

ASHOK GULATI & HARSH WARDHAN
Needs to quickly launch the 10,000 FPOs that govt has talked about

PM-SPEAK

Atmanirbhar Bharat a national spirit, says PM Modi

KILLING OF KHASHOGGI

Biden says Saudi announcement to come today

NEW DELHI, MONDAY, MARCH 1, 2021

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READ TO LEAD

IN THE NEWS

J&J Covid-19 vaccine cleared for use in US

JOHNSON & JOHNSON'S Covid-19 vaccine was granted emergency authorisation in the United States, reports **Reuters**. Results from a trial of about 44,000 participants show the J&J vaccine was 66% effective in preventing moderate-to-severe Covid-19 globally.

RIL subsidiary increases stake in skyTran

RELIANCE STRATEGIC BUSINESS Ventures (RSBV), a wholly owned subsidiary of Reliance Industries (RIL), on Sunday said that it has acquired an additional equity stake in its investee company skyTran for \$26.7 million increasing its shareholding to 54.46% on a fully diluted basis, reports **FE Bureau** in New Delhi.

Deadliest day since coup in Myanmar leaves 18 dead

MYANMAR SAW ITS deadliest day since the February 1 coup, with the United Nations saying at least 18 protesters were killed in a stark escalation of violence to quell persistent demonstrations against military rule, reports **Bloomberg**.

EXPORTS TO CHINA

Stellar growth begins to slow

BANI KINKAR PATTANAYAK
New Delhi, February 28

THIS IS A tale of two markets. India's merchandise exports to China, its second-largest market, seems to be losing steam after an impressive 33% year-on-year jump in the April-June period in the face of Covid-19 pandemic. Growth in shipments to the neighbour slowed down considerably to 20% in September quarter and to just over 2% in December quarter.

In contrast, India's exports to its biggest market — the US — reversed a 39% slide in the three months through June to inch up by 3% in the September quarter and 5.5% in the December quarter, according to the official data. Of course, at \$36 billion, exports to the US until December were still way above those to China (\$15 billion).

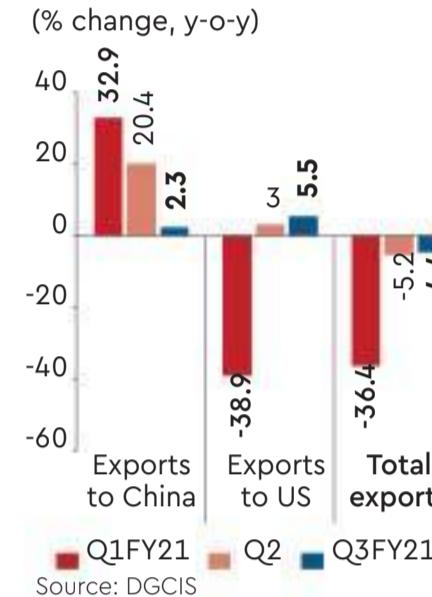
While the US remains the worst victim of Covid-19, China, despite being the epicentre of the pandemic, seems to have weathered the crisis better than most.

So, exports to Beijing didn't falter in the first quarter, despite the Covid-induced disruptions in India, while those to Washington plunged.

As **FE** had first reported on September 8, trade with China didn't suffer immediately even after the deadly



Different trajectory (% change, y-o-y)



border clash in mid-June (outbound shipments to the neighbour jumped almost 24% in July, compared with a near 10% contraction in overall goods exports).

However, in the following months, export growth moderated, partly because China mostly sources raw materials or low value-added products (iron ore, certain steel and iron products, cotton, etc) from India where the scope for growth remains limited.

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LOCALISATION CLAUSE

Will laptop PLI run into trouble in WTO?

Under the organisation's norms imports have to be treated on par with domestically manufactured products

KIRAN RATHEE
New Delhi, February 28

A CLAUSE RELATING to phased localisation in the production-linked incentive scheme for IT hardware, which includes laptops, tablets, all-in-one PCs, and servers, has divided the industry whether it is going to land the scheme in trouble with World Trade Organization rules, which prohibit discrimination against imported products.

Some prominent global

Win or lose

■ Localisation clause kicks in from the second year of the scheme for IT hardware products

■ Printed circuit boards, battery packs, power adapters need to be made domestically

■ WTO rules prohibit discrimination against imported products

■ In the past, India has lost cases on this count

■ Companies who do not have domestic manufacturing may not find the clause proper

■ Govt feels that with some firms opting for the scheme there should not be a problem

Companies like HP, Lenovo, Dell, Acer, etc who already have domestic manufacturing not expected to object to localisation clause

■ Some firms opting for the scheme there should not be a problem

■ As many as 55 among the 72 listed central public sector undertakings (CPSEs), which are part of the NIFTY 500 Index do not have the stipulated number of independent directors (IDs) on their boards, despite the renewed policy emphasis on compliance with this key corporate governance norm in recent years. Among the state-owned companies that remain lax about the norm include biggies like ONGC and Indian Oil Corporation, and even top public sector banks such as State Bank of India, Punjab National Bank and Bank of India.

Ten of these firms including Coal India, Nalco, REC, Hudco and Cochin Shipyard did not even have a single ID on their boards, as on December 31, 2020. In all, these 72 firms were required to have a total of 325 IDs, at the end of 2020, given their aggregate board strength of 601. However, according to an analysis by Institutional Investor Advisory Services (iiAS), these firms had only 184 IDs at that time, leaving a big shortfall of 141.

The compliance with the relevant, much lenient ID norms — at least 2 independent directors on the board — among around 180 unlisted CPSEs is even more abysmal.

As per the Regulation 17(1)

Continued on Page 2

KM Birla hails PLI schemes as 'pathbreaking' and 'interesting'

ADITYA BIRLA Group chairman, Kumar Mangalam Birla, on Sunday termed the production-linked incentive (PLI) schemes designed by the government as pathbreaking and interesting as it sought to create global giants in chosen sectors. This seems to be well thought out, long-term plan

encouraging industry out of India, he said.

"We see the strong influx of investment dollars," Birla said, adding that it was more important to get the private sector beginning to make capex investments than

getting foreign investments into India.

"India is much closer to becoming a global hub for manufacturing and it has had a history of building global size businesses in software, pharma, metals and auto and has track record of global excellence and scale," he said.

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of 72 major state-owned CPSEs, banks/financial institutions on NIFTY 500 are non-compliant* with Sebi rule on IDs

601 Board strength of 72 PSUs in NIFTY 500, as on December 31, 2020

325 Number of Independent Directors required to meet Sebi norm

184 Actual number of IDs on their boards

* As on December 31, 2020

IDs on boards# (in %)

Coal India	0
ONGC	10
IOC	18
PNB	14
BofA	20
SBI	42

Sebi rule requires 50% of board to be IDs, given these firms have executive chairpersons

of Sebi's Listing Obligations and Disclosure Requirements, at least 50% of the Board should comprise independent directors if a company has an executive chairperson; 33% of the board should be IDs if the chairperson is non-executive. Among the 72 firms mentioned above, only one — Bank of Baroda — has a non-executive chairman, meaning all others are required to meet the 50% norm.

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DECEMBER 2020

Discoms' dues to gencos rise 24%

PRESS TRUST OF INDIA
New Delhi, February 28

■ In December 2020, the total overdue amount stood at ₹1,27,498 crore as against ₹97,835 crore in the year-ago period

Power producers give 45 days to discoms to pay bills for electricity supply

After that, outstanding dues become overdue and generators charge penal interest on that in most cases

in May 2018 to bring in transparency in power purchase transactions between the generators and discoms.

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Companies 'feel betrayed' due to capping of vaccine price: Shaw

BIOCON CHAIRPERSON Kiran Mazumdar Shaw on Sunday hit out at the government capping Covid-19 vaccine price at ₹250 at private hospitals, saying vaccine companies "feel betrayed" as it is too low to sustain.

Reacting to a report that the health ministry

■ Page 2

Mazumdar-Shaw asked, "If WHO has agreed to \$3 per dose, why beat them down to \$2?"

The portal was launched

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Economy

MONDAY, MARCH 1, 2021

Quick View

1 cr more free LPG connections over next 2 years

THE GOVERNMENT PLANS to give one crore more free LPG connections to the needy over the next two years and make it easier to access cooking gas to achieve near 100% penetration of the clean fuel in the country.

GST returns filing: Due date extended

THE GOVERNMENT ON Sunday extended the deadline for filing GST annual returns for 2019-20 fiscal by a month till March 31. This is the second extension given by the government. The deadline was earlier extended from December 31, 2020, to February 28.

Mobile app improves price data collection

THE GOVERNMENT ON Sunday said that data collection of wholesale and retail prices of 22 essential commodities on a daily basis has improved following the launch of a mobile app from January this year.

14 Isro missions to be launched in 2021

ISRO HAS LINED up 14 missions for launch in 2021, including the space agency's first unmanned mission later this year, its chairman K Sivan said in Sriharikota on Sunday.

ROAD TO PROGRESS

Despite pandemic, highway construction in the fast lane

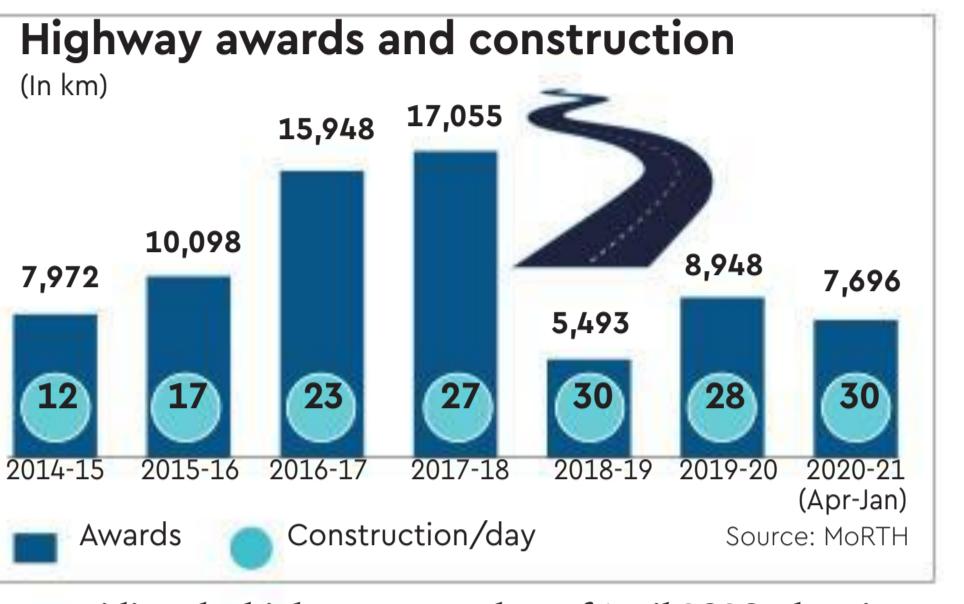
SURYA SARATHI RAY
New Delhi, February 28

DESPITE THE PANDEMIC, highway construction in April-January this fiscal rose to 30 km/day, from 28 km/day in 2019-20. In the past, it was only in 2018-19 that the pace of building of highways touched the 30 km/day mark. February-March period of the current fiscal is seen witnessing even speedier construction.

While minister for road transport and highways Nitin Gadkari is confident of achieving 40 km/day construction pace soon, many stakeholders also share the optimism.

Usually, construction reaches its peak in the January-May period of year. The pace touched a record of 76 km/day in the week commencing January 8, sources said.

It takes 2-3 years to construct a highway. As on 2019-end, 49,740 km highways were under construction. Construction of one kilometre 10-lane highway is still measured as one km and the same holds true for 2-lane highway.



Providing the highest-ever ₹1.18-lakh-crore capital outlay for the ministry of road transport and highways for 2021-22 in the Budget, finance minister Nirmala Sitharaman said more than 13,000 km length of roads, at a cost of ₹3.3 lakh crore, has already been awarded under the ₹5.35-lakh-crore Bharatmala Pariyojana project. Of this, 3,800 km of the roads have been constructed. By March 2022, another 8,500 km projects would be awarded and an additional 11,000 km of national highway corridor would be completed.

Adjusting for the first 20

days of April 2020 wherein no construction activity was allowed, the execution per day saw a growth of 21% to 30.5 km/day in the first nine months of the current fiscal from 25.2 km/day in the same period last fiscal.

The increasing pace of highway construction, analysts believe, is the result of a slew of relief measures the government initiated in recent times like shifting from milestone-based billing (typically ranging between 45-75 days) to monthly billing and release of retention money, performance security in proportion to the

work already executed which have helped in reducing cash conversion cycle favouring the contractors. Road contractors just stepped on the gas.

The recent relaxation of financial capacity and widening the definition of core sector (technical capacity) by including segments like hospitals, hotels, oil & gas, warehouses, among others, will drive more EPC players towards infrastructure projects, especially road, which is already overcrowded. The competitive intensity is expected to increase manifold. If the liquidity boosting measures are continued; this along with relaxation in qualifications for bidders could result in steep rise in execution - more than 40 km/day going forward," said ICRA's Rajeshwar Burla.

IRB Infrastructure's chairman and managing director Virendra Mhaiskar said that the 50-km/day construction is easily achievable in the next two years as huge number of projects are being awarded now-a-days and the environment is also conducive for doing business.

Asserting that there is a lot of contribution of the power of science in the Atmanirbhar Bharat campaign, Modi said there is a need to make science



PRESS TRUST OF INDIA
New Delhi, February 28

PRIME MINISTER NARENDRA

Modi on Sunday underlined that Atmanirbhar Bharat is not just a government policy but also a national spirit, and said the mantra of self-reliant India is reaching villages of the

country.

In his monthly Mann Ki Baat radio programme, Modi also called for a 100-day campaign to clean up all water bodies and prepare them for rain water harvesting before monsoon starts.

more popular and that science cannot be limited to physics-chemistry and labs. He called for expanding science with a mantra of "lab to land".

Modi said water has been crucial for the development of humankind for centuries and people should understand their collective responsibility towards its conservation.

He said that in most parts of India, rainfall begins in May-June and asked, "can we right away start a 100-day campaign for the sake of cleaning up water sources around us and conserving rainwater?"

Conveying greetings on the National Science Day, Modi pointed out that this day is dedicated to the discovery of 'Raman Effect' by the great scientist of India, Dr C V Raman.

With this very thought in mind, in a few days from now, 'Jal Shakti Abhiyan, Catch the rain' is being initiated by the Jal Shakti Ministry, he said.

"We shall commit ourselves to the task right now...we shall get existing rainwater harvest-

PM regrets not learning 'world's oldest language'

PRIME MINISTER NARENDRA Modi on Sunday said he regrets not being able to learn the world's oldest language Tamil during his long political innings as a chief minister and prime minister. He stated this during his monthly "Mann Ki Baat" radio address. The prime minister said sometimes even a very small and simple question rankles the mind.

ing systems repaired, clean up lakes and ponds in villages, remove impediments in the way of water flowing into water sources; thus we shall be able to conserve rainwater to the maximum," he said.

Modi highlighted an assertion made by a person who had written to him from Kolkata that the Atmanirbhar Bharat campaign is not just a government policy but also a national spirit, and said this was hundred per cent correct.

ember 28; 70 lakh on October 11; crossed 80 lakh on October 29; 90 lakh on November 20 and surpassed the one-crore mark on December 19.

According to the Indian Council of Medical Research, 21,62,31,106 samples had been tested until Feb 27 with 7,95,723 being tested on Saturday.

Atmanirbhar Bharat a national spirit: Modi

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Companies 'feel betrayed' due to capping of Covid vaccine price: Shaw

BIOCON CHAIRPERSON

KIRAN Mazumdar Shaw on Sunday hit out at the government for capping Covid-19 vaccine price at ₹250 at private hospitals, saying vaccine companies "feel betrayed" as it is

too low to sustain.

Reacting to a report that the health ministry has fixed ₹250 per shot at private hospitals and health centres, she tweeted, "We r (sic) crushing instead of incentivising vac-

cine industry."

She further said, "Covid Vaccine Jab Capped At Rs 250 At Private Hospitals: Government - understand vaccine cos (sic) feel betrayed as price is too low to sustain." —PTI

Fresh Covid cases: India records biggest single-day rise in 30 days

PRESS TRUST OF INDIA
New Delhi, February 28

INDIA'S COVID-19 TALLY climbed to 1,10,96,731 on Sunday with 16,752 new infections, the highest in the last 30 days, according to Union health ministry data.

The country had recorded

18,855 new infections on January 29. The death toll mounted to 1,57,051 with 113 fresh fatalities, the data updated at 8 am showed.

The active caseload further increased to 1,64,511. It constitutes 1.48% of the total infections, it showed. The number of people who have recuperated

from the disease surged to 1,07,75,169, which translates to a national Covid recovery rate of 97.10%. The case fatality rate stands at 1.42%. India's Covid-19 tally had crossed the 20-lakh mark on August 7; 30 lakh on August 23; 40 lakh on September 5 and 50 lakh on September 16. It went past 60 lakh on Sep-

tember 28; 70 lakh on October 11; crossed 80 lakh on October 29; 90 lakh on November 20 and surpassed the one-crore mark on December 19.

According to the Indian Council of Medical Research, 21,62,31,106 samples had been tested until Feb 27 with 7,95,723 being tested on Saturday.

ember 28; 70 lakh on October 11; crossed 80 lakh on October 29; 90 lakh on November 20 and surpassed the one-crore mark on December 19.

Among private generators, discoms owe the highest overdues of ₹16,878.25 crore to Adani Power followed by Bajaj

Group-owned Lalitpur Power Generation Company at ₹4,462.10 crore, SEMB (Semibc) at ₹2,735.62 crore and GMR at ₹2,195.12 crore. The overdues of non-conventional energy producers like solar and wind stood at ₹12,117.78 crore in December.

—PTI

Agri tech: Slowly but steadily making gains

For Gramophone, customer acquisition costs at the agri-tech start-up have declined by 40% and marketing budgets have reduced significantly, co-founder & CEO Tauseef Khan told FE.

The customer base has nearly doubled to six lakh in less than a year and the company is expecting to end the year with more than 10 lakh farmers on the platform. The company recently launched a marketplace to connect farmers with potential buyers of their produce. It is also working to introduce loans to its customers.

Thirukumaran Nagarajan, CEO & co-founder at Ninjacart, observes that farmers need precision farming data, better end-to-end linkages and farm management services to increase output from existing land through active monitoring and accurate predictions.

"Supply chain strategies implemented pre-Covid world can no longer be relied upon," says Nagarajan.

Ananda Prakash Verma's Fasal provides technology that not only helps farmers manage and monitor their farm remotely but also helps them produce healthy food. The Bengaluru-based firm services the horticulture segment by installing IoT sensor devices in the farms.

It recently launched Fasal Kranti, a more sophisticated device that can be self-deployed by farmers without any hand-holding.

From the Front Page

Stellar growth begins to slow

In fact, after an almost ten-fold rise until July, India's steel and iron exports to China started to slow, as Beijing's appetite for the commodities to push infrastructure projects began to moderate. By the end of the third quarter, the rise in such exports was only to the tune of 27% on year to \$2.4 billion.

The US, however, buys a much wider portfolio of items from India, which boosts the potential for bilateral trade.

India was forced to put in place a stringent lockdown (from March 25 until it was gradually relaxed from June) that choked its supply chain, albeit temporarily, while both

external and internal demand was battered by the pandemic, causing exports to crash. Once the lockdown was lifted and supply disruptions eased considerably, exports made a fragile recovery (on a quarterly basis), especially to the US. Of course, monthly export growth still showed wide fluctuations.

Meanwhile, the country's exports to Hong Kong, considered a close proxy for Beijing, have faltered at a faster pace than overall goods exports. While exports to Hong Kong dropped 16% in the April-December period to \$7 billion, overall exports declined by 15.5%.

Three-fourths of CPSEs flout norm

Most of the companies reviewed also do not have independent woman directors, even though Sebi made it mandatory in April 2019.

The continued sheer negligence of the governance standard among large sections of CPSEs is even as the government continues to suffer from a steady decline in its gains from capital investments in these firms. It also lays bare the lack of regulatory rigour. The consolidated returns on government investment in 53 of the listed CPSEs fell from 190.24% in 2016-17 to 182.53% in 2017-18 to 159.31% in 2018-19, the CAG observed in a report tabled in Parliament recently. In fact, the consolidated ROI (annual average rate) had been declining from 46.9% since 2007-08, the final year of the economic boom in early 2000s.

While this largely reflects the overall economic conditions, it seems that the CPSEs also have specific infirmities, compared with the private sector. An analysis by CAG showed that, when 35 listed CPSEs were compared with the private companies with similar nature of business over the five years to 2018-19, the state-owned firms' performance was on the lower side in parameters like earnings per share and P/E ratio. Of course, in other parameters like return on equity, and interest coverage ratio, no marked contrast was seen among the two classes of companies.

While S&P BSE 500 Index rose 43.7% over the past five years, S&P BSE PSU Index fell 32.9% during the period.

The non-official independent directors are appointed on the Boards of CPSEs by the administrative ministries concerned.

Inherent inefficiencies of CPSEs have led to low productivity in these firms; their high-cost structure and strained public finances prompted the Centre to adopt a policy to selectively privatise them in 1991. The privatisation process was however slow and was halted since FY04.

The Narendra Modi 2.0 government has revisited the privatisation policy. A large number of PSUs are going to be up for grabs in the coming years, with the Budget for

ties, is the common consensus. Such experts point out that most developed nations have followed this strategy when it has come to fine balancing line with regard to WTO matters.

The PLI for IT hardware apart from fixing incremental investment and production targets also has a localisation clause which kickstarts in the second year of the four-year cycle to avail the incentives given by the government. Under it, the selected companies need to do some localisation for components like printed circuit boards, battery packs, power adapters etc. This has been done to boost domestic manufacturing of electronics components.

The government expects domestic value addition for IT hardware to rise to 20-25% by 2025 from the current 5-10% due to the impetus provided by the scheme.

The scheme outlines that in the first year of production, no localisation is required, in the second year, printed circuit board (PCB) assembly should be done domestically, and in the third year, along with PCB assembly, battery packs should be assembled locally either by the applicant company or through one of its vendors.



