



Arfin India Limited

19/03/2024

BSE Limited Corporate Relation Department Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400 001 Maharashtra, India.	Scrip Code : 539151 Security ID : ARFIN ISIN: INE784R01023
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Subject: Newspaper Advertisement - Intimation of Extraordinary General Meeting to be held via VC/OAVM

Reference: Regulation 30 & 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 .

Dear Sir / Madam,

Pursuant to Regulation 30 read with Regulation 47 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing the copies of newspaper advertisement published in Economic Times - English edition and Navgujarat Samay - Gujarati edition (both newspapers have electronic editions) with respect to the intimation of Extraordinary General Meeting (the EGM) to be held on Thursday, April 11, 2024 at 11:00 a.m. (IST) via video conferencing or other audio visual means:

- the Extra Ordinary General Meeting will be held on Thursday, April 11, 2024 at 11:00 a.m. (IST) through video conferencing or other audio visual means;
- the Company has fixed Friday, March 15, 2024 as the "Cut-off Date" for the purpose of determining the members eligible to vote on the resolutions set out in the Notice of the EGM or to attend the EGM;
- electronic copy of notice of Extra Ordinary General Meeting will be sent in due course to all the Members whose e-mail addresses are registered with the Company / Depository Participants; and
- the Members who have not registered their e-mail addresses with the Company / Depository Participants are requested to register them to receive e-communication from the Company.

This is for your information and records.

Thanking you,

For Arfin India Limited


Saloni Ghanshyam Hurkat
CS & Compliance Officer
M. No-A67713



Encl.: As above

Registered & Corporate Office :
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Soho House Set to Roll Out CWH Membership in Six Indian Cities

Members can expect invitations to exciting programmes, besides full access to Soho Houses globally

Anumeha Chaturvedi
@timesgroup.com

New Delhi: Members-only club Soho House is launching its Cities Without Houses (CWH) membership in India in New Delhi, Jaipur, Goa, Bengaluru, Hyderabad and Kolkata. The company also plans to open two new Soho Houses in the coming years — Soho House New Delhi and Soho House South Mumbai following the opening of Soho House Mumbai over five years ago. Soho House said its CWH membership connects 'creative-minded' individuals in cities where there is no physical Soho House and helps in curating 'special' experiences and events, besides giving members full access to Soho Houses globally when they travel. The CWH membership fee for India will be about ₹2.36 lakh a year. Dominique Bellas, global membership director, CWH said the company runs the membership programme in 80 cities worldwide. "India is an amazing country. It's having a real moment, and we are

Creative Networking
Club aims to connect creative-minded individuals in cities without physical Soho House locations

Two new Soho Houses planned for India: Soho House New Delhi and Soho House South Mumbai

Membership fee for CWH in India approximately ₹2.36 lakh per year

excited to grow our members," she said. She termed as "wildly inaccurate" recent global reports raising concerns about Soho House. In a Securities and Exchange Commission filing, Soho House had previously reported a similar report by New York based short seller GlassHouse that alleged Soho House has a "broken business mo-

Soho House reports 19.7% YoY membership growth with 353,885 current members and a waitlist of 99,000

Recent global reports include Soho House Mexico City and Soho House Portland, with upcoming openings in São Paulo and Manchester

deland 'terrible' accounting. "It's one of those things that happens when you are on the stock market. There are reports on the company losing its special stock. But it depends on the person you speak to. Our waitlists are at an all-time high. Our retention is very high. We have members that stay with us for over 30 years. They want to stay with us," said Bellas. Soho House said its membership base grew 19.7% in 2023 and it

currently has 193,885 members. The waitlist is 'an all-time high' of 99,000. Soho House openings include the Soho House Mexico City that opened last September and Soho House Portland this month. Upcoming new Houses include Soho House São Paulo and Soho House Manchester opening this year. Soho House typically offers two types of membership — membership of a local Soho House and a membership that offers access to all Houses. "We listen to our members and we have put them at the heart of what we do, but we may not always get it right. We are committed to sort it. There are members who have shared feedback about service in particular, and we are committed to changing that," she said. Soho House said locally, CWH members can expect an 'exciting' programme of events ranging from One Night Only dinners, weekend getaways, music talent performance, or an intimate fashion or art experience.

