



**March 28, 2024**

To,  
**BSE Limited ("BSE")**  
Phiroze Jeejeebhoy Towers  
Dalal Street,  
Mumbai 400 001  
BSE Script Code: **543712**

To  
**National Stock Exchange of India Limited ("NSE")**  
The Listing Department,  
Exchange Plaza, Bandra-Kurla Complex,  
Bandra (East), Mumbai – 400051  
NSE Symbol: **AHL**

Dear Sir/Madam,

**Subject: Disclosure under Regulation 30 and 47 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.**

Pursuant to Regulations 30 and 47 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby enclose copies of the newspaper advertisement of the postal ballot notice of the Company as published in the following newspapers:

- 1) "Financial Express", Mumbai Edition, in English Newspaper;
- 2) "Mumbai Lakshadeep", Mumbai Edition, in Marathi Newspaper.

Kindly take the above information on record.

Thanking you,

**For Abans Holdings Limited**  
**(Formerly known as Abans Holdings Private Limited)**

**Abhishek Bansal**  
**Chairman & Managing Director**  
**DIN: 01445730**

**Abans Holdings Ltd.**

(Formerly known as Abans Holdings Pvt. Ltd.)

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Regd. Office: 36, 37, 38A, Floor-3, Nariman Bhavan, Backbay Reclamation, Nariman Point, Mumbai-400021  
CIN: U74900MH2009PLC231660 Tel: +91 22 61790000 Fax: 022 61790010  
Email ID: [compliance@abansholdings.com](mailto:compliance@abansholdings.com) Website: [www.abansholdings.com](http://www.abansholdings.com)



60% HIGHER PROJECTION FROM 2019 Poll ad spend to hit ₹4K cr; social media stars top draw

AKANKSHA NAGAR New Delhi, March 27

WITH POLITICAL PARTIES getting into the campaign mode, political advertisements across media platforms is set to rise by around 20-60% this time compared to the 2019 parliamentary elections.

According to media planners, total spend on political advertisements could be in the range of ₹3,000-4,000 crore. The same was around ₹2,500 crore for the 2019 general elections.

Media planners maintain that over 60% of the total adex (advertising expenditure) this year will go towards digital media.

"During the 2019 elections, parties were heavily exposed to TV, print, radio, and out-of-home (OOH) platforms, which this time will shift towards digital," said a media and entertainment industry expert who didn't want to be quoted.

In the last one month, the ruling Bharatiya Janata Party (BJP) has spent around ₹1.3 crore on ads on the Meta platforms alone (as per the Meta ad library) with over 2,586 ads. The Indian National Congress (INC), on the other hand, spent ₹5 lakh with 20 ads on the platform during the same period. According to Meta library data, Rahul Gandhi's spend during this period stood at ₹32 lakh with 100 ads. The All India Trinamool Congress spent over ₹36 lakh on 216 ads and Telugu Desam Party (TDP) spent around ₹5 lakh on 58 ads.

Within the digital ads, around 25% is expected to be spent on influencer marketing activities by various parties, according to the digital media agency SoCheers.

Going by the Election Commission's estimates, this year's election will see nearly 20 mil-

WOONG THE VOTER



GENERAL ELECTIONS 2019

AdEx ₹2,500 cr 40% of it was spent on digital (₹1000 cr) and the remaining on TV, radio, print and OOH



GENERAL ELECTIONS 2024

AdEx estimates ₹3,000- 4,000 cr 60% of it is to be spent on digital (₹1,800 cr to ₹2,400 cr) and the remaining on TV, radio, print and OOH

Source: M&E expert

lion young voters, those between the ages of 18 and 29, which has brought a steep shift in how parties target the masses. "Influencer marketing is allotted significant budgets due to their advantages: laser-focused messaging tailored to specific demographics and the ability to reach out to the youth. Platforms like Instagram, YouTube and Twitter are being heavily utilised for direct engagement. In this, AI and technology play a crucial role in data analysis, personalised messaging and identifying potential voters. This trend will likely dominate even further in the future, influencing political decision-making," said Siddharth Devnani, co-founder & director, SoCheers.

