



# CEETA INDUSTRIES LIMITED

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C I N : L 1 5 1 0 0 K A 1 9 8 4 P L C 0 2 1 4 9 4

Ref.: CIL/ KOL/115

Date: 16/11/2024

To,  
BSE Ltd  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400 001

Dear Sirs,

**Sub: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015- Newspaper Publication of Unaudited Financial Results for second quarter and half year ended September 30, 2024.**

**Ref : SCRIP Code 514171.**

Pursuant to Regulation 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclose herewith the copies of newspaper advertisement published in Business line (English Edition) and Vijay Karnataka (Kannada Edition) on November 15, 2024 w.r.t the publishing of Unaudited Financial Results for the second quarter and half year ended September 30, 2024.

Kindly take the same on record.

Thanking you.

Yours Faithfully  
For Ceeta Industries Limited

Smally Agarwal  
Company Secretary & Compliance Officer



Enclosed: As stated

# Tech and durables segment grew 13% in 4 weeks of festival season

**EARLY SURGE.** The highest growth was recorded in the pre-Diwali week: NielsenIQ report

**Meenakshi Verma Ambwani**  
New Delhi

The tech and durables sector witnessed a 13 per cent value growth over the previous year during the four-week festival season from September 30 to November 3, driven by heightened consumer demand across multiple categories, according to the latest weekly insights released by NielsenIQ from the organised channel powered by GfK intelligence.

Categories such as large appliances, panel televisions, smartphones, and laptops witnessed notable growth, with some products exhibiting stronger performance.

Anant Jain, Head of Customer Success - Tech & Durables, NielsenIQ, said, "Sales during the combined period of the week of Diwali and a week prior (October 21-November 3) accounted for 60 per cent of the festival sales. However, the growth over the previous year was higher for the combined period of Navratri and Dussh-



**IN DEMAND.** Air conditioners, led by split inverter models, saw impressive growth (39 per cent). AC sales grew three times faster than the overall sector

era (September 30-October 13) than the Diwali period."

While the Navratri and Dusshera period recorded 18 per cent value growth, the pre-Diwali week garnered 32 per cent value growth. The research and insights firm said this could be due to weekend and promotional offers before the festival.

The Diwali week did not see an increase in growth (-1 per cent) when compared to the

previous year. "This suggests a shift in consumer buying patterns, with early shoppers driving the bulk of growth during the festive season this year," Jain added.

**STRONG GROWTH**

Smartphones were the largest category, driven by growing consumer interest in 5G devices.

It garnered 14 per cent value growth over the previ-

ous year during the four-week festival season period and the most substantial growth was in the ₹10,000-15,000 price range.

Air conditioners led by split inverter models, also saw impressive growth (39 per cent). AC sales grew three times faster than the overall sector.

"The laptop segment showed resilience, with a significant boost in sales during the festive period. While the

category had been under pressure for much of the year, festive offers, particularly around gaming laptops, led to a 22 per cent category growth," it added.

Both refrigerators (12 per cent) and washing machines (11 per cent) exhibited steady growth, with the smaller refrigerator segments — such as bottom-freezer models and three-door side-by-side (SBS) variants — recording growth exceeding 30 per cent, indicating consistent consumer demand.

Though televisions remain an essential category during the festival season, panel televisions experienced the least growth (3 per cent) during this period.

The Diwali week, in particular, saw a dip in consumer interest, with sales decreasing by 10 per cent compared to the previous year's Diwali week.

Consumers showed interest in special offers, discounts, and innovative products and there was a shift towards premium and niche segments, it added.

# Women lead development of villages: Nirmala Sitharaman

**AJ Vinayak**  
Dharmasthala

Union Finance Minister Nirmala Sitharaman has said that women living in rural areas lead the development of villages.

Speaking at a programme to distribute profits to members of self-help groups (SHGs) under Shri Kshetra Dharmasthala Rural Development Project BC Trust in Dharmasthala on Thursday, she said rural women identify projects that are suitable for them, they identify how they wish to contribute to it, and the facilitation then happens through banks or government policies.

