

Date: 10.05.2024  
Ref: ETL/BSE/INT/011/24-25

To,  
The Corporate Relationship Department,  
BSE Limited,  
Floor 25, PJ Towers, Dalal Street,  
Mumbai – 400001.

**Scrip Code** : 531346 **Scrip ID**: EASTRED

**Sub**: Newspaper Advertisements- IEPF Transfer Notice

Sir/Madam,

Submitting herewith the copy of the Notice to Shareholders published pursuant to Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and Refund) Rules, 2016 as published in Business Standard and Deepika newspapers on 10<sup>th</sup> May 2024.

Kindly take the report on your record.

Thanking You

For **EASTERN TREADS LIMITED**



**Abil Anil**  
**Company Secretary & Compliance Officer**

**Eastern Treads Ltd.**

**CIN** : L25119KL1993PLC007213

**Reg. Office**: 3 A, 3rd Floor, Eastern  
Corporate Office, 34/137 E, N H Bye-Pass,  
Edappally P. O., Kochi, Kerala - 682 024, India.

**Factory** : Oonnukal P.O, Kothamangalam  
Ernakulam, Kerala - 686 693.

Phone : +91 484 7161100

E-mail : [treads@easterntreads.com](mailto:treads@easterntreads.com)

Web : [www.easterntreads.com](http://www.easterntreads.com)

Phone : +91 485 2855 448

APPEALING TO DIVERSE AUDIENCES

# Malayalam cinema gets a new home outside Kerala

VANITA KOHLI-KHANDEKAR  
Pune, 9 May

Chidambaram's *Manjummel Boys* is a gripping watch. The story of a boys' outing gone wrong, released in February this year, grossed (including taxes and trade share) a record ₹169 crore at the box office. This week it was released on Disney+ Hotstar.

*Manjummel Boys* joins a long list of Malayalam films having a fantastic run at the box office this year. There is the Fahadh Faasil starrer *Aavesham* about an eccentric gangster, Girish AD's romantic-comedy *Premalu*, Blessy's survival-drama *Aadujeevitham* -- *The Goat Life*, and Rahul Sadasivan's taut thriller *Bramayugam*, with superstar Mammooty in the lead.

In the first four months of 2024, Malayalam cinema has grossed ₹558 crore at the box office, according to data that Ormax Media has shared exclusively with *Business Standard*.

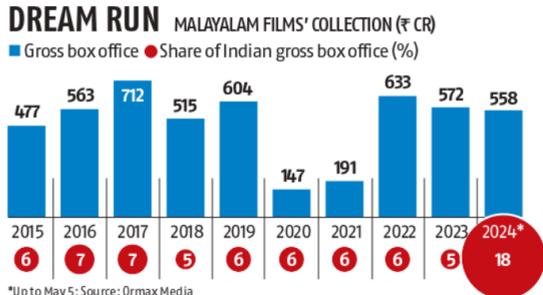
By the next week, it should comfortably cross the amount it raked in all of 2023 at the box office (₹572 crore).

Its share of the Indian box office has already risen to three times the average for the last many years.

"Malayalam cinema is booming because the films are working in both high-end multiplexes and outside of Kerala," says Sreedhar Pillai, a writer and analyst who has tracked entertainment in the South for over three decades now. "There are no good films in any language, Hindi, Telugu, Tamil," says Mukesh Ratilal Mehta who has produced over 20 South Indian films.

Mainstream Hindi, Tamil, and Telugu releases have been few and far in-between this year.

"The audience in Kerala is rediscovering the joy of going back to the theatre," says filmmaker Akhil Sathyan.



Movie	Malayalam	Dubbed	TOTAL
<i>Manjummel Boys*</i>	156	13	169
<i>Aadujeevitham - The Goat Life*</i>	93	9	102
<i>Aavesham*</i>	92	-	92
<i>Premalu</i>	72	21	93
<i>Varshangalkku Shesham*</i>	45	-	45
<i>Bramayugam</i>	24	-	24
<i>Abraham Ozler</i>	23	-	23

Note: Estimates as on May 5, 2024; \*Still running in theatres, their final BO will be higher

He's made the Faasil starrer, *Paachuvum Albhuthavilakkum* (2023), among others. Sathyan is referring to the audience in Kerala.

But a big part of this boom is the rising audience for Malayalam films outside of Kerala. "About 56 per cent of *Manjummel Boys* collection was outside of Kerala (largely Tamil Nadu) and this was for the Malayalam version," points out Shailesh Kapoor, CEO, Ormax Media.