Hoping to connect with the country's 850 million online population—from PM Narendra

Modi organising the first-ever National Creators Awards earlier this month to his onboarding of Ankit Baiyanpuria, a social media fitness influencer from Haryana, to be part of PM's 'Shramdaan' programme of the 'Swachhata Hi Seva' campaign—party leaders seem to be waking up to the impact content creators or influencer can have on internet consumers. Quite recently, other leaders from the BJP including Smriti Irani, Jaisankar and Rajeev Chandrasekhar have appeared on YouTube Ranveer Allahbadia's channel which has more than seven million followers.

For its part, INC collaborated with influencers for its Bharat Jodo Yatra. Besides, the party leader Rahul Gandhi was seen discussing his fitness regime with Kamiya Jani, who hosts Sunday Brunch on her YouTube

channel Curly Tales with over two million subscribers. In one of her other episodes, Aaditya Thackeray of Shiv Sena was seen discussing his favourite eating joints in Mumbai.

"Such collaborations offer mutual benefits. For parties, it provides an avenue to tap into the influencer's audience, thereby expanding their reach and visibility across various demographics. Additionally, influencers bring a personalised touch to political messaging, making it more relatable to their followers and potentially enhancing the perception of candidates and their policies," said influencer marketing agency Klug's co-founder and CPO, Vaibhav Gupta.

While the monetary aspects of these collaborations are often undisclosed, there is clear evidence of political parties supporting influencers, possibly with a budget allocation starting in the single-digit percentage, noted digital marketing agency Social Panga's co-founder, Himanshu Arora. Though some influencers may receive financial compensation for their involvement, others may choose to support candidates based on shared values or beliefs.

These collaborations have demonstrated significant reach and impact, although questions regarding transparency and ethical guidelines remain pertinent—if there is a monetary or quid pro quo arrangement, the audience rarely gets to know, remarked Devnani, who said, "It would be the first time those overseeing the election process will need to be mindful of this—as the scale has grown manifold—the scale of investments, and the scale of potential impact."

There are some other potential drawbacks such as the risk of backlash if the collaboration is perceived as opportunistic or insincere.

Shivam Dube enters new season with new weapon against pacers

VENKATA KRISHNA B Chennai, March 27

IT WAS THE 14th delivery that Shivam Dube faced on Tuesday night. Seconds after Spencer Johnson ran in and delivered a well-directed, shoulder-high bouncer, the 33,400-odd spectators at Chepauk cleared their throats for the umpteenth time. Dube got inside the line of the ball and deposited the Aussie left-armer well into the stands beyond deep fine-leg.

For a batsman who has been at ease when facing chin music, Dube did well. The reward for all the hard work he had been putting in behind the scenes in domestic cricket, to confront the short-ball challenge.

"I know they are going to bowl short balls and I'm ready for that," Dube would say later. He faced six short balls on the night, and not once did he look rattled.

Short balls and bouncers were supposed to trouble Dube. Last IPL season as Dube went about smashing the spinners, opposition captains didn't waste time in bringing on the pacers and testing him with short stuff.

With two bouncers allowed per over this IPL, Dube was among those batsmen whose comfort level against pacers was bound to be tested. Having looked clueless last season against short balls, he now has not one fall-back option but two. One where he is keeping the ball down by rolling his wrists, and another where he stands tall and uses his power to clear the fence, like he did against Johnson.

Dube's long-time coach Satish Samant said that there was a technical flaw, which Dube corrected during the off-season. He also credited the player him-

For a batsman who hit 22 sixes in his first three seasons, Dube smashed 16 & 35 in 2022 and 2023



self for being ready to work on eliminating his Achilles' Heel. "It was a technical issue as well as mental. At the time of the release of the ball, his shoulder used to be locked and at the same time, he was lifting his bat with the bottom hand. With that kind of technical flaw, he could play the short ball well against those who bowled at 120 kmph but against a 135 kmph bowler, his body was locked," Samant said.