NAVA BHARAT VENTURES LIMITED

Corporate Identification Number (CIN): L27101TG1972PLC001549

PUBLIC ANNOUNCEMENT FOR THE ATTENTION OF THE EQUITY SHAREHOLDERS / BENEFICIAL OWNERS OF THE EQUITY SHARES OF NAVA BHARAT VENTURES LIMITED FOR THE BUYBACK OF EQUITY SHARES FROM THE OPEN MARKET THROUGH STOCK EXCHANGES UNDER THE SECURITIES AND EXCHANGE BOARD OF INDIA (BUY-BACK OF SECURITIES) REGULATIONS, 2018, AS AMENDED.

This Public Announcement ("Public Announcement") is being made in relation to the Buyback (defined hereinafter) of Equity Shares (defined hereinafter) by Nava Bharat Ventures Limited (the "Company") from the open market through BSE Limited ("BSE") and the National Stock Exchange of India Limited ("NSE") and together with the "NSE", the "Stock Exchanges"), pursuant to the provisions of Regulation 16(i)(b) and other applicable provisions of the Securities and Exchange Board of India (Buy-back of Securities) Regulations, 2018, for the time being in force including any statutory modifications and amendments thereto from time to time ("Buyback Regulations"), and contains the disclosures as specified in Schedule IV to the Buyback Regulations.

Part A - Disclosures in accordance with Schedule I of the Buyback Regulations

1. THE DETAILS OF BUYBACK OFFER AND OFFER PRICE

1.1 Pursuant to the provisions of Sections 68, 69, 70 and other applicable provisions, if any, of the Companies Act, 2013 read with the Companies (Share Capital and Debentures) Rules, 2014 (to the extent applicable) (hereinafter referred to as the "Share Capital Rules") and other relevant rules made thereunder, as amended from time to time (together the "Companies Act") (including any statutory amendment(s), modification(s) or re-enactments from time to time), the provisions of the Buyback Regulations, the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended ("Listing Regulations") (including any statutory amendment(s), modification(s) or re-enactments from time to time) and Article 17 of the Articles of Association of the Company, and subject to such other approvals, permissions, consents, exemptions, and sanctions of the Securities and Exchange Board of India ("SEBI"), the Registrar of Companies, Telangana at Hyderabad (the "ROC") and / or other authorities, institutions or bodies, as may be applicable (together with SEBI and ROC, the "Appropriate Authorities"), as may be necessary, and subject to such conditions, alterations, amendments and modifications as may be prescribed or imposed by the Appropriate Authorities while granting such approvals, permissions, consents, exemptions and sanctions which may be agreed to by the Board of Directors of the Company (the "Board" which expression shall be deemed to include by the Board and / or officials, which the Board may constitute / authorise to exercise its powers, including the powers conferred by the Board resolution), the Board at its meeting held on February 26, 2021 ("Board Meeting"), approved the buyback of fully paid-up equity shares of the face value of ₹ 2 (Indian Rupees Two Only) ("Equity Shares") of the Company, each from its shareholders / beneficial owners (other than those who are promoters, promoter group or persons in control), from the open market through stock exchange mechanism i.e., using the electronic trading facilities of the stock exchanges where the Equity Shares of the Company are listed i.e., National Stock Exchange of India Limited ("NSE") and BSE Limited ("BSE") (collectively, "Stock Exchanges"), for an aggregate amount not exceeding ₹ 150.00 Crores (Indian Rupees One Hundred and Fifty Crore Only) ("Maximum Buyback Size"), and at a price not exceeding ₹ 100/- (Indian Rupees One Hundred Only) per Equity Share ("Maximum Buyback Price"), payable in cash (the process being referred hereinafter as "Buyback"). The Maximum Buyback Size and Maximum Buyback Price do not include any expenses incurred or to be incurred for the Buyback viz, brokerage, costs, fees, turnover charges, taxes such as buyback tax, securities transaction tax, goods and services tax (if any) and income tax, stamp duty, advisors fees, printing expenses, filing fees and other incidental and related expenses and charges (collectively referred to as "Transaction Costs"). The Maximum Buyback Size represents 5.05% and 3.94% of the aggregate of the total paid-up capital and free reserves of the Company based on the standalone and consolidated financial statements of the Company as at March 31, 2020, respectively (being the latest audited financial statements of the Company, available at the Board Meeting) which is less than 10% of the total paid up capital and free reserves of the Company in accordance with the proviso to the Regulation 5(i)(b) of the Buyback Regulations.

1.2 At the Maximum Buyback Size and the Maximum Buyback Price, the indicative maximum number of Equity Shares bought back would be 1,50,000 (One Crore Fifty Lakh Only) Equity Shares ("Maximum Buyback Shares"), which will not exceed 25% of the total number of Equity Shares in the total paid-up equity capital of the Company. The Company will comply with the requirement of maintaining a minimum public shareholding of at least 25% of the total paid up equity share capital of the Company as provided under Regulation 38 of the Listing Regulations, during the Buyback period and upon completion thereof.

1.3 The Company shall utilize at least 50% of the Maximum Buyback Size i.e., ₹ 75.00 Crores (Indian Rupees Seventy Five Crores Only) ("Minimum Buyback Size") for the Buyback, and based on the Minimum Buyback Size and the Maximum Buyback Price, the Company will purchase an indicative minimum of 75,00,000 (Seventy Five Lakhs Only) Equity Shares ("Minimum Buyback Shares"). If the Equity Shares are bought back at a price below the Maximum Buyback Price, the actual number of Equity Shares bought back could exceed the indicative Maximum Buyback Shares (assuming full deployment of the Maximum Buyback Size) but will always be subject to the Maximum Buyback Size.

1.4 The Board (constituted by the Board to exercise its powers, and / or the powers conferred by the Board resolution in relation to the Buyback), shall determine, at its discretion, the time frame for completion of the Buyback and may close the Buyback (which shall not be longer than 6 (six) months from the date of commencement of the Buyback or such other period as may be permitted under the Companies Act and / or the Buyback Regulations or as may be directed by the Appropriate Authorities ("Maximum Buyback Period")) after the Maximum Buyback Size has been reached, and irrespective of whether the Maximum Buyback Size has or has not been reached, after giving appropriate notice for such closure and on completing all formalities in this regard, in accordance with the Companies Act and / or the Buyback Regulations.

1.5 The Buyback will be implemented by the Company out of its free reserves or such other sources as may be permitted by law and in accordance with Section 68(1) of the Companies Act and Regulation 4(ix) of the Buyback Regulations, and in accordance with Regulation 4(iv)(b)(ii) of the Buyback Regulations, by way of open market purchases through the Stock Exchanges, by the order matching mechanism except 'all or none' order matching system, as provided under the Buyback Regulations.

1.6 A copy of this Public Announcement is available on the Company's website (www.nbvventures.com) and is expected to be available on the website of SEBI (www.sebi.gov.in), website of NSE (www.mseindia.com) and website of BSE (www.bseindia.com) during the period of the Buyback.

2. NECESSITY FOR THE BUY-BACK

2.1 The Buyback is being undertaken by the Company after taking into account the strategic and operational cash requirements of the Company in the medium term and for returning surplus funds to the members in an effective and efficient manner. The Buyback will help the Company achieve the following objectives:

(i) optimize returns to shareholders; and (ii) enhance overall shareholders' value. The Buyback is being undertaken, inter alia, for the following reasons:

(i) The Buyback will help the Company to return surplus cash to its shareholders holding Equity Shares;

(ii) The Buyback may help in improving return on equity, by reduction in the equity base, thereby leading to long term increase in shareholders' value; and

(iii) The Buyback gives an option to the shareholders holding Equity Shares of the Company, who can choose to participate and get cash in lieu of Equity Shares to be accepted under the Buyback offer or they may choose not to participate and enjoy a resultant increase in their percentage shareholding, post the Buyback offer, without additional investment.

3. BASIS FOR ARRIVING AT THE MAXIMUM BUY-BACK PRICE AND OTHER DETAILS

3.1 The Maximum Buyback Price of ₹ 100/- (Rupees One Hundred Only) per Equity Share has been arrived at after considering various factors, including average of the weekly high and low of the closing price of the Equity Shares of the Company on the Stock Exchanges during the 2 (two) weeks preceding the date of the Board Meeting, the net worth of the Company and the potential impact of the Buyback on the earnings per share and other similar ratios of the Company. The Maximum Buyback Price excludes the Transaction Costs.

3.2 The Maximum Buyback Price is at a premium of 41.95% and 42.05% over the closing prices on both NSE and BSE respectively, on February 22, 2021 i.e., one trading day prior to the date on which the notice of the Board Meeting to consider the Buyback proposal was intimated to NSE and BSE. The Maximum Buyback Price represents a premium of 35.70% and 35.73% compared to the average of the weekly high and low of the closing prices of the Equity Shares on NSE and BSE, respectively, during the 2 (two) weeks preceding the date of the Board Meeting.

3.3 At the Maximum Buyback Price and for Maximum Buyback Size, the indicative maximum number of Equity Shares bought back would be 1,50,00,000 (One Crore Fifty Lakhs) Equity Shares ("Maximum Buyback Shares").

3.4 The Buyback is proposed to be completed within the Maximum Buyback Period. Subject to the Maximum Buyback Price, the Maximum Buyback Period, and achievement of the Minimum Buyback Size, the actual time frame and the price for the Buyback will be determined by the Board of Directors or their duly authorized representatives, at their discretion, in accordance with the Buyback Regulations.

3.5 In accordance with Section 68(2)(d) of the Companies Act and Regulation 4(i) of the Buyback Regulations, the ratio of the aggregate of secured and unsecured debts owed by the Company after Buyback shall not be more than twice the paid-up capital and free reserves based on both audited standalone and consolidated financial statements of the Company.

3.6 The actual number of Equity Shares bought back during the Buyback will depend upon the actual price, excluding the Transaction Costs, paid for the Equity Shares bought back and the aggregate consideration paid in the Buyback, subject to the Maximum Buyback Size. The actual reduction in existing number of Equity Shares would depend upon the price at which the Equity Shares of the Company are traded at the Stock Exchanges as well as the total number of Equity Shares bought back by the Company from the open market through the Stock Exchanges during the Buyback period.

4. DETAILS OF PROMOTERS, MEMBERS OF THE PROMOTER GROUP, PERSONS IN CONTROL AND DIRECTORS OF PROMOTERS AND MEMBERS OF THE PROMOTER GROUP SHAREHOLDING AND OTHER DETAILS

4.1 The aggregate shareholding of the (i) promoter and promoter group of the Company ("Promoter and Promoter Group") and persons in control, (ii) directors of companies which are a part of the Promoter and Promoter Group (where the promoter or the member of the promoter group is a company), as on February 26, 2021 i.e. date of the Board Meeting and the date of the Public Announcement are as follows:

Aggregate shareholding of the Promoter and Promoter Group and persons who are in control as on the date of the Board Meeting i.e. February 26, 2021 and as on the date of this Public Announcement is as follows:

S.No	Name of the Promoter / Promoter Group / Persons acting in concern	Number of Equity Shares	% Equity Shareholding in the Company
A.	Promoter		
1	Ashok Devineni	2,226,000	1.36
TOTAL (A)		2,226,000	1.36
B.	Promoter Group		
1	Trivikrama Prasad Pinnamaneni	3,150,488	1.93
2	Trivikrama Prasad Pinnamaneni (HUF)	702,630	0.43
3	Rama Devineni	523,230	0.32
4	Rajashree Pinnamaneni	6,997,556	4.28
5	Ashwin Devineni	4,172,789	2.55
6	Devineni Nikhil	2,550,000	1.56
7	Devineni Bhakta Priya	9,812,900	6.00
8	Rajasekhar Devineni jointly with Ashok Devineni	15,630	0.01
9	Nilima Alluri	1,050,000	0.64
10	Nav Developers Limited	16,093,517	9.85
11	AN Investments Private Limited	9,479,825	5.80
12	S RT Investments Private Limited	7,379,756	4.51
13	A9 Homes Private Limited	2,574,000	1.58
14	AV Dwellings Private Limited	2,256,000	1.38
15	V9 Avenues Private Limited	2,219,980	1.36
TOTAL (B)		6,89,78,301	42.20
TOTAL (A+B)		7,12,04,301	43.56

4.2 Except as disclosed below, the promoter, promoter group and the directors of the corporate promoters, and persons who are in control of the Company have not purchased or sold any Equity Shares during a period of six (6) months preceding the date of Board Meeting i.e., February 26, 2021 and twelve (12) months preceding the date of the Public Announcement i.e., February 27, 2021.

Name	Aggregate no of shares purchased or sold	Nature of Transaction	Maximum Price(₹*)	Date of Maximum Price	Minimum Price(₹*)	Date of Minimum Price
P Trivikrama Prasad	7,00,000	Gift (transferred)	Nil	February 12, 2021	Nil	Nil
Bhakta Priya Devineni	10,000	Market Purchase	60.00	September 7, 2020	59.65	September 7, 2020
A N Investments Private Limited	1,46,710	Market Purchase	48.00	March 16, 2020	33.50	March 26, 2020
A9 Homes Private Limited	1,60,000	Market Purchase	64.50	August 31, 2020	52.10	August 14, 2020
SRT Investments Private Limited	2,42,756	Market Purchase	53.50	August 10, 2020	33.95	March 30, 2020
A V Dwellings Private Limited	30,000	Market Purchase	53.50	August 10, 2020	53.00	August 10, 2020
Nav Energy Private Limited	99,47,020	Capital Reduction	NA	NA	NA	NA

*Rounded off to two digits. This price indicates the price at which the trade was executed, exclusive of taxes and transaction charge.

5. INTENTION OF THE PROMOTERS, MEMBERS OF THE PROMOTER GROUP AND PERSONS IN CONTROL OF THE COMPANY TO TENDER THEIR EQUITY SHARES IN THE BUYBACK

5.1 In accordance with Regulation 16(i) of the Buyback Regulations, since the Buyback is being implemented by way of open market purchases through the Stock Exchanges, the Buyback shall not be made by the Company from the promoters, members of the promoter group and persons in control.

5.2 Further, as per Regulation 24(i)(e) of the Buyback Regulations, neither the promoters and promoter group nor their associates have dealt in the Equity Shares or other specified securities of the Company either through the Stock Exchanges or off-market transactions (including inter-se transfer of Equity Shares among the promoters or promoter group) from the date of the Board Meeting till the date of the Public Announcement and shall not deal in the Equity Shares or other specified securities of the Company either through the stock exchanges or off-market transactions (including inter-se transfer of Equity Shares among the promoters or promoter group) from the date of the Public Announcement till the completion of the Buyback.

5.3 The promoters and promoter group have not sold any Equity Shares during the period of six (6) months preceding the date of Board Meeting i.e., February 26, 2021 and twelve (12) months preceding the date of the Public Announcement i.e., February 27, 2021.

5.4 The promoters and promoter group have not transferred any Equity Shares to any other person during the period of six (6) months preceding the date of Board Meeting i.e., February 26, 2021 and twelve (12) months preceding the date of the Public Announcement i.e., February 27, 2021.

5.5 The promoters and promoter group have not received any Equity Shares from any other person during the period of six (6) months preceding the date of Board Meeting i.e., February 26, 2021 and twelve (12) months preceding the date of the Public Announcement i.e., February 27, 2021.

5.6 The promoters and promoter group have not received any Equity Shares from any other person during the period of six (6) months preceding the date of Board Meeting i.e., February 26, 2021 and twelve (12) months preceding the date of the Public Announcement i.e., February 27, 2021.

5.7 The promoters and promoter group have not received any Equity Shares from any other person during the period of six (6) months preceding the date of Board Meeting i.e., February 26, 2021 and twelve (12) months preceding the date of the Public Announcement i.e., February 27, 2021.

5.8 The promoters and promoter group have not received any Equity Shares from any other person during the period of six (6) months preceding the date of Board Meeting i.e., February 26, 2021 and twelve (12) months preceding the date of the Public Announcement i.e., February 27, 2021.

5.9 The promoters and promoter group have not received any Equity Shares from any other person during the period of six (6) months preceding the date of Board Meeting i.e., February 26, 2021 and twelve (12) months preceding the date of the Public Announcement i.e., February 27, 2021.

5.10 The promoters and promoter group have not received any Equity Shares from any other person during the period of six (6) months preceding the date of Board Meeting i.e., February 26, 2021 and twelve (12) months preceding the date of the Public Announcement i.e., February 27, 2021.

5.11 The promoters and promoter group have not received any Equity Shares from any other person during the period of six (6) months preceding the date of Board Meeting i.e., February 26, 2021 and twelve (12) months preceding the date of the Public Announcement i.e., February 27, 2021.

5.12 The promoters and promoter group have not received any Equity Shares from any other person during the period of six (6) months preceding the date of Board Meeting i.e., February 26, 2021 and twelve (12) months preceding the date of the Public Announcement i.e., February 27, 2021.

5.13 The promoters and promoter group have not received any Equity Shares from any other person during the period of six (6) months preceding the date of Board Meeting i.e., February 26, 2021 and twelve (12) months preceding the date of the Public Announcement i.e., February 27, 2021.

5.14 The promoters and promoter group have not received any Equity Shares from any other person during the period of six (6) months preceding the date of Board Meeting i.e., February 26, 2021 and twelve (12) months preceding the date of the Public Announcement i.e., February 27,

Form No. URC-2

Advertisement giving notice about registration under Part I of Chapter XXI of the Companies Act, 2013
[Pursuant to section 374(b) of the companies Act, 2013 and rule 4(1) of the companies (Authorised to Register) Rules, 2014]

1. Notice is hereby given that in pursuance of sub-section (2) of section 366 of the Companies Act, 2013, an application is proposed to be made to the Registrar at Central Registration Centre (CRC), Indian Institute of corporate affairs (IICA) Plot No. 6,7,8 Sector 5, IMT Manesar, District Gurgaon (Haryana) - 122050 that M/s S.B.S Food Court, a partnership firm may be registered under Part I of Chapter XXI of the Companies Act 2013, as a company limited by shares.

2. The principal objects of the company are as follows:

TO CARRY ON THE BUSINESS OF RUNNING HOTELS AND RESTAURANTS.

3. A copy of the draft memorandum and articles of association of the proposed company may be inspected at the office at 202, ASIAD Co-operative Housing Society Limited, Near Liberty Garden, B.J. Patel Road, Malad (West) Mumbai - 400064, Maharashtra, India.

4. Notice is hereby given that any person objecting to this application may communicate their objection in writing to the Registrar at Central Registration Centre (CRC), Indian Institute of corporate affairs (IICA) Plot No. 6,7,8 Sector 5, IMT Manesar, District Gurgaon (Haryana) - 122050 within twenty one days from the date of publication of this notice, with a copy to the company at its registered office.

Dated this 27 day of February 2021

Names of Applicant
Sd/-
Mr. Joseph Sequira
Mr. Lawrence Sequira

"IMPORTANT"

Whilst care is taken prior to acceptance of advertising copy, it is not possible to verify its contents. The Indian Express (P) Limited cannot be held responsible for such contents, nor for any loss or damage incurred as a result of transactions with companies, associations or individuals advertising in its newspapers or publications. We therefore recommend that readers make necessary inquiries before sending any monies or entering into any agreements with advertisers or otherwise acting on an advertisement in any manner whatsoever.

CHALET

Chalet Hotels Limited

CIN: L55101MH1986PLC038538
Registered Office: Raheja Tower, 4th Floor, Plot No. C-30, Block G, Bandra Kurla Complex, Bandra East, Mumbai 400 051
Tel: 022 2656 4000 Fax: +91-22-26565451

Email: companysecretary@chalethotels.com Website: www.chalethotels.com

In the matter of:

Scheme of Arrangement and Amalgamation between BELAIRE HOTELS PRIVATE LIMITED ("Transferor No. 1 / Applicant Company No. 1") AND SEAPEARL HOTELS PRIVATE LIMITED ("Transferor No. 2 / Applicant Company No. 2") AND CHALET HOTELS LIMITED ("Transferee / Applicant Company No. 3") AND their respective Shareholders and Creditors'

RESCISSION OF POSTAL BALLOT OF EQUITY SHAREHOLDERS / MEETINGS OF PREFERENCE SHAREHOLDER

Vide notice dated February 09, 2021 and newspaper intimation dated February 25, 2021, Chalet Hotels Limited ("Company") had given notice to the Equity Shareholders for voting by way of Postal Ballot between March 1, 2021 and March 30, 2021 and the Preference Shareholders convening their meetings on March 30, 2021 in respect of Approval of the Scheme of Arrangement and Amalgamation amongst Belaire Hotels Private Limited and Seapearl Hotels Private Limited and Chalet Hotels Limited and their respective Shareholders and Creditors'. The Order dated February 05, 2021 passed by the Hon'ble National Company Law Tribunal, Mumbai Bench in this regard has now been made available to the Company. As per the said Order, a meeting of the Equity Shareholders and Preference Shareholders of the Company is to be convened on April 12, 2021 without any provision for Postal Ballot. In view of the aforesaid directions contained in the said Order, the Notice dated February 09, 2021 sent on February 24, 2021 and all actions contemplated thereunder stand cancelled and rescinded.

A separate communication convening the meetings in terms of the Hon'ble NCLT Order shall be issued shortly.

Inconvenience caused in this regard is regretted.

For Chalet Hotels Limited

Sd/-
Sanjay Sethi
Managing director & CEO
DIN: 00641243

Date : 27.02.2021

Place : Mumbai



IIFL ASSET MANAGEMENT LTD.

Regd. Office: IIFL Centre, 6th Floor, Kamala City, Senapati Bapat Marg, Lower Parel, Mumbai 400013
CIN: U74900MH2010PLC201113 | www.iiflmutualfund.com

Notice-cum-addendum to the Scheme Information Document(s) (SID), Key Information Memorandum(s) (KIM) and Statement of Additional Information (SAI) of IIFL Mutual Fund No. (6/2021)

CHANGE OF FUND MANAGER

NOTICE IS HEREBY GIVEN THAT with effect from March 02, 2021, Mr. Milan Mody, has been designated as Fund Manager for IIFL Dynamic Bond Fund (An open-ended dynamic debt scheme investing across duration) and IIFL Liquid Fund (An open-ended liquid scheme).

