



Technocraft Industries (India) Limited

Registered Office: Plot No. 47 “Opus Centre”, Second floor, Central Road, Opposite Tunga Paradise Hotel, MIDC, Andheri (East) Mumbai – 400 093, Maharashtra, India
Tel: 4098 2222/2340; Fax No. 2835 6559; **CIN:** L28120MH1992PLC069252
E-mail: investor@technocraftgroup.com ; website: www.technocraftgroup.com

October 22, 2020

To,
National Stock Exchange of India Ltd.
Exchange Plaza,
Bandra Kurla Complex,
Bandra (E),
Mumbai- 400051

BSE Limited
Listing Department
P.J. Towers, 1st Floor,
Dalal Street, Fort,
Mumbai – 400 001

Script Name: THIL

Script Code: 532804

Sub: Copy of News Paper advertisements of Notice of Board Meeting for approval of Financial Results.

Dear Sir,

Please find enclosed the copy of News Paper advertisements of Notice of Board Meeting for approval of Financial Results to be held on November 11, 2020.

We request you to kindly take the above on record.

Thanking You,

Yours faithfully,

For Technocraft Industries (India) Limited

Neeraj Rai
Company Secretary

Enclosed as above

Festive sale: E-com giants add ₹22K cr to cart

PEERZADA ABRAR Bengaluru, 21 October

E-commerce giants Amazon, Flipkart, and Snapdeal have witnessed blockbuster festive season sales.

The online festive sales received a strong response from October 15-19. New estimates by RedSeer Consulting on Wednesday showed that \$3.1 billion (₹22,000 crore) of goods were sold from brands and sellers in the first 4.5 days of the event.

This means 77 per cent of RedSeer's projected online sales were already achieved during the said timeframe. The firm had earlier projected total festive sales of e-commerce firms to cross \$7 billion.

RedSeer said the first few days of this year's online sale season saw a more explosive start compared to last year — and was on track to meet its forecast of \$4 billion by end of the event. This would be a 50 per cent growth compared to the initial festive events hosted last year.

Flipkart witnessed at least 40 per cent growth for its flagship festive sale Big Billion

Days (BBD) compared to the same event last year, said people in the know. The Walmart-owned firm achieved its target in just three days of the week-long BBD, which ended on Wednesday.

Flipkart did not reveal the sales information but said that this year, BBD saw 1.5x the number of transacting sellers, against last year. Among these, more than 35 per cent witnessed 3x sales compared to last year.

The remarkable enthusiasm from consumers has ushered in green shoots of recovery for everyone across the value chain, said Nandita Sinha, vice president, customer growth and engagement, Flipkart.

In the first five days, Flipkart has already delivered 10 million shipments with over 3.5 million delivered by its Kirana partners (compared to 1 million deliveries last BBD). These shipments happened from October 16-21, across categories such as mobiles, fashion, electronics, and home furnishing categories.

These deliveries were made across the country ranging from the Indo-Pak border

OUT OF THE BOX



in Gujarat to 5,000 feet above sea level in the Gir forest. The platform witnessed 110 orders placements per second.

Further, BBD brought forth small businesses from smaller towns. Within the 35 per cent new seller base this BBD, around 60 per cent of the sellers were from tier-2 and tier-3 towns. Flipkart Samarth programme for artisans and weavers saw 7x growth in the number of sellers.

\$3.1 bn worth of goods sold online in just 4.5 days, shows RedSeer data

- Key themes driving this year's sale were affordability, smartphones and growth in tier-2 cities
Consequently, brands and sellers recorded higher recovery

gories under this programme included handloom cotton saree and home decor.

This year's BBD reached far and wide with digital and financial constructs such as EMIs and 'Pay Later'. BBD witnessed more than 55 per cent increase in digital payments transactions on Flipkart with a sharp increase in the new to digital customer base.

Another e-commerce firm Snapdeal also concluded its Kum Mein Dum Diwali sale. The five-day sale was noticeable for the extensive involvement of sellers from the physical markets.