Mankind Pharma Launches Vegan Condom to Retain its Market Lead

Teena Thacker@timesgroup.com

Mumbai: A vegan condom that does not contain harsh chemicals, has a low bio-burden and is cruelty free. That's the big push India's largest condom seller Mankind Pharma is making to keep its market dominance. Mankind's popular condom brand, Manforce has ₹629 crore in moving annual turnover (MAT) between December 2023 and December 2023, comprising nearly a third of the total Indian market size of ₹1,755 crore. India's fourth largest pharmaceutical company is making the premium route to maintain its leadership of the fast-growing do-mestic condom market. Rajeev Juneja, managing director and vice chairman said the company's "super aggressive approach" is the reason behind the launch of their new condom brand Manforce. "Every successful formula has an expiry date. We are using Sanjiv Leone on one side. But Manforce is now basically for medium and small towns. The users to towns, the Manforce Epic series is here. It's the thinnest condom in the world, and the most expensive condom in the world. It's

totally women-centric. It's vegan, no harsh chemicals have been used," he told ET. Juneja said the new product is not like a normal condom and that the company has even worked on its packaging. "Forget the hassle of trying to rip a wrapper; just peel back the cover and you are good to go. It's like a paper butterfly. Manforce is closest to our heart because it has given us so much name. We are working a lot on that side," he said. Mankind currently has 480,000 retailers. In terms of pricing strategy, the company has set various price points to cater to different segments with per condom prices varying from ₹10 to ₹15 in the standard portfolio, along with ₹24.20 in the premium portfolio. For premium buyers, Manforce recently launched a new sub-brand Epic condom priced at ₹80 for three. As per available data, Beekitt is the second largest condom brand with a 5.7% volume share. Overall, the condom market grew 12.5% in MAT till December 2023. According to the company, Manforce's sales gain has primarily come from rural markets where it gained 1.6% in value share.

TRADE PACT 'Swiss Cos Keen on Investing in India'

New Delhi: A number of companies from Switzerland including chocolate maker Barry Callebaut Group, and technology group Bühler are interested in investing in India, Swiss State Secretary for Economic Affairs Helmi Rudiger has said. Rudiger said the Swiss mobility intends to manufacture around 3,000 electric buses in India by 2025, equating to an investment of \$29 million over the next six to eight years. Barry Callebaut Group is set to make its third manufacturing facility in India opening by 2024, bringing its total investment in India over the past five years to more than \$90 million, he said. Similarly, Bühler intends to invest an additional \$25 million over the next two to three years to mark the 30th anniversary of Bühler India. "Many more of numerous Swiss companies interested in investing in India. There are too many to list all of them here, but we are happy to share some examples... There are many small Swiss companies that are interested in entering the market," she added. The European Free Trade Association (EFTA) members are Iceland, Liechtenstein, Norway and Switzerland. India and the European Union signed a trade pact, Trade and Economic Partnership Agreement under which, New Delhi received an investment commit-

ment of USD 100 billion in 15 years from the group, while allowing several products such as Swiss watches, chocolates and cut and polished diamonds at lower or zero duties. The Swiss State Secretary for Economic Affairs said from the Swiss point of view, almost all sectors of Swiss-Indian economic relations have a lot of potential, given the widespread industrial openness. "Among the sectors with particularly high potential are transportation, railways, precision industries (such as in medical) and automation. Swiss companies will bring quality products and services to India, which meet the growing requirements of an economy that is rapidly upgrading itself," she added. She said that the agreement will increase awareness about trade and investment potential, in five countries and increase trade and investments. Furthermore, the agreement aims to create better integration and makes resilient supply chains. By facilitating trade, it will allow businesses in EFTA countries and India to do business with each other more efficiently. This integration can lead to increased trade flows and economic growth, in particular in areas where both sides have comparative advantages," Rudiger said. —PTI

Adani Group to Invest \$14B in FY25

Press Trust of India

New Delhi: Adani group plans to invest more than ₹12 lakh crore (about \$14 billion) across its portfolio companies that range from ports to energy, airports, commodities, cement and media in fiscal year starting April 1, as it doubles down on its \$100 billion investment guidelines over the next 7-10 years to grow businesses, sources said. The projected capital expenditure or capex for FY25 (April 2024 to March 2025) fiscal is 40% higher than what the portfolio is estimated to have incurred in FY24. According to analysts, the portfolio is estimated to have incurred a capex of around \$10 billion in FY24 that ends on March 31. Sources said these investments will set the stage for exponential profit growth. The group had previously guided a \$100 billion capex over the next 7-10 years. Most of this investment is going to go into group fast growing businesses — renewable, green hydrogen and airports. As much as 70% of the planned capex will go into its green portfolio — primarily renewable power, green hydrogen, green aviation. Of the remaining 30%, the majority will be spent towards airports and ports businesses, they said. In calendar year 2023, the portfolio delivered a \$1.5 billion EBITDA growth of 83.6%, taking its 12-month EBITDA to an all-time high of \$1.5 billion (₹78,823 crore) in 2023. Increasing cash flows from fast growing profits have set the stage for mega-scale investments, sources said.