Brief profile of Mr. Milan Mody is given below:

Name of Fund Manager, Age, Qualification	Brief Experience
Mr. Milan Mody Age: 42 years; Qualification: MBA Finance, B.Com	Mr. Milan Mody has over 18 years of work experience in the Fixed Income market. Prior to joining IIFL Asset Management Limited, he was associated with ITI Asset Management Limited as Fixed Income Fund Manager for three years. His previous experience includes working with Darashaw, Birla Sun-life Securities, Sahara Life Insurance and Zyfin Research Pvt. Ltd. He has done MBA Finance, B.Com.

Mr. Rahul Nambiar ceases to be Fund Manager for IIFL Dynamic Bond Fund and IIFL Liquid Fund from the above-mentioned date.

This addendum shall form an integral part of the SID & KIM of IIFL Dynamic Bond Fund and IIFL Liquid Fund and SAI, all other features, terms and conditions as mentioned therein remained unchanged.

Pace : Mumbai

Date : February 28, 2021

For IIFL Asset Management Ltd.

Sd/-

Authorised Signatory

"Mutual Fund investments are subject to market risks, read all scheme related documents carefully"

7 FINANCIAL INFORMATION ABOUT THE COMPANY

7.1 The Company prepares its financial statements in accordance with Indian Accounting Standards prescribed under Section 133 of the Act, read with the relevant rules issued thereunder ('Ind AS'). Financial information on the basis of audited standalone financial statements of the Company for the last three financial years ended March 31, 2020, March 31, 2019 and March 31, 2018 and unaudited limited review financial statements for the nine months period ended December 31, 2020 is given below:

(₹ in Lakhs)

Key Financials	Unaudited		Audited	
	For the nine months period ended December 31, 2020	For the year ended March 31, 2020	For the year ended March 31, 2019	For the year ended March 31, 2018
Revenue from Operations	64,844.53	1,07,999.18	1,35,871.22	1,30,864.00
Other Income	3,088.42	5,221.62	7,906.56	4,647.69
Total Income	67,932.95	1,13,220.80	1,43,777.78	1,35,511.69
Total Expense (Excluding Interest & Depreciation)	50,503.42	88,082.29	1,11,752.19	1,06,522.59
Interest	1,102.58	2,052.07	2,464.27	1,531.04
Depreciation	2,426.02	3,188.32	3,693.98	3,743.09
Profit Before Exceptional items and Tax	13,900.93	19,888.12	25,867.34	23,714.97
Exceptional Items - Expense / (Income)	207.73	-	-	-
Profit Before Tax	14,108.66	19,888.12	25,867.34	23,714.97
Provision for Tax (including Deferred Tax)	4,936.55	6,797.02	9,248.45	7,559.18
Profit After Tax	9,172.11	13,101.10	16,618.89	16,155.79
Other Comprehensive Income	-	-	10,42.22	11.32
Total Comprehensive Income for the year	9,239.49	12,855.83	16,723.11	16,167.11
Unaudited				
Audited				

(₹ in Lakhs)

Key Financials	For the nine months period ended December 31, 2020		As on March 31, 2018	
	For the year ended March 31, 2020	As on March 31, 2019	As on March 31, 2018	As on March 31, 2018
Paid-up Equity Share Capital	3,525.60	3,525.60	3,572.77	3,572.77
Reserve and Surplus	NA	2,93,245.55	2,88,984.90	2,75,124.74
Net Worth*	NA	2,96,771.15	2,92,557.67	2,78,697.51
Total Debt	NA	16,483.23	32,036.84	33,375.98
Unaudited				
Audited				

(₹ in Lakhs)

Key Financials	For the nine months period ended December 31, 2020		For the year ended March 31, 2019	
	For the year ended March 31, 2020	For the year ended March 31, 2018	For the year ended March 31, 2019	For the year ended March 31, 2018
Basic Earnings Per Share (₹)	5.61*	7.83	10.02	9.74
Diluted Earnings Per Share (₹)	5.61*	7.83	10.02	9.74
Debt Equity Ratio	NA	0.06	0.11	0.11
Book Value (₹ per share)	NA	168.41	163.83	156.17
Return on Net worth (%)	NA	4.41	5.68	5.79

*not annualised

Ratios	Basis	
	Profit attributable to equity shareholders / Weighted Average Number of equity shares outstanding during the period	
Earnings Per Share	5.61*	7.83

Book Value per Equity Share (₹)	Paid-up Equity Share Capital + Reserves & Surplus/ No. of Equity Shares Subscribed	
Net Profit After Tax / Net Worth*	Net Profit After Tax / Net Worth*	

Total Debt/Net Worth*

Total Debt/Net Worth*

* Net worth means the aggregate value of the paid-up share capital and all reserves created out of the profits, securities premium account and debit or credit balance of profit and loss account, after deducting the aggregate value of the accumulated losses, deferred expenditure and miscellaneous expenditure not written off, as per the audited balance sheet, but does not include reserves created out of revaluation of assets, write-back of depreciation and amalgamation.



Opinion

MONDAY, MARCH 1, 2021

**VACCINE PRICE CAPS**

Biocon chairperson Kiran Mazumdar Shaw

We are crushing instead of incentivising vaccine industry... vaccine cos feel betrayed as price is too low to sustain. If WHO has agreed to \$3 per dose, why beat them down to \$2?

Making drivers Uber's employees hurts innovation

The UK SC ruling could spur other countries to take a similar line, making the models of apps like Uber/Airbnb unviable

THE UK SUPREME COURT ruling that grants drivers associated with app-based ride-hailing services the status of the latter's employees—overruling the apps' classification of drivers as independent contractors—has worrisome implications for the flow of disruptive innovation. To be sure, this is not the first instance of such a view being adopted by an arm of the state in a jurisdiction; a French court did this last year. But, the latest ruling means the precedence for other nations, like Germany, Italy, Spain and the US, that are dealing with similar questions on the rights of app-using service-providers, lines up in favour of 'drivers are employees'. In such a scenario, it is unlikely a Proposition 22—this California referendum allowed Uber and Lyft to successfully avoid regulation that would have classified drivers as their employees—would influence policymakers.

The UK SC judges ruled that even though Uber claims to be technology-platform, it behaves like an employer by settling rates, assigning rides and using a rating system to discipline drivers. Juxtapose this with the freedom drivers have in terms of refusing rides, switching between competing apps, disabling an app at will, etc. Although Uber has expanded protections for drivers—in 2018, it said EU drivers will be given medical benefits and sick leaves, and assured British drivers that they wouldn't be charged for cancelling rides and would instead be shown fare and destination for each ride—it has been under pressure to classify drivers as employees, which means more onerous asks on drivers' social security, insurance, compensation, removal, etc. Besides, such classification could also entail having to ensure the hourly minimum wage for drivers.

Uber had recently circulated a paper for European policymakers, which talked of pooled eligibility benefits to ensure better earnings while maintaining the drivers' status as independent contractors. In India, too, new rules have talked about employers footing the bill to create a social security net for platform/gig workers. However, forcing platforms to treat them as employees, on a par with traditional services, will push up costs that could make their model unviable. And if such platforms are lost, both consumers and service-providers using these will lose. Such platforms have created considerable economic value in terms of livelihood opportunities and productivity gains through time saved. Cost-savings for users have also contributed to rise in demand for the services; for instance, Uber and Ola in India have fostered ride-sharing as a service, delivering value to both drivers and passengers, apart from the environment in terms of reduced traffic emissions. Airbnb has made lodging cheaper by giving consumers home-stay options while helping homeowners unlock the value of idle space/properties. Imposing the same rules that apply to hotels to Airbnb would only push up costs for the latter. Similarly, setting base fares and minimum wage rules will make commute using taxis more expensive, ultimately hurting demand for the services. While policy worldwide should work to ensure that such companies offer better value and quality to consumers and service-providers using their platform, shackling them with the employer-obligations of the old economy will simply kill innovation that relies on modulated regulation. Some may argue the traditional players these platforms compete against will suffer, but the way out could be light-touch, only-essential regulation for the older players rather than onerous burdens on the new players.

A problem of trust

Repeated failures of the state system leading to parallel probes

THE CENTRE IS right in telling the Delhi High Court that there shouldn't be any "parallel judicial systems"—this was in the context of the HC seeking the Centre's response over a petition challenging the reports of fact-finding bodies set up both inside and outside the statal structure to look into the riots in Delhi last year. One of the reports is by a committee set up by the Delhi Minorities Commission (DMC); while the Centre has acknowledged the fact that the DMC is a statutory body and that the court could ask for its report, it has said that various "tribunals" come up after incidents and record versions and statements from witnesses, but these make for a parallel judicial syste, and such fact-finding committees should not be allowed. Instead, it told the court, those with grievances must approach a competent court. It said that the petition challenging the reports merited examination by the court. There is no doubt that, many times, such fact-finding bodies, especially those formed along lines of interest in a conflict, add to confusion instead of helping sort out things. Also, in polarised times, such fact-finding reports lend themselves to weaponisation in the narrative war. However, the Centre and the states—and their various agencies—only have themselves to blame for this "parallel judicial system" thriving.

There are many instances of investigations/trials, and even tax demands, falling flat because of shoddy work by the state's arms. The recent order of the Delhi High Court granting bail to climate activist Disha Ravi noted that evidence put up by the Delhi Police to oppose the bail was "scanty and sketchy", dwelling on "bare assertions" in a particular context. Last year, a Delhi court pulled up the Delhi Police for "lack of evidence" and even "contradictory" statements by its own witnesses—highlighting glaring discrepancies in the testimony of a police officer—while acquitting 36 foreign nationals arrested in the Tablighi case. These are individual examples, but the problem is systemic, cutting across jurisdictions and departments. As per the National Crime Records Bureau, while 96 persons were arrested for sedition in 2019, 76 were charge-sheeted; only 2 were convicted and 29 acquitted. Cases are likely pending against the rest, but the success rate in the concluded trials really shows up the state's efficiency in investigation and prosecution. Similarly, while the Economic Survey 2018 pointed out that the income tax department "unambiguously" loses 65% of its cases, a CAG report from 2019 showed that in FY18, there were 3 lakh cases pending at the CIT (Appeals) level with ₹5.2 lakh crore in tax demand locked in them, but the taxman had told the central auditor that it is difficult to recover 98.2% of the disputed amount. The fact that the disputed tax demand amount had reached ₹11 lakh crore-plus in FY19—against ₹4.1 lakh crore in FY14—can only be an indicator of the brazenness of the system that continues to raise demands despite knowing that it can't back these up. When probes by the state's agencies and arms fail too often, and by wide margins, trust in their efficiency decays. This creates conditions for parallel 'judicial (investigative)' systems to thrive, even if the result may sometimes be babel.

Marriage INEQUALITY

Govt's stand on same-sex marriage is regressive; India's mythology has many examples of well-tolerated queer unions

PLEADING "AGE-OLD customs, rituals, practices, cultural ethos and societal values" before the Delhi High Court, the Union government has opposed same-sex marriage, claiming a "legitimate State interest" in doing so. So, in the 21st century, there are important concerns of "societal morality" which, according to the government, make same-sex relationships "not comparable" with an "Indian family unit concept" of husband, wife and children. Single-parents, divorcees with children, men in violation of the bigamy law—including former chief ministers of states and their families, leaders fielded by the ruling party in various elections, etc.—by this definition, would be outside the Indian family unit concept. As if such a regressive stance was not enough, the Centre, as per a report in *The Indian Express*, has made it clear that it is not "permissible" for the court to override legislative intent that limits the recognition of marriage to heterosexual couples, since this "would cause complete havoc with the delicate balance of personal laws in the country."

While the present should inspire same-sex unions have legal sanction in 29 countries, nationwide or in certain jurisdictions—there are so many examples of well-tolerated queer unions in Hindu mythology that it should be embarrassing for anyone to claim that 'cultural ethos' doesn't allow for this. In any case, it is difficult to see how a person's fundamental right to life is not violated when their sexual orientation becomes the basis of denying them the rights that flow from legal recognition of a consensual union as marriage.

FROM PLATE TO PLOUGH

GIVE OPERATION GREEN AN INDEPENDENT BOARD, AWAY FROM GOVT CONTROL, AND PUT AT ITS HELM A CHAMPION, LIKE VERGHESE KURIEN WAS FOR OPERATION FLOOD

For a rich harvest from Operation Green

WHILE PRESENTING THE FY22 Union Budget, finance minister Nirmala Sitharaman

announced that Operation Green (OG) would be expanded beyond tomatoes, onions and potatoes (TOP), to 22 perishable commodities. Although we don't know yet which other commodities have been included in OG, we welcome this move as it reflects the government's intentions of creating more efficient value chains of perishables. OG was originally launched in 2018 by late finance minister Arun Jaitley. It has been now three years, and it may be good to see how it has progressed so far and whether it has achieved its objectives. Based on this rapid appraisal, one can suggest what else needs to be fixed to ensure that OG delivers quickly and effectively as it expands to cover 22 commodities.

There were three basic objectives when OG was launched. First, that it should contain the wide price volatility in the three largest vegetables of India, namely TOP. Second, it should build efficient value-chains of these, from fresh to value-added products, with a view to give a larger share of the consumers' rupee to farmers. And third, it should reduce the post-harvest losses by building modern warehouses and cold storages wherever needed.

The design and strategy followed so far is that the OG scheme is housed in the ministry of food processing

ASHOK GULATI & HARSH WARDHAN

Gulati is Infosys chair professor, and Wardhan is consultant, ICRER. Views are personal



industries (MoFPI) under a joint secretary. MoFPI has invited some programme management agencies to see its implementation. Out of an initial outlay of ₹500 crore, ₹50 crore was reserved for price stabilisation, wherein NAFED was to intervene in the market whenever prices crash due to a glut by procuring some of the excess arrivals from surplus regions to store near major consuming centres. Another ₹450 crore have been reserved for developing integrated value-chain projects. Such projects are given 50% grants-in-aid with a maximum limit of ₹50 crore per project. This subsidy goes up to 70% in case the project is of a farmer producer organisation (FPO). As of February 23, six projects worth ₹363.3 crore have been approved, of which ₹136.82 crore has been approved as grant-in-aid. But, so far, a mere ₹8.45 crore has been actually released—maybe because the scheme envisages payment of subsidy on a reimbursement basis.

A closer examination of the scheme

in terms of achievement of the objectives of price stabilisation or ensuring a larger share of farmers in consumers' rupee, reveals that OG is in a slow-motion mode and nowhere near achieving its objectives. Our research at ICRER reveals that price volatility remains as high as ever, and farmers' share in consumers' rupee is as low as 26.6% in the case of potatoes, 29.1% in the case of onions, and 32.4% in the case of tomatoes (see graphic). This is reflective of the malaise in the horticulture sector.

In contrast to this situation, in the dairy sector, especially in cooperatives like Amul, farmers get almost 75-80% of what consumers' pay. If OG has to deliver on its objectives, there may be some basic principles it can learn from Operation Flood (OF) that transformed the dairy sector, making India the world's largest milk producer, almost crossing 200 million tonnes production. Although OG will be more challenging than OF—each commodity under OG has its own specificity, its own production and consumption cycle, unlike the homogeneity of milk as one commodity—there are some important lessons from OF.

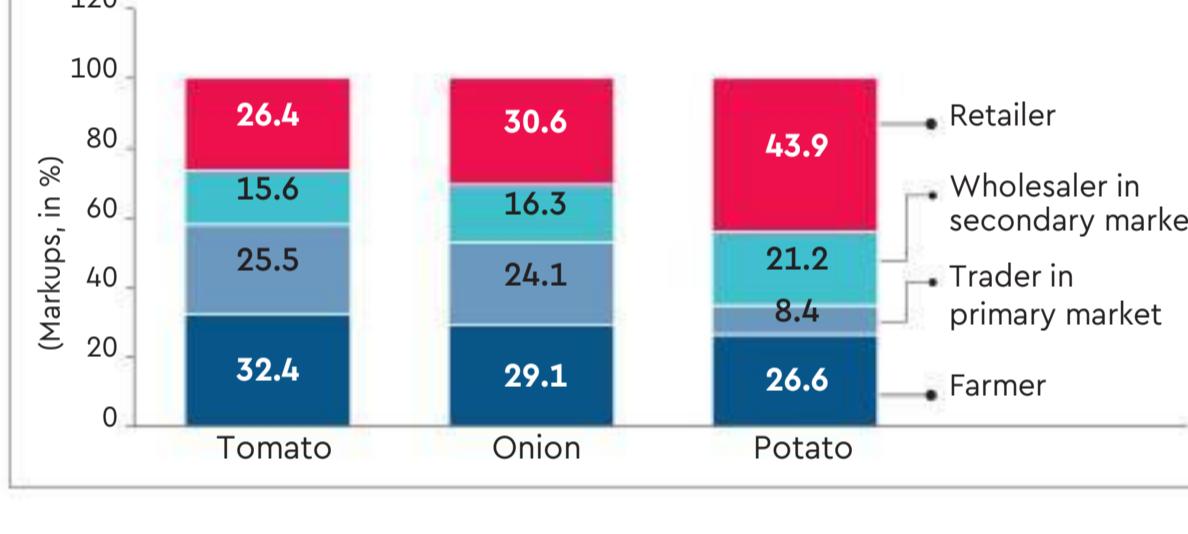
First, the results are not going to come in 3-4 years. One has to have patience. OF lasted for almost 20 years before milk value-chains were put on the track of efficiency and inclusiveness. If this is the horizon needed for OG, we need a different structure and strategy than the one followed currently. There has to be a separate board to strategise and implement the OG scheme, on the lines of the National Dairy Development Board, keeping itself at arm's length from the government's

control.

Second, we need a champion like Dr Verghese Kurien to head this new board of OG, a leader who is respected for his/her independence as well as commitment and competence to give a different shape to horticulture sector value chains. That person will have to be given, at the least, a five-year term and ample resources while he/she is made accountable for delivering results. The MoFPI can have its evaluation every six months, but making MoFPI the nodal agency for implementing OG with faceless leaders (joint secretaries who can change from one ministry to another at the drop of a hat) is not very promising.

Third, the criteria for choosing clusters for TOP crops under OG is not very transparent and clear. The reason is while some important districts have been left out from the list of clusters, less important ones have been included. For example, Nashik, a well-known tomato growing region with one of the largest tomato mandis (in Pimpalgaon) has been left out, while less important districts from states like Odisha (Kendujhar and Mayurbhanj), Gujarat (Sabarkantha, Anand and Kheda) and West Bengal have been included. Similarly, Nalanda in Bihar was included in the onion cluster, but Aurangabad district in Maharashtra (an important white onion growing region) was left out. For potato, Punjab was finally included after Punjab CM Amarinder Singh's request for the addition of their districts as clusters. What is needed is quantifiable and transparent criteria for the selection of commodity clusters, keeping politics away.

Fourth, the subsidy scheme will have to be made innovative with new generation entrepreneurs, startups and FPOs. The announcement to create additional 10,000 FPOs along with Agriculture Infrastructure Fund and the new farm laws are all promising but need to be implemented fast.



For a monetary-fiscal tango

The govt's push to capital spending in the budget will help ease logistics cost, helping lower inflation. Lower inflation, in turn, will allow RBI to greater flexibility in monetary measures

PREETA GEORGE & JAYA BHARGAVI

George is professor, economics, and Bhargavi is resource person, Bhavan's SPJMR. Views are personal

IT HAS BEEN more than a year since the pandemic started in Wuhan, which triggered the current global economic crisis. Most advanced economies have used expansionary monetary policy, of course, with synergic fiscal stimulus, as their preferred tool to tackle this situation. Benign inflation in these advanced economies and even in few emerging economies such as Brazil has not put any binding constraint on monetary policy to support the economy.

India has a slightly different story to tell. In the context of the recent recession, policymakers had sensed the slowdown in mid-2019 through forward-looking surveys. The pandemic-lockdown has further deteriorated the conditions, leading to the sharpest economic contraction in recent times. RBI worked in tandem with the government to support the economy through unconventional monetary tools and conducted appropriate market operations to support additional government borrowings in non-disruptive ways. The effort augmented system level liquidity and provided some cushions.

Nevertheless, support through conventional tools, i.e., policy rates, was limited. The monetary policy committee has maintained its accommodative stance, reducing policy repo rate only by 115 bps to 4% as inflation, primarily due to high food inflation, has been consistently passed the upper tolerance threshold (barring 3-4 occasions) since October 2019. Recent influx of foreign capital, in the form of portfolio investment, has further constrained RBI's flexibility in managing monetary policy in conventional ways.

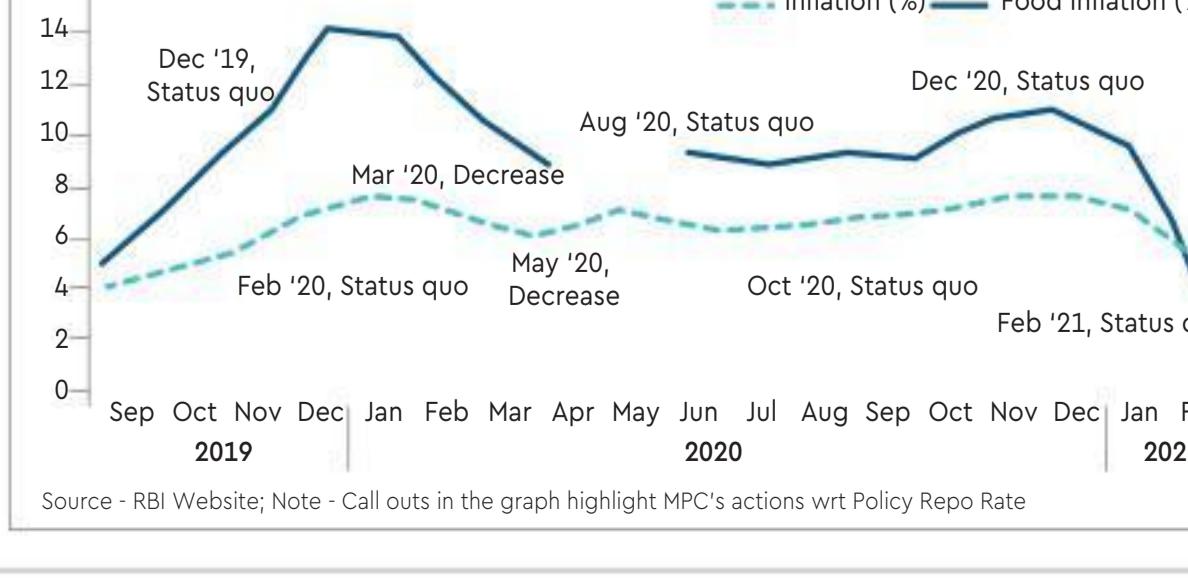
In India, inflation is mostly driven by existing structural deficiencies. This can be addressed only through an optimal investment in infrastructure and other fixed assets. The Centre, along with state-level counterparts, allocates funds for infrastructure, in the annual budget, through capital spending. According to Economic Surveys, capital expenditure in Union budgets was below 2% of GDP (barring two occasions) between 2008 and 2019. The gross fixed capital formation (GFCF) has varied from 25-35% since 1995.