"In the last 6-8 months a new breed of non-Malayali audiences is discover-

ing Malayalam cinema. Mumbai and Delhi are also turning out to be good markets especially since the sub-titling is top class," says Pillai. He reckons about 35 per cent of the revenues of the big hits come from outside of Kerala - this could be the rest of India or the overseas box office. Malayalam has always been one of the best cinemas in India's ₹19,700 crore (total revenues) movie ecosystem. From a storytelling and cinematic perspective, it has delivered over the decades.

What has changed now?

Unni Warrior, senior special correspondent who covers cinema for *Malayala Manorama*, offers his take. In 2010, Kerala had just over 1,000 screens, according to the Film Federation of India data. Like most other cinemas, this has been falling steadily hitting a low of 400 a while back.

This had been causing distress when streaming came in 2016 with loads of money. Warrior reckons that for 6-7 years ending in 2023, most producers were making films only for OTTs.

The average budget of Malayalam films is around Rs 15 crore. Many of them were making anywhere from ₹17-27 crore from streaming rights alone. This meant profits without the effort of a theatrical release. The trend accelerated during the pandemic.

In January 2023, streaming services, facing investor scrutiny, decided to cut back on spends, across the world. Many decided to buy movies only after a theatrical release. This was true across languages. "It was a crisis but it did a world of good for the Malayalam film business," says Warrior.

The ecosystem pivoted back to the theatres, creatively and commercially. "Theatres in Kerala upgraded their seating, and sound system," says Mehta. "So many theatres have been renovated, and there is no need to go far away," says Sathyan.

More screens got added too with PVR-Inox opening a 9-screen multiplex in Kochi last month. This is PVR's third in the city, which takes its tally of screens in Kerala to 22. The state has over 500 screens now. The timing couldn't be better. According to Ormax, in 2023 more than 157 million Indians bought 943 million tickets to the cinema in what has been a record year.

But this is a different audience from the pre-pandemic one. It has tasted fare from across the world and from within India on streaming and in the theatres. All it seeks is a good film, a good story and the next big screen experience, irrespective of where it comes from, say analysts.

That explains why there were over two dozen domestic cross-overs or pan-Indian films such as *Animal*, *Salaar*, and *Jawan* in 2023, up from a handful in 2019, according to Ormax. Many have been hugely successful leading to an expansion of the audience for many Indian cinemas - Marathi, Telugu, Tamil, and Hindi. Malayalam simply joined the party in 2024. Sathyan and Warrior point to another change - the expansion of the overseas market especially in the Gulf countries where many Malayalis work. "Earlier films were sold to agents for release in markets outside India; now producers are releasing them directly," says Warrior.

From say ₹2-5 crore for a one-time sale of rights, the takings for successful films could be ten times as much. And if the movie is a theatrical success, the price that streaming and television firms are willing to pay rises as well.

How sustainable is this boom? "It is sustainable because they (producers) are making films for the theatre," says Warrior.

# Pai Platforms drives into ride hailing via ONDC

AJINKYA KAWALE  
Mumbai, 9 May

Paytm founder Vijay Shekhar Sharma's Pai Platforms is experimenting with a ride-hailing feature through the Open Network for Digital Commerce (ONDC) route, a person in the know said.

The platform, formerly known as Paytm E-commerce, will join a list of a few companies in ONDC's mobility space to offer services.

For instance, other platforms such as Yaari, a group representing Hyderabad's auto rickshaw and taxi driv-

ers, announced the launch of their ride-hailing service on ONDC in December last year.

Paytm did not respond to queries sent by *Business Standard* till press time.

"The feature is still in the testing phase and not all the users may have access to it. Through the ONDC route, Pai offers other services like groceries, among other things," the person said. Last month, the Pai platform mistakenly launched PaiPai, an app on ONDC, ahead of its schedule. It was later taken down from the Play Store.

# Zeta eyes 50% of \$1 trillion credit line on UPI scheme tech opportunity

PEERZADA ABRAR  
Bengaluru, 9 May

Zeta, which provides next-gen banking technology to financial institutions globally, is launching a digital credit-as-a-service offering as part of its strategy to democratise credit.

SoftBank-backed Zeta's offering is underpinned by the National Payments Corporation of India's Credit Line on Unified Payments Interface (UPI) scheme.

Zeta estimates that the transaction volume on this scheme will exceed \$1 tril-

lion by 2030. It aims to capture 50 per cent of this market opportunity with its end-to-end solution that can help banks conceive and rapidly launch multi-form credit products.

"India is a highly under-penetrated market when it comes to credit. There are over 800 million credit-eligible adults in the country, and less than 30 per cent of them are adequately served when it comes to their credit needs," said Bhavin Turakhia, co-founder and chief executive officer of Zeta, in an interview.

**SUNDARAM MUTUAL** Notice cum Addendum to the Scheme Information Document (SID) and Key Information Memorandum (KIM) of the Schemes of Sundaram Mutual Fund.