ARFIN INDIA LIMITED

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NOTICE TO THE SHAREHOLDERS OF EXTRAORDINARY GENERAL MEETING

Shareholders may note that the Extraordinary General Meeting (EGM) of the Company will be held on Thursday, April 11, 2024 at 11.00 a.m. IST through Video Conferencing (VC) or Other Audio Visual Means (OAVM) in compliance with the procedure prescribed in General Circular Nos. 14/2020, 17/2020, 22/2020, 33/2020, 39/2020, 10/2021, 20/2021, 03/2022, 11/2022, 09/2023 ("MCA Circulars") issued by the Ministry of Corporate Affairs ("MCA") and Securities and Exchange Board of India ("SEBI") vide its Circular Nos. SEBI/HO/CFD/CMD/IR-PO/2020/79 dated May 12, 2020, SEBI/HO/CFD/CMD/IR-PO/2020/79 dated January 15, 2021, SEBI/HO/CFD/CMD/IR-PO/2022/11 dated January 15, 2022, SEBI/HO/CFD/CMD/IR-PO/2022/12 dated May 11, 2022, and SEBI/HO/CFD/PO-D/2023/19 dated January 5, 2023 ("SEBI Circulars") (collectively referred to as "the Circulars") and all other applicable laws and circulars issued by the MCA, and the SEBI, without the physical presence of the Members at a common venue, to transact the business that will be set forth in the Notice of the Meeting.

In terms of the above MCA Circulars and SEBI Circulars, the Company shall send the EGM Notice by e-mail to those members, whose e-mail addresses are registered with the Company's Registrar and Share Transfer Agent ("RTA") Depository Participant(s). No physical copies of Notice EGM will be sent to any Members of the Company.

Pursuant to the provisions of Section 101, 108 of the Companies Act, 2013 ("the Act") read with Rule 20 of the Companies (Management and Administration) Rules, 2014 (as amended), the Secretarial Standard on General Meetings issued by the Institute of Company Secretaries of India and Regulation 14 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI LODR Regulations"), as amended and the Circulars issued from time to time, the Company is pleased to provide to the Members facility to attend EGM through VC, exercise their right to vote at the EGM by electronic means and the business will be transacted through remote e-Voting prior to and during the EGM. The Members holding shares as on the cut-off date i.e. Friday, April 5, 2024 including those who will not receive electronic copy of the Notice of EGM due to nonavailability of their e-mail address with the Company can exercise their right to vote by following the instructions that will be given in the EGM Notice. Members can attend and participate in the EGM through VCO/AVM facility only and their attendance shall be considered for the purpose of determining the quorum under Section 103 of the Act. The Copy of Notice of EGM will also be available on the Company's website at www.arfin.co.in, website of Stock Exchange i.e. BSE Limited at www.bseindia.com and on the NSDL website at www.evoting.nsdl.com in due course.

The Members who have not registered their e-mail addresses with the Company are requested to register them with the Company to receive e-communication from the Company. For registering e-mail address, the Members are requested to follow the below steps:

- Members holding shares in physical mode are requested to provide the signed request letter, name, folio number, mobile number, e-mail address, self-attested PAN and Aadhar card through e-mail on investors@arfin.co.in. Members may write to RTA of the Company on the email of mcstaaahmd@gmail.com.
- Members holding shares in dematerialized mode are requested to register/update their email addresses with the relevant Depository Participants.
- In case of any queries/difficulties in registering the email address, members may write to RTA of the Company on the email id mcstaaahmd@gmail.com.

Electronic copy of the Notice of EGM which includes the process and manner of attending the EGM through VC and e-Voting will be sent in due course to all the Members whose e-mail addresses are registered with the Company or Depository Participants. The Notice of Extraordinary General meeting will also be available on the website of the Company at www.arfin.co.in and stock exchange at www.bseindia.com

For: Arfin India Limited
Sd/-
Mahendra K. Shah
Chairman & Whole-time Director
DIN: 00182746