Compare this with South Korea's GFCF, which has been in the range of 30-40% of GDP (except for four or five occasions when it was slightly less than 30%) for 32 years, till 2010. Even in the last decade, its GFCF has been in the range of 25-30%. A recent report by Arthur D Little finds that the global average logistics cost is around 8% of GDP, whereas, in India, it is 14%, primarily due to high direct and indirect costs. Remember, it is a cost, not a value add. Hence, it puts upward pressure on inflation, especially on perishable items, including food, which requires time-bound transportation from producers to consumers.

The government has allocated funds equivalent to 2.5% of GDP for capital spending in the latest Union budget. The change is significant. It will definitely catalyse further investment in fixed assets and ease supply-side constraints in the medium-term. It will reduce supply-side inflationary pressures, thus providing greater flexibility for monetary measures by RBI.

Although the government has focussed on capital spending, it has been inadequate. More needs to be done. There will always be a discussion on the amount of capital spending or the optimal level of GFCF.

There is no confusion that more funds, as a percentage of GDP, are required to improve the current state of infrastructure in order to ease the supply-side bottlenecks for achieving non-inflationary economic growth. Hence, the increased allocation in the latest union budget, is a step forward in the right direction to enhance synergy between fiscal and monetary policies.



LETTERS TO THE EDITOR

It's election season in India

Election schedule for four states and one UT is out. The nomination process will start from March 2 and counting on May 2. Elections to the Bengal assembly will be held in eight phases and long campaign periods deny a level-playing field to parties because only those with more resources will be able to sustain the campaign, and in the present situation, it is advantage BJP. BJP's twin narratives in Bengal revolve around nationalism and economic revival and highlight the non-implementation of the Ayushman Bharat Scheme as well as Kisan Nihi yojna. To counter the BJP's nationalist pitch, Mamta Banerjee has urged voters to ensure a win for "Bengal's daughter". If she manages to beat the aggressive BJP in Bengal, Mamta could emerge as the face of joint opposition in the run-up to 2024 national polls. The grand old party is hoping to ride the popular DMK wave in Tamil Nadu, where incumbent AIADMK is facing resistance as BJP experiments to find a space other than Dravidian politics. In Assam, the Congress is still struggling to reach a fair seat-sharing agreement with AIUDF's Badruddin Ajmal and Left partners, while in Kerala, it is striving hard to oust the ruling LDF. Congress's Rahul Gandhi has so far devoted attention to Kerala, where the party has hopes of returning to power. A win in Kerala would be crucial to Rahul's leadership, where dissenters have been questioning his inability to get votes. The WB Govt announced the last-minute schemes and hiked the daily wages of labourers. Tamil Nadu Govt also waived the loans of self-help groups, and it shows the desperate attempt of the ruling parties to garner support.

Yash Pal Ralhan, Jalandhar

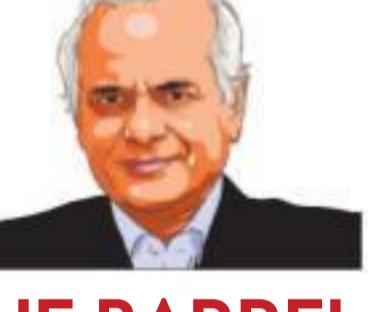
Write to us at feletters@expressindia.com



ILLUSTRATION: ROHINI PHORE

**VIKRAM S
MEHTA**

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OVER THE BARREL

Lessons from Uttarakhand and Texas

These two events are unrelated, other than possibly the link of climate change, but on examination of the reasons for the consequential material and human misery, they offer common insights

DE CARBONISATION HAS entered the vocabulary of most governments and large corporates. Other than a few naysayers who are for the present holding their voice, they have all committed to a time-bound 'net zero' carbon emissions target. They are also in agreement over what needs to be done to reach that target. Fossil fuels must be steadily but inexorably replaced by clean

energy; electricity should be increasingly generated from solar and wind; transport should switch from internal combustion engines to electric vehicles; energy demand should be conserved and more efficiently consumed; and technology and innovation must remain the centre-piece of all activities.

Unfortunately, it is not enough to simply set a time deadline and agree on the steps to be taken. Governments and

corporates have also to agree on removing the legacy obstacles that lie on the pathway. Three, in particular, could significantly slow the pace of progress. These are poorly designed planning systems; siloed and fragmented physical and regulatory oversight mechanisms for the energy ecosystem; and lack of enough investments in energy infrastructure.

Two events of the last month will explain better the reasons for this concern.

On February 9, a chunk of the mountain Nanda Devi broke off and triggered flash floods downstream, which then washed away or damaged several hydroelectric dams and led to the loss of hundreds of lives. A few days later, on February 13, a severe cold snap crashed the electricity grid system in Texas, plunging a wide swathe of the state into darkness. These two events were unrelated, other than possibly the link of climate change, but on examination of the reasons for the consequential material and human misery, they offered common insights.

First, in both cases, the authorities were caught unprepared. This is despite the fact that there had been precedents—the comparably severe cold waves of 1989 and 2011 in the US; and the Kedarnath floods in 2013 in India. The planners had incorporated emergency response procedures for cold waves and floods, but they had not anticipated such extremes of weather conditions. Thus, for instance, Texan authorities had a worst-case planning scenario built around the assumption of a 15GW drop in generating capacity (of the total nighttime capacity of 70GW). But what they eventually lost was 30GW.

One reason for this lack of preparedness could be the presumption, based on historical data, that such sharp shifts in natural conditions are infrequent—once in several decades—and that therefore the creation of safeguards against them is not required and may in fact invite the charge of gold-plating. Whatever the reason, the lesson is that whilst the past is a useful guidepost, it is an imperfect one

In both cases there have been precedents—the comparably severe cold waves of 1989 and 2011 in the US; and the Kedarnath floods in 2013 in India

why solar and wind did not pick up the power slack in Texas was because the grid was not resilient enough to absorb the surge in the flow of intermittent renewable electrons. A similar problem faces India. Its transmission system is also not capable of managing the energy transition. This problem will clearly have to be addressed if decarbonisation is to proceed smoothly. But to do so many issues will have to be resolved. Not the least, how much will it cost to upgrade the infrastructure? How will it be financed? Who will take the lead on driving this change, etc? Questions those are easier to set out than answer.

Decarbonisation has become the buzzword. To ensure it does not remain just that but translates into effective action on the ground, policymakers will have to build structures that reflect the woven, multidimensional, interdependent and interconnected nature of the energy ecosystem. This means creating mechanisms that facilitate inter-ministerial and inter-state collaboration within the country, and multilateral cooperation internationally. Perhaps our Prime Minister should contemplate the appointment of a 'decarbonisation Czar', and given that he was the progenitor of the International Solar Alliance, suggest the establishment of a multilateral forum of governments, corporates, financial institutions and civic society under the umbrella 'Alliance for a Carbon Net Zero World'.

The way forward on MSP

Public procurement needs to continue for staple cereals, but farmers of non-staple food crops must be provided with direct income transfers

**CSC
SEKHAR**

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ity, which also holds the existing grain stocks and stocks of other crops like cotton, it will not be possible for the government to procure more than 30% of the marketed surplus, which is about 78 MT. The rest needs to be picked up by the private market, for which DPs are needed.

Fiscal costs

On public procurement: Rice and wheat are procured by the government and distributed through the PDS at a highly subsidised issue price of ₹3 per kg and ₹2 per kg, while the economic cost is ₹36 per kg and ₹24 per kg, respectively. The difference between the economic cost and the issue price constitutes the food subsidy. If MSP is legalised, the remaining crops also need to be procured and also disposed in an orderly way. Since assured procurement will very likely induce much

larger supply in the short run, these crops may need to be sold at subsidised prices. Assuming that the ratio of economic cost and MSP of these crops is similar to rice and wheat (which is 1.78 in the last four years) and the crops can be disposed at 50% of their MSPs, the subsidy to be paid to the FCI and other agencies works out to ₹2,56,250 crore annually.

On DP: Since only 30% of the production can be procured by the government owing to storage constraints, nearly 70% of the MS needs to be absorbed by the market. When the market price falls below MSP, DP needs to be paid equalising the difference between the two. The steeper the fall of market price below MSP, the larger is DP. Assuming an average fall of 20% of the market price below MSP, which is a more likely scenario for most crops considered here, the quantum of DP is estimated to be

₹83,841 crore annually.

Thus, the total expenditure on account of government procurement and DPs works out to ₹3,40,091 crore annually. From this, subtracting the expenditure already incurred on procurement of wheat and rice as food subsidy in 2019-20, which is ₹1,08,688 crore, we get the additional expenditure needed for providing MSP to the remaining crops, which works out to ₹2,31,403 crore. This constitutes a 95% increase in the food subsidy budgeted in the 2021-22 Budget (₹2,42,836 crore).

Direct payments

It is important to explore other options that may be fiscally prudent and administratively convenient. One such is direct payments to farmers. However, it needs to be noted that during the Covid-19 crisis as also food crises in 1975 and 2008, India's



resents the basic costs incurred by the farmer on inputs and land leased, area under various crops in different states, and the number of small and marginal holdings in the country—the weighted cost of cultivation (with area under crops and number of holdings as weights) works out to ₹16,769 per farm. This is nearly 2.8 times the current payment under PM-KISAN. Data of 2015-16 has been used for these computations so that direct payments do not affect the marginal production (current production). Given the fiscal space available to the Union government, it may not be possible to cover the entire cost. Covering 50% of the cost will entail an annual expenditure of ₹1,22,187 crore, which is much less than the estimated expenditure for procurement plus DP system. Also, if rice and wheat holdings that get the benefit of MSP are excluded, then this expenditure may be even less.

If MSP is legalised for all food crops considered here, the budgeted food subsidy for 2021-22 will increase from the current 1.2% to 2.3%. In case of enhanced PM-KISAN payments, the corresponding increase is from 0.4% to 0.6%. Since DPs do not affect marginal production, farmers are likely to align their supply with the demand conditions. In conclusion, public procurement needs to continue for staple cereals, but farmers of non-staple food crops need to be provided with direct income transfers—these are fiscally prudent, obviating the need for fiscal procurement and storage by the government, do not distort current production, and also provide a basic income to farmers. These will also address the main concern over the recent farm laws related to the vulnerability of small and marginal farmers and may help these farmers to avoid distress sales.

● COVID-19 & THE US A new start to social reform?

**KALA S SRIDHAR
& VISHAL R**

Professor, Institute for Social and Economic Change, and an IAS officer, Govt of Karnataka, respectively. Views are personal

Wearing of masks by Biden, Harris points to social reform starting from the top

THE US IS gearing up to identify various strains of the virus to control the pandemic. With the new Joe Biden administration, there is hope at the beginning of the new decade. Biden, during his first call with Prime Minister Narendra Modi a few days after taking over as President, underscored the need to protect democratic institutions and norms globally.

The pandemic, which came on top of a global recession, complicated the already evolving geopolitical relationships. There is speculation globally as to how and which all countries may support the US and for what all reasons. Can India teach the US on Covid-19 management? If yes, how? Why India? Although differences lead to learning, there are commonalities between India and the US that lead to credibility of the learning. Both are the two largest democracies in the world, facing challenges on their polity recently. A second commonality is the nature of federal polity where the local government is at the bottom of the governmental hierarchy.

Covid-19 is an urban phenomenon spreading rapidly in cities, given their population density. At the time of writing, the US had 27.1 million cases, accounting for 8% of its population, with 465,000 deaths. India has managed with a caseload of 10.8 million, amounting to less than 1% of its population, with 155,000 deaths. Even if the cases due to the virus in India were underreported, Covid-19 cases account for possibly 2% of its population, although the prevalence of Covid-19 antibodies is much higher.

The pandemic exposed the vulnerability of the US despite its global stature and world-class research institutions; it can learn from Covid-19 management in India, where steps led not only to flattening of the curve, but also depressing it.

During the initial stages of the pandemic, India resorted to locking down its cities, even restricted the movement of people outside their houses, let alone allowing their inter-district or inter-state movement, and closed a number of public activities. India also adopted testing, quarantining, contact tracing and selective hospitalisation gradually.

Nonetheless, given the number of migrant and informal workers, the lockdown pushed them out of their jobs. They became the face of the crisis, even while the lockdown strategy itself was well-intended.

Such a strategy of lockdown is deemed to be more appropriate for a developed country like the US, where migrant workers are few and informality nearly absent. Unfortunately, the US did not resort to any conscious strategy to tackle the pandemic, given its indicative nature of governance. The lack of proactive policies with regard to the pandemic is quite striking given the concern for lives in the US, a country pioneering in evidence-based decision-making, buttressed by its science and technology breakthroughs in world-class institutions.

Second, although the US initially restricted schools/colleges, and work from home continues for firms and higher educational institutions even today, other restrictions similar to what Europe or Asia tried—restricting restaurant hours, or banning the conduct of social functions—did not happen. There is sufficient evidence that, in the US, the pandemic spread rapidly in family-related events and functions, not so much in public crowds.

The US is an extremely free society, where citizens abhor the idea of 'restrictions' on activity. Just like India reformed economically and became a net lender on the global stage post its rapid economic growth in the past decades, the time has come for the US to socially reform democratically. This is needed to enable the US to come out of its vulnerability particularly to the virus, by being more prudent and having a sense of public responsibility rather than unmitigated individualism. The wearing of masks by Biden and Kamala Harris hopefully signals social reform starting from the top.



DIGITAL WORLD

Anant Maheshwari, president, Microsoft India

Today every company is a tech company. Organisations are building digital infrastructure, changing business models, and adopting best-in-class technology to develop unique digital capabilities.

● CHESS & CLOUD

Why the right moves matter

Similar to the game of chess, enterprises need to do their due diligence to get their cloud journey right

SUDHIR CHOWDHARY

TOP-END performance, consistently lower costs, easy integration and smooth cloud migration have made cloud an alluring choice for businesses. However, making the right cloud choice can sometimes be tricky for an organisation, given previous IT investments, complex processes that cut across multiple departments, a number of cloud providers to choose from and the reality of hybrid IT setups.

Vaibhav Gawde, head – Solution Engineering, Oracle India, suggests that in a cloud-first world, organisations may consider cloud infrastructure as their key pawn to make the winning moves – faster innovation, better customer experience and sustained growth. "There is a reason why every grandmaster advises chess enthusiasts to not play the plan, but play the board instead. Similarly, it's important that organisations remain always agile," he says. "Year 2020 validated the need for rapid rethinking and swift execution. The ones that did get their moves right last year in an unprecedented business envi-



riment have been able to improve business resilience, while not losing sight of the bigger picture."

Cloud adoption on the rise

In the last three to four quarters, there has been a noticeable surge in demand for secure cloud services. Rishu Sharma, principal analyst – Cloud and Artificial Intelligence, IDC India, says, "The current environment has been an accelerator for cloud adoption in India. While varied functions

are leveraging cloud for collaboration, improved efficiencies and business outcomes, businesses are looking at cloud as a platform for digital innovation."

How Indian ISVs stand to gain from this cloud growth

Software-as-a-Service (SaaS) is by far the largest component of India's overall public cloud services market, according to IDC's Covid-19 impact survey, with more than 56% of Indian organisations plan-



Vaibhav Gawde, head – Solution Engineering, Oracle India

ning to increase their investments in SaaS services in the next few months. Indian independent software vendors (ISVs) with cloud-based SaaS offerings are expected to benefit greatly from this demand.

"India based ISVs are helping customers in their digital transformation journeys. It is imperative to innovate at a faster rate while de-focusing from the mundane tasks of IT management. Cloud

provides this flexibility and allows them to concentrate on their core business objectives," says Sharma.

In sync with this market demand, Oracle is positioning its cloud infrastructure as a growth accelerator for ISVs. The enterprise cloud major recently announced that a large number of Indian ISVs are choosing to run their business critical applications on Oracle Cloud Infrastructure (OCI). Midsize ISVs including GOFRUGAL, Medexpert, Ameyo, Information Dynamics, Jocata, IBSFINTECH, Invensoft, TecWink, QuarkCube.IO, amongst others, recently moved to OCI to improve application performance and accelerate business growth, according to a release from the company.

Santhana Gopalan R, CTO of GOFRUGAL Technologies, a digital-first company offering cloud and mobile ERP solutions to retail, restaurant and distribution businesses, said, "With OCI, our customers have gained a more flexible, scalable and sustainable cloud platform, and have reported much better application performance, with 50% lesser spends."

Arpit Vashishtha, head – Cloud Infrastructure, Ameyo, which offers omnichannel contact centre capabilities to over 2000 customers globally, said, "With OCI, we have overcome performance challenges and gained a high availability and scalable infrastructure, which further encourages us to offer new services to our customers. We have also reduced our costs significantly."

In addition to performance, ISVs also look for a transparent, predictable pricing structure with their cloud provider. "Only Oracle provides the industry's most transparent and predictable pricing structure, helping ISVs benefit from consistently lower costs," claims Gawde.

● DECODING DATA

Value discovery of data via data marketplaces



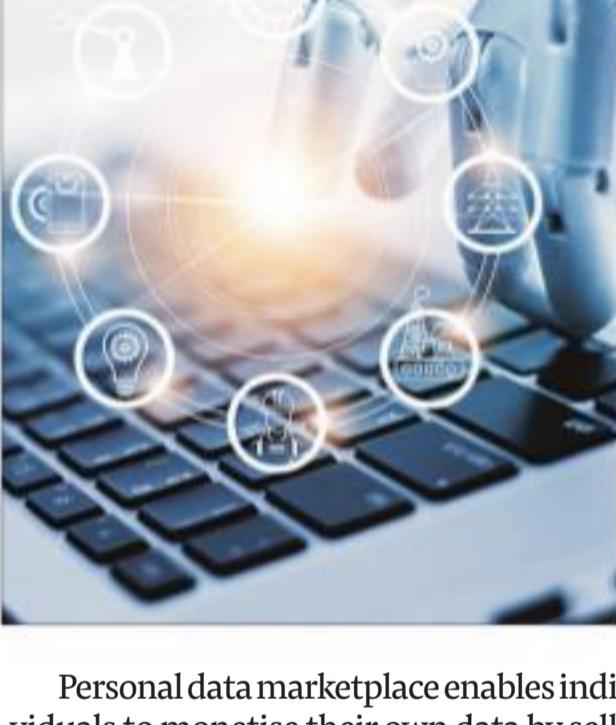
Uma Ganesh

DATAS IS CONSIDERED the new oil and therefore businesses have been making significant efforts to streamline methods and systems that enable in effective collection, categorisation and organisation of data supporting in the decision making processes.

Most of the attention so far has been on mining the data generated by the business through its own transactions and extract useful insights from them for enhancing the customer experience or productivity of resources being deployed.

In the next phase of this journey we are going to see significant attention on accessing and procuring data from market places. Businesses will start realising the real value of their own data and would also be able to add more value to their own data blending with the data available from other external sources. According to Gartner Report, by 2022, 35% of large organisations will be either sellers or buyers of data via formal online data marketplaces.

Data marketplaces should not be confused with data lakes and data warehouses as the latter pertain to the storage and analysis of internal data only whereas the former enables in access to data from third parties. Data marketplaces enable businesses to access a variety of data that is categorised based on location, domain or customer profiles and as per requirement could choose appropriate data. Data exchanges are built around high levels of security and consistency and quality of data and thus build confidence in all stakeholders in the monetizing process. Some data marketplaces like Ocean Protocol are integrating blockchain into their solution to ensure anonymity in access to the data and data providers.



Personal data marketplace enables individuals to monetise their own data by selling it to the platform providers and B2B data marketplace enables massive data aggregation from multiple data providers thus making it convenient to buy and sell data as required. Both these data marketplaces have been prevalent for a while now and with sophisticated tools are seeing higher adoption rates.

Currently, however, the third category of data marketplace derives data from sensors and IoT which is at a nascent stage with only 20% companies managing to monetise their data as per Gartner. The volume and types of real time data being gathered through sensors and IoT are extremely valuable for understanding consumer behaviour and improve sales in particular. Steam and Dawx are examples of data marketplace providers which facilitate machine to machine transactions related to data.

Data marketplaces and exchanges create economies of scale and reduce the costs of third-party data. Data marketplace architecture is also evolving and data buying companies like Facebook, Amazon and others would have to calibrate their architecture on an ongoing basis with the increasing realisation of customers to seek value in the data they can access from them. It is estimated that by 2030 over 1 million organisations shall monetise their data assets and according to Accenture, data marketplace will unlock more than \$3.6 trillion in value.

Data marketplaces are enabling businesses to be in an advantageous position to derive better insights and be able to make new offerings to their customers combining their own data with the datasets that can be procured. Eventually organisations would be able to derive true value for their own data through these data marketplaces. For a long time valuation of assets was centred around the physical hard assets but in the last two decades we started seeing trends of valuing human capital. In a not so distant future it would be the quality and quantity of data owned by companies whose value is likely to form a part of the asset valuation. Herein lies the important role of data marketplaces and exchanges – for they would be in a position to help determine the value of such data.

The writer is chairperson, Global Talent Track, a corporate training solutions company.

Gadgets

OKINAWA DUAL ELECTRIC TWO-WHEELER Carrying heavy loads won't be an issue with this bike

The Dual is a sturdy and powerful electric two-wheeler with loading capacity upto 200 kg, a huge incentive for the delivery service sector

SUDHIR CHOWDHARY

PETROL PRICES ARE at an all-time high. Switching to electric vehicles is the need of the hour, both for businesses as well as individual consumers, stresses Jeetender Sharma, founder & managing director, Okinawa Autotech, a fast-growing electric vehicle maker. "With the rise of e-commerce and last-mile deliveries fueled by the Covid-19 pandemic, it has become imperative for businesses in the delivery segment to consistently innovate, reduce operational costs, and increase efficiency."