**REVISION OF PRODUCT LABELLING ('RISK-O-METER') OF SCHEMES OF SUNDARAM MUTUAL FUND**

NOTICE is hereby given to the investors / unit holders that pursuant to SEBI circular no. SEBI/HO/IMD/DF3/CIR/P/2020/197 dated October 05, 2020 the Risk-o-meter of the schemes of Sundaram Mutual Fund ("the Fund") shall stand revised as under.

Name of the Scheme	Existing Risk-o-meter (Based on scheme portfolio as on March 31, 2024)	Revised Risk-o-meter (Based on scheme portfolio as on April 30, 2024)
Sundaram Ultra Short Duration Fund		
Sundaram Equity Savings Fund		

Investors are requested to note that, apart from the change in the Risk-o-meters as stated above, there is no other change in the scheme features including nature, investment objective, asset allocation pattern, terms and conditions of the above-mentioned Schemes.

All other terms and conditions of the Scheme Information Document(s) / Key Information Memorandum(s) / Statement of Additional Information will remain unchanged.

This addendum forms an integral part of the Scheme Information Document (SID) / Key Information Memorandum (KIM) / Statement of Additional Information (SAI) to the schemes of Sundaram Mutual Fund as amended from time to time.

For **Sundaram Asset Management Company Ltd**  
**R Ajith Kumar**  
Company Secretary & Compliance Officer

Place: Chennai  
Date: May 10, 2024

Corporate Office:  
1st & 2nd Floor, Sundaram Towers, 46, Whites Road, Royapettah, Chennai-14.  
Contact No. (India) 1860 425 7237, (NRI) +91 40 2345 2215 Fax: +91 44 2841 8108.  
www.sundarammutual.com  
Regd. Office: No. 21, Patullos Road, Chennai 600 002.

For more information please contact:  
**Sundaram Asset Management Company Ltd**  
(Investment Manager to Sundaram Mutual Fund)  
CIN: U93090TN1996PLC034615

Mutual fund investments are subject to market risks, read all scheme related documents carefully.

**EASTERN TRENDS LIMITED**  
CIN: L25119KL1993PLC007213 Regd. Office: No.3A, 3rd Floor, Eastern Corporate Office, 34/137E, NH Bypass, Edappally, Kochi - 682024 Tel: 0484-7161100 Email: trends@eastertrends.com, web: www.eastertrends.com

**NOTICE TO SHAREHOLDERS**  
(w.r.t. transfer of equity shares of the company to Investor Education and Protection Fund (IEPF))

This notice is published pursuant to Rule 6 of the Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and Refund) Rules, 2016 ("the Rules") as amended. Pursuant to Section 124, other applicable provisions of the Companies Act, 2013, and the Rules, the dividend, which remain unclaimed for a period of 7 years and the shares on which dividend, was unclaimed for 7 consecutive years or more are to be transferred to Investor Education and Protection Fund Authority (IEPF Authority).

Shareholders are hereby informed that the Final dividend declared for the FY 2016-17, which remained unclaimed for a period of 7 years will be credited to the IEPF by the next due date of transfer, 12th August 2024. The corresponding shares on which dividend was unclaimed for 7 consecutive years or more will also be transferred as per the procedure set out in the rules.

In compliance to the rules, the Company will be sending individual communication to the concerned shareholder and the details of shareholders who have not claimed their dividend for the past seven years will be made available in the company's website www.eastertrends.com under 'Investor Zone' section.

The shareholders are requested to claim the Final dividend declared for the FY 2016-17 and onwards before the same is transferred to IEPF. In case the company does not receive any communication from the shareholders concerned by 11th August 2024 the company shall with a view to complying with the requirements of the Rules, transfer the unclaimed dividends to IEPF Account and the corresponding shares on which dividend is unclaimed for 7 consecutive years or more shall also be transferred on such date as may be prescribed as per the procedures set out in the Rules, without any further notice. The Company will not transfer such shares to the IEPF where there is a specific order of court/tribunal restraining any transfer of such shares or where the shares are hypothecated/pledged under the Depositories Act, 1996.

The concerned shareholder(s), holding share(s) in physical form may please note that the shares are liable to be transferred to the IEPF after issuing duplicate share certificate for the purpose in favour of the IEPF Authority as per the rules and upon issue of such duplicate share certificate(s), the original share certificate(s) which stand registered in their name will be deemed to have been cancelled and non-negotiable. In case of shares held in demat form and liable to be transferred to IEPF, the company shall inform the depository by way of corporate action for transfer to the demat account of the IEPF authority.

