



# VALENTINE

**Date: 08/03/2021**

The Manager,  
Department of Corporate Services,  
**BSE Limited,**  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Fort,  
Mumbai 400 001.

BSE Scrip Code: 535467

The Assistant Vice President,  
Listing Department,  
**National Stock Exchange of India Limited,**  
Exchange Plaza, 5th Floor,  
Plot No. C/1, G Block,  
Bandra Kurla Complex, Bandra (East),  
Mumbai 400 051.  
NSE Scrip Symbol: AIFL

Dear Sir/ Madam,

Subject: Intimation of Public Announcement – Sale / E-Auction Notice under IBC, 2016.

In accordance with Regulation 32A of the Insolvency and Bankruptcy Board of India (Liquidation Process) Regulations, 2016, and order passed by National Company Law Tribunal, Mumbai Bench dated 05<sup>th</sup> October 2020, the public announcement – Sale / E-Auction Notice is published in Business Standard and Navshakti on 02<sup>nd</sup> March, 2021.

Respective Advertisement is enclosed herewith.

Kindly take the above information on your records.

Thanking You

Yours Faithfully,

**For Ashapura Intimates Fashion Limited (in Liquidation)**

**Bhavesh Rathod**

**Liquidator**

**IBBI/IPA- 001/IPP01200/2018-19/11910**



Place: Mumbai

**McDOWELL HOLDINGS LIMITED**  
CIN: L05190KAZ004PLC033485  
Registered Office: 'UB Tower', Level 12, UB City, 24, Vitali Malia Road, Bengaluru - 560 001  
E-mail: mhi.investor@ubmail.com Website: www.mcdowellholdings.co.in  
Tel. : +91 80 4668 6020 Fax : +91 80 2227 4890

**NOTICE**  
Notice is hereby given pursuant to Regulation 47 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, it is hereby informed that the meeting of the Board of Directors of the Company which was scheduled to be held on Friday, February 12, 2021 is now rescheduled to Tuesday, March 09, 2021, to consider, inter alia, the Unaudited Financial Results of the Company for the quarter /nine months ended December 31, 2020.  
For further details, you may please visit the Company's website www.mcdowellholdings.co.in and on the website of the Stock Exchanges where the equity shares of the Company are listed at www.bseindia.com and www.nseindia.com.

**For McDowell Holdings Limited**  
Sd/-  
G. Sreenivas  
Director

Place Bengaluru  
Date March 01, 2021

**PMC BANK**  
PUNJAB & MAHARASHTRA CO-OPERATIVE BANK LIMITED  
RECOVERY CELL: Office No. 4 & 5, 3rd Floor, Dreams Mall, L.B.S. Marg, Bhandup (W), Mumbai-78.

**PUBLIC NOTICE FOR SALE**  
SEALED BIDS ARE INVITED, IN COMPLIANCE WITH THE ORDER OF HON'BLE COURT OF ADDITIONAL CHIEF METROPOLITAN MAGISTRATE, 47TH COURT, ESPLANADE, MUMBAI DATED NOVEMBER 25, 2019 ("ORDER"), FOR PURCHASE OF BELOW MENTIONED AIRCRAFTS ON "AS IS WHERE IS BASIS", "AS IS WHAT IS BASIS" AND "WHATEVER THERE IS BASIS".

Sr. No.	DESCRIPTION OF AIRCRAFTS	AIRCRAFTS PARKED AT	EMD
1	DASSAULT FALCON 2000 REGISTRATION VT-HDL, SERIAL NO. 070	Mumbai Airport	10 % of Offer Amount
2	BOMBARDIER CHALLENGER 300 VT-PIL, SERIAL NO. 20006	Mumbai Airport	10 % of Offer Amount