Recently, Okinawa Autotech brought out its new electric two-wheeler – Okinawa Dual. "This marks our entry into the B2B EV segment, we aim to electrify last mile delivery for businesses in India," says Sharma. "Dual is a one-of-its-kind scooter that is set to disrupt the mar-

ket. We aim to capture a significant share in the market within the next two years."

An innovation that promises to provide a huge amount of relief to those engaged in the delivery business, battling rising fuel costs, this B2B electric two-wheeler costs ₹58,998, comes packed with advanced technology, and can be customised to the varied needs of delivery companies.

The Dual is said to be the first EV for B2B segment to offer loading capacity on the front as well as the back of the vehicle; overall loading capacity is 200 kg. It is

designed to cater to the niche requirements of delivery – from heavy items such as gas cylinders, heavy hardware equipment, water cans, etc., to daily items such as groceries, medicines, cold storage, etc. Okinawa is offering additional customised accessories such as delivery box, stackable crates, cold storage boxes for medicines, cylinder carrier, lab on wheels, etc.

Okinawa Dual is available in two colours – Fire Red (our trial unit) and Sunshine Yellow. It is a good mix of trendy looks and a sturdy build (70% metal body, and is quite a head-turner too).

Technical-speak, the Dual is powered by a 250 Watt electric motor that has a top speed of 25 kmph. The low speed keeps it outside of stipulations like registration or driver's license to use it. With a kerb weight of 75kg, the

Dual features a disc brake at the front and a drum-brake on the rear side. For ease of charging, the company has included a 48W 55Ah detachable

battery that can be charged 80% in 1.5 hours and entirely in about 4-5 hours, delivering a 130 km range on a single charge. The Li-ion battery pack ensures incomparable fast charging, making it highly reliable for B2B use.

To ensure maximum comfort, Okinawa Dual comes with features such as remote on function, side footrest, hard mat design, etc. Mobile phone holder, charging port, water bottle carrier, are amongst the many other utility features of the Dual. I am sure the delivery boys will find these quite useful. Okinawa Autotech is offering a three-year warranty on battery, and three years or 30,000km (whichever is earlier) warranty on Powertrain.

While Okinawa Dual is essentially intended for the B2B segment, it can also be bought for personal use. For personal utilisation, Okinawa is offering an additional push-type pillion, a lower 48V 28Ah battery that can be charged 80% in 45 minutes and entirely in about 2-3 hours offering a range of 60km in single charge.

During the trial period, the Dual came across as a sturdy and powerful electric two-wheeler; the ride is great and comfortable. The pick-up is impressive and so is its handling life.

For those who are looking for a two-wheeler that can be used for last-mile deliveries, the Okinawa Dual is a very good offering. It has a sturdy design and build that is suited for rough use. It can load upto 200 kg, which is truly great for delivering packages! Highly recommended for delivery boys.



wireless noise cancelling earbuds with very good battery life. Priced at ₹9,990, it seems the primary motive of the R&D guys at Oppo was to create something special for those who care about their audio the most. Trust me, the Enco X does not disappoint one bit.

Co-created by Oppo and Danish Hi-Fi brand, Dynaudio, the Enco X pair of earphones comes in a classic design, is comfortable to wear for long hours and has an easy fit. It comes in two colours – Black and White. The earphones combine a custom acoustic design and advanced software to provide a good listening experience with Hybrid Active Noise Cancelling.

Using a dual microphone design, the earphones provide active noise cancelling

with multiple modes allowing the users to customise and choose the strength of noise reduction to better fit their daily listening needs through the four different settings: Max Noise Cancellation, Noise Cancellation, Transparency Mode, and Noise Cancellation Off. These settings allow users to block out the world whether indoors or outdoors and focus on what they are listening to.

More on the tech front. As Oppo's annual flagship TWS earphones, the Enco X earphones are supported by the self-

innovated DBEE 3.0 Sound System and LHDC (low latency and high-definition audio codec) wireless transmission, bringing you the bliss of Hi-Fi. This technology enables users to have distinct and detailed levels of sound in any given scenario. Basically, LHDC is a coding technology that wirelessly transmits high-resolution audio, which produces a stronger audio density and gives a well-rounded audio with natural depth. Additionally, it ensures a seamless audio transmission with accurate speed and data volume.

In terms of actual usage, the superior audio experience is kept seamless with algorithm-controlled active noise cancellation thanks to the dual-core Bluetooth chip. Four noise reduction options are available, including the new, humanised Transparency mode. Wireless charging is supported, and you can stream up to 25 hours on a single charge. Plus, the Enco X earphones support reverse charging from a phone anytime, freeing you from charging anxiety.

■ Estimated street price: ₹9,990

These earphones give you a musical high

Packed with high-end specs, the Enco X promises users a rich and detailed sound experience

SUDHIR CHOWDHARY

THE MARKET IS flooded with wireless earphones these days. Whether you want an affordable pair for the gym or an expensive pair for listening when travelling, there is a model for every budget thereby, making the choice difficult for the user. If you are ready to splurge, then Oppo's Enco X can be a good choice; it is a fantastic pair of true



● UV-C DISINFECTION

Keeping our offices germ-free

Signify is offering UV-C disinfection lighting services for companies looking to re-open their workplaces

FEBRUARY

WORKPLACES ARE GRADUALLY opening up and it is extremely important for an employer to ensure the safety of its employees returning to office in the current pandemic. Towards this, lighting major Signify has added an extra layer of safety with the launch of Signify UV-C Disinfection Services in the country. "We have leveraged our expertise in UV-Clighting to offer UV-C disinfection lighting services that offer a safe and proven solution for disinfection" said Sumit Joshi, vice-chairman and managing director, Signify Innovations India.

UV-C lighting is a chemical, residue and absorption free method that can be used to disinfect air, water and surfaces. All bacteria and viruses tested to date are said to respond to UV-C radiation. The effectiveness of Signify's UV-C light sources to inactivating SARS-CoV-2, the virus that causes COVID-19, has been validated by Boston University.

For its UV-C disinfection services, the company has designed a customised service package wherein a team of highly trained professionals first study the site carefully to understand the requirements, followed by the disinfection process using specially designed UV-C products and a scientific methodology to determine the unique dosage needed for that site. After the disinfection is complete, the team also provides a site assessment report and a stick-on certificate.

Cushman & Wakefield has deployed Signify's UV-C disinfection services for its office in Gurugram.

Microgravity is developing an entertainment hub and gaming arena with state-of-the-art free-roaming technology for multi-player virtual reality games, which includes simulators, virtual reality bays, classic video gaming docks and a golf experience using advanced projection and simulation technology. The first flagship store in Gurgaon will use Signify's UV-C disinfection services for daily disinfection.

Signify's UV-C lamps emit a radiation peak at 254 nm which is near the germicidal efficiency peak and therefore ideal for disinfecting air, surfaces, objects and water.

Investor

MONDAY, MARCH 1, 2021

EXPERT VIEW

We remain positive on the long-term outlook for Sun's efforts in specialty products, where it should eventually achieve operating leverage benefits with pick-up in prescriptions and sales

—HSBC

● SUN PHARMACEUTICALS RATING: BUY

Market trends augur well for Ilumya sales in US

No incremental hurdles for brand due to competition; better than expected rise in specialty sales would be key catalyst; 'Buy' maintained

SUN REPORTED STRONG pick-up in specialty products sales in Q3FY21 mainly on impressive Ilumya (anti-IL brand) sales. It surpassed FY20 sales of \$94 m for Ilumya in 9MFY21 on improved commercial execution as well as continuous market expansion for anti-IL (interleukin) inhibitor drugs. Overall anti-IL drug sales in the US at \$11.5 bn grew ~31.5% y-o-y in 2020 (after 38% y-o-y growth each in 2018 and 2019) with robust sales reported by key brands – Novartis's Cosentyx, Eli Lilly's Taltz, JNJ's Stelara and Tremfya, and AbbVie's Skyrizi. After COVID-19 disruptions in H1, most of the brands saw strong recovery in H2CY20, which in our view implies strong demand and growing market size for anti-IL drugs.

No incremental hurdles for Ilumya on rise in competition, in our view: We believe there are a few concerns on Ilumya on (i) rise in competition with potential entry of UCB's bimekizumab, and Eli Lilly's mirikizumab in near- to medium-term; and (ii) ongoing high spend on R&D and marketing. While competition and ongoing costs for specialty drugs are inevitable,



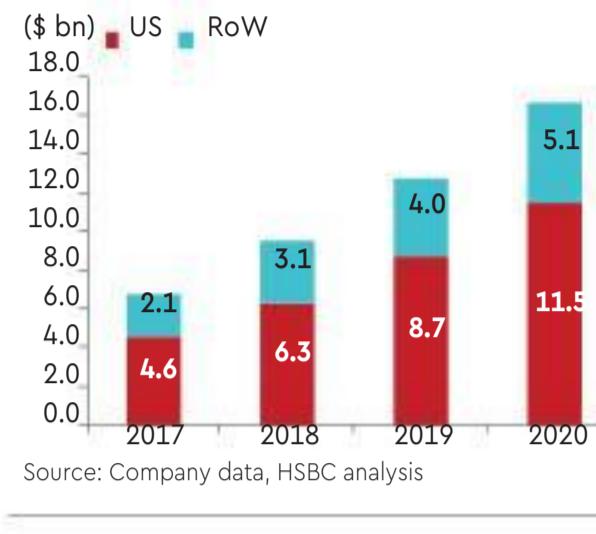
we do not see incremental hurdles for Ilumya as: (i) anti-IL market is growing and it has always been a competitive space where Sun is competing against stronger competitors (e.g. Novartis, AbbVie); (ii) newer drugs

are weighing themselves against established brands (e.g. Cosentyx), so any potential market shift may happen there rather than disrupting relatively small brands like Ilumya, in our view; (iii) Sun has largely optimised

marketing costs for Ilumya and clinical trial costs for an additional indication is well within its budgeted R&D.

Remain Buy on operating leverage benefits: We remain positive on the long-

Anti-IL drug sales continue to see strong traction



term outlook for Sun's efforts in specialty products, where it should eventually achieve operating leverage benefits with pick-up in prescriptions and sales. We expect US specialty sales to reach \$625 m in FY23e (37% of total US sales) from ~\$340-345 m in FY20 (~24% of US sales). We assume Ilumya sales in the US to reach \$225 m by FY23 (from ~\$80-85 m in FY20), implying a sales CAGR of 23%.

Valuation: We value Sun's base business by discounting the one-year forward fair value, which is based on 24x (Gordon growth-based PE, unchanged) our December 2022e EPS estimate of ₹29.37. We add a NPV of ₹50 per share (unchanged) for Ilumya and Cequa to the base business value to arrive at our fair value TP of ₹700.

HSBC

● BRITANNIA INDUSTRIES RATING: BUY

Firm widening the gap with its peers

It is poised to gain market share in biscuits; valuations are inexpensive; upgraded to 'Buy' with TP of ₹4,120

THE BRITANNIA MANAGEMENT'S efforts in the last few years on (i) expanding distribution, especially direct reach which is now at 2.3m outlets (next only to HUVR) while its total reach is now the best for any listed Food company; (ii) boosting R&D capabilities, after setting up a new R&D centre five years ago; (iii) successful implementation of its low unit pack strategy, leading to consistently strong growth in the hinterland; (iv) consistent cost rationalisation; (v) continued investments in boosting overall and regional manufacturing capabilities (including the ongoing ₹15 bn on its mega facility in Ranjangaon); and (vi) its new regional strategy (similar to HUVR's highly successful WIMI strategy) is resulting in consistently widening moats over peers in Biscuits (market leadership has extended for 37 quarters now) and in the broader ₹40-bn Food category where BRIT made an impressive initial foray in FY20.

Exciting long-term opportunity With the widening of its moats, BRIT has strengthened its right to win and is poised to gain further market share (currently only in the mid-30s) in the Biscuits category, which contributes ~80% of sales, and in the overall ₹40 bn Packaged Food industry.



Remarkable track record BRIT's track record over the last 10 years ending FY20 is extremely strong, with topline and earnings ahead of peers. This is remarkable given that most FMCG peers have struggled to post double-digit CAGR over the last three-to-five years.

Valuation and view **Inexpensive valuations:** The extraordinary strong base in FY21e (40% EPS growth forecasted), led by high in-home consumption and low material and A&P costs, does put some pressure on the next few quarters, particularly in Q1FY22 where the base has shown 105.4% EPS growth.

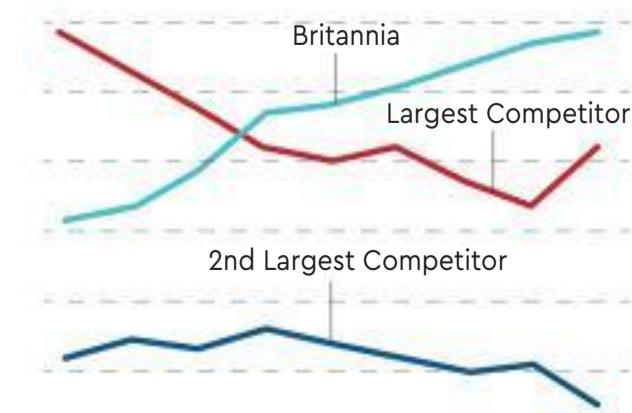
However, beyond that it will become less challenging in subsequent quarters. On the other hand, the stock is now attractive at 36.5x FY23e EPS, a discount to its 3/5 year average P/E multiple of 48x/46x and also on a relative basis as compared to its peers.

Favourable risk-reward ratio: Since our downgrade in Nov'19 on challenging valuations and rising raw material costs (not a concern now), the stock has underperformed peers (4% return v/s double-digit average returns by its peers). While we remain cautious due to challenges to FY22 earnings growth, we believe downside is limited as the narrative is likely to move to FY23 and beyond in the next few months.

Upgrade to Buy: Immense structural opportunity, remarkable track record, RoEs of over 40% and an attractive risk-reward ratio on FY23e earnings, after its recent underperformance, lead us to upgrade BRIT to Buy. Our TP of ₹4,120 (based on 45x FY23e EPS) implies an upside of 24% from its CMP.

MOTILAL OSWAL

BRIT consistently gains market share over Parle and ITC



Personal Finance

● MUTUAL FUNDS

Why floater funds are showing promise

With interest rates expected to go up, investors are flocking to floater funds. But keep in mind the credit risk

SAIKAT NEOGI

WITH INTEREST RATES likely to move up, smart investors are investing in floater funds of mutual funds. The assets under management (AUM) in this category have nearly doubled from ₹32,481 crore in May 2020 to ₹62,638 crore in January 2021. In fact, while investors pulled out ₹33,408 crore from debt mutual funds in January, floater funds reported net inflows of ₹3,128 crore.

Floater funds invest at least 65% of their total assets in floating-rate instruments. These funds benefit from a rising interest rate scenario as the coupons on such instruments are adjusted upwards when interest rates move north. Given the dearth of floating rate instruments in the Indian debt markets, these funds typically invest in fixed-coupon bonds and use derivative instruments such as interest rate swaps to convert the fixed-rate receivables into floating-rate.

Dhaval Kapadia, director, Investment Advisory, Morningstar Investment Adviser (India), says in the recent past, interest rates have moved lower across the yield curve to multi-year lows following sharp rate cuts and other measures by Reserve Bank of India. "Concerns over a roll-back of these support measures leading to a possible

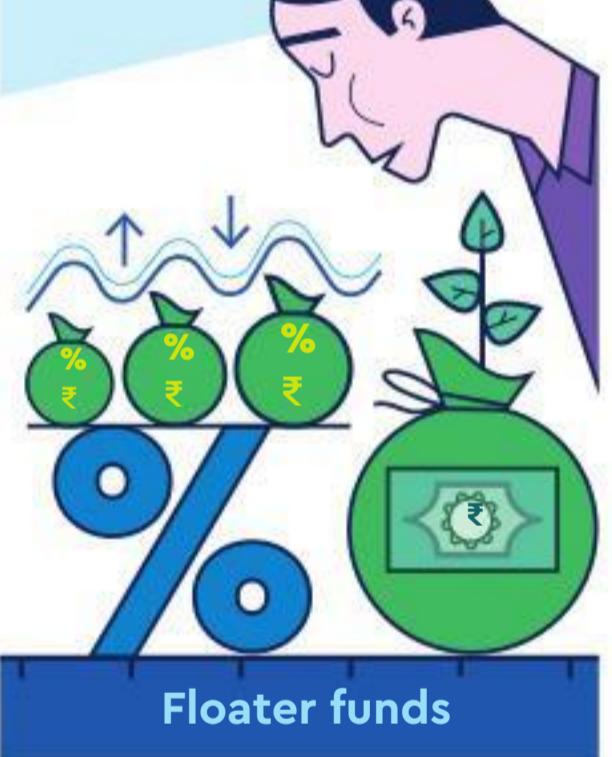


ILLUSTRATION: SHYAM KUMAR PRASAD

upward move in interest rates have increased the attractiveness of the floater funds category. As a result, this category has seen increased traction over the past 6-8 months. The recent Budget announcement of higher government borrowing coupled with rising interest rates across the globe has further exacerbated concerns over a pick-up in interest rates. Hence, the floater funds category may further attract investor interest," he says.

Returns from funds

Floating rate funds invest in AAA-rated instruments. On average, the category has offered 7.8% returns for one year, 8.48% for two years and 8.19% for three years. In the current scenario, these funds can generate good returns in the near term.

Returns from funds

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erate good returns in the near term.

Returns from floating rate funds (%)

	1 year	2-year	3-year	Fund size as on Jan 2021 (₹ cr)
Aditya BSL FRF	6.98	8.00	8.04	9,684
Franklin India Floating Rate	5.60	6.95	7.11	236
HDFC Floating Rate Debt Whls	8.25	8.51	8.26	16,001
ICICI Pru Floating Interest	9.04	9.40	8.78	13,323
Kotak Floating Rate	8.49	-	-	4,721
Nippon India FRF	8.94	9.55	8.75	16,057
UTI Floater	7.29	8.45	-	2,538

All Direct plans – Growth option
Returns for 1-year is cumulative, 2 and 3-year annualised
Performance as of February 24, 2021

Source: Morningstar India

Harshad Chetanwala, co-founder, MyWealthGrowth, says traditionally, whenever interest rates rise, return on floater funds also goes up as the funds predominantly invest in floating rate instruments.

"As the interest rates are expected to increase gradually in coming quarters, the benefit of increasing interest rate will also pass on to the floater funds," he says.

What to look out for

As floater funds are a new category—there are eight funds at present—and the AUM in this category is mostly dominated by corporates and HNIs, retail investors must understand the default or credit risk.

Brijesh Damodaran, managing partner, BellWether Advisors LLP, says when investing in debt schemes, be it liquid,

floater, duration or accrual funds, one must look at the portfolio constitution and the risk associated in it. "With increasing yields, the returns on the shorter end of the curve are going to be low," he says.

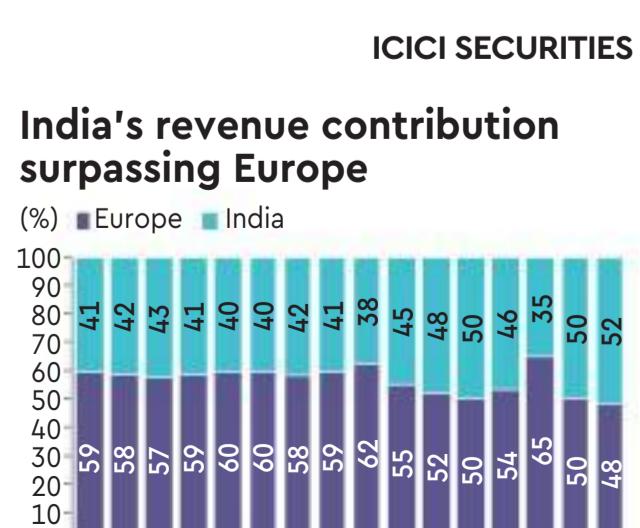
Floater funds are highly sensitive towards interest rate and hence the returns will fluctuate as and when interest rate changes.

Chetanwala says the return from floater funds are expected to go along with the interest rate. "Along with that investors should look at the portfolio of the fund and check the quality of holdings before investing. Like every debt fund except gilt funds, even floater funds can invest in debt instruments of private institutions along with the government. Hence floater funds do carry default or credit risk," he notes.

Key highlights: India business grew on the back of new customer additions (25 added in CY20), and we expect cumulative FCF of ₹11.8 bn over CY21e-22e. We expect India revenues to grow at ~20% CAGR over CY20-22e driven by market growth and new order wins. Bulk (>60%) of MACA's profitability (PBT) is now driven by India business while consensus still seems focussed on the Europe business. Stock remains undervalued (~11x P/E / 9% FCF yield on CY22E basis). Maintain Buy.

Maintain BUY: We believe MACA is a well-diversified MNC. We raise our estimates (by ~6%/4% for CY21e/CY22e, respectively) factoring in the better margin trajectory in domestic business. We raise our target multiple in view of the rise in contribution of India profitability to 15x (earlier: 13x) CY22e EPS of ₹17.1. Maintain Buy with a revised TP of ₹253/share (earlier: ₹213).

ICICI SECURITIES



Budget 2021 has proposed a monetary limit on income tax exemption allowed on investments made in EPF or Ulips

● TAX TALK

SHAILESH KUMAR

THE EMPLOYEES' PROVIDENT Fund (EPF) scheme has been one of the preferred investment options for the salaried taxpayer. In FY20, EPF had offered an interest rate of 8.50%, which is much higher than that offered by commercial banks on term deposits. Again, interest income from investment in EPF was also exempt from income tax, without any monetary limit. Thus, EPF was an attractive investment option, especially for employees in higher salary brackets who would make additional voluntary investment in EPF over

and above 12% of salary as required under EPF regulations.