The impact of this was visible in the choices made by buyers. About 80 per cent of consumers chose a regional or a local brand for their Diwali purchases vis-a-vis 20 per cent who opted for national and international brands.

Nearly 70 per cent of orders were received by sellers located beyond the top five metropolitan cities. There was a steady flow of orders to sellers in smaller centres like Avinashi in Tamil Nadu for textiles, Palitana in Gujarat for footwear, Rewa in Madhya Pradesh for gaming accessories.

The extent and depth of orders received and shipped from non-metros cities illustrates the accelerated growth of online commerce in recent months, said Snapdeal.

Amazon, too, witnessed the biggest ever opening for sellers and brand partners during its flagship Great Indian Festival, which started last week. More shoppers and sellers participated in the opening 48 hours than any opening two days before.

AAI set to give facelift to 100 ports to boost connectivity

PRESS TRUST OF INDIA New Delhi, 21 October

Airports Authority of India (AAI) plans to develop at least 100 airports, water-dromes, and heliports by 2024 under the regional air connectivity scheme, said an official release.

The fourth anniversary of the scheme — known as UDAN (Ude Desh ka Aam Nagrik) — was commemorated on Wednesday.

The scheme aims to provide affordable, economically viable, and profitable air travel on regional routes.

"50 unserved and underserved airports (including five heliports) with 285 routes have been added under UDAN across the length and breadth of India. As the implementing agency, AAI has an ambitious plan to develop at least 100 airports/ waterdromes/ heliports by 2024 under the scheme," said the release.

During a video conference to commemorate UDAN Day on Wednesday, Civil Aviation Secretary Pradeep Singh Kharola said stakeholders should work towards making the scheme sustainable on its own and improve its efficiency.

He also urged airlines to undertake marketing initiatives so that more people can take benefit of the scheme, as per the release.

AAI Chairman Arvind Singh said the authority was committed to building the infrastructure required for the scheme across the country. Joint Secretary at the ministry, Usha Padhee, said the government has acknowledged the contribution of the UDAN initiative and identified October 21 — the day on which the UDAN document was first released — as UDAN Day.

Yoga, music breaks help Flipsters pull off first virtual BBD

SAMREEN AHMAD Bengaluru, 21 October

Manjari Singhal, director (brand marketing) of Flipkart, did not sleep for more than 3 hours a day during the past week, while the company's Big Billion Days (BBD) sale unfolded.

"We were given breaks for 15 minutes four times a day, which were meant to refuel and re-energise the employees," says Singhal.

During a regular BBD sale, if one visits the Bellandur campus of the e-commerce major, it looks like a carnival with people buzzing on floors, and music and art sessions happening in huddles.

However, during the seventh edition, there was a lull as the entire programme was handled remotely with thousands of employees logging in from their homes. However, the carnival-like feeling was no less for all who moved online.

The event began with a stand-up comedy session, followed by easy chair yoga, guided meditation, laughter therapy, and breathing exercises. There were also virtual music hours and jamming sessions where teams took a break from the frenzy.

Perhaps, this is the first time that families of Flipsters were also a part of the BBD sale in such an intimate way.

a lot more closer to my team as I am more familiar about the families standing tall behind them. We cracked jokes, interacted with children that brought in a sense of belongingness," says Utkarsh B, chief architect at Flipkart. Food became a thread of union for several teams that not only shared recipes during evening tea breaks but also swapped home-cooked food with families on several occasions.

"It's always best to have the meetings in person but there are many learnings from this virtual phase. We should carry forward the goodness such as fixing certain hours when families could be invited to the BBD set-up when it happens on campus next," says Utkarsh.

While the teams were working from home since March, the question on top of their minds was how would they pull off the BBD sale if it were to happen virtually. The uncertainties were put to rest in July when it was decided that it had to be done remotely. Over 80 virtual war rooms were created in a matter of days for various verticals running from supply chain, marketing and payments, among others. These could be accessed by all employees. Anyone could drop into any of these war rooms, simulating the actual office experience.