Dube used to face short balls for hours and the coach made him open his shoulder a bit.

"We used to start at 80 mph and then slowly used to increase the speed to 85 mph. He began to connect with each ball. He had more control over his pull shot. By practicing daily, he removed that mental block. The best part of Dube is that he kept his ego aside. He sincerely wanted to work on the flaw," Samant added.

Reward for hard work

CSK batting coach Mike Hussey said there is a world of difference between Dube from two years ago and Dube now.

"If you rewind one, maybe two, years ago, teams would come in and bowl short balls and Dube would either duck out of the way or defend," Hussey said. "And that's all he had until he got in... Then he could maybe play some shots against it. Now bowlers are still coming in with the same plan but he's able to score off it as well.

And he's been able to find boundaries if he gets into the right position as well. So that's testament to the work he's put in behind the scenes..." Hussey said.

The Aussie was supposed to work with Dube during the pre-season to address this issue, especially with the new rule coming in.

But a side-strain Dube picked up during the Ranji Trophy meant he joined the set-up only two days before the opening fixture. There were concerns in the Chennai ranks. But it was a case of much ado about nothing.

Since joining the franchise in 2022, Dube has been Chennai's trump card with the bat, one who tactically opened up situations like nobody else. Having batted out of position at Royal Challengers Bangalore and Rajasthan Royals, Chennai have used him at No 4 & 5 to take down spinners.

For a batsman who had 22 sixes in his first three seasons, he hit 16 & 35 in 2022 and 2023 respectively. In two matches this season, he has already smashed half a dozen sixes.

It is this incredible six-hitting ability, especially in the middle overs when opposition teams look to slip in a few quiet overs with their spinners, that has made Dube a superhit among fans at Chepauk.

At the M Chinnaswamy Stadium on Monday, when Virat Kohli hit Kagiso Rabada for a six, the noise levels recorded by the broadcaster hit 124 decibels. On Tuesday at Chepauk, it hit 127 db as Dube made his entry after being restless in the dug-out as Rashid Khan and Sai Kishore were beginning to slow down the run rate. And when the left-arm spinner dismissed Rahane off the first ball of the 11th over, Dube wasted no time in walking out to the middle.

(With inputs from Devendra Pandey)

TATA POWER (Corporate Contracts Department) Sahar Receiving Station, Near Hotel Leela, Andheri (E), Mumbai 400 059, Maharashtra, India. NOTICE INVITING TENDER (NIT) The Tata Power Company Limited hereby invites Expression of Interest from eligible parties for 'Renovation of 2nd Floor Office at 245KV GIS Mahalaxmi RSS, Mumbai (Tender Ref. No.: CC24PMR001)'

ABANS ABANS HOLDINGS LIMITED (Formerly known as Abans Holdings Private Limited) Registered Office: 36, 37, 38A, Floor 3, Nariman Bhavan, Backbay Reclamation, Narman Point, Mumbai - 400 021. Website: www.abansholdings.com

POSTAL BALLOT NOTICE Members are hereby informed that pursuant to the provisions of Section 108 and 110, and other applicable provisions of the Companies Act, 2013, as amended (the 'Act'), read together with the Companies (Management and Administration) Rules, 2014, as amended (the 'Management Rules'), General Circular Nos. 14/2020 dated April 8, 2020, 17/2020 dated April 13, 2020, 20/2020 dated May 5, 2020, 22/2020 dated June 15, 2020, 33/2020 dated September 28, 2020, 39/2020 dated December 31, 2020, 19/2021 dated June 23, 2021, 20/2021 dated December 8, 2021 and 3/2022 dated May 3, 2022, issued by the Ministry of Corporate Affairs, Government of India (the 'MCA Circulars'), Secretarial Standard on General Meetings (SS - 2) issued by the Institute of Company Secretaries of India, Regulation 44 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (the 'LODR Regulations') and any other applicable law, rules and regulations (including any statutory modification(s) or re-enactment(s) thereof, for the time being in force), the approval of members of Abans Holdings Limited (the 'Company') is sought for the following resolutions by way of remote e-voting ('e-voting') process:

