



BUTTERFLY GANDHIMATHI APPLIANCES LIMITED

April 29, 2024

To, The Manager - Listing BSE Limited ("BSE"), Corporate Relationship Department, 2nd Floor, New Trading Ring, P.J. Towers, Dalal Street, Mumbai - 400 001.	To, The Manager - Listing National Stock Exchange of India Limited ("NSE"), "Exchange Plaza", 5th Floor, Plot No. C/1, G Block, Bandra-Kurla Complex Bandra (East), Mumbai - 400 051.
BSE Scrip Code: 517421	NSE Symbol: BUTTERFLY
ISIN: INE295F01017	ISIN: INE295F01017
Our Reference:12/2024-25	Our Reference: 12/2024-25

Dear Sir/Madam,

Sub: Public Notice to the Shareholders of the Company under Regulation 47 of SEBI Listing Obligations and Disclosure Requirements) Regulations, 2015

Pursuant to provisions of Regulation 30 and 47 read with Para A of Part A of Schedule III SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015, please find enclosed newspaper clippings of the public notice published on April 28, 2024, pursuant to dispatch of Postal Ballot Notice to the Shareholders of the Company in the following newspaper(s):

1. **All Editions of Trinity Mirror (English)**
2. **All Edition of Makkal Kural (Tamil)**

The newspaper publication shall be also uploaded on our website at the following link:
<https://www.butterflyindia.com/investor-relations/>

This is for your information, and you are requested to bring this to the notice of your constituents.

Thanking you,

For Butterfly Gandhimathi Appliances Limited

Viral Sarvaiya

Company Secretary & Compliance Officer

ACS: 33764

Regd.office : 143.Pudupakkam Village, Vandalur-Kelambakkam Road, Kelambakkam - Pin 603 103,
Chengalpattu District, Phone : +91-44-47415500 CIN No : L28931TN1986PLC012728.
E-mail : gmal@butterflyindia.com, Web : www.butterflyindia.com

Corporate office : E-34, 2nd Floor, Egattur Village, Rajiv Gandhi Salai, Navalur - 600130, Chengalpattu District.
Phone : 044-49005100 E-mail : butterflyho@butterflyindia.com,

SBI Card launches MILES for travel enthusiasts

Coimbatore, Apr 28: SBI Card, India's largest pure-play credit card issuer, has launched three variants of its first travel-focused core credit card, 'SBI Card MILES', in Mumbai today. The card is aimed at bringing holistic travel benefits to travellers of all kinds - travel aspirers to frequent fliers to travel aficionados. SBI Card MILES offers compelling features that include conversion of Travel Credits to Air Miles and Hotel Points, accelerated rewards on EVERY travel booking, and airport lounge access among others. Empowering cardholders with absolute choice of redemption, the card partners over 20 airline and hotel brands including Air Vistara, Air India, Spicejet, Air France-KLM, Etihad Airways, Air Canada, Thai Airways, Qantas Airways, ITC Hotels, IHG Hotels & Resorts, and Accor among others.

According to Dinesh Kumar Khara, Chairman, State Bank of India, "The strong economic growth and robust consumption landscape has accentuated India's position in the world. Even in travel sector, today, India is considered amongst the key source markets for outbound travel in many countries including those in Asia and Europe. I congratulate SBI Card on the launch of SBI Card MILES, a strong product that will redefine the travel experiences for Indian consumers."

It is evident that Indians are increasingly becoming open to more and varied travel experiences. The three variants, SBI Card MILES ELITE, SBI



Ashwini Kumar Tewari, MD, SBI, Dinesh Kumar Khara, Chairman, SBI Abhijit Chakravorty, MD CEO, SBI Card.

Card MILES PRIME, and SBI Card MILES, have been designed to elevate these experiences through curated travel benefits. Cardholders can earn up to 6 Travel Credits on every INR 200 travel spend and up to 2 Travel Credits on spending INR 200 on other categories. The offerings under 'SBI Card MILES' bouquet enable cardholders to carry out an easy and seamless Travel Credits redemption across multiple renowned flights and hotel partners. One can convert these Travel Credits into Air Miles/Hotel Points of respective partners or directly use them to book air tickets and hotel accommodations by visiting SBI Card mobile app or website <https://www.sbi-card.com/>. Alternatively, one can redeem them on SBI Card's Rewards Catalogue as well.