But before these war rooms could go live, there were

dummy war rooms and 'what if' situations created to solve issues in these dry runs, assigning roles to people if something went wrong.

Special 'Swat' teams were created, comprising people having deep knowledge of technical matters and a broad stroke knowledge of each.

Google's interactive whiteboards, called Jamboards, were used to crack deals with banking and payments partners. During the last BBD, Smrithi Ravichandran, head of business for fintech & payments group at Flipkart, had made 10 visits in a month to Mumbai to discuss the specific deals that the company brings in for customers.

"It takes multiple closed-door meetings to finalise these deals. All our partners this year have adopted the virtual medium and problem solving was done through Zoom and Jamboards," says Ravichandran.

Leaders, including CEO Kalyan Krishnamurthy, held at least three meetings every day to solve problems in real time.

For marketing and communications, while the teams did not have access to studios to a full extent, everyone was glued to zoom calls that were connected to the main studio to give feedback to directors in real time about ad campaigns.

While the teams were working from home since March, the question on top of their minds was how would they pull off the BBD sale, if it were to happen virtually



Flipkart employee Poojitha Jawahar's husband and twin daughters join a live music session as she takes a break from work

GANESHA ECOSPHERE LIMITED. Notice is hereby given pursuant to Regulation 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015...

NOTICE WONDERLA PARKS AND RESORTS. Notice is hereby given pursuant to Regulation 29 read with Regulation 47 of the SEBI (LODR) Regulations, 2015...

UCO BANK (Govt. of India Undertaking). Head Office - II, Department of Information Technology 3 & 4, DD Block, Sector - 1, Salt Lake, Kolkata - 700064

DELHI TRANSCO LIMITED. NOTICE INVITING E-TENDERS. Delhi Transco Ltd, a Government of NCT of Delhi Undertaking, invites tender for the work: Tender No.T20P11321: Procurement of EHV Grade Transformer Oil...

Mangalore Refinery and Petrochemicals Limited. Pursuant to Regulation 29 read with Regulation 47 of the SEBI Listing Regulations, 2015, notice is hereby given that the Board Meeting of the Company has been scheduled for Thursday, 29th October 2020...

SHRIRAM TRANSPORT FINANCE COMPANY LTD. Pursuant to Regulation 29 read with Regulation 47 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015...

ASI Industries Ltd. Pursuant to Regulation 29 read with Regulation 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulation 2015, Notice is hereby given that the Meeting of the Board of Directors of the Company will be held on Monday, 2nd November, 2020...

Technocraft Industries (India) Limited. Pursuant to Regulation 29 read with Regulation 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, notice is hereby given that a Meeting of the Board of Directors of the Company will be held on Wednesday, November 11, 2020...

PRECOT MERIDIAN LIMITED. Pursuant to Regulation 29 read with Regulation 47 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, Notice is hereby given that a meeting of the Board of Directors of the Company is scheduled to be held on Wednesday, the 11th November, 2020...

HARITA SEATING SYSTEMS LIMITED. Registered Office: "Jayalakshmi Estates", No.29, Haddows Road, Chennai 600 006. STATEMENT OF STANDALONE & CONSOLIDATED UNAUDITED FINANCIAL RESULTS FOR THE QUARTER AND HALF YEAR ENDED 30TH SEPTEMBER 2020

Enkei Wheels (India) Limited. Regd. Office : Gat 1425, Village Shikrapur, Tal. Shirur, Pune - 412 208. Tel No.: (02137) - 618700 Fax No.: (02137) - 618720

For Technocraft Industries (India) Limited. Pursuant to Regulation 29 (1) (a) read with Regulation 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, notice is hereby given that a Meeting of the Board of Directors of the Company will be held on Wednesday, November 11, 2020...

EIH Limited. Registered Office: 4, Mangoe Lane, Kolkata-700 001. Website: www.eihltd.com. Phone: 91-33-22486751; Fax: 91-33-22486785