Table with 3 columns: Sr. No., Description of Resolutions, Type. 1. To consider and approve remuneration of Mr. Chintan Mehta (DIN: 10375218), Whole Time Director of the Company. 2. To consider and approve appointment of Mr. Naresh Tejwani (DIN: 00847424) as a Non-Executive Director of the Company. 3. To consider and approve remuneration of Mr. Naresh Tejwani (DIN: 00847424), Non-Executive Director of the Company.

Pursuant to the MCA circulars, the Company has sent the Postal Ballot Notice along with the explanatory statement and e-voting instructions on March 27, 2024 through electronic mode to those Members whose email addresses are registered with the Company/Depository Participant(s) as on Friday, March 22, 2024 ('Cut-off Date').

The said Notice is also available on the website of the Company: www.abansholdings.com, the relevant section of the website of BSE Limited ('BSE'): www.bseindia.com and National Stock Exchange of India Limited ('NSE'): www.nseindia.com on which the Equity Shares of the Company are listed and on the website of National Securities Depository Limited ('NSDL'): www.evoting.nsdl.com.

BHARAT HEAVY ELECTRICALS LIMITED भारत हेवी इलेक्ट्रिकल्स लिमिटेड (भारत सरकार का उपक्रम) EXPRESSION OF INTEREST BHEL is looking for vendors in different material categories, who are technically sound, committed to quality systems & have a strong financial background. For details, please visit our website https://bap.bhel.com/mm/

SDGM, PUR-SDC, BAP, BHEL, RANIPET - 632406 Ph: 04172-284447, E-mail: kroy@bhel.in

राष्ट्रीय बीज निगम लिमिटेड NATIONAL SEEDS CORPORATION LTD. (भारत सरकार का उपक्रम-मिनी रन कंपनी) (A Govt. of India Undertaking-Mini Ratna Company) का पते पर नए संस्करण (CIN): U74899DL1963GOI003913 क्षेत्रीय कार्यालय: ब्लॉक-एन्यू, प्लॉट-12, सेक्टर-5, सोलर लेक, कोलकाता-700091 फोन: 033-2367-1077 / 74, ई-मेल: nsc.kolkata.ro@gmail.com

CEAT CEAT LIMITED (CIN: L25100MH1958PLC01104) Regd. Office: 463, Dr. Annie Besant Road, Worli, Mumbai-400 030 (T): +91 22 2493 0621; (F): +91 22 2493 8933 E-mail: investors@ceat.com Website: www.ceat.com

NOTICE REGARDING CHANGE IN REGISTRAR AND SHARE TRANSFER AGENT This is to inform all the shareholders, debenture holders and holders of Commercial Papers that, pursuant to Regulation 7(1) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 the Company has appointed 'NSDL Database Management Limited' ('NDML'), a (SEBI) registered category-I Registrar and Share Transfer Agent, having Registration No. INR00004181, as the Registrar and Share Transfer Agent (RTA), with effect from April 1, 2024, in place of Link Intime India Private Limited (in view of the merger of TSR Consultants Private Limited with Link Intime India Private Limited).

TIL LIMITED (CIN: L74999WB1974PLC041725) Registered Office: 1, Taratolla Road, Garden Reach Kolkata-700 024 Tel: (033) 6633 2000/ 033 2469 3732 - 36, Fax No: (033) 2469 2143/3731 Website : www.tilindia.in

NOTICE OF THE EXTRAORDINARY GENERAL MEETING AND E-VOTING INFORMATION Notice is hereby given that the Extraordinary General Meeting ("EGM") of the Members of TIL Limited ("the Company") is scheduled to be held on Saturday, 20th April, 2024 at 10:00 a.m. through Video Conferencing ("VC") or Other Audio Visual Means ("OAVM") to transact the special businesses as set out in the Notice of the EGM dated 18th March, 2024.