(Serial No. 1 and 2 above are hereinafter collectively referred as the "Aircrafts")  
**TERMS AND CONDITIONS OF SALE**  
i. Sale is strictly subject to the terms and conditions incorporated in this advertisement and the prescribed Tender Document. Copy of Tender Document describing the terms & conditions of sale forming part of this advertisement may be collected from "Punjab & Maharashtra Co-Operative Bank Limited, Office No. 4 & 5, Dreams the Mall, Third Floor, LBS Road, Bhandup (W), Mumbai 400 078", 10.00 a.m. to 5.00 p.m. From 02/03/2021 to 16/03/2021, on payment of Rs.10,00,00 (Rupees Ten Thousand only) (non-refundable) by way of DD/Pay Order favoring "Punjab & Maharashtra Co-Operative Bank Limited" payable at Mumbai.  
ii. Inspection of relevant documents available with PMC Bank and of the Aircrafts will be offered, from 02/03/2021 to 22/03/2021, only with prior appointment and to those who have collected the Tender Documents.  
iii. Interested bidders shall submit their sealed bids along with earnest money deposit "EMD" amount by way of Demand Draft/Pay Order drawn in favour of "Punjab & Maharashtra Co-Operative Bank Limited" payable at Mumbai at above mentioned address latest by 5.00 p.m. on 26-03-2021.  
iv. A bidder can bid for one or both aircrafts. However, the bids are required to be submitted for each aircraft separately.  
v. The bids will be opened on 30-03-2021 at 12.00 p.m. at above mentioned address of PMC Bank in presence of Administrator appointed by the Reserve Bank of India and the bidders who wish to attend the auction.  
vi. PMC Bank would have sole discretion in the manner of conduct of sale by inter-se bidding/negotiations amongst the bidders to realize the highest sale value of the Aircrafts.  
vii. The successful bidder(s) shall deposit with "Punjab & Maharashtra Co-Operative Bank Limited" 25 % of the amount of sale price after adjusting the EMD already paid, within 7(Seven) days from the date he/they is/are declared as successful bidder(s), failing which the EMD shall be forfeited. An application will be made to the court for confirmation of sale after payment of 25 % of sale price, as above, and the sale confirmation of the Aircraft will be done only after an order by the Court. The balance 75% of the sale price is payable within 6 (six) days from the date of communication of court approval to the successful bidder regarding confirmation of sale. In case of failure to deposit the balance amount within the prescribed period mentioned above, same shall be dealt in accordance with terms of the Tender Document.  
viii. PMC Bank reserves the right to accept or reject any/all of the offers or adjourn, postpone or cancel the auction without assigning any reason thereof.  
ix. This is not an offer document and does not create any commitment/ rights/ obligations. Interested bidders should follow the above-mentioned office to keep themselves updated regarding clarifications/amendments/time extensions, if any.  
x. For any further clarification/information, interested parties may contact the person set out below:

Mobile No.	E-mail ID
9930368823 & 7045685962	recovery3@pmcbank.com
Date: 02-03-2021 Place: Mumbai	
Designation: Administrator Punjab & Maharashtra Co-op. Bank Ltd.	

**झारखंड सरकार**  
**ग्रामीण विकास विभाग(ग्रामोकायामो) मुख्य अभियंता का कार्यालय**  
**102, द्वितीय तल्ला, अभियंत्रण भवन, कचहरी रोड, रांची**  
**ई- अत्यकालीन पुनर्निविदा आमंत्रण सूचना**  
**ई-निविदा संख्या:-165/RM/2020-21/RDD(RWA)/DALTONGANJ दिनांक- 01.03.2021**  
**मुख्य अभियंता, ग्रामीण विकास विभाग(ग्रामोकायामो), झारखंड, रांची द्वारा निम्न विवरण के अनुसार e-procurement पद्धति से निविदा आमंत्रित की जाती है।**

क्र. सं.	आइडेंटि संख्या / वेंकज संख्या	कार्य का नाम	प्रारंभित राशि (रुपये में)	अंश में	अक्षर में	समय की तिथि	टेंडर कोल नं.
1.	RDD(RWA) / DALTONGANJ /12/ 2019-20	बारी मोड़ से रजहरेगा एनएच-75 माया विमान रोड के घर बारी ग्राम तक पथ का सुदृढ़ीकरण कार्य (ल-4 .100 किमी)	1,37,66,585.00		एक करोड़ सौ लाख छियास हजार पाँच सौ पचासी रु० मात्र	09 माह	चतुर्थ