Referring to the profit distribution among SHG members, she said that today, women have a sense of self-respect as they can say they are earning their own profit. In that, the Central government, SHGs, NGOs and welfare groups are all working together.

Sitharaman said when the government and facilitators, such as Shri Kshetra Dharmasthala Rural Development



Finance Minister Nirmala Sitharaman handed over a cheque as part of profit distribution among SHG members of Shri Kshetra Dharmasthala Rural Development Project BC Trust. **H.S. MANJUNATH**

Project Trust, come together, SHGs gain access to resources, credit, decision-making and earning legitimate profit.

Some women SHG members got around ₹7,000 each as part of the profit distribution. Distribution of profits shows a major element of transparency, Sitharaman said.

**EMPOWERING GROWTH**

Stating that welfare today incorporates empowerment, she said it is not just about kindness; it is about recognising that individuals are capable of creating value, producing marketable goods,

and attracting buyers. The collective effort of the government, taxpayers, NGOs, and banks is aimed at supporting and empowering those in need.

On the trust's initiatives, Sitharaman said Dharmasthala has been a pioneer in rural development activities in India. The trust's initiatives had helped in empowering rural women in Karnataka. Some of the rural development initiatives tested here had been adopted by State governments across the country. Around ₹600 crore was distributed as profit among 51.8 lakh SHG members of the trust.

# Infosys Science Foundation unveils 2024 prize winners in six categories

**Our Bureau**  
Bengaluru

The Infosys Science Foundation (ISF) has announced the winners of the Infosys Prize 2024, for researchers under 40. The prize for each category comprises a gold medal, a citation, and a prize purse of \$100,000, or its equivalent in rupee.

Prizes were announced across six categories — Economics, Engineering and Computer Science, Humanities and Social Sciences, Life Sciences, Mathematical Sciences, and Physical Sciences. Winners were announced by ISF trustees — Kris Gopalakrishnan (President, Board of Trustees), Narayana Murthy, K. Dinesh, Dr. Pratima Murthy, Mohandas Pai, and SD Shibulal. Other trustees of ISF include Nandan Nilekani, Srinath Batni, and Salil Parekh.

The Infosys Prize 2024 in Economics was awarded to Arun Chandrasekhar, Professor in the Department of Economics at Stanford University, for his contribution to



the Theoretical Statistics and Mathematics Unit at the Indian Statistical Institute, Kolkata, was awarded the Infosys Prize 2024 in Mathematical Sciences for her work on the Zariski Cancellation Problem.

The Prize in Physical Sciences was awarded to Vedika Khemani, Associate Professor in the Physics Department at Stanford University, who has contributed to theoretical and experimental non-equilibrium quantum matter, most notably the discovery of time-crystals.

**GLOBAL RECOGNITION**

Laureates of the Infosys Prize have also received international awards, including the Nobel Prize (Abhijit Banerjee and Esther Duflo), the Fields medal (Manjul Bhargava and Akshay Venkatesh), the Dan David Prize (Sanjay Subramanyam), the MacArthur 'genius' Grant (Sunil Amrith), the Breakthrough Prize in Fundamental Physics (Ashoke Sen), and the Marconi Prize (Hari Balakrishnan). S

Several laureates have been elected fellows of the Royal Society, including Gagandeep Kang.

the study of social and economic networks. He used data sets and drew on theoretical methods from machine learning and computer science to collect and map network data from multiple villages in Karnataka.

The Engineering and Computer Science prize was awarded to Shyam Gollakota, Professor, School of Computer Science and Engineering, University of Washington, for his research and technology translation spanning multiple engineering domains in areas such as smartphone-based affordable healthcare tools for low- and middle-income countries, battery-free computing and communication, and augmentation of human auditory

sensing with artificial intelligence.

Mahmood Kooria was the winner of the Humanities and Social Sciences prize. The lecturer, School of History, Classics and Archaeology, University of Edinburgh, was awarded for his contributions to the study of maritime Islam from a global perspective, with a focus on Kerala in the pre-modern and early modern eras.