Another popular investment instrument for middle-class taxpayers has been unit-linked insurance plans (Ulips). Like EPF, income/ bonus arising from Ulips to the investors has been exempt from income tax without any monetary limit, which made Ulips an attractive investment option. Additionally, Ulips offered an option of availing tax-free returns linked to the securities market, which made it all the more attractive post withdrawal of income tax exemption to long-term capital gains from sale of listed securities.

However, in Budget 2021 the government has proposed to impose a monetary limit on income tax exemption allowed in respect of investments made by individual taxpayers in EPF or Ulips.

Tax on EPF

The government has proposed that if an individual's investment in his EPF account exceeds ₹2.5 lakh in any financial year starting on/after April 1, 2021, interest earned on such investment in excess of

₹2.5 lakh would not be eligible for income tax exemption. This move will not only impact employees making voluntary EPF contribution over and above mandatory contribution of 12% of basic salary, but also those high-salaried employees whose annual contribution in EPF exceeds ₹2.5 lakh in future years.

Taxpayers must keep in mind these new proposed changes in income tax law, while planning their future investments.

BrandWagon

MONDAY, MARCH 1, 2021

AUDIO DEVICES

Carvaan 2.0: WiFi-enabled nostalgia

Saregama wants to create additional revenue streams with the new versions of its music player

VENKATA SUSMITA BISWAS

SAREGAMA CREATED THE portable music player Carvaan in 2017 — designed to resemble a radio from yesteryear — for technophobes. It was born out of the observation that songs from the '50s, '60s and '70s are difficult to access for music listeners. "The 40+ Indian living in smaller towns, today, is not very comfortable with the contemporary music media — be it smartphones, memory sticks, or download options," the company had said at launch. Saregama MD, Vikram Mehra, calls it the "lean-back listening experience" one that cuts out interruptions like ads and notifications, and requires no intervention from the user.

Four years on, Carvaan is more than just a device that plays Rafi's hits. Carvaan 2.0 connects to WiFi, thus opening the device, which previously came with pre-loaded songs, to the world of podcasts and other audio content. People can sing along with the karaoke feature in the latest version of the product, create playlists on the Carvaan mobile app and connect with the device through the app. Going ahead, the

company wants to extract advertising and subscription revenue from the product.

Tuning up for revenue

Carvaan always had Bluetooth functionality, which meant it could be used as a wireless speaker if a user chose to do so. Further, none of the audio content (songs or podcasts) is exclusive to the Carvaan platform. Despite these factors, Mehra expects Carvaan 2.0's ability to render podcasts at the turn of the dial will appeal to the same cohort of listeners it targeted when the product was launched — people looking for convenience above all else.

Presently, Saregama earns a 20-25% profit margin through retail sales of Carvaan. Through podcasts, it wants



to move from the one-time margin business to an initial margin plus advertising and subscription fee-driven model. Mehra hopes that Carvaan's promise to share 40% of ad revenue with content creators will attract them to the platform. However, that's still some time away. It may take the company at least another two years of selling Carvaan 2.0 to begin monetising podcasts.

In 2017, Saregama said it was targeting a potential market size of 25 million homes. According to Mehra, the product has reached 10% of this market size as of February 2021; it has sold a total of 2.26 million units (overall) until Q3 FY21. Carvaan 2.0 was launched in mid-2019.

Old-world charm

Carvaan's success in creating a new product category of preloaded music players inspired

a few others to replicate the business. But those have not proliferated as much. "With Carvaan, one is not just investing in a music experience, but in nostalgia. A partner who can bring a memory to life at the press of a button," says Karthik Nagarajan, chief content officer, Wavemaker India.

Even as the product's aesthetics and music content are hailed as its unique selling points, whether its modern avatar will be as groundbreaking as its predecessor, is a matter of debate. Anchit Chauhan, director - brand strategy, Dentsu Webchutney, says that people will be less likely to buy a piece of smart technology from Saregama, as opposed to Google or Amazon. "Carvaan was launched at a time when there were only Bluetooth speakers. Now that smart speakers are popular, they are competing with Carvaan, because using a voice command is more convenient than pushing a button," he adds.

Carvaan will have to be careful with the nature of content when dabbling in podcasts. "Podcasts are a very intimate and one-on-one form of content unlike music, which is community or group-driven sometimes," points out Nagarajan. He says it is difficult to imagine a Carvaan device in the middle of a living room airing a podcast that the entire household is hooked onto. "It may work for fictional or devotional audio content, but certainly not for the conversational kind."

A study on digital audio advertising by Xaxis revealed that 97% of surveyed users listened to music on their smartphones. Despite this, 71% advertisers surveyed said they spent less than 10% of their advertising budgets on audio ads. Podcasts are a sub-segment of digital audio advertising. Carvaan may not have it easy, considering how music streaming platforms have been struggling to attract advertisers.

SMARTPHONES

Getting back in the game

How Poco hopes to beat the biggies in the value smartphone segment



DEVIKA SINGH

LAUNCHED AS A sub-brand of smartphone giant Xiaomi in 2018, Poco — armed with a new logo and mascot — is attempting to create a distinct identity for itself of late. While its flagship device Poco F1 managed to create a flutter in the market, the brand has not been able to sustain the buzz. After almost two years of no activity, Xiaomi spun off its sub-brand into an independent company last year. In the later part of 2020, Poco got back in the game with new devices, slowly making some headway into the online smartphone market.

According to Counterpoint India's *Smartphone Monthly Model Tracker*, Poco emerged as the third-largest online smartphone brand in India in November 2020, after Xiaomi and Samsung. The data from the research firm also shows that while Poco sold only 375,000 units in 2019, the sales of its devices skyrocketed to over 4.5 million in 2020.

What's different

Although Poco operated in the mid-premium (above ₹20,000) segment initially, after separating from the parent company, its focus has now shifted to the value segment (below ₹20,000), which constitutes 90% of the smartphone market in the country in volume terms. Biggies Xiaomi, Samsung and Realme have a tight grip on it.

To get a foothold in this segment that sees at least a dozen smartphones launches in a year, Poco has devised a "different" approach. It plans to have a lean portfolio and focus on the performance of the products. Last year, the brand launched the C, M and X series, and has nine devices in the market in total. Anuj Sharma, country director, Poco India, says the strategy is to "launch high-performance phones, unique designs, and sell them to the right set of people."

Lately, the value segment has seen saturation in terms of specifications, experts say. Even though brands such as Xiaomi and Realme have made inroads into this market

with their feature-heavy phones, their offerings are almost homogenous today. Poco hopes to leverage this opportunity by doubling down on features while maintaining competitive pricing. For instance, Poco C3 priced at ₹7,499 offers 3GB RAM and a triple camera, whereas Realme C11, at the same price, offers 2GB RAM and a dual camera set-up.

In a bid to create distinction, Poco has opted for a mascot instead of "roping in a brand ambassador like every other smartphone brand". Sharma says the company has also decided to stay away from premium properties like IPL, and instead continue investing in digital marketing.

Stronger presence

While Poco gained from its exclusive partnership with Flipkart initially, it may not be a viable retail strategy. Industry watchers say, the company will have to expand to offline in order to gain scale. "A large group of consumers wants to see the product and experience it before making a purchase decision; therefore, an offline presence is vital," says Prachir Singh, senior research analyst at Counterpoint Research.

The online channel gained ground last year, and now contributes about 45% to smartphone sales; however, the offline market still contributes the majority share.

Another challenge for Poco could be shaking off the 'Xiaomi sub-brand' identity, especially since it still offers after-sales service through Xiaomi's over 1,500 centres. "It could be limiting for Poco as customers then assume both the brands to be the same," says Navkender Singh, research director, IDC.

To gain higher brand salience, Poco, like other smartphone brands, may need to launch products in related categories like earphones and wearables. Apart from expanding its smartphone range in 2021, the company does plan to enter the truly wireless (TWS) segment, going ahead.

In The News

Dentsu Impact to handle creative duties of Zeno Health

dentsu
DENTSU IMPACT

zenoHealth

ZENO HEALTH (FORMERLY Generico) has assigned its mainline and digital creative duties to Dentsu Impact India, the creative agency from dentsu international. Zeno Health is a pharmacy chain in India that focusses on generic medicines. Dentsu Impact has been tasked with building a strong foothold for the pharmacy brand across the country. A Mumbai-centric campaign is on the cards.

MullenLowe Lintas bags two new businesses

AkzoNobel

waah! JOBS

AKZONOBEL, THE GLOBAL paints company, has brought Mullen Lintas aboard as its creative agency in India. The agency's mandate is to deliver on the growth objectives and business opportunities of the brand in the Indian subcontinent. Meanwhile, Lowe Lintas has won the creative mandate of OLX's Waah Jobs, which operates in the blue-collar staffing and recruitment industry.

Sharekhan partners with Mirum for ORM

BROKING FIRM SHAREKHAN has appointed Mirum as its social listening partner. As part of the mandate, Mirum will provide end-to-end ORM (online reputation management) services to Sharekhan. The account will be serviced from Mirum's Mumbai office.

Airtel launches ad tech platform

Bharti Airtel HAS entered the multi-billion-dollar advertising business with the launch of Airtel Ads — a brand engagement platform that will allow advertisers to curate 'consent-based and privacy-safe' campaigns to its customers in India. The beta phase saw campaigns from brands such as PepsiCo, Zomato and Cred.

Licious ropes in Simeran Bhasin as VP, brands & new ventures

licious

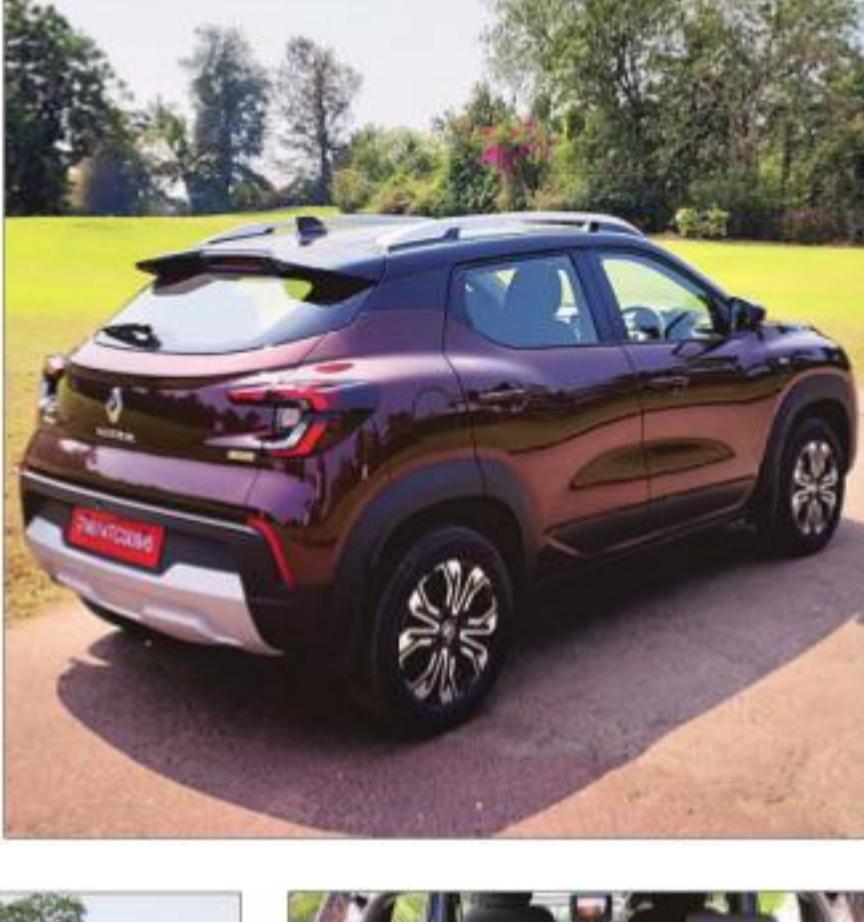
LICIOUS HAS NAMED Simeran Bhasin as VP — brands and new ventures, with an eye on pan-India expansion. She will spearhead new business forays, and drive brand strategy and integrated marketing. Bhasin has previously worked with Wildcraft and Titan.

FoxyMoron has a new NCD FOXYMORON HAS NAMED Dhruv Warrior as its national creative director. He joins from VMLY&R Dubai, where he was an associate creative director.

Motobahn

CAR REVIEW: RENAULT KIGER

Creates a sweet spot for itself



Not necessarily the best sub-4 metre SUV out there, but definitely the most value-for-money

VIKRAM CHAUDHARY

RENAULT MIGHT BE late to arrive at the sub-4 metre SUV party, but it has come prepared. With the Kiger, it has created a sweet spot for itself in the ultra-competitive sub-4 metre SUV segment (along with Nissan Magnite, with which the Kiger shares the platform).

First, the segment: With sales of 3,32,406 units in the April-December 2020 period—according to industry body SIAM—sub-4 metre SUVs are next only to hatchback cars in popularity. They also formed half of total SUV sales in India (6,77,107 units in the same period) and almost one-fifth of total passenger vehicle sales (17,77,874 units).

Now, the car: The top-end variant has muscular lines on the body, roof rails and high ground clearance (205mm) for an SUV look, wheel arch cladding, spoiler, skid plates ... you name it. At the same time, let's understand the Kiger (like many others in its segment) is a crossover SUV, and so the 'profile' of a hatchback gets reflected every now and then.

The cabin has plenty of 'functional'

storage spaces, the dashboard has a distinctive design, and it appears to be the

most spacious SUV in its segment—with a massive 405 litres of cargo space. I found the rear seating area of the Kiger almost as spacious as that in SUVs a class above (such as Hyundai Creta).

But cost-cutting measures are visible.

For example, the plastic quality—on the

dashboard, doors—doesn't appear to be

as good as you would find in competitor SUVs like Kia Sonet or Hyundai Venue.

It gets a 999cc petrol engine in three



(Ex-showroom)

Variants	Energy MT	Energy EasyR AMT	Turbo MT	Turbo Xtronic CVT
RXE	₹5,45,000			
RXL	₹6,14,000	₹6,59,000	₹7,14,000	
RXT	₹6,60,000	₹7,05,000	₹7,60,000	₹8,60,000
RXZ	₹7,55,000	₹8,00,000	₹8,55,000	₹9,55,000

(Energy has 999cc petrol engine with 72PS power; Turbo has same engine but with 100PS power)

Specifications

- Engine: 999cc petrol
- Power: 72PS; 100PS (turbo)
- Gearbox: Manual, CVT, AMT
- Fuel efficiency: 20 km/litre
- Ground clearance: 205 mm
- Fuel tank: 40 litres

specifications—naturally aspirated with manual and AMT gearbox options (72PS; 96Nm), the turbocharged petrol manual (100PS; 160Nm), turbocharged petrol CVT automatic (100PS; 152Nm). The claimed fuel-efficiency is 20 km/litre.

Renault offered me the drive experience of only the turbo petrol variant.

In the right gear, it's surprisingly quick from any speed to any speed. What helps acceleration is that the Kiger, at about 1,000 kg of weight, is a relatively light SUV. It offers that 'excitement' you get accelerating from 0-100 km/h in about 10 seconds. The steering feedback—mechanical signals that the front tyres send to the steering wheel—is accurate and you feel most bumps and dips on the road through the steering wheel.

However, the engine is noisy, and at higher RPM a lot of that noise can be heard inside the cabin.

The best thing about the Kiger is its price—variants powered by the 72PS

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The best thing about the Kiger is its

price—variants powered by the 72PS



(Ex-showroom)



(Ex-showroom)

It appears to be the most spacious SUV in segment (huge 405 litres of cargo space). But plastic quality is not as good as in Sonet or Venue

engine are priced ₹5.45 lakh to ₹8 lakh,

and turbo variants (100PS) are priced ₹7.14 lakh to ₹9.55 lakh (ex-showroom).

For comparison, Sonet is priced ₹6.79-

12.89 lakh, Venue ₹6.87-11.49 lakh and

Maruti Suzuki Vitara Brezza ₹7.39-11.2

lakh. Agreed, the Kiger may not be the

best sub-4 metre SUV out there, but is the

most value-for-money (along with the Magnite). At such prices, the Kiger is also

within 'easier' reach of prospective entry-level hatchback buyers.

Infrastructure

MONDAY, MARCH 1, 2021

EXPERTVIEW

Gujarat private port volumes fell sequentially from 20.6 mnt in Dec 2020 to 19 mnt (-8% m-m, 13.4% y-y). Mundra volumes fell sequentially from elevated levels in Dec 2020, but remained strong, rising ~18% y-o-y
—Nomura

ANUPAM CHATTERJEE

THAT RENEWABLE ENERGY (RE) faces challenges like uncertainty and intermittency of supply, making electricity load management units across the country reluctant to draw it, is well known. What is less known is the role gas-based power—which India has under-utilised capacity—can play to smoothly integrate RE in the grid system, given that it can be ramped up and down much faster than other conventional sources.

To put this advantage gas generation enjoys into perspective, while the ramp-up rate for coal-based power plants is around 2% per minute, it is as high as around 6% for gas-based power plants. This was evident during the solar eclipse on June 21 last year when hydro and gas generation had to be ramped up by 30% and 13%, respectively, to make up for a 28% fall in renewable power. Later, when RE was ramped up by 37%, hydro and gas power supply could be immediately brought down by 18% and 17%, respectively, with coal-based power not being of much use in load adjustment.

While there is the option of using storage systems to get round the problem of uncertainty that renewable energy faces, these continue to be expensive. Though storage costs have come down considerably over the years, it still works out to be prohibitively expensive to supply storage-based renewable power to financially weak power distribution companies (discoms).

Another factor in favour of gas being used to shore up renewable supply is the large gas capacity standing idle in India owing to fuel supply issues. The 24,900 MW of gas-based power capacity the coun-

RE INTEGRATION

Gas power a way out of RE woes

Gas-based power, which can be ramped up and down quickly, unlike coal-based electricity, offers a good option for offsetting the vagaries of renewable energy



try has operated at average utilisation levels of 26% in the April–October period of this fiscal. Around 12,000 MW of gas plants are stressed assets, 6,000 MW did

not generate any power in this period, while more than 3,600 MW operated at a plant load factor of below 15%.

Elaborating on the phenomenon, Fatih

Biro, executive director of the International Energy Agency (IEA), tells *FE*, “flexibility is critical as far as RE is concerned. Our numbers show that peak electricity demand is reached in the evening when there is no sun, causing a mismatch between power demand and supply from solar.” He adds, “we need all kinds of options to bridge this deficit, ranging from hydro power to natural gas to batteries, because it is just as important for the power supply to be secure as it is clean”.

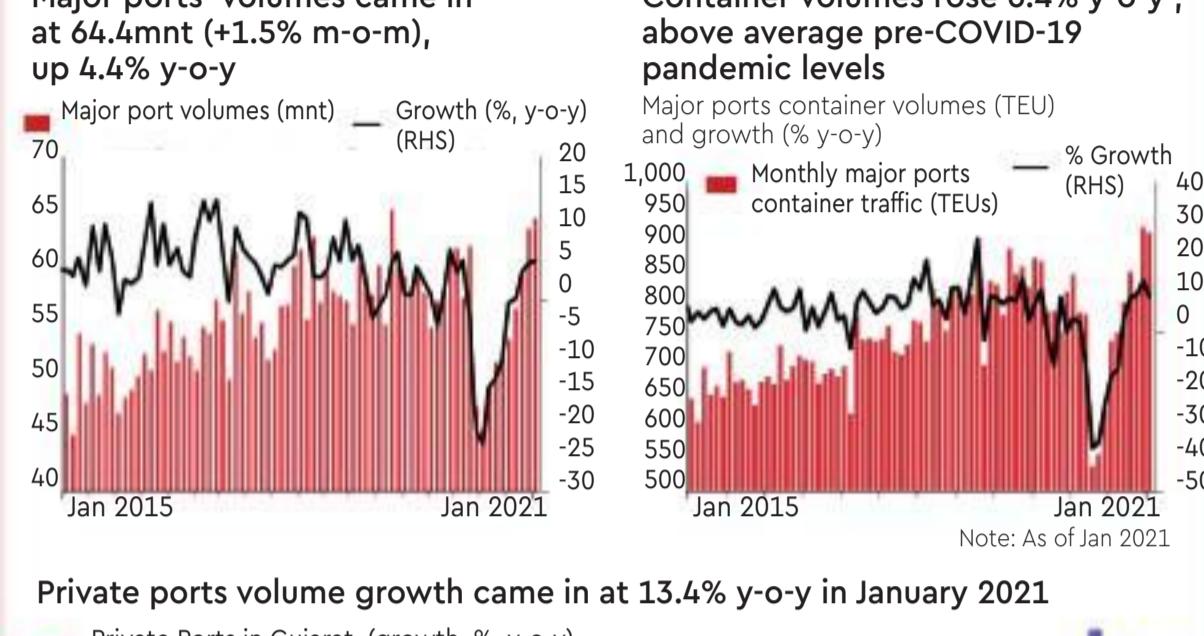
Though it is touted as one of the cleanest energy sources, the share of electricity from gas-based power plants remains less than 4% in India. The average plant load factor (PLF) of India’s gas-based power plants increased by only three percentage points in the April–October period even though spot LNG prices fell by about 22% y-o-y. On costs, Deepesh Nanda, CEO, GE Gas Power South Asia, says that with the latest technology, the variable cost of gas-based power at 62% plant efficiency can be around ₹3.6/unit even at gas prices of ₹8/mmbtu, allowing it to compete with other conventional sources.

Industry watchers say serious policy intervention is required to salvage India’s gas power plants which, in turn, can make renewable energy more attractive. “Gas should be bundled with renewables for supply of firm power, and coal as a source of energy should not be allowed for such bundling,” a senior official of a gas power generator says on condition of anonymity. Apart from the long-standing demand of the industry to bring gas under GST, preferably in the 5% slab, gas plants would benefit if, like coal, there was a separate allocation bucket of domestic natural gas for the power sector.

DATA MONITOR

Healthy growth for port volumes in January

Major ports’ volumes grew by 4.4% y-y (+1.5% m-m) in Jan 2021, led by strong growth in container volumes (+6.4% y-y in tonnage terms) and POL volumes (up 3.1% y-y, the first month of y-y growth since Feb’20). In TEU terms, major ports’ container volumes of 930k TEUs were up 8.1% y-y (down ~1% m-m), and were significantly above pre-COVID-19 levels (avg. for Apr 2019-Feb 2020) of 836k TEUs.