Speaking at the launch Abhijit Chakravorty, MD & CEO, SBI Card said, "Our customer-centric approach has always driven us to design innovative products, solutions,

and services that address the evolving and diverse lifestyle needs and offer customers an extremely rewarding experience. Indian travellers are large global spenders and naturally, with increased and more robust travel plans, consumers are looking for curated benefits to enhance their travel experiences. SBI Card MILES is our endeavour to offer our customers the best of all the travel benefits. The card has been designed to become one true travel partner for the cardholders. We are sure that our cardholders will enjoy the exclusive benefits offered by our travel-centric core card."

SBI Card MILES ELITE comes with multiple and varied spends milestone benefits. These include up to 5000 Travel Credits on reaching spends of INR 1 lakh in 60 days of enrollment; up to 20,000 Travel Credits on spends milestone of INR 12 lakh; and spends-based fee reversal on reaching spends milestone of INR 15 lakh.

With airport lounge access being an important

part of the overall travel experience, SBI Card MILES ELITE offers Priority Pass membership. Using the card, cardholders will be able to enjoy up to 8 complimentary domestic lounge visits and up to 6 international airport lounge visits in a year. What's more, the card also enables users to earn additional domestic lounge access. Every time a cardholder achieves the cumulative spends of INR 1 lakh, cardholders will receive 1 gift voucher for lounge access that can be used by either the cardholder or the guest.

Importantly, SBI Card MILES ELITE cardholders will also enjoy a low foreign transaction mark up of 1.99% and travel insurance cover. The card will be available on Mastercard and RuPay network. The joining and annual fees of SBI Card MILES ELITE is INR 4,999 plus applicable taxes while SBI Card MILES PRIME and SBI Card MILES have a fee of INR 2,999 and INR 1,499 plus applicable taxes respectively.

CM, leaders criticise Centre for releasing less amount for flood relief

Chennai, Apr 28: Chief Minister Stalin and other political leaders in the State condemned the Union Government for releasing a measly amount of Rs 276.10 crore as flood relief when the State government had sought a relief package of Rs 37,907 crore to tide over the devastation caused by Cyclone Michaung and the floods in the southern districts in 2023.

No funds (midhi) or justice (needhi) for Tamil Nadu from the deceitful Union Government, Stalin said in his message on X, adding that the people of the State were watching each and every action of the Union Government. Even the present release of funds was made only after the State government approached the Supreme Court, he said.

The State government had already spent Rs 2,477 crore towards providing immediate relief to the victims of the floods and reconstruction of infrastructural facilities from the State Disaster Relief Fund (SDRF), he said. Soon after four northern districts of the State, Chennai, Tiruvallur, Kanchipuram and Chengalpattu, went under water due to the ravages of Cyclone Michaung in October, 2023, and four southern districts, Tirunelveli, Thoothukudi, Kanyakumari and

Tenkasi, were heavily affected in December, teams from Delhi had come to take stock of situation and also assess the loss. Also Read - Cop wins hearts carrying woman devotee on his back on rocky terrain

The State government on its party demanded a total of Rs 37,907 crore as relief for both the natural disasters and after a prolonged delay Rs 115.49 crore has been sanctioned for Cyclone Michaung and Rs 160.61 crore for the floods that sank the four southern

districts. Leader of the Opposition in the State Assembly, Edappadi K Palaniswami was also critical of the release of the less amount for flood relief and said that all Union Governments behaved the same way and deprived the States of funds. However, he blamed the DMK government for not being resourceful enough to get the necessary funds.

TNCC president K Selvaperunthagai said the Union Government had been depriving Tamil Nadu of its due

share of funds in the last 10 years and the present allocation made by the Union Home Ministry as flood relief was just a proof of that. In a statement, he said that the Rs 276.10 crore released now was just the fund that was remaining in the SDRF after an earlier release of Rs 406.57 crore from the total amount of Rs 682.63 crore that was due for the State. So, no relief had been provided by the Union Home Ministry for the two disasters, he said.