The Prize in Life Sciences was awarded to Siddhesh Kamat, an Associate Professor in the Department of Biology at the IISER, Pune, for his discoveries concerning bioactive lipids, their receptors, and their metabolic and signalling pathways.

Neena Gupta, Professor in

# Highest advanced landing ground close to LAC to be operational by year-end

**Our Bureau**  
New Delhi

The Border Roads Organisation expects to complete the country's highest advanced landing ground (ALG) located at an elevation of 13,700 feet in Mudh-Nyoma in Eastern Ladakh by the year-end, giving a strategic advantage to the armed forces against China.

Work on the ALG at Nyoma in eastern Ladakh began in August 2023, giving a strategic advantage to forces to operate fighter and transport aircraft and helicopters hardly 30 km from the Line of Actual Control with China.

Brigadier Vishal Srivastava, BRO Chief Engineer of Project Himank, said the final touches were being given to the airfield, which is already completed, and a joint inspection with the Indian Air Force will take place shortly. "We are standing at the airfield at Mud Nyoma and as far as the runway is concerned it is almost complete. Final finishing touches are going on and

very shortly we will have a joint inspection with the Air Force. We are hopeful that by this year's end, the entire runway will be complete and we'll have

a trial landing on it... The airfield has been constructed at a height of 13,700 feet. On this runway, the heaviest military aircraft, fixed wing, rotary

wing, fighter aircraft and transport aircraft will be able to land here. This will help us a lot," Brigadier Srivastava told a newsagency in Ladakh.

**CEETA INDUSTRIES LIMITED**  
(CIN: L15100KA1984PLC021494)  
Regd. Office: Plot No. 34-38, KIADB Industrial Area, Sathyamangala, Tumkur-572 104, Karnataka.  
Ph.: 91-816-2970 239; Email: kolkata@ceeta.com; Website: www.ceeta.com

**EXTRACT OF UN-AUDITED FINANCIAL RESULTS FOR THE SECOND QUARTER ENDED 30TH SEPTEMBER, 2024**  
(Rs. in Lakhs)

Sl. No.	Particulars	Quarter Ended			Half Year Ended			Year Ended
		30/09/2024	30/06/2024	30/09/2023	30/09/2024	30/09/2023	31/03/2024	
		Un-audited	Un-audited	Un-audited	Un-audited	Un-audited	Audited	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	
1	Total income from operations	646.02	475.62	355.14	1,121.64	692.72	1,314.28	
2	Net Profit/(Loss) for the period (before Tax, Exceptional and/or Extraordinary Items)	65.38	19.55	(48.97)	84.93	(177.26)	(274.47)	
3	Exceptional Items [Income/(Expenses)] - Net	-	283.10	-	283.10	-	-	
4	Net Profit/(Loss) for the period before tax (after Exceptional and/or Extraordinary Items)	65.38	302.65	(48.97)	368.03	(177.26)	(274.47)	
5	Net Profit/(Loss) for the period after tax (after Exceptional and/or Extraordinary Items)	45.45	228.43	(48.97)	273.88	(177.26)	(159.86)	
6	Total Comprehensive Income for the period (Comprising Profit/(Loss) for the period (after tax) and Other Comprehensive Income (after tax))	46.05	229.09	(48.78)	275.14	(176.45)	(157.12)	
7	Equity Share Capital	145.02	145.02	145.02	145.02	145.02	145.02	
8	Reserves (excluding Revaluation Reserve) as shown in the Audited Balance Sheet of previous year	-	-	-	-	-	2308.78	
9	Earning Per Share (of Re.1/-each) (for continuing and discontinued operations) - Basic & Diluted:	0.31	1.58	(0.34)	1.89	(1.22)	(1.10)	

**Notes:**

- The above results have been reviewed by Audit Committee of the Board and subsequently approved and taken on record by the Board of Directors at its meeting held on November 14, 2024. The Statutory Auditors of the Company have conducted limited review on these results for the second quarter and half year ended September 30, 2024.
- The above is an extract of the detailed format of Quarterly Financial Results filed with the Stock Exchanges under Regulation 33 of the SEBI (Listing and Other Disclosure Requirements) Regulations, 2015 for the second quarter and half year ended September 30, 2024. The full format of the Quarterly Financial Results are available on Company's website at <https://ceeta.com/quarterly-report> and the website of stock exchange at [www.bseindia.com](http://www.bseindia.com).
- The above financial results have been prepared in accordance with Regulation 33 of SEBI (Listing Obligations and Disclosure Requirements) Regulation, 2015 read with SEBI circular dated July 5, 2016 and subsequent amendments.