2. वेबसाइट में निविदा प्रकाशन की तिथि:- 05.03.2021  
3. ई-निविदा प्रारंभ की अंतिम तिथि एवं समय:- 16.03.2021 अपराह्न 5.00 बजे।  
4. जिला नियंत्रण कक्ष, रांची में निविदा शुल्क, अग्रपत्र की राशि, शपथ पत्र के मूल प्रति एवं अपलोड किये गये तकनीकी योग्यता दस्तावेज की एक प्रति जमा करने की तिथि:- 17.03.2021 पूर्वाह्न 10.00 बजे से अपराह्न 3.30 बजे तक।  
5. निविदा खोलने की तिथि एवं समय:- 18.03.2021 पूर्वाह्न 11.30 बजे।  
6. निविदा आमंत्रित करने वाले पदाधिकारी का नाम एवं पता:- मुख्य अभियंता, ग्रामीण विकास विभाग(ग्रामोकायामो), झारखंड, रांची, 102, द्वितीय तल्ला, अभियंत्रण भवन, रांची।  
7. ई-निविदा प्रक्रिया का दूरभाष नं:- 0651-2207818  
8. निविदा शुल्क झारखंड राज्य में अवस्थित भारतीय स्टेट बैंक / अन्य राष्ट्रीयकृत बैंक द्वारा निविदाकार के नाम / अकाउंट से ही निर्गत बैंक ड्राफ्ट के रूप में कार्यपालक अभिप्राय, ग्रामीण विकास विभाग(ग्रामो कायामो), काँच रोड, खलदरगंज के पक्ष में एवं खलदरगंज में भुगतान होगा जो लीडया नहीं जायेगा।  
विरुद्ध जानकारी के लिए वेबसाइट jharkhandtenders.gov.in में देखा जा सकता है।  
PR 242710 Rural Work Department(20-21)D

**नोडल पदाधिकारी**  
**ई-प्रोक्युरमेंट सेल**

**Indian Overseas Bank**  
Tamarind House, 30, 32 Tamarind Lane, Fort, Mumbai 400 023  
Tel: 022-22622062/22622158/22622148 e-mail: iob0014@iob.in

**PUBLICATION OF DEMAND NOTICE**  
Under Section 13(2) of the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act 2002 (SARFAESI Act) read with Rule 3(1) of the Security Interest (Enforcement) Rules, 2002 (Rules)  
1. Whereas the undersigned being the Authorised Officer of Indian Overseas Bank under SARFAESI Act and in exercise of powers conferred under Section 13(12) read with Rule 3, issued Demand Notice under Section 13(2) of the said Act, calling upon the Borrowers/ mortgagors/ guarantors listed hereunder (hereinafter referred to as the "said Borrowers"), to repay the amounts mentioned in the Notice, within 60 days from the date of receipt of Notice, as per details given below.  
2. The said Notices have not been duly acknowledged by the borrowers/ mortgagors/ guarantors. \* Hence the Bank by way of abundant caution is effecting this publication of the demand notice. Copies of the said Notices are available with the undersigned and the said Borrowers/ mortgagors/ guarantors, may, if they so desire, collect the said copies from the undersigned on any working day during normal office hours.  
3. Against the above background, Notice is hereby given, once again, to said Borrowers/ mortgagors/ guarantors to pay to Indian Overseas Bank, within 60 days from the date of publication of this Notice, the amounts indicated/ payable as given below under the loan & other documents. As security for due repayment of the loan, the following assets have been mortgaged to Indian Overseas Bank by the respective parties as below.