Place: Chhatral
Date: March 19, 2024

TECH TANTRUMS

Google's AI Errors Seen as Warning of Tech Titans' Power

Austin: For people at the front setting each festival here, the scandal that erupted after Google's Gemini chatbot cranked out images of Black and Asian Nazi soldiers was seen as a warning about the power artificial intelligence can give tech firms. Google CEO Sundar Pichai last month slammed as "completely unacceptable" errors by his company's Gemini AI app, after it generated such as the images of ethnically diverse Nazi troops forced it to temporarily stop users from creating pictures of people. Social media users mocked and criticized Google for the historically inaccurate images, like those showing a female black US senator from the 1800s — when the first such senator was not elected until 1992. "We definitely messed up on the image generation," Google co-founder Sergey Brin said at a recent AI "hackathon", adding that the company should have restricted Gemini more thoroughly. "Essentially, it was too 'aroke,'" said Joshua Weaver, a lawyer and tech entrepreneur, meaning Google had gone overboard in its effort to project inclusion and diversity. Google quickly corrected its errors, but the underlying problem remains, said Charlie Burgoyne, chief executive of the Valley applied science lab in Texas. He questioned Google's fix of Gemini to putting a Band-Aid on a bullet wound. "While Google long had the luxury of having time to refine its products, it is now scrambling in an AI race with Microsoft, OpenAI, Anthropic and others, Weaver noted, adding, "They are moving faster than they know how to move."

AI-related Scam Complaints Just Tip of the Iceberg

Bloomberg

When new technology goes, the misperceptions follow. The generative artificial intelligence hype train has attracted scammers who aren't only using it as part of their schemes, but in their ads on social media sites. What's worse is that older and financially vulnerable people are being targeted. The US Federal Trade Commission (FTC), which polices deceptive advertising practices, saw a jump in complaints over the past year about ads that either used AI or claimed to use it to lure people into scams, according to a document of complaints obtained via Freedom of Information Act request by Bloomberg Businessweek. At least a third of the complaints were about ads spotted on social media sites like Twitter, Facebook and YouTube, which now face a new kind of misinformation adversary among their consumers. "These were just two ad-related complaints that mentioned AI to the FTC in the year to February 2023, but that number rose to 14 in the year to February 2024, coinciding with the explosion of generative AI," the document said. Scammers are using to continue to use human-like text and photos to lure victims and defraud. "These numbers might not suggest an epidemic problem at first glance, but given that most regular social media users are encouraged to complain to platforms like Facebook or YouTube first, and not American top-level advertising regulators, they will likely be a harbinger of things to come."

Experts say the Gemini stumble highlights the excessive power of a few cos over AI platforms reshaping people's lives and work

While Google long had the luxury of having time to refine its products, it is now scrambling in an AI race with Microsoft, OpenAI, Anthropic and others, Weaver noted, adding, "They are moving faster than they know how to move."

Mistakes made in an effort at cultural sensitivity are flashpoints, particularly given the tense political divisions in the United States, a situation exacerbated by Elon Musk's X platform, the former Twitter. "People on Twitter are very glib to celebrate any embarrassing thing that happens in tech," Weaver said, adding that reaction to the Nazi gaffe was "overblown."

The mishap did, however, call into question the degree of control those using AI tools have over information, he maintained. In the coming decade, the amount of information — or mis-information — created by AI could threaten that generated by people, meaning those controlling AI safeguards will have huge influence on the world, Weaver said.

All-frauds complaints surged from 2 to 14 in a year alongside the rise of generative AI tools creating human-like text and deepfakes

One person in their 30s from in Los Angeles, for instance, told the FTC that they'd been lured into transferring \$7,600 to a fake Tesla website after watching a video on YouTube that featured a deepfake of Elon Musk. In the video, the fake Musk said Tesla would "double your money for a short period of time" by working with another crypto company. But the LA complainant never got their money back, and said they'd lost their life savings. "That was all I had," they said in the complaint. Another person from Florida said they kept seeing deepfake ads on YouTube purporting to show Jack Garlinghouse, the chief executive officer of blockchain-based payment network Ripple, and promising to "double your money" according to the complaint. YouTube "completely ignores our concerns and research are still ongoing," the person added. "We are aware of an emerging trend of deep fake advertisements implying a false celebrity endorsement or relationship," a spokesperson for YouTube owner Alphabet he tells me by email. "We also know that these ads can sometimes be used to scam users. We're investing heavily in our detection and enforcement against these deep fake ads and the bad actors behind them." In January the company said it was "aware" of ads using deepfakes of celebrities like Musk to promote scams, and took down 1,000 videos promoting them, according to a report in 404Media.



Don't get trapped by fraudsters

Don't get trapped by fraudsters

Beware of fake requests for money

- Always verify genuineness of fund requests
- Do not share personal and confidential information with anyone
- Do not make payments to unknown persons

RBI Kehla Hai... Digital Payment, Safe Payment

For more details, visit <https://rbikehtahai.rbi.org.in/dp> For feedback on this message, write to rbikehtahai@rbi.org.in

Issued in public interest by भारतीय रिज़र्व बैंक RESERVE BANK OF INDIA www.rbi.org.in