For Ceeta Industries Ltd.  
Sd/-  
**K.M. Poddar**  
Managing Director (DIN 00028012)

Place: Kolkata  
Date: 14.11.2024

**Bandhan Bank** Regional Office: Netaji Marg, Nr. Mithakhali Six Roads, Ellisbridge, Ahmedabad-6. Phone: + 91-79-26421671-75

**SYMBOLIC POSSESSION NOTICE**

NOTICE is hereby given under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 and in exercise of powers conferred under Section 13(1)(f) read with Rule 3 of the Security Interest (Enforcement) Rules, 2002, the Authorized Officer issued demand notice to the borrower(s) on the date mentioned against the account stated hereinafter calling upon them to repay the amount within 60 days from the date of receipt of said notice. The borrower(s) having failed to repay the amount, notice is hereby given to the public in general and in particular the borrower(s) that the undersigned has taken the symbolic possession of the property described herein below under Section 13(4) of the said Act read with Rule 8 of the said Rules on the date mentioned against the account. The borrower(s) in particular and the public in general is hereby cautioned not to deal with the property and any dealing with the property will be subject to the charge of the Bank for the amounts, interest, costs and charges thereon. The borrowers'/mortgagors' attention is invited to the provisions of sub-section (8) of Section 13 of the Act, in respect of time available, to redeem the secured assets.

Name of borrower(s), Guarantor & Loan Account No.	Description of the property mortgaged (Secured Asset)	Date of Demand Notice	Date of Symbolic Possession Notice	O/s Amount as on date of Demand Notice
Mr. Yogesh D.S. Mrs. Savitha D.M. (Guarantor) 9000000582640	All that piece and parcel of the immovable property situated at Site No.97, Khatha No.235, measuring East to West 40 feet and North to South 71 feet, formed in a layout consisting of Converted in Survey No.15/1, Flat No.FF002, 1st Floor, Blue Berry Blossom Apartment, Area admeasuring 1525 sq.ft of Super Built up Area along with 336 sq.ft UDS, Kalena Agrahara Village, Notoo Nagar, Begur Hobli, Bangalore South Taluk. Presently now comes under the limits of BBMP Bangalore ward No.192 and bounded by: North: Private Property, East: Property No.98, West: Property No.96, South: Road	05.06.2024	11.11.2024	Rs.55,52,286.12/-

Place: Hobli  
Date: 15/11/2024

Authorised Officer  
**Bandhan Bank Limited**

**Enterprise Connect** Business Initiative

**Grand opening of exclusive "Sonali outlet" at Dakshinapan, Dhakuria, Kolkata**

"Golden Fibre" Jute is an Eco-friendly & Bio-degradable fibre. Today, jute is looked upon not only as a major textile fibre, but also as a raw material for manufacturing products which protect environment and maintain ecological balance. Set up by the Ministry of Textiles, Govt. of India, National Jute Board (NJB) is undertaking various promotional programs for Indian Jute, in India and abroad. National Jute Board represents interests of different sectors including growers and workmen of jute and producer and exporter of jute goods. The Indian Jute Sector, comprising of jute mills and a large number of small & micro units. India is the world's largest and biggest producer of raw jute and jute goods. The exports of Jute Diversified products have increased to Rs. 1,374 crores during 2023-24 (constituting 49% of total export value of Jute Goods). The increase of exports of JDPs during 2023-24 is 43% as compared to Rs 963 crores during 2019-20. The major jute diversified products in the export basket comprises of: Jute floor coverings, Hand & Shopping bags, wall hangings, gift articles, decorative fabrics. Total Exports of Jute Goods during 2023-24 was recorded at USD 339 Million or INR 28,039 million. (16% increase as compared to 2019-20 which was recorded Rs 24,238 million).