Sr. No.	Name of the Borrowers/ Mortgagors/ Guarantors with address	Total outstanding * as on 20.02.2021	Description of Secured Assets	Date of Demand Notice
1	M/s. Shingar Limited, (Borrower/Mortgagor):- a) Registered Office: Gaia No.8, Mahavir Industrial Estate, Somnath Road, Somnath, Daman - 396210. b) Corporate Office 701, Vakratund Corporate Park, Off. Aarey Road, Goregaon (East), Mumbai-400063. c) Factory: Plot No. 124/32, Umar sad - 396125. Tal. Pardi, Dist. Valsad (Gujarat) d) B-103, Royal Apartment, Plot no. 36 & 37, Prathna Samaj Road, Vile Parle (West), Mumbai-400057	Rs. 26,49,98,855.29/- (Rupees Twenty Six Crores Forty Nine Laks Ninety Eight Thousand Eight Hundred Fifty Five and Twenty Nine Paise Only)	All that piece and parcel of the property being residential Flat No.301, admeasuring about 813 square feet, super built up area lying and located on the 3rd floor of the building known as 'Rangoli Apartment', constructed on N.A. land bearing Survey No.288/20 and 288/21, situated at Village Kathirra, Nani Daman, Taluka of Daman, Sub-District and District of Daman <b>Boundaries : East : by passage, West : by Nala, North : by Nilgiri apartment, South : by Flat No. 402</b> Stocks and book debts	01.03.2021
2	Mr. Hemant Topiwala, (Director/Guarantor) Address : 11/12 Gurukripa Building, N. S. Road No.6, JVPD Scheme, Vile Parle (West), Mumbai-400 056.		All that piece and parcel of the property being residential Flat No.401, admeasuring about 1436 square feet, super built up area lying and located on the 4th floor of the building known as 'Rangoli Apartment', constructed on N.A. land bearing Survey No.288/20 and 288/21, situated at Village Kathirra, Nani Daman, Taluka of Daman, Sub-District and District of Daman <b>Boundaries : East : by passage, West : By Government Nala North : by Nilgiri apartment, South : by Flat No. 402</b> Stocks and book debts	
3	11/12 Gurukripa Building, N. S. Road No.6, JVPD Scheme, Vile Parle (West), Mumbai-400 056.			
4	Mrs. Deepika Topiwala (Director / Guarantor), Address : 11/12 Gurukripa Building, N. S. Road No.6, JVPD Scheme, Vile Parle (West), Mumbai-400 056.			
5	M/s Shingar Cosmetics Pvt. Ltd. ( Guarantor), Address : 11 Gurukripa, 5th Floor, 61 Presidency CHS Ltd Juhu Scheme, Vile Parle, Mumbai, Maharashtra-400056			

\* payable with further interest at contractual rates/rests as agreed from the date mentioned above till date of payment.  
4. If the said borrowers/ mortgagors / guarantors fail to make payment to Indian Overseas Bank as aforesaid, then Indian Overseas Bank shall proceed against the above secured assets under Section 13(4) of the SARFAESI Act and Rules entirely at the risks, costs and consequences of the said borrowers/ mortgagors/ guarantors.  
5. Further, the attention of borrowers/ mortgagors / guarantors is invited to provisions of Sub-section(8) of the Section 13 of the Act, in respect of time available to them to redeem the secured assets.  
6. The said Borrowers/ mortgagors / guarantors are prohibited under the SARFAESI Act from transferring the secured assets, whether by way of sale, lease or otherwise without the prior written consent of Indian Overseas Bank. Any person who contravenes or abets contravention of the provisions of the Act or Rules shall be liable for imprisonment and/ or fine as given under Section 29 of the Act.  
Sd/-  
Authorised Officer,  
Indian Overseas Bank

Date : 02.03.2021  
Place : Mumbai

**BEFORE THE HONOURABLE**  
**TELANGANA STATE ELECTRICITY REGULATORY COMMISSION (TSERC)**  
**D.No.11-4-660, 5th Floor, Singareni Bhavan, Red Hills, Hyderabad-500 004**

**TELANGANA STATE POWER GENERATION CORPORATION LIMITED**  
**PUBLIC NOTICE**  
**Revised schedule for O.P.No.5 of 2021, O.P.No. 6 of 2021 & I.A No.1 of 2021**  
Telangana State Power Generation Corporation Ltd.(TSGENCO) issued a Public Notice on 04.02.2021 regarding receiving Objections/Suggestions and Public hearing on Petitions O.P.No.5 of 2021 and O.P.No. 6 of 2021 & I.A No.1 of 2021 for Determination of capital cost for new stations and Generation Tariff for the existing and new stations for the Control Period (2019-24) and Truing up the Generation tariff for the existing stations and Determination of Capital Cost & Tariff in respect of KTPS Stage VII for the 3rd control period (2014-19).  
Revised Timelines for receipt of Objections/Suggestions, Public hearing dates are re-scheduled as below:

Sl.No.	Event	Initial due Date	Revised due Date
1	Last date for receipt of Objections/Suggestions	25.02.2021	12.03.2021
2	Public Hearing	10.03.2021	17.03.2021