The EGM will be convened in compliance with applicable provisions of the Companies Act, 2013 ("the Act") and the Rules framed thereunder read with the provisions of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI LODR") together with the General Circular No. 9/2023 dated 25th September, 2023, issued by the Ministry of Corporate Affairs ('MCA') and the Securities and Exchange Board of India ("SEBI") Circular No. SEBI/HO/CFD/CMD2/CIR/P/2022/62 dated 13th May, 2022 and other Circulars issued by SEBI.

Accordingly, the Notice of the EGM has been sent through e-mail on Wednesday, 27th March, 2024 to those Shareholders whose e-mail addresses are registered with the Company or the Registrar and Share Transfer Agent ("the RTA") i.e., Messrs. C B Management Services (P) Ltd. or the Depository Participants and holding equity shares of the Company as on Friday, 22nd March, 2024.

The Notice of the EGM is also available on the website of the Company viz., www.tilindia.com and on the website of the Stock Exchanges viz., www.nseindia.com and www.bseindia.com and on the website of National Securities Depository Limited ("NSDL") viz., www.evoting.nsdl.com.

In terms of Section 108 of the Act read with Rule 20 of the Companies (Management and Administration) Rules, 2014, the Resolutions for consideration at the EGM will be transacted through remote e-voting (i.e., facility to cast vote prior to the EGM) and also e-voting during the EGM, for which the services of "NSDL" have been engaged by the Company.

Only those Members whose names are recorded in the Register of Members or in the Register of Beneficial Owners maintained by the Depositories or on the cut-off date i.e., Saturday, 13th April, 2024 will be entitled to cast their votes by remote e-voting or by e-voting during the EGM. Those who are not Members on the cut-off date should accordingly treat the EGM Notice as for information purposes only.

Remote e-voting will commence on Tuesday, 16th April, 2024 at 10.00 a.m. and will end on Friday, 19th April, 2024 at 5.00 p.m., after which remote e-voting will be blocked by NSDL.

Members participating in the EGM through VC/OAVM and who have not cast their votes by remote e-voting, shall be eligible to exercise their voting rights during the proceedings of the EGM.

Members who have exercised their voting rights through remote e-voting shall also be eligible to participate in the EGM through VC/OAVM but shall not be entitled to cast their votes again during the proceedings of the EGM.

Any person, who acquires equity shares of the Company and becomes a Shareholder after dispatch of the Notice of the EGM and holds shares as on the cut-off date, i.e., Saturday, 13th April, 2024 may obtain the login ID and password by sending a request to evoting@nsdl.com. Shareholders who are already registered with NSDL for remote e-voting can use their existing User ID and password for e-voting.

In case of any queries/grievance relating to e-voting, kindly refer the Frequently Asked Questions (FAQs) and e-voting user manual for shareholders available under the 'Downloads' section of NSDL's e-voting website, www.evoting.nsdl.com or contact Ms. Pallavi Mhatre, Senior Manager, NSDL at evoting@nsdl.com or call at 022 4886 7000.

Place : Kolkata Date : 27.03.2024 For TIL Limited Sekhar Bhattacharjee Company Secretary

TATA POWER (Corporate Contracts Department) Sahar Receiving Station, Near Hotel Leela, Andheri (E), Mumbai 400 059, Maharashtra, India. NOTICE INVITING EXPRESSION OF INTEREST The Tata Power Company Limited hereby invites Expression of Interest from eligible parties for Printing of Artwork on 3M Vinyl Print with eco solvent ink and supply to various Tata Power Discoms at Mumbai, Bhubaneswar, Cuttack Puri town and Delhi (Ref No: CC23PK136).