Note: As of Jan 2021

Source: IPA, Gujarat Maritime Board, Nomura research

Quick View



448 infra projects show cost overruns of over ₹4.02 lakh crore

AS MANY AS 448 infrastructure projects, each worth ₹150 crore or more, have been hit by cost overruns totalling more than ₹4.02 lakh crore, according to a Ministry of Statistics and Programme Implementation report. Of the 1,739 such projects, 448 reported cost overruns and 539 were delayed. “Total original cost of implementation of the 1,739 projects was ₹22,18,210.29 crore and their anticipated completion cost is likely to be ₹26,20,618.44 crore, which reflects overall cost overruns of ₹4,02,408.15 crore (18.14% of original cost),” the ministry’s latest report for January 2021 said. The expenditure incurred on these projects till January 2021 is ₹12,29,517.04 crore, which is 46.92% of their anticipated cost. The number of delayed projects decreased to 401 if delay is calculated on the basis of the latest schedule of completion, it said.

JNPT, MbPT aim to bag ₹47,000 cr of investments

TWO STATE-RUN PORTS in the Mumbai Metropolitan Region announced on Wednesday that they are in the process of bagging investment proposals worth over ₹47,000 crore for infrastructure development from the private sector and government entities. The announcements, which came a week ahead of the Union government-organised Maritime India Summit, include over ₹20,000 crore of proposals being eyed by the Mumbai Port Trust (MbPT) and over ₹27,000 cr by the Jawaharlal Nehru Port Trust (JNPT). MbPT Chairman Rajiv Jalota said the bulk of the investment proposals for the port were from the oil and gas and cruise shipping sectors.

India added 3.2 GW of solar capacity in 2020

INDIA ADDED 3,239 MW of solar capacity in 2020, down 56% from the previous year, a report has said. The addition of 3,239 MW solar capacity was the lowest in five years, Mercom India Research said in its report on Tuesday, adding the country’s total solar installed capacity stood at 39 GW as of December 2020. Large-scale solar projects of 2,520-MW capacity accounted for 78% of the installations, registering 60% y-o-y decline.

Startups

KLUB

Flexible growth capital for brands

Klub is a fintech platform that provides growth financing to new-age, niche consumer brands through a unique revenue-sharing model

SUDHIR CHOWDHARY

BENGALURU-BASED KLUB is a fintech platform that provides growth financing to new-age niche but popular consumer brands through a unique revenue-based financing (RBF) model. Launched last year, Klub has enabled over 20 direct-to-consumer (D2C) brands including TagZ Foods, Tjori and Pipa Bella to raise capital from their patrons. It has empowered brands across fashion, beauty, personal care, FMCG, D2C, food services, subscription, ed-tech and online-first retailers with growth capital by combining financial product innovation, community engagement and deep data-driven analytics.

Co-founders Anurakt Jain and Ishita Verma, who had earlier worked in venture capital, investment banking, and entrepreneurship, recognised it is difficult for young brands and founders to raise capital through traditional financing methods, leaving many without access to capital and the necessary bandwidth to focus on a growing business. “Through our unique marketplace setup, we aim to not only provide them access to alternative financing but also to an exclusive community where brands and investors can come together to explore and grow together more holisti-



Klub co-founders Anurakt Jain (L) and Ishita Verma

cally,” says Jain. According to Jain, RBF takes a revenue share as returns instead of equity dilution or fixed EMIs.

“Klub is an ideal investment platform for brands that need flexible, non-dilutive capital. It provides brands with scalable capital and ~30% of the brands funded through Klub have availed additional capital as they scale,” he says. “Our investment platform combines financial product innovation, deep data-driven analytics, high-frequency collections, and community engagement.”

As a sector and stage agnostic player, Klub funds recurring marketing, inventory, and capex spends of its client brands. Klub is also the only player offering a hybrid model for investment by raising capital from both NBFCs and financial

institutions alongwith individual patron investors across different products, says Jain. “Our mission is to improve access to a flexible, founder-friendly form of capital to the early stage ecosystem. Another aspect that makes our funding model unique is that Klub invests and provides risk participation in every brand on its platform, operating on the mantra of being a skin-in-the-game partner.”

With brands in the D2C space having seen robust growth in the last few years, Klub has facilitated funding for nearly 30 brands and have onboarded nearly 1,000 patrons. “Our revenues have tripled over the last quarter of 2020 owing to our unique product offering and mushrooming growth in the D2C space. We are now looking to grow this community to over

350 brands and over 5000 patrons in 2021 alone,” he informs.

Klub had raised \$2 million in its pre-seed round led by Sequoia Capital India’s start-up scale-up programme Surge. Other participants in this round included EMVC Fintech Fund, Better Capital, Traxn Labs, and 9Unicorns. “Our angel investors include Naveen Tewari, founder & CEO, InMobi Group; Kunal Shah, founder & CEO, Cred; Shraddha Sharma, founder & CEO, YourStory. We have not raised any further rounds of funding post this but will do so soon,” he says.

According to Jain, fintech is well-positioned for growth in a post-Covid market with increased digital adoption and solutions incorporating the market volatility. “Underlying market fundamentals have accelerated in three to four quarters, what would have taken three to four years.” Additionally, a revenue surge of over 200% was witnessed in 2019 in the consumer brands across sectors in India. The total market for consumer brands in SEA (where Klub looks to expand to in 2021) is expected to go over \$400 billion by 2023 with new-age brands contributing to a growth of 25%. “The new market capitalisation in this sector is expected to hit \$1 trillion over the next decade,” he says.

Having an early focus on consumer products with an online-first approach and a unique alternate financing model, Klub became a pivotal support system for the consumer-dependent D2C startups grappling with the pandemic. “Flexible financing solutions for SMEs and alternative investment products for investors will do well in 2021, alongwith underlying platforms powering the digital transformation of the fintech ecosystem,” says Jain.

such as blockchain will see more traction,” he says.

In addition, Appinventiv has enabled early-stage startup businesses by helping them go through the initial phase of funding and further scaling by strategising digital operations. According to Singh, the company has helped its startup clients raise cumulative funds worth around \$650 million, to date. “One of the things we focus on, once the business plan is set for a client, is to roll out its product as soon as possible,” he says.

Some of the top clients of Appinventiv include Ikea, Melitoo and Domino’s Pizza. Today, it has over 500 employees working from India, USA, Australia and UAE. Appinventiv has clocked over 75% growth in revenue in the first half of FY 2020-21 compared to the first half of FY 2019-2020 when the company’s revenues stood at ₹40 crore. It aims to clock ₹100 crore in revenue in FY 21-22.

When it comes to hiring talent, the app development company hires tech graduates and even ones without a degree. “Today, we are in a position to find talent irrespective of their qualification. Skills have taken the front seat compared to degrees, today,” he says.

Quick View



PM Modi inaugurates host of projects in W Bengal, Tamil Nadu

PRIME MINISTER NARENDRA MODI inaugurated on Monday last the 4.1-km extension of the Kolkata Metro Railway from Noapara to Dakshineswar, built at a cost of ₹464 crore. He also dedicated to the nation the third line between Kalaikunda and Jhargram, doubling of the Azimganj-to-Khagrachari Road section, the fourth line between Dankuni and Baruipara, and the third line between Rasulpur and Magra. On Thursday, he dedicated to the nation key projects in Tamil Nadu, including the 2x500 MW Neyveli new thermal power plant, built at a cost of ₹7,800 crore, and laid the foundation stone for important initiatives in the state. He inaugurated virtually a 709-MW solar power project of NLC India Limited. He also laid the foundation stone for the extension, renovation and modernisation of the Lower Bhavani Project System.

Ind-Ra revises outlook for infrastructure to ‘stable’

INDIA RATINGS AND RESEARCH (Ind-Ra) on Thursday revised the outlook for infrastructure for 2021-22 to ‘stable’ from ‘negative’. The stable outlook factors in the contracted revenue visibility, long-term contracts enabling financial flexibility to an extent and improving people traffic and cargo volumes, on the back of a strong economic recovery expectation for FY22, it said. “Ind-Ra has revised the overall infrastructure sector outlook to stable for FY22 from negative, while maintaining a negative outlook on airports and wind power projects,” the rating agency said in a statement. Despite the doom and gloom beginning mid-March 2020, most sub-verticals of the infra sector had shown resilience and were above pre-Covid levels.

\$304-m pact with AIIB for power network in Assam

THE CENTRE ON Tuesday signed an agreement with the Asian Infrastructure Investment Bank (AIIB) for a loan of \$304 million (over ₹2,200 crore) to improve the power transmission network in Assam. According to an official release, the fund will be utilised for the ‘Assam Intra-State Transmission System Enhancement Project’, aiming to improve the reliability, capacity and security of the power transmission network in the state.

APPINVENTIV

Inventing apps for every sector

This Gurgaon-based app maker enables early-stage startups scale up with the help of strategic digital operations

SRINATH SRINIVASAN

GURGAON-BASED APPINVENTIV, a bootstrapped startup which makes applications for businesses in different sectors, stands out among today’s Indian startups. While most startups usually focus on one sector and try to develop expertise in it, either eyeing a large market share or sustained operations over the years ahead, Appinventiv operates in over 20 sectors, ranging from blockchain, retail, healthcare, hospitality to social networking.



Saurabh Singh, director, Appinventiv

the lockdown. We prioritised them. In the recovery ahead, we expect more digital adoption and believe technologies

Education

MONDAY, MARCH 1, 2021



HYBRID LEARNING WILL CONTINUE

Rajesh Bysani, Chief Product Officer, Brainly

In coming years, 5% of schools in India will be likely using digital collaboration and project-based learning models. A hybrid model will evolve where education happens in schools, but students continue to practice through homework or exam preparation by using online platforms.

● **INTERVIEW: AJAY KELA**, President & CEO, Wadhwani Foundation

Starting-up? Focus on soft skills

According to the recent TiE Delhi-NCR-Zinn report 'COVID-19 and the Antifragility of Indian Start-up Ecosystem', 15% of start-ups have temporarily closed shop, 44% have a cash runway for less than six months, and 52% are struggling to raise funding. "The impact of the pandemic on entrepreneurship and the start-up ecosystem was harsh," says Ajay Kela, president & CEO, Wadhwani Foundation. In an interview with FE's Vikram Chaudhary, he adds that there was a positive side to the pandemic, i.e. many tenacious and creative entrepreneurs changed their approach, re-strategised, pivoted and survived, displaying remarkable resilience, innovation and perseverance. Excerpts:

The Wadhwani Foundation announced the Sahayata Initiative last year. How has it been able to support SMEs?

It has helped 1,000 SMEs in India and Mexico through business survival, growth and helped build their capabilities to leverage current opportunities in the marketplace. This support was led by the expansion of Wadhwani Foundation's internal team to 60 business consultants and a 500-plus network of consultants and subject-matter experts, advisors and mentors.

Under the 'Sahayata Covid-19 Skilling' initiative, we have trained 1 lakh healthcare workers (including Asha and Anganwadi workers) with interactive videos, while under the 'Sahayata Public Health Innovation' we funded six early-stage companies that have the potential to make



a large-scale impact in public health infrastructure.

With the new world of work in 2021, which all areas should entrepreneurs focus on this year?

While the pandemic has dealt a debilitating blow to many sectors, it has also opened immense opportunities for others. Sectors like healthcare, logistics, e-commerce, fintech, agri and edtech are acknowledged as the ones that will ride the growth wave in the near term. Recent funding trends show that it goes beyond

66
Soft skills such as customer-centricity, critical thinking, problem-solving, and flawless written and verbal communication provide a competitive edge to any upcoming entrepreneur

these to include HR-tech, cleantech, retail-tech, online gaming, automotive/mobility and cloud-based enterprise software.

How important is upskilling to succeed as an entrepreneur?

Entrepreneurship, by its very nature, faces uphill challenges, uncertainty and an ever-changing work and market environment. While the unwavering entrepreneurial spirit defines any start-up journey, it is some of the acquired softer skills, such as customer-centricity,

critical thinking, problem-solving, and flawless written and verbal communication, which can provide any upcoming entrepreneur with a competitive edge.

Have you actively empowered students to create start-ups?

We inspire, educate and support entrepreneurs at various stages of their journey. For example the Wadhwani National Entrepreneur Network (NEN) runs a one-year practitioner's course on entrepreneurship for professionals and master's and graduating students. Under the NEN we have trained over 3,000 entrepreneurship faculty and over 10 lakh students over the last 10-15 years. We also have the Wadhwani Venture Fastrack that drives start-up success, measured in terms of revenue and customer growth.

With companies shifting outside China, does this present an opportunity to Indian students who can think big, and maybe launch new start-ups?

With China's increasing isolation in world trade and global supply chains getting restructured, many companies across Europe and US are now aggressively looking at India as an alternative supply hub to China. The 'Make in India' and 'Atmanirbhar' thrust by the Indian government is accelerating this trend of de-risking from China. Indian entrepreneurs who capitalise on this opportunity by addressing product gaps and build capabilities to scale production have a big opportunity here.

MU launches the disinfecting robot MUDRA

FE BUREAU

HYDERABAD-BASED Mahindra University has made a disinfecting robot called the MUDRA (Mahindra Universite UV Desinfectant Robot Autonome). It is designed to disinfect rooms, labs, offices, shop floors and various other enclosed spaces using ultraviolet-C (UVC) rays.

"The MUDRA is an indigenously designed, developed in-house and funded disinfecting robot, which helps sanitise surfaces," said Yajulu Medury, vice-chancellor, Mahindra University. "It can make on-demand and pre-planned disinfections without any human intervention."

According to the US FDA, UVC radiation has been shown to destroy the outer protein coating of the SARS viruses. "It has been designed to navigate autonomously, and can move from room to room on a floor automatically without any human intervention. It also has the capability to operate elevators and move from one floor to another using Wi-Fi or wireless connectivity," added Deep Seth, assistant professor, Ecole Centrale School of Engineering, Mahindra University, and the faculty involved in this development.

The MUDRA automatically switches off its UVC function whenever it detects human presence.

Putting Indian toys on global stage

The Toy Fair 2021 is a shot in the arm for the industry: Vivek Goyal of PlayShifu



PlayShifu co-founders Vivek Goyal and Dinesh Advani

VIKRAM CHAUDHARY

AT THE ONGOING India Toy Fair 2021—inaugurated by Prime Minister Narendra Modi—educational toys for kids have taken centre-stage. "The Indian toy market, estimated at \$1 billion, is growing at the rate of 10-15% every year. Educational/STEM toys account for over 30% of all toys, and parents are investing in smart toys that are both fun and educational," said Vivek Goyal, co-founder & CEO, PlayShifu—the Indian start-up that offers educational toys under three platforms: Orboot (AR-powered globe), Plugo (story-based STEM game kits) and Tacto (board games with digital gameplay); it will be launched later this year.

PlayShifu toys are currently being used by over 6 lakh children across 35 countries.

Goyal added that such educational toys can help bridge the gap between day-to-day studies and practical hands-on learning, and also help build STEM skills in children, which is the focus of the National Education Policy 2020.

"STEM learning can be introduced to children as early as their second birthday," he said. "This learning can become more engaging with educational toys, especially those that provide physical interactions."

A recent report by the Early Childhood STEM Working Group (of the University of Chicago) noted that introducing high-quality early STEM experiences during early age provides much-needed stimulus to children's natural curiosity.

During the Covid-19 lockdown and the resultant schooling at home, PlayShifu witnessed all-time highs in returning users, time spent and activity progress. "Our active user count shot up by 60% in the first three weeks of the lockdown. Children collectively spent 20.8 million minutes on our Orboot and Plugo platforms, resulting in 45% jump in daily activity from March through May. Similar trends continued throughout the year," Goyal said. "We added 3.5 lakh new users across the world by the end of 2020. With 63% kids deeply engaged beyond 30 days, we are happy with the lasting impact we made in these testing times."

PlayShifu saw the first major surge in demand in late February post schools shutting down. The next spike was in mid-March when it made the Orboot app free-for-all. Over 30,000 new parents downloaded Orboot and Plugo between March and May. "January-August 2020, our Amazon sales grew by 400% as compared to the same period the year earlier, and our direct to consumer sales on our website grew by a whopping 1,300%," Goyal added. "Also, between March and May 2020, online purchases from tier-2 and tier-3 cities went up by 60% and users from tier-2 and tier-3 cities grew by 20% on our platforms."

Goyal said the ongoing Toy Fair 2021 will put Indian toy-making on the global map. "While we already manufacture in India, we are looking forward to sparking new connections with more local partners and furthering our collective cause to bring joy to every child across the country. The fair is a huge opportunity that can benefit the entire ecosystem, and enable us all to thrive."

The government, on its part, has been making efforts towards the evolution of the toy industry in general.

Recently, it introduced the safety BIS certification for the toy industry that has been made mandatory from January 2021 onwards. Additionally, state governments have been contributing to this initiative by planning to allocate land for dedicated toy parks and arenas.

2021

Imarticus to go on global expansion spree

To expand in 10 countries in 2021, starting with Dubai



Nikhil Barshikhar, founder of Imarticus

FEBUREAU

IN A BID to establish a larger international footprint, Imarticus Learning, the Indian professional education firm, will be expanding its operations in Middle Eastern and North African (MENA) countries starting with Dubai, the UAE. The brand looks to expand to Saudi Arabia, Oman, Kuwait, Qatar, Jordan, Egypt, Kenya, Nigeria and Ethiopia.

Imarticus Learning will be basing its headquarters and the main campus in Dubai, along with a state-of-the-art hybrid learning centre. From its vast portfolio of professional education programmes, the firm will be offering its data science programme, digital marketing programme, and PG analytics & AI initially.

In due course of time, Imarticus Learning will also be introducing programmes such as banking and wealth management, financial analysis programme, certificate in fintech, digital transformation and corporate leadership in the MENA market.

The company has targeted the following milestones by the end of this year:

• Learning centre in Dubai;

• Batch launch for B2C programmes in March;

• Digital skills academy for corporate clients in April;

• Launch of a learning centre in Saudi Arabia in October.

Nikhil Barshikhar, founder of Imarticus Learning, said, "We will be aggressively expanding our international footprint this year in several countries in the Middle East and North Africa region, starting with Dubai. Further to this, we will continue to collaborate with our vast network of corporate partners who have an established presence across the world to offer industry-endorsed programmes in the MENA region. Our offerings will cater to all working professionals with up to 15 years of experience, fresh graduates, and local talent without discrimination. We are looking forward to this year and we will be announcing more such developments."

Imarticus Learning added that it will also be partnering with Ivy League colleges to bring their offerings to the MENA region, along with upskilling programmes for aspiring bankers.

Science & tech

CRYPTOCURRENCY

Still on the sidelines

An outright ban on cryptocurrencies may not be the most practical option

KAUSHALYA VENKATARAMAN

THIS WEEK HAS seen revived global interest in cryptocurrencies, with Elon Musk breaking headlines by investing more than \$1.5 billion in Bitcoin. In India, however, cryptocurrencies (such as Bitcoin and Ether) are currently trading at a discount.

This is largely because cryptocurrencies have been operating in a regulatory grey area. In 2013, the Reserve Bank of India raised concerns over the potential financial, operational, legal and consumer protection risks emanating from cryptocurrencies. In 2018, the central bank issued an order stating that banks and financial institutions shall not deal with crypto-related businesses, and all regulated entities falling within the purview of RBI shall stop providing services to such platforms. The Supreme Court struck down the provisions which literally banned crypto-trade in 2020.

Meanwhile, the government has sought to introduce draft bills to regulate/ban cryptocurrencies. The 'Cryptocurrency Regulation of Official Digital Currency Bill, 2021' is to be tabled before Lok Sabha in this session. The latest bill seems slightly more positive and forward-looking than the previous one, titled the 'Banning of Cryptocurrency and Reg-

ulation of Official Digital Currency Bill, 2019'. It seems to suggest that instead of an outright ban, the government intends to regulate cryptocurrencies. Though the text of the proposed 2021 bill is not yet out, the gist of the regulations available on the Lok Sabha website seem to highlight that this is indeed not the case as under the 2021 bill only RBI will be empowered to create an official digital currency. The fate of cryptocurrencies such as Bitcoin and Ether is murky as the 2021 bill seeks to prohibit private cryptocurrencies though it is not clear what would be considered as a private cryptocurrency.

India has always been a cautious player when it comes to adopting new revolutionary technology. This is even more so when it concerns technologically advanced financial products. In this space, RBI has always followed a conservative approach that some argue has stifled innovation in the fintech space, while others state that it is a necessary evil.

In developed economies, such as the United Kingdom, Australia, and the United States, cryptocurrency is not banned but rather regulated in varying degrees. In the United Kingdom, the government is currently conducting consultations to understand how to regulate crypto-assets to ensure consumer pro-

tection, financial stability and market integrity. From a tax perspective, they are treated as an asset and gains, if any, are subject to capital gains tax. In Australia, the government regulates every person involved in the life cycle of crypto-assets from issuers, intermediaries, miners, exchanges and trading platforms. From a tax perspective, it is treated as an asset similar to the UK. The United States of America has been the pioneer in cryptocurrencies, and the government regulates them to a limited extent. From a tax perspective, cryptocurrencies are treated as assets similar to the UK and Australia.

Currently, there are only a handful of countries that have banned cryptocurrencies (eg Morocco), and even in those countries, the ban has not prevented individuals from trading in cryptocurrencies



because of the decentralised nature.

Therefore, an outright ban on cryptocurrency by the Indian Government may not be the most practical option since not only will it stifle innovation in this space but will also fail to curb Indians from investing and trading in cryptocurrency in offshore jurisdictions (as was the case with foreign exchange derivatives as investing offshore would fall into a grey area).

Regulation of cryptocurrency would be a middle ground and would provide the regulator with oversight into the operations of the players and would also help in protecting the consumers and curbing money laundering concerns.

The author is Partner, Chandhok & Mahajan Advocates and Solicitors. Views are personal

EAVESDROPPER

Finding new roads

New spatial norms bring endless possibilities for Jio, Facebook and Google

ISHAAN GERA

JUST HOW SHACKLED Indian processes and regulations have been is evident from the fact that a map company would have had to get approvals from concerned departments if it wanted to start a Google Map kind of service until a fortnight ago. Google itself was running with limited operations in the country. While it had enabled street view for most major cities globally, India did not allow this due to security concerns. This is also one reason why Google could not collate ground data regarding blockades and one-way roads with its satellite navigation systems.