Hyderabad  
Date:02.03.2021

**Sd/- BY ORDER OF THE COMMISSION**  
**CHAIRMAN AND MANAGING DIRECTOR, TSGENCO**

**PUBLIC ANNOUNCEMENT - SALE / E-AUCTION NOTICE UNDER IBC, 2016**  
**ASHAPURA INTIMATES FASHION LIMITED (IN LIQUIDATION)**  
**Reg Office:** Shop No 3-4 Ground Floor, Pacific Plaza, Plot No 507, TPS IV, Off B. S. Road, Mahim Division, Dadar-West, Mumbai 400028  
**CIN: U45209PN200697C128328**

Pursuant to Regulation 32A of the Insolvency and Bankruptcy Board of India (Liquidation Process) Regulations, 2016, Public Announcement is hereby made inviting for the Expression of Interest from prospective bidders for the purpose of submission of bid in respect of e-auction sale of Ashapura Intimates Fashion Pvt. Ltd. - In Liquidation. The qualified bidders who meet the Eligibility Criteria can participate in the E-Auction by bidding for not less than the Reserve Price as mentioned below and subject to the terms of the E-auction Process Information Document.  
The Corporate Debtor namely Ashapura Intimates Fashion Limited is under Liquidation process by Hon'ble NCLT, Mumbai Bench under IBC vide order dated 5<sup>th</sup> October, 2020 in CP (IB) No. 4488/MB/2018.

Liquidators Name and registration no.	Mr. Bhavesh Rathod IBBI/IPA-001/IP-P01200/2018-19/11910
Mobile and email id	9326026814

Description of Inventories	Reserve Price	EMD
Inventories (various kinds of textile products including wearing apparels for men and women) on As is Where is basis (Bid incremental value Rs. 1,00,000)	9,50,00,000	95,00,000
Motors Vehicles (Audi Q5 car 2014 model - Diesel) Vehicle No. - MH 04 GL 4141 Owner - 1st owner (Bid incremental value Rs. 1,00,000)	22,00,000	2,20,000

**Date and Time of E-auction** 17<sup>th</sup> March, 2021  
**Last date for submission of EMD** 16<sup>th</sup> February, 2021  
**Inspection date and time** From 2<sup>nd</sup> March, 2021 to 11<sup>th</sup> March, 2021 (between 10 am to 5 pm)

It is informed that the E-auction shall be scheduled on 17-03-2021 between 2.00 PM to 5.00 PM with an unlimited extension of 5 minutes All communications to be addressed to (liquidation.ashapura@gmail.com) and on 9359139080. Please drop a mail at liquidation.ashapura@gmail.com for further terms and conditions and information.  
The EMD shall be payable by the interested bidders through NEFT/RTGS/Bank Transfer only on or before 16<sup>th</sup> March, 2021 up to 5 pm in Central Bank of India account maintained in the name of Ashapura Intimates Fashion Limited in Liquidation.  
The Sale will be done through public e-auction at https://mhauction.auctiontiger.net on 17<sup>th</sup> March, 2021 from 2pm to 5 pm with unlimited extension of 5 minutes each and increase in bid amount in multiples of Rs. 1,00,000/-. The E-Auction will be conducted on "AS IS WHERE IS BASIS", "AS IS WHAT IS BASIS", "WHAT EVER THERE IS BASIS" and "WITHOUT RECOURSE BASIS" through approved E Auction service provider e-procurement Technologies Ltd (Auction tiger)  
The Liquidator has the absolute right to accept or reject any or all offers or adjourn/cancel/postpone the e-auction or withdraw any property or portion thereof from the auction proceeding at any stage without assigning any reason thereof.

**Sd/-**  
**Bhavesh Rathod**  
**Liquidator of Ashapura Intimates Fashion Ltd**  
**Reg.No. IBBI/IPA-001/IP-P01200/2018-19/11910**

**Place : Mumbai**  
**Date : 2<sup>nd</sup> March, 2021**

**PUBLIC NOTICE**  
NOTICE is hereby, given that Mr.Tirth Inamdar, Resident of 1st Floor 55B, Somvalli, N.S. Road No.12, JVPD Scheme, Mumbai-400049, Maharashtra was, but since 18 Feb. 2021, is not associated with and does not hold any position in or have any kind of relationship with my client IBC Services, Proprietrix Shobhana Haldipur ('our Company'). He is not authorised to represent, or to transact or act on behalf of our Company. We apprehend that he is in possession of our copyrighted content already published on our website lawgyani.com, and may infringe it by publishing an electronic or print version of the same, with the help of service providers like typesetters, printers, book-binders and book sellers. Any such service provider will also be considered as abetting any acts of IPR infringement committed.  
For and on behalf of Proprietrix, IBC Services  
Sd/-  
Advocate Kartik Sabne.  
Email:- kartiksabne@gmail.com  
Email2:- admin@lawgyani.com  
Place:- Dombivli  
Date : 02 March 2021