Upon transfer to IEPF Authority, the voting rights on such shares shall be frozen and all benefits accruing on such shares, will be credited to the account of IEPF Authority. No claim shall lie against the Company in respect of unclaimed dividend amount and shares transferred to IEPF Authority. Shareholders may claim the dividend and corresponding shares transferred to IEPF including all benefits accruing on such shares, if any, from IEPF authorities, after its transfer to IEPF, after following procedure prescribed in the rules.

In case you need any assistance in this regard, please contact the undersigned at its Registered Office address or Company's Registrar and Transfer Agent, i.e. Integrated Registry Management Services Private Limited, 2nd Floor, Kences Towers, No. 1, Ramakrishna Street, North Usman Road, T. Nagar, Chennai - 600017. Telephone No. 91-44-2814081/802/803 E-mail: yuvraj@integratedindia.in or CS Abil Anil, Company Secretary, No.3A, 3rd Floor, Eastern Corporate Office, 34/137E, NH Bypass, Edappally, Kochi - 682024, tel: 0484 7161247, Email ID: cs@eastertrends.com.

for **EASTERN TRENDS LIMITED**  
Sd/-  
Abil Anil  
Company Secretary

Ernakulam  
09 May 2024

Note: The shareholders are requested to: (1) to register your correct address and email id with your depository participant concerned (2) update your complete bank account details with your depository participant for prompt direct credit of dividend entitlements (3) to approach us or RTA for any of your previous years unclaimed dividend entitlements

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## UNWAVERING TRUST OF 50 CR+ CUSTOMERS DEFINES OUR BANKING EXCELLENCE

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For Corporate Excellence

**AUDITED FINANCIAL RESULTS FOR QUARTER AND YEAR ENDED MARCH 31, 2024** ₹ In Crore

Particulars	STANDALONE				CONSOLIDATED			
	Quarter ended 31/03/2024 (Audited)	Quarter ended 31/03/2023 (Audited)	Year ended 31/03/2024 (Audited)	Year ended 31/03/2023 (Audited)	Quarter ended 31/03/2024 (Audited)	Quarter ended 31/03/2023 (Audited)	Year ended 31/03/2024 (Audited)	Year ended 31/03/2023 (Audited)
Total Income from operations (including exceptional items)	128411.88	106912.46	466812.82	368718.66	164914.36	136852.39	594574.90	473378.14
Net Profit / (Loss) for the period (before Tax, exceptional and/or extraordinary items)	27137.77	21305.40	88882.96	67205.64	28851.86	23435.57	98340.04	75398.56
Net Profit / (Loss) for the period before tax (after exceptional and/or extraordinary items)	27137.77	21305.40	81782.96	67205.64	28851.86	23435.57	91240.04	75398.56
Net Profit / (Loss) for the period after tax (after Exceptional and/or Extraordinary items)	20698.35	16694.51	61076.62	50232.45	21384.15	18093.84	67084.67	55648.17
Paid up Equity Share Capital	892.46	892.46	892.46	892.46	892.46	892.46	892.46	892.46
Reserves (excluding Revaluation Reserve)	348798.42	298959.73	348798.42	298959.73	386491.06	330282.60	386491.06	330282.60
Earnings Per Share (face value of ₹1/- each) (for continuing and discontinued operations) (₹) (Quarter numbers not annualised)								
<b>Basic :</b>	23.19	18.71	68.44	56.29	23.96	20.27	75.17	62.35
<b>Diluted :</b>	23.19	18.71	68.44	56.29	23.96	20.27	75.17	62.35
Total comprehensive income for the period (Comprising Profit / (Loss) for the period after tax) and Other Comprehensive income after tax)	Refer Note No.2							
Securities Premium Account	79115.48	79115.48	79115.48	79115.48	79115.48	79115.48	79115.48	79115.48
Net Worth	324715.48	276562.79	324715.48	276562.79				
Debt Equity Ratio	0.87	0.66	0.87	0.66				
Outstanding Redeemable Preference Shares	-	-	-	-				
Capital Redemption Reserve	-	-	-	-				
Debtenture Redemption Reserve	-	-	-	-				
Outstanding Debt	597560.91	493135.15	597560.91	493135.15				

1. The above is an extract of the detailed format of Quarter / Annual Financial Results filed with the Stock Exchanges under Regulation 33 & Regulation 52 of the SEBI (Listing and Other Disclosure Requirements) Regulations, 2015. The full format of the Quarter/ Annual Financial Results are available on the Stock Exchange websites: www.bseindia.com, www.nseindia.com and Bank's Website: bank.sbi

2. Information relating Total Comprehensive Income and Other Comprehensive Income is not furnished as Ind AS is not yet made applicable to the Banks.

Place: Mumbai  
Date: 09.05.2024

By Order of the Board  
**Dinesh Kumar Khara**  
Chairman

STATE BANK OF INDIA, CORPORATE CENTRE, MADAME CAMA ROAD, MUMBAI - 400 021.

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