 6 per cent of its sales. "We have launched three new EVs in 2024. As a responsible OEM, we need to offer solutions to the market in terms of electrified cars, with a good portfolio of hybrids too," Iyer adds.



Mercedes-Benz Maybach GLS

BIRLAISOFT LIMITED
Reg Office: 35 & 36, Rajiv Gandhi Infotech Park, Phase - I, MIDC, Hinjawadi, Pune - 411057
NOTICE FOR LOSS OF SHARE CERTIFICATES
NOTICE is hereby given that Certificates for 2000 Equity Shares of face value Rs. 2/- standing in the name of S RADHA RAVI have been lost/misplaced and the holder of the said securities/applicant has/have applied to the Company to issue duplicate certificate.
Any person who has a claim in respect of the said securities should lodge such claim with the Company at its Registered Office within 15 days from this date, else the Company will proceed to issue duplicate certificate without further intimation.
Date: 12/12/2024
Place: Bangalore
S RADHA RAVI
(Claimant/s)

Punjab & Sind Bank
(A Govt. of India Undertaking)
120, 122, 124, 126, 128, 130, Sector 46, Gurgaon - 122002, E-mail: info@psb.co.in
Where service is a way of life
TENDER NOTICE
Sealed tender is invited for "RFP through GeM for End-to-End Supply, Installation, Commissioning and Maintenance of 1000 Automated Teller Machines (ATMs) (Including UPS, Chemical Earthing, OTC Software, AMC & Spare Cassettes) Under rate Contract for Five Years".
For Eligibility criteria, Detailed scope of work and other relevant details, RFP may be downloaded from Bank's website <https://punjabandsindbank.co.in> and GeM portal <https://gem.gov.in>. Any further changes related to the said Tender shall be posted on Bank's website and GeM portal only.
Asst General Manager

50 years of market wisdom, not market whispers.
Business Standard

पंजाब नैशनल बैंक | **punjab national bank**
...सर्वसेवाएं सर्वोपरि! | ...the name you can BANK upon!
Head Office: Plot No. 4, Sector 10, Dwarka, New Delhi - 110 075
(Email : finest@pnb.co.in)
PUBLIC NOTICE
Sh. Bishwanath Majhi, Chief Manager, Punjab National Bank with Employee ID 5133162 has lost his GBPA No. 0032239. If anyone finds it, please inform.
Chief Manager