**Business Standard**  
**MUMBAI EDITION**  
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# EU drug regulator audits Serum Institute facility

SOHINI DAS  
Mumbai, 1 March

After the UK drug regulator, it is learnt that the European Union (EU) drug regulator is also auditing the manufacturing site of Serum Institute of India (SII), which is making the Oxford-AstraZeneca Covid-19 vaccine.

A person in the know has told Business Standard that if the audit goes well, it can lead to SII supplying the vaccine to the UK as well as to the EU. AstraZeneca has to deliver 180 million doses to the EU in the second quarter of the year and production constraints have cut down deliveries to the European countries. Recently, AstraZeneca Chief Executive (CEO) Pascal Soriot has indicated that the company may look at factories outside of the EU to meet the supply commitments.

Currently, SII is set to supply Covishield, the AstraZeneca-Oxford vaccine, to around 70 countries. Already shipments for the World Health Organization (WHO)-led Covax have left from India. However, SII is mostly committed to supply to the low- and medium-income countries and supplies to the EU was not part of the original contract.

SII, however, declined to comment on the matter.

According to Reuters, a senior EU official involved in talks with AstraZeneca has told the agency that SII could be a potential supplier. However, at present SII is prioritising the huge demand that India has for its own vaccination programme. Last week, Adar Poonawalla, CEO of SII, had tweeted, "Dear countries & governments, as you await #COVISH-



Serum Institute is set to supply Covishield to around 70 countries

IELD supplies, I humbly request you to please be patient, @SerumInstIndia has been directed to prioritise the huge needs of India and along with that balance the needs of the rest of the world. We are trying our best."

Last month, a team from the British drug regulator's office visited SII's Pune facility for an audit. If the Medicines and Healthcare products Regulatory Agency (MHRA) approves the manufacturing process of SII, it could also open doors for the vaccine to be shipped to countries other than the UK (those that recognise the MHRA approval).

The world's largest vaccine maker, SII, meanwhile, got the emergency use license from WHO for the Oxford-AstraZeneca vaccine.

According to the interim distribution forecast released by Covax earlier this month, India will get around 97 million

doses of the AstraZeneca vaccine made by SII. As of now, Covax has not allotted the Pfizer-BioNTech vaccine for India.

The document highlights that India is in line to receive around 97,164,000 doses of AstraZeneca vaccine licensed to SII in the first and second quarter of 2021. Covax plan states how the 240 million doses of the AstraZeneca-Oxford vaccine would be distributed across countries as well as the 1.2 million doses of the Pfizer-BioNTech vaccine.

As for the AstraZeneca-Oxford vaccine, which is licensed to SII delivery, is estimated to begin in late February. It was subject to WHO approval that has now come through. Around 40 per cent of the doses would be available in Q1, while the rest would be available in the second quarter.

With inputs from Reuters

# Indian mobile retailers call for Amazon probe

ADITYA KALRA  
New Delhi, 1 March

An Indian trade group representing 150,000 mobile phone stores on Monday urged Prime Minister Narendra Modi to probe Amazon's business practices in the country and impose a daily cap on a single seller's online smartphone sales.

In a letter sent to Modi, the group cited a Reuters special report published last month that revealed Amazon has for years given preferential treatment to a small group of sellers on its Indian platform, using them to circumvent the country's strict foreign investment regulations.

The report was based on internal Amazon documents dated between 2012 and 2019. "We were already aware of Amazon's thought process and strategy," the All India Mobile Retailers Association (AIMRA) wrote in the letter. The documents, the letter said, "have revealed that Amazon is doing business in India with the strategy of deftly dodging the regulators and politicians".

AIMRA urged the government to "suspend all Amazon activities in India" until there is an investigation into the company's practices.



Amazon says it doesn't give preferential treatment to any seller on its marketplace and has always complied with Indian law. Amazon and Modi's office did not immediately respond to a request for comment on Monday.