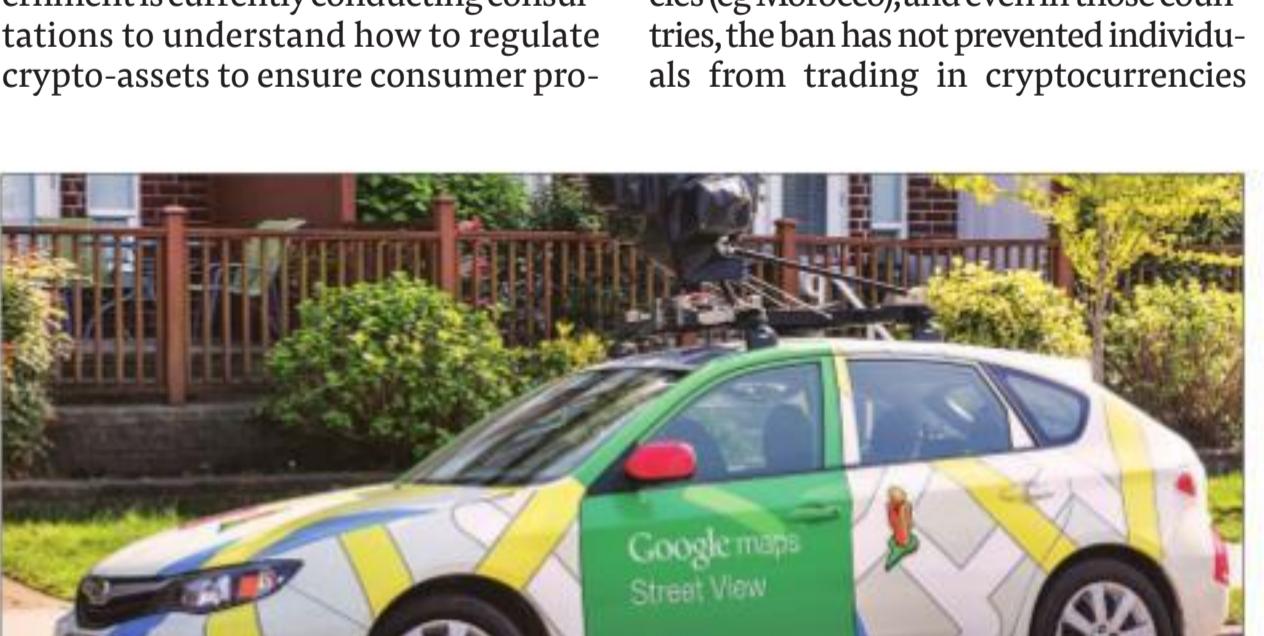
The government, last month, opened the space for geospatial navigation. The new guidelines will take effect when the government's space arm Isro is negotiating deals with Qualcomm and Xiaomi to imbed its NavIC chips, which can rival GPS and other navigation systems. The opening up of the sector will allow Isro to partner with more start-ups, creating services on top of this technology.

Besides, it shall open the field for many new technologies like AR and VR to innovate in Indian conditions. While the guidelines restrict spatial navigation to only Indian companies, they do allow the likes of Google to licence the technology. They also

allow drone operators to create navigation systems that can make drone deliveries a reality.

More important, however, are the use cases that may emerge from an AR perspective. The way we approach navigation, at present, is viewing objects on a 2D screen. However, Facebook and others are trying to bring the same experience to AR glasses. So, it makes mapping easier and more intuitive. Imagine being able to recognise shops as you walk past them and then pay for things as you can see prices and information in real-time with a blink of an eye.

Facebook, last year, unveiled Project Aria to test company's vision. Facebook hopes that its AR glasses



will record the world and relay it back to the company in real-time to help it create 3D images and populate its software with more information. The idea is not limited to capturing street views but peeking inside buildings to understand the world better. It can track the location of items and deliver better advertisement depending on what people see and experience while walking on the road. Sort of a mind-reading trick without actually doing so.

Jio, last year, also announced its own AR glasses. The cheaper version is expected to make shopping more interactive; while Jio has not talked about recording data as of now, if it can do so in the future, the company can garner a larger share of advertisements.

Google has had its AR glasses in the business for long now. After the last one's failure, it can now expand its reach given people are taking to the idea.

But this shall all depend on data exchanges and how much control over data citizens and the government are willing to allow these companies. For now, all have a chance to find new roads.

ishaan.gera@expressindia.com

Registration for next phase of Covid vaccination to open today

PRESS TRUST OF INDIA
New Delhi, February 28

THE NEXT PHASE of the COVID-19 vaccination drive for people above 60 years and those aged 45 and above with comorbidities will begin from March 1 and registration on the Co-WIN2.0 portal will open at 9 am on Monday.

Citizens will be able to register and book an appointment for vaccination, anytime and anywhere, using the Co-WIN 2.0 portal or through other IT applications such as Arogya Setu.

Registration will open at 9 am on March 1 at www.cowin.gov.in, the ministry said. All citizens that are aged, or will attain the age of 60 or more as on January 1, 2022 are eligible to register, in addition to all such citizens that are aged, or will attain the age of 45 to 59 years as on January 1, 2022, and have any of the specified 20 comorbidities.

This information was shared during the orientation workshop organised by the Union Health Ministry and the National Health Authority for the 10,000 private hospitals under Ayushman Bharat PMJAY, more than 600 hospitals empanelled under CGHS and other private hospitals empanelled under State Government's Health Insurance Schemes on Co-WIN2.0.

The modalities of the new features integrated in the Co-WIN2.0 digital platform were explained to them. The private empanelled Covid-19 Vaccination Centres were also trained on various aspects of the process of vaccination and management of adverse events following immunization through video conference with the support of the National Health Authority (NHA).



Success!

Indian Space Research Organisation (Isro)'s Polar Satellite Launch Vehicle PSLV-C51, carrying Brazilian satellite Amazonia-1, lifts off from the Satish Dhawan Space Centre in Sriharikota, on Sunday. PTI

Biden says Saudi announcement to come today; White House plays down new steps

REUTERS
Washington, February 28

PRESIDENT JOE BIDEN has said his administration would make an announcement on Saudi Arabia on Monday, following a US intelligence report that found Crown Prince Mohammed bin Salman had approved the killing of journalist Jamal Khashoggi.

The Biden administration has faced some criticism, notably an editorial in the *Washington Post*, that the president should have been tougher on the crown prince, who was not sanctioned despite being blamed for approving Khashoggi's murder.

Asked about punishing the crown prince, Saudi Arabia's de facto ruler, who is also known as MbS, Biden said: "There will be an announcement on Monday as to what we are going to be doing with Saudi Arabia generally."

Biden did not provide details.

But a White House official suggested no new significant steps were expected.

"The administration took a wide range of new actions on Friday. The president is referring to the fact that on Monday, the State Department will provide more details and elaborate on those announcements, not new announcements," the official said.

Not for Release, Publication or Distribution in or into the United States or Other Jurisdictions (as defined below). See "Important Information" below.

POWER TRUST

Offer for Sale of the Equity Shares of DPSC Limited (now known as India Power Corporation Limited)

by Power Trust (the "Seller") pursuant to the Orders dated 27th January, 2017, 25th August, 2017 and 18th May, 2018 of Hon'ble High Court at Calcutta

We hereby notify you that the Seller proposes to sell up to 32,40,35,884 (Thirty Two Crores Forty Lakhs Thirty Five Thousand Eight Hundred and Eighty Four) equity shares of Re. 1 (Rupee one) each of **DPSC Limited** (now known as India Power Corporation Limited) (the "Company"), through a separate, designated window of the National Stock Exchange of India Limited (the "NSE") pursuant to the Orders dated 27th January, 2017, 25th August, 2017 and 18th May, 2018 of Hon'ble High Court at Calcutta in CA No. 68 of 2018, CA No. 347 of 2017, CA No. 565 of 2013 and in CP No. 206 of 2012 (the "Court Orders") and in accordance with:

a) the Guidelines/Circulars on Offer for Sale of Shares issued by the Securities and Exchange Board of India (the "SEBI") as amended from time to time (the "OFS Circulars" and/or the "OFS Guidelines");

b) the Guidelines for Offer for Sale through Exchange Platform issued by the NSE, to the extent applicable; and all other applicable laws.

The Offer for Sale (the "Offer") shall be undertaken exclusively through the Seller's Brokers (defined hereinafter) on a separate window provided by the Stock Exchanges for this purpose. This advertisement, pursuant to the Court Order, is being issued to undertake the Offer pursuant to the Court Order, and contains important details in respect of the Offer including certain information that is required to be disclosed by the OFS Guidelines.

Prospective investors, as well as their brokers, are requested to read the entire contents of this Advertisement before participating in the Offer.

Name of the seller	Power Trust (established pursuant to the Scheme of Arrangement and Amalgamation sanctioned by Hon'ble High Court at Calcutta vide its Order dated 17th April, 2013, and Registered under the Indian Trusts Act, 1882)
Name of the company whose shares are proposed to be sold and its ISIN	Company Name: DPSC Limited (now known as India Power Corporation Limited) ISIN: INE360C01024
Name of the stock exchange where orders shall be placed	NSE
Name of the designated stock exchange	Not applicable
Name of the designated clearing exchange	NSE Clearing Limited
Date and time of the opening and closing of the offer	For non-Retail Investors : Friday, 26th February, 2021 ("T day") The Offer shall take place on a separate window of the Stock Exchanges on the T day, commencing at 9:15 a.m. and shall close at 3:30 p.m. (Indian Standard Time) on the same day. On the T day, non-Retail Investors may indicate their willingness to carry forward their un-allotted bids to T+1 day (defined below) for allocation to them in the unsubscribed portion of Retail Category (defined below). Please note that only non-Retail Investors shall be allowed to place their bids on T day i.e. Friday, 26th February, 2021 only. Further, those non-Retail Investors who have placed their bids on T day and have chosen to carry forward their un-allotted bids to T+1 day, shall be allowed to revise their bids on T+1 day as per the OFS Guidelines. For Retail Investors (defined below): Monday, 1st March, 2021 ("T+1 day") The Offer shall continue to take place on a separate window of the Stock Exchanges on T+1 day, commencing at 9:15 a.m. and shall close at 3:30 p.m. (Indian Standard time) on the same day. Please note that only Retail Investors (defined below) shall be allowed to place their bids only on T+1 day. (T day and T+1 day, collectively referred to as "Offer Dates")

Total number of equity shares being offered	Upto 32,40,35,884 (Thirty Two Crores Forty Lakhs Thirty Five Thousand Eight Hundred and Eighty Four) equity shares of the Company of face value of Rupee 1 (Rupee One) each, representing approximately 20.54% of the post amalgamation paid up equity share capital (33.28% of the current paid up equity share capital) of the Company (the "Offer Shares")															
Maximum number of shares the seller may choose to sell over and above the offer shares	Nil															
Name of the broker(s) on behalf of the seller	ITI Securities Broking Limited (formerly Intime Equities Limited) (NSE: 06538)															
Floor Price	The floor price for the Offer shall be Rs. 13/- (Rupees Thirteen only) per equity share of the Company. The Stock Exchanges are required to ensure that the Floor Price is immediately informed to the market.															
Retail discount	No discount is being offered to the Retail Investors.															
Conditions for withdrawal of the Offer	The Seller reserves the right to not to proceed with the Offer at any time prior to the time of opening of the Offer on the T day. In such a case, there shall be a cooling off period of 10 trading days from the date of withdrawal before another offer for sale through Stock Exchange mechanism is made. The Stock Exchanges shall suitably disseminate details of such withdrawal.															
Conditions for cancellation of the Offer	In the event (i) the aggregate number of orders received in the Offer at or above the Floor Price is less than the total number of Offer Shares; or (ii) of any default in settlement obligations, the Seller reserves the right to either conclude the Offer to the extent of valid bids received or cancel the Offer in full. The decision to either accept or reject the Offer shall be at the sole discretion of the Seller.															
Conditions for participating in the Offer	1. Non-institutional investors shall deposit 100% of the bid value in cash up-front with the clearing corporation at the time of placing bids for the Offer. 2. Institutional investors have an option of placing bids without any upfront payment. In case of institutional investors who place bids with 100% of the bid value deposited upfront, custodian confirmation shall be within trading hours. In case of institutional investors who place bids without depositing 100% of the bid value upfront, custodian confirmation shall be as per the existing rules for secondary market transactions and applicable SEBI circulars. 3. Individual investors shall have the option to bid in the Retail Category and the non-Retail Category. However, if the cumulative bid value by an individual investor across both categories exceeds Rs. 2,00,000 (Rupees Two Lakhs), the bids in the Retail category shall become ineligible. Further, if the cumulative bid value by an individual investor in the Retail Category across the Stock Exchanges exceeds Rs. 2,00,000 (Rupees Two lakhs), bids by such investor shall be rejected. 4. In respect of bids in the Retail category, margin for bids placed at the Cut-Off price, shall be at the Floor Price and for price bids at the value of the bid. Clearing Corporation shall collect margin to the extent of 100% of order value in cash, or cash equivalents, at the time of placing bids. Pay-in and pay-out for bids by Retail Investors shall take place as per normal secondary market transactions. 5. Retail Investors may enter a price bid or opt for bidding at the Cut-Off Price. 6. The funds collected shall neither be utilised against any other obligation of the trading member nor co-mingled with other segments. 7. Modification or cancellation of orders : a. Orders placed by Retail Investors (with 100% bid value deposited upfront) can be modified or cancelled any time during the trading hours on T+1 day. b. Orders placed by non-Retail Investors (institutional investors and by non-institutional investors), with 100% of the bid value deposited upfront can be modified or cancelled any time during the trading hours on T day and in respect of any un-allotted bids which they have indicated to be carried forward to T+1 day, orders can be modified on T+1 day, in accordance with the OFS Guidelines. c. Orders placed by institutional investors without depositing 100% of the bid value upfront cannot be cancelled. Further, such orders can be modified only by making upward revision in the price or quantity any time during the trading hours on T day and in respect of any un-allotted bids which they have indicated to be carried forward to T+1 day, orders can be modified (only by making upward revision in the price or quantity) on T+1 day in accordance with the OFS Guidelines. In case of any permitted modification or cancellation of the bid, the funds shall be released/collected on a real-time basis by the clearing corporation. 8. Bidder shall also be liable to pay any other fees, as may be levied by the Stock Exchanges, including Securities Transaction Tax ("STT"). 9. Multiple orders from a single bidder shall be permitted. 10. In case of default in pay-in by any bidder, an amount aggregating to 10% of the order value shall be charged as penalty from such bidder and collected from the broker. This amount shall be credited to the Investor Protection Fund of the Stock Exchanges. 11. The equity shares of the Company other than the Offer Shares shall continue trading in the normal market. However, in case of market closure due to the incidence of breach of "Market wide index based circuit filter", the Offer shall also be halted.															
Settlement	(i) Settlement shall take place on a trade for trade basis. (ii) The settlement schedule is set out below: A. For Retail Investors <table border="1"><thead><tr><th>Order Type</th><th>Order Date</th><th>Settlement Date</th></tr></thead><tbody><tr><td>Retail</td><td>T+1 day</td><td>T+3 day</td></tr></tbody></table> B. For non-Retail Investors <table border="1"><thead><tr><th>Order Type</th><th>Order Date</th><th>Settlement Date</th></tr></thead><tbody><tr><td>Institutional Investors bidding without upfront margin</td><td>T day</td><td>T+2 day T+3 day - only in respect of such un-allotted bids which the non-Retail Investors had indicated to carry forward to T+1 (if the Retail Category is undersubscribed)</td></tr><tr><td>Non-Institutional and Institutional Investors bidding with 100% upfront margin</td><td>T day</td><td>T+1 day T+2 day - only in respect of such un-allotted bids which the non-Retail Investors had indicated to carry forward to T+1 (if the Retail Category is undersubscribed)</td></tr></tbody></table>	Order Type	Order Date	Settlement Date	Retail	T+1 day	T+3 day	Order Type	Order Date	Settlement Date	Institutional Investors bidding without upfront margin	T day	T+2 day T+3 day - only in respect of such un-allotted bids which the non-Retail Investors had indicated to carry forward to T+1 (if the Retail Category is undersubscribed)	Non-Institutional and Institutional Investors bidding with 100% upfront margin	T day	T+1 day T+2 day - only in respect of such un-allotted bids which the non-Retail Investors had indicated to carry forward to T+1 (if the Retail Category is undersubscribed)
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IMPORTANT INFORMATION

The offer is personal to each prospective bidder (including individuals, funds or otherwise) registered with the broker of the Stock Exchanges who makes a bid (each, a "Bidder") and neither the Offer nor this advertisement constitutes an offer to sell or invitation or solicitation of any offer to buy, to the public, or to any other person or class of persons requiring any prospectus or offer document to be issued, submitted to or filed with any regulatory authority or to any other person or class of persons within or outside India. The Offer is being made pursuant to the Court Order and in reliance on the OFS Guidelines, and subject to the guidelines, circulars, rules and regulations of the Stock Exchanges. There will be no "public offer" of the Offer Shares in India under the applicable laws in India including the Companies Act, 2013 as notified, and applicable, and as amended from time to time (the "Companies Act") or in any other jurisdiction. Accordingly, no documents have been or will be prepared, registered or submitted for approval as a "prospectus" or an offer document with any Registrar of Companies in India and/or SEBI and/or the Stock Exchanges or any other statutory/regulatory listing authority in India or abroad under the applicable laws in India, including the Companies Act, the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2009, as amended, and no such document will be circulated or distributed to any person in any jurisdiction, including in India. The Bidders acknowledge and agree that any buy order or bid shall be made solely on the basis of publicly available information and any information available with SEBI or the Stock Exchanges, on the Company's website or otherwise in the public domain, together with the information contained in this advertisement. Bidder should consult their own tax advisors regarding the tax implications to them of acquiring the Offer Shares.

The Offer is subject to further terms set forth in the contract note to be provided to the successful Bidders. This advertisement is being issued pursuant to the Court Order for information purposes only and is neither an offer nor invitation to buy or sell nor a solicitation of an offer to buy or sell any securities, nor shall there be any sale of securities in any jurisdiction ("Other Jurisdiction") in which such offer, solicitation or sale is or may be unlawful whether prior to registration or qualification under the Securities Laws of any such jurisdiction or otherwise. This advertisement and the information contained herein are not for publication or distribution, directly or indirectly, in or to persons in any Other Jurisdiction, unless permitted pursuant to an exemption under the relevant local laws or regulations in any such jurisdiction. Prospective purchasers should seek appropriate legal advice prior to participating in the Offer. The Offer Shares have not been and will not be registered under the United States Securities Act of 1933, as amended (the "Securities Act"), or under the Securities laws of any state of the United States and may not be offered or sold in the United States (as defined herein) except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable state securities laws. The Offer Shares are being offered and sold only outside the United States in offshore transactions in reliance upon Regulation S under the Securities Act ("Regulation S").

Prospective purchasers of Offer Shares are hereby advised that any resale of Offer Shares must be made in accordance with the registration requirements of the Securities Act or otherwise pursuant to an available exemption therefrom and in accordance with applicable state securities laws. Except for the Seller's Brokers, no broker may solicit bids for the Offer Shares or accept orders for bids for the Offer Shares from persons in the United States.

By submitting a bid in connection with the Offer, each broker will also be deemed to have read and understood this advertisement in its entirety and accepted and complied with the terms and conditions set out in this advertisement. In addition, each broker, except for the Seller's Brokers, will be deemed to have represented that (a) it is located outside the United States, (b) it has not accepted an order to submit a bid in connection with the Offer from a person in the United States, and (c) none of its, its affiliates or any person acting on its or their behalf has engaged in any "directed selling efforts" (as defined in Regulation S) in connection with the Offer.

By submitting a bid in connection with the Offer or receiving any Offer Shares, each Bidder will be deemed to have (a) read and understood this advertisement in its entirety, (b) accepted and complied with the terms and conditions set out in this advertisement and (c) made the representations, warranties, agreements and acknowledgements set out below, as appropriate:

- It understands that the Offer Shares have not been and will not be registered under the Securities Act or under any state securities laws of the United States and are being offered and sold to it in offshore transactions in accordance with Regulation S.
- (a) it was outside the United States (within the meaning of Regulation S) at the time the offer of the Offer Shares was made to it and was outside the United States when its buy order for the Offer Shares were originated and (b) if it is a broker-dealer outside the United States acting on behalf of its customers, each of its customers has confirmed to it that such customer was outside the United States at the time the offer of the Offer Shares was made to it and such customer was outside the United States when such customer's buy order for the Offer Shares was originated.
- It did not submit a bid for the Offer Shares as a result of any "directed selling efforts" (as defined in Regulation S).
- It is buying the Offer Shares for investment purposes and not with a view to the distribution thereof. If in the future it decides to offer, resell, pledge or otherwise transfer any of the Offer Shares, it agrees that it will not offer, sell, pledge or otherwise transfer the Offer Shares except in a transaction complying with Rule 903 or Rule 904 of Regulation S or pursuant to any other available exemption from the registration under the Securities Act and in accordance with all applicable securities laws of the states of the United States and any other jurisdiction, including India.
- It is not an affiliate (as defined in Rule 501(b) under the Securities Act) of the Company or a person acting on behalf of an affiliate of the Company.
- Where it is submitting a bid as fiduciary or agent for one or more investor accounts, it has sole investment discretion with respect to each such account and it has full power to make the representations, warranties, agreements and acknowledgements herein for and on behalf of each such account, reading the reference to "it" to include such accounts.
- It agrees to indemnify and hold the Seller and the Seller's Brokers harmless from any and all costs, claims, liabilities and expenses (including legal fees and expenses) arising out of or in connection with any breach of these representations, warranties and acknowledgements.
- It agrees that the indemnity set forth in this paragraph shall survive the resale of the Offer Shares.
- It acknowledges that the Seller and the Seller's Brokers and their respective affiliates, and others will rely upon the truth and accuracy of the foregoing representations, warranties, agreements and acknowledgements and agrees that if any of such representations, warranties, agreements and acknowledgements is no longer accurate it will promptly notify the Seller.