LARSEN & TOUBRO LIMITED Public Notice for lost or Misplaced Share Certificate(s) NOTICE is hereby given that the Certificate (s) for 135 bearing Equity Share certificates No. 471727, 1382381, 268464, 412518 & 126365 and Distinctive Nos. 621502806-621502835, 1399367444-1399367488, 144527537-144527551, 584801871-584801900 & 7063473-7063487 under the folio No. 74170935 of Larsen & Toubro Limited standing in the name(s) of Chaitanya Parkash has/have been lost and or misplaced and the undersigned has/have applied to the Company to issue duplicate Certificate(s) for the said shares. Any person who has any claim in respect of the said shares should write to our Registrar, Kfin Technologies Limited, Salenium Tower B, Plot 31-32, Gachibowli, Financial District, Hyderabad-500032 within one month from this date else the company will proceed to issue duplicate Certificate(s).

Registered Office : L&T House, Ballard Estate, Narottam Morarjee Marg, Mumbai-400001.

Ramanand Steel Limited - in Liquidation e-AUCTION ADVERTISEMENT NOTICE is hereby given to the public in general by the Liquidator, Mr. Dushyant C Dave, under the provisions of the Insolvency and Bankruptcy Code, 2016 that the below mentioned assets owned by Ramanand Steel Limited - in Liquidation, having CIN: U27106MH1999PLC119531 with its Registered Office at 401, Vyapar Bhavan, PD Mello Road, Carnac Bunder, Masjid (East), Mumbai - 400009, will be sold via e-Auction under the terms and procedures as mentioned below. The assets are being sold on "AS IS WHERE IS WHATEVER THERE IS AND WITHOUT RECURSE BASIS" as such sale is without any kind of warranties and indemnities. The under mentioned property will be sold via online e-Auction through the MSTC website e-Auctions | MSTC Limited (mstcindia.co.in) on Monday, April 29, 2024 from 12:00 P.M. to 4:00 P.M.

Table with 2 columns: e-Auction Details, Asset Description. 1. e-Auction Platform: MSTC Limited. 2. Date and Time: Monday, April 29, 2024 from 12:00 P.M. to 4:00 P.M. 3. The e-Auction will have unlimited extension of 3 minutes i.e. the end time of the e-Auction will be extended by 3 minutes each time if bid is made within the last 3 minutes before closure of e-Auction. 4. Asset Description: A plot of land measuring 16.84 acres (approx.) in Survey Number 155 (152) 1+4/7 and 155 (152) 1+4/5, 155 (152) 1+4/3, 154 (151) 1+22, 155 (150) 1A + 1B+2/5 and others at Mouje Sinner Shwar, Taluka Sinner, District - Nashik, Maharashtra. 5. Geological Location: 19°51'56.0"N 74°02'30.0"E. 6. Reserve Price: Rs. 4,93,46,269/- (Rupees Four Crore Ninety Three Lakhs Forty Six Thousand Two Hundred and Sixty Nine) only. 7. Pre-Bid Earnest Money Deposit: Rs. 10,00,000/- (Rupees Ten Lakh) only. 8. Bid Increment: Rs. 5,00,000/- (Rupees Five Lakh) only. 9. Last date for submission of eligibility documents: Tuesday, April 16, 2024. 10. Declaration of Qualified Bidder: Wednesday, April 17, 2024. 11. Inspection of Assets: To schedule inspection, please write to ip@dcdave.in as per the Terms & Conditions laid out in the Process Memorandum. Inspection is permitted from Thursday, April 18, 2024 to Wednesday, April 24, 2024 from 12.00 P.M. to 6:00 P.M. 12. Last date for submission of EMD: Friday, April 26, 2024. Since M/s Ramanand Steel Limited is undergoing Liquidation Proceedings under the provisions of the Insolvency and Bankruptcy Code, 2016, all interested bidders are advised to contact the undersigned only by email, by writing to ip@dcdave.in or by calling on 022 4345 6200. No other modes of communication would be entertained. The undersigned is in receipt of a letter from MRICD for acquisition of a part portion of land for the construction of Pune-Nashik Semi High Speed Rail Project. Attention: Agents introducing potential buyers may be eligible for remuneration/fee up to 1% of the sale consideration. Agents may write to ip@dcdave.in for more information.