**Om Infra reports Rs 3.5 Cr PAT in Q2; Revenue jumps 40% to Rs 238 Cr**

Om Infra Ltd, a leading infrastructure company reported another strong quarter ended September 30, 2024. The company reported a 40 per cent jump on a quarter-quarter (QoQ) in its consolidated revenue from operations at Rs 238.43 crores in the September 2024 quarter (Q2FY25). The company had reported a revenue of Rs 169.49 crores in the June 2024 quarter. On a yearly comparison, revenue declined slightly from Rs 279.8 crores million in September 2023 quarter. The Vijay Kedia invested company clocked a net profit of Rs 3.48 crores in the second quarter of current financial year. It reported a net profit of Rs 12.53 crores in the preceding quarter ended on June 30, 2024. Its bottom-line stood 23.68 crores in Q2FY24. Om Infra's profitability took a hit on the back of higher expenses, which came in at Rs 229.38 crores. Engineering segment continued to remain the key driver of the revenue with a revenue of Rs 219.41 crores, while real estate sector contributed Rs 19.01 crores to the revenue for Q2FY25. Operational profit came in at Rs 17.35 crores, with EBITDA margins stood at 7.28 percent for the quarter. SK Jain, Chief Financial Officer of Om Infra Ltd said, "We have recorded a strong revenue growth in the September 2024 quarter. The profit is almost same, and we are hoping to improve it going forward."

**Travel and Lifestyle Brand Swiss Military Launches Innovative SKUs, Eyes Expansion**

Swiss Military, the globally acclaimed lifestyle brand known for its premium and innovative products, announces the launch of new SKUs across its travel gear category, alongside the expansion of its presence in Ahmedabad. The new product line includes travel products available in various colours, featuring unique specifications, setting new standards in the industry for both functionality and affordability. Swiss Military's decision to introduce its new travel gear products is driven by the dynamic market landscape in India. With the country's increasing purchasing power, government initiatives to bolster domestic manufacturing, and the burgeoning e-commerce sector, there's a clear opportunity for expansion. In 2024, the Indian Luggage & Bags market is valued at US\$15.04 billion, with an anticipated annual growth rate of 5.21% from 2024 to 2028. Notably, 87% of the market sales are expected to be attributed to non-luxury products. This strategic move by Swiss Military aligns with the growing aspirations of Indian consumers and their heightened demand for premium luggage and travel gear. Mr. Anuj Sawhney, Managing Director of Swiss Military, stated, "As Swiss Military continues its journey of innovation and expansion, it brings me great pleasure to announce the launch of our newest range of travel gear products. With a steadfast commitment to excellence and affordability, our aim is to not only meet but exceed the expectations of our customers. This latest collection represents our dedication to providing unparalleled quality and functionality, ensuring that every journey is accompanied by the utmost comfort and style."

**Vigilance Awareness Week flagged off at Gujarat Refinery**

Gujarat Refinery observed Vigilance Awareness Week (VAW)-2024 by organising various outreach activities to reach stakeholders emphasising the theme "Culture of Integrity for Nation's Prosperity". The campaign was flagged off at Gujarat Refinery with the administration of the Integrity pledge by Mr. Rahul Prashant, ED&RH to the

employees in the presence of Mr. Hitesh Shah, ED (T) CGMs, GMs and other senior officials. To spread awareness in the nearby villages, a tricycle with exhibits on Public Interest Disclosure and Protection of Informers (PIDPI) was flagged off by Mr. Rahul Prashant, ED&RH. Various programmes such as Vigilance Workshop, drawing and painting competitions for township residents, quiz competitions for employees and their families, outreach activities for villagers through Gram Sabhas at Chhota Udaipur and elocution competitions at Refinery Township school, MS University and Parul University were also organised as part of VAW-2024.