Indian retailers, a crucial part of Modi's support base, have long alleged that Amazon and Walmart's Flipkart flout federal regulations and that their business practices hurt small traders. The companies, which run the two biggest e-commerce platforms in India, deny the allegations.

The Amazon documents reviewed by Reuters showed the company helped a small number of sellers prosper on its website, discounted their

fees and helped one cut special deals with big tech manufacturers such as Apple Inc.

Some 35 of Amazon's more than 400,000 sellers in India in early 2019 accounted for around two-thirds of its online sales, the documents also showed. AIMRA said in its letter the government should cap a single seller's daily smartphone sales on Amazon and Flipkart at ₹500,000.

The group also alleges the US firms promoted sales on their platforms through preferred sellers, asking the government to investigate tie-ups between smartphone brands and these sellers.

Flipkart did not respond to a request for comment. In the special report published last month, Amazon said in a statement that it was helping small businesses in India and that it "treats all sellers in a fair, transparent, and non-discriminatory manner".

Brick-and-mortar retailers have said they're struggling to compete with the tech giants as online smartphone sales boom. By 2019, 44 per cent of smartphones in India were being sold online, with Amazon and Flipkart dominating the sales, according to Forrester Research.

REUTERS

# Jungo+ forays into OTT space, to offer on-demand content for free

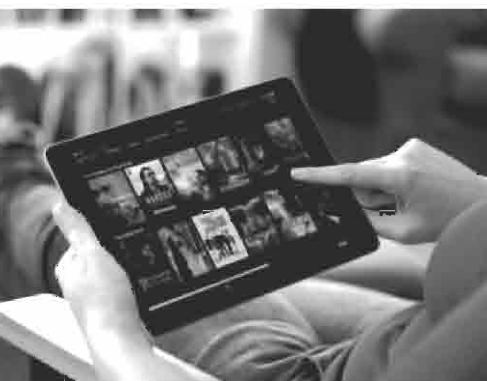
NEHA ALAWADHI  
New Delhi, 1 March

Unlike usual streaming services, Jungo+ is a new entrant in the space delivering advertisement supported over-the-top (OTT) streaming television and on-demand content and will be free for viewers.

Jungo+ is available through digital first channels, video on demand content platforms like YouTube and its own app that is available both on Android and Apple devices.

The platform, unlike other streaming services, is not targeting a mass audience, but plans to cater to people with interests in niche areas. This, it calls passion and ethnocentric interests like K-Pop (Korean popular music), health and wellness, and mixed martial arts. Since it is ad supported, it is free for the viewer, who can access a plethora of Hollywood movies as well.

"The company is at a point where we are maturing our technology, and will be able to scale up. We also have the content that we believe



will be popular with the segment we're targeting. In India, with OTT growing so quickly and streaming getting much better, along with the growing and expanding smart TV market, we believe this is the right time to enter the market," said George Chung, chief executive officer (CEO) at Jungo+.

The platform is going to be free for viewers as it is supported by programmatic or dynamic advertising. Programmatic advertising is a system that automates the processes and transactions involved with purchasing and dynamically placing ads on

websites or apps.

Ads are placed through an auction system that manages transactions between the site or app publisher and the advertiser. Through automated processes, advertisers bid for the impression (a single view of an ad by a single individual) based on its perceived value, according to the established criteria.

Jungo+ has partnered Verizon Media SSP, Google Ad Manager 360 Premium and Spot X for this advertising.

The firm, interestingly, isn't looking at Bollywood content. It has a bouquet of Hollywood films available at

no cost to the viewer. It is on the lookout for Indian local language content which does well in other geographies too. For example, Bengali and South Indian content has a market in the US. Punjabi content is popular in Canada and old Hindi movies also do well with the expatriate community in the US.

However, Indian OTT platforms have recently come under new rules, via which, there will be increased regulation on the content they host.

"We're aware of what's going on in India (regulation wise)," said Chung. We're approaching it from doing things with absolute compliance. We enter a geography with the respect accorded to a culture...Cultural acceptance is the reason we don't provide user generated content. We only work with professional content creators...Jungo+ has a highly professional and experienced staff that is aware of what's going on in the country," he said.

It already has an India team, and a strategic partner - the media business of the Hinduja Group NXT Digital.