HIL LIMITED
CIN: L74999TG1955PLCO00656
Regd. Office: Office Nos. 1 & 2, 7th Floor, SLN Terminus, Survey No. 133, Beside Botanical Garden, Gachibowli, Hyderabad - 500032, Telangana, India; Ph. No.: +91 40 65249000, Email: cs@hilim.com | www.hilim.com
NOTICE TO THE EQUITY SHAREHOLDERS FOR TRANSFER OF UNCLAIMED DIVIDEND AMOUNTS AND/OR UNDERLYING SHARES OF THE COMPANY TO INVESTOR EDUCATION AND PROTECTION FUND (IEPF)
Notice is hereby given to the shareholders of HIL Limited ("the Company") pursuant to the provisions of section 124 of the Companies Act, 2013 ("the Act") read with the Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and Refund) Rules, 2016, including and statutory modification(s) or amendment(s) for the time being in force ("the IEPF Rules") in connection with the transfer of those equity shares to the IEPF in respect of which dividend(s) remained unpaid/unclaimed for the period of seven consecutive years.
In this regard, this is to bring to your kind attention that the shares of the shareholders whose dividends are unclaimed for seven consecutive years from the date of transfer of interim dividend declared for FY 2017-18 to unclaimed account, are due to be transferred to IEPF on March 1, 2025. Accordingly, the Company has sent an individual communication vide letter dated December 10, 2024 through registered post on December 11, 2024 to those shareholders whose shares are liable to be transferred to the IEPF, at their registered address available with the Company, requesting them to claim such unpaid/unclaimed dividend(s) on or before March 1, 2025 by submitting requisite documents on or before February 21, 2025. Further, in terms of Rule 6(i) of the said Rules, the statement containing the details of name, folio no./demat account no., no. of shares due for transfer along with unpaid/unclaimed dividend amount is made available at investor relations section on the website of the Company <https://hilim.com/investor-relations/transfer-of-shares-to-iefp/> for information and necessary action by the shareholders.
In this regard, we request the concerned shareholders to claim such unpaid/unclaimed dividend(s), by making an application immediately to the Company or Registrar and Share Transfer Agent - Venture Capital and Corporate Investments Private Limited, at "AURUM", 4th & 5th Floors, Plot No. 57, Jayabheri Enclave Phase - II, Gachibowli, Hyderabad - 500032, Tel: 040 - 23818475/35164940 email: investor.relations@vcipil.com ("RTA" or "Registrar") atleast 7 days prior to the due date of March 1, 2025 i.e., on or before February 21, 2025. If no valid claim is received on or before due date of March 1, 2025 i.e., on or before February 21, 2025, if no valid claim is received on or before due date of March 1, 2025 i.e., on or before February 21, 2025, the Company will be compelled to transfer such unclaimed interim dividend amount for the FY 2017-18 to the IEPF and consequently, transfer the underlying shares held by the concerned shareholders to IEPF, without any further notice, by following the due process as provided in the IEPF Rules. Shareholders are requested to note that subsequent to such transfer of the relevant shares to IEPF, all future benefits which may accrue thereunder, including future dividends, if any, will be credited to the IEPF. Further, the shareholders may kindly note that after the above referred transfer is made, refunds from the IEPF can be claimed only by complying with the provisions of Rule 7 of the IEPF Rules i.e. by registering themselves on MCA portal at <https://www.mca.gov.in/content/mca/global/en/foportal/foportal.html> and submit web based IEPF-5 Form available on the MCA website. All the documents as enumerated in Web based Form IEPF-5 are required to be sent in original to the Nodal Officer of the Company at HIL Limited, 6th Floor, Birla Tower, 25 Barakhamba Road, New Delhi - 110001.
The shareholders may further note that the details of unclaimed dividends and shares of the concerned shareholder(s) uploaded by the Company on its website www.hilim.com shall be treated as adequate notice in respect of issue of the duplicate share certificate(s) by the Company for the purpose of transfer of shares to IEPF pursuant to the Rules. Please note that post transfer of unpaid and unclaimed dividend amount and shares to IEPF, no claim shall lie against the Company except claiming back such unpaid/unclaimed dividends along with the shares in a manner as prescribed under the IEPF Rules.
This notice is made available on the Company's website www.hilim.com and on the website of stock exchanges www.bseindia.com and www.nseindia.com.
For HIL Limited
Sd/-
Nidhi Bisaria
Company Secretary & Nodal Officer
Date: December 11, 2024
Place: New Delhi

ELITECON INTERNATIONAL LIMITED
CIN: L16000DL1987PLC396234
Regd. Off: 152, Shivani Apartments, Plot No. 63, I.P. Extension, Patparganj, Delhi - 110092, Email Id: admin@eliteconinternational.com
CORRIGENDUM TO THE NOTICE OF THE EXTRAORDINARY GENERAL MEETING
An Extraordinary General Meeting ("EGM") of the Members of Elitecon International Limited ("the Company") is scheduled to be held on Wednesday, December 18, 2024 at 04.00 P.M. (IST) at the registered office of the Company at 152, Shivani Apartments, Plot No. 63, I.P. Extension, Patparganj, New Delhi - 110092. The Notice of the EGM ("EGM Notice") was dispatched to the Shareholders of the Company on November 26, 2024 in due compliance with the provisions of the Companies Act, 2013, and rules made thereunder, read with circulars issued by Ministry of Corporate Affairs and Securities Exchange Board of India. Capitalized words and expressions used but not defined herein shall have the same meaning as assigned to them in the EGM Notice.
This Corrigendum is being issued to give notice to amend/ provide additional details as mentioned herein and pursuant to the provisions of SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018:
1. Point (h) of Item No. 2 in the Explanatory Statement is modified to state the following:
In accordance with SEBI/CDR Regulations, the "Relevant Date" for the purpose of determining the issue price of the Equity shares shall be November 14, 2024, being the date 30 days prior to the date on which this resolution is deemed to have been passed, i.e., the date of the ensuing Extra-ordinary General Meeting of the Company, i.e. December 18, 2024. The 30th day prior to December 18, 2024 falls on November 17, 2024. However, since November 15 to November 17, 2024 were holidays, the day preceding such holiday, i.e. November 14, 2024 has been reckoned to be the Relevant Date.
2. Paragraph (2) of Item No. 2 in the Notice is modified to state the following:
RESOLVED FURTHER THAT in accordance with the provisions of SEBI ICDR Regulations, the "Relevant Date" for the purpose of determining the issue price of the Equity Shares shall be November 14, 2024, being the date 30 (thirty) days prior to the date on which this resolution is deemed to have been passed, i.e. December 18, 2024 being the date of the Extraordinary General Meeting of the Company.
3. Point (f) of Item No. 2 in the Explanatory Statement is modified to state the following:
Identity of the natural persons who are ultimate beneficial owners of the shares proposed to be allotted, the percentage of post preferential issue capital that may be held by them and change in control, if any, in the issuer consequent to the Preferential Allotment
The Shares are proposed to be allotted to persons other than promoters / promoter group of the Company. The details of the proposed allottees are as per the following table. However, voting rights will change in accordance with the shareholding pattern. The pre and post issue holding of the proposed allottees are as under:

Sr. No.	Proposed Allottees	Ultimate Beneficial Owners of the proposed allottees	Pre-Preferential issue		Post-Preferential issue	
			Shares	%	Shares	%
1.	Zeal Global Opportunities Fund	Zinnia Investment Manager Ltd	-	-	30,00,000	1.88%
2.	Century India Opportunity Fund PC	Bal Krishen & Deepak Kumar Sawartha	-	-	20,00,000	1.25%
3.	AL Maha Investment Fund PCC-Onyx Strategy	Ramchurn Karuna	-	-	30,00,000	1.88%
4.	Radiant Global Fund-Class B Participating shares	Radiant Arbitrage DMCC	-	-	30,00,000	1.88%
5.	Invest! Global Opportunity Fund PCC-CELL 1	De Lassus Saint & Genies Etienne Marie Raymond	-	-	30,00,000	1.88%
6.	Bridge India Fund	Apex Fund Services (Mauritius) Ltd; Credo Fund Management Limited & Prans Asset Management Ltd	-	-	30,75,000	1.92%
7.	Afrin Dia	TAOM Asset Opportunities Management Limited; Taom Capital & Prans Asset Management Ltd	-	-	30,00,000	1.88%
8.	Srikant Borra	-	-	-	3,00,000	0.19%
9.	Anudeep Naidu Gade	-	-	-	2,00,000	0.13%
10.	Indraprastha Agencies (P) Ltd	Manjuri Tardevin Private Limited; Lucky Vincom Pvt. Ltd. & Raj Kall Singh	-	-	5,00,000	0.31%
11.	Karan Khalitan	-	-	-	1,00,000	0.06%
12.	Mr. Ankur Sablok jointly with Mr. Deepak Sethia, for and on behalf of Pine Capital	Ankur Sablok & Deepak Setia	-	-	2,50,000	0.16%
13.	Jasjit Singh	-	-	-	1,50,000	0.09%
14.	Mohit Kakkar	-	-	-	1,50,000	0.09%
15.	Anuj Goel	-	-	-	2,50,000	0.16%
16.	Vijay Goel	-	-	-	2,50,000	0.16%
17.	Gulshan Kumar	-	-	-	50,000	0.03%
18.	Raman Kumar	-	-	-	50,000	0.03%
19.	Sachin Kumar Chaturvedi	-	-	-	25,000	0.02%
20.	Sasmita Rath	-	-	-	25,000	0.02%
21.	Jyoti Tyagi	-	-	-	30,000	0.02%
22.	Navneet Dhessi	-	-	-	30,000	0.02%
23.	Shubham Chaudhary	-	-	-	1,00,000	0.06%
24.	Arushi Kumar	-	-	-	1,00,000	0.06%
25.	Pravin Sanjay Singh	-	-	-	10,000	0.01%
26.	Vishvendra Kumar	-	-	-	25,000	0.02%
27.	Deepak Gupta	-	-	-	75,000	0.05%
28.	Santosh Sharma	-	-	-	30,000	0.02%
29.	Vipin Kumar	-	-	-	15,000	0.01%

Change in control
There shall be no change in management or control of the Company pursuant to the aforesaid issue of Equity Shares, assuming that all the Shares allotted pursuant to the resolution have been exercised into Equity Shares. However, the percentage of shareholding and voting rights exercised by the shareholders of the Company will change in accordance with the change in the shareholding pattern pursuant to the Preferential Allotment.
By Order of the Board of Directors
For ELITECON INTERNATIONAL LIMITED
Sd/-
(VIPIN SHARMA)
Managing Director
DIN: 01739519
Date: December 11, 2024