**World Travel Market**

The Department of Tourism, UT of DNH&DD is participating in World Travel Market (WTM) London to be held from November 5-7, 2024 at Excel, London as a co-exhibitor at Indian Pavilion, Ministry of Tourism, Government of India. The Pavilion was inaugurated by the High Commissioner of India, Shri Vikram Doraiswami and Director General of Tourism, Ms. Mugdha Sinha. Many transformative reforms have been initiated in the UT under the charismatic leadership of our Hon'ble Prime Minister Shri Narendra Modi which have been instrumental in leading the progress of the UT of Dadra and Nagar Haveli. It is due to relentless efforts of Hon'ble Administrator Shri Pratul Patel that the UT Administration is aiming to position DNH&DD as a premier tourist destination in India and also has developed world class infrastructure in the last 8 years that has boosted tourism exponentially. The DNH&DD Tourism can be visited at stand number N10-220 at WTM London. The Stand was visited by Director General of Tourism, Ministry of Tourism, Government of India - Ms. Mugdha Sinha. The Department of Tourism, UT of DNH&DD highlighted the Administrations' commitment to developing World Class infrastructure to boost tourism. The state-of-the-art sea front NAMO Path at Devka inaugurated by Hon'ble Prime Minister of India is a prime example of this development. The Director General of Tourism assured full support and cooperation of Ministry of Tourism, Government of India in promoting the UT of DNH&DD as a prime tourist destination. Moreover, All the major tourist attractions of UT of DNH&DD and Lakshadweep will be showcased during the WTM event. The Department of Tourism, UT of DNH&DD also joined the Ministry of Tourism, Government of India and State Governments at the 'India Chalo' Press Conference held during the event by the Ministry of Tourism. The Department is seeking to attract foreign tourists and investors, forge partnerships with global travel industry players, showcase and project tourist attractions of both UT of DNH&DD and Lakshadweep. It was a proud moment for the UT of DNH&DD to participate at the WTM, 2024 along with other State Governments.

**BAJA SAEINDIA and BVRT sign MoU to Host eBAJA SAEINDIA 2025, Continuing their Commitment to Innovation in Electric Mobility**

Building on the remarkable success of eBAJA SAEINDIA 2024, which debuted in South India at BVRT, Narsapur, in March 2024, BAJA SAEINDIA and Sri Vishnu Educational Society are thrilled to announce, once again, the signing of a Memorandum of Understanding (MoU) to host eBAJA SAEINDIA 2025 at the BV Raju Institute of Technology, Narsapur, near Hyderabad, tentatively scheduled from 20th to 23rd February 2025. This exciting partnership underscores both organization's commitment to drive innovation, sustainability, diversity and industry-academia collaboration to develop the next generation of industry-ready engineers. The 2024 edition of eBAJA was a landmark event, transforming BVRT into a vibrant hub of competition and innovation. Over the course of four days, teams from across the country competed in dynamic and static events, showcasing their expertise in designing and fabricating electric all-terrain vehicles (ATVs). This event not only showcased the ingenuity of the participants but also provided them invaluable exposure to real-world engineering challenges, bringing Industry and Academia closer. Reflecting on the success of eBAJA SAEINDIA 2024, Mr. Ravichandran Rajagopal, Vice Chairman of Sri Vishnu Educational Society, expressed his enthusiasm: "Hosting eBAJA 2024 was a proud and memorable moment for BVRT, as it showcased the extraordinary talent, passion, creativity and determination of the students. The energy and sportsman spirit displayed by these young engineers was truly inspiring. We are thrilled to take this partnership further by once again signing the MoU with BAJA SAEINDIA to host the 2025 edition of eBAJA again at our Narsapur campus". He further added, "It is the vision of our Chairman, Shri K V Vishnu Raju to strengthen our commitment to fostering a culture of sustainable and future-ready mobility. He is excited to continue playing a central role in providing a platform for students to innovate and address real-world engineering challenges. We look forward to working closely with BAJA SAEINDIA to nurture more young talent and make eBAJA SAEINDIA 2025 an even greater success, contributing to the advancement of engineering education in India."

**TO ADVERTISE  
PLEASE CONTACT**

**Bengaluru : 080-22071826**

**Mangaluru : 0824-2417575**

**Hubballi : 0836-2335700**

the hindu **businessline.**

CM  
YK

BG-BE