Artificial intelligence voice cloning, cyber police issues advisory

Chennai, Apr 28: The state cyber crime police have cautioned people about an artificial intelligence-assisted voice cloning scam, and urged people to remain vigilant even if they receive distress calls from their 'dear ones'. Scammers may use deceptive tactics and voice cloning to imitate voices of family members and friends, to extract money from potential victims, said an advisory issued on Saturday.

Scammers employ various tactics to convince victims that they were indeed in emotional distress and urgently needed money. "Behind the scene, the scammer utilises sophisticated artificial intelligence

(AI) software to clone the voice of the person they are impersonating. They obtain the voice sample of the person they are impersonating from their social media posts/videos or by simply talking to the person over the phone as a wrong call," the press release explained.

The scammer then requests the victim to transfer money immediately, often suggesting fast payment methods such as UPI, police said. To protect oneself, cybercrime police suggest asking questions or contacting the supposed caller through a verified number before taking any action.

"Stay informed about common scams,

including voice cloning fraud, and recognise the warning signs. Be wary of unexpected requests for money, especially if they involve urgent situations or emotional manipulation. Use secure communication channels, such as encrypted messaging apps or video calls, to verify identity," the release advised.

Victims of similar activities or those who have come across any such suspicious activities can report the incident by calling the cyber crime toll-free helpline no 1930 or registering a complaint at www.cybercrime.gov.in

What does stress test mean for investors?

Starting March 2024, the Association of Mutual Funds in India (AMFI) mandated Asset Management Companies (AMCs) to conduct stress tests on their small and mid-cap fund schemes. These tests assess the fund's ability to handle high redemption pressures, offering valuable insights to investors on liquidity risk. Essentially, the test aims to simulate a scenario where a significant portion of investors redeem their units, either during a market downturn or when investor confidence weakens. Keeping this situation in mind, the test would be conducted on two parameters; first to assess the amount of time needed to liquidate 25% of the portfolio and second, to assess the amount of time needed to liquidate 50% of the portfolio.

Looking Beyond the Numbers: A Holistic Approach

While the number of days for liquidation is a valuable data point, it's crucial to consider other factors for a comprehensive understanding of a fund's liquidity. Here are some of the key metrics that an investor must take into consideration.

Cash and Bottom-Heavy Portfolios: Assume that a scheme has relatively higher allocation towards cash or large-cap stocks, which are generally considered to be more liquid. This indicates that the fund's ability to handle

redemptions is efficient, since the availability of cash has the potential to act as a buffer during redemptions.

Risk Measures: A stock's Beta is an indication of its response to volatility. Generally, stocks with Beta lower than 1 are considered to be less influenced by external volatility and vice versa. A lower beta suggests the fund's performance may deviate less from the benchmark, potentially offering some stability.

Therefore, investors must consider the overall beta of the portfolio to determine how impacted will the scheme be in the face of redemptions. Another aspect to consider is the Price-to-Earnings Ratio (PE Ratio) to understand the inherent risk of the portfolio's holdings.

Understand the Long-Term Trends: Don't just focus on the latest stress test results. Analyze how liquidity has changed over time. A seemingly good number today might not hold true if liquidity keeps deteriorating.

Concentration Levels: High or increasing investor concentration has the potential to pose various risk factors. Further, the lesser number of investors holding significant portions of the fund can impact liquidity. If a few large investors redeem their units, it can create a ripple effect. It is imperative for investors to consider this aspect alongside the cash

holdings in large-cap stocks. Additionally, it is also important to understand how the fund has performed during market drawdowns to understand the fund's risk taking and mitigation capabilities.

Key Takeaways for Investors

Investors must understand that the stress test is a valuable tool to assess a small and mid-cap fund's liquidity and risk profile. By understanding the stress test results alongside other relevant data points, investors can make informed decisions about their small and mid-cap mutual fund investments. Furthermore, stress testing is no longer a one-time exercise. AMCs are integrating it into their long-term risk management strategies, and they will continuously monitor these tests and adjust their policies as needed.

That being said, the onus is on investors to look beyond just headline numbers and consider the parameters mentioned above to aim for risk-adjusted returns. It is imperative to adopt a holistic approach to assess a fund's true liquidity and its ability to weather market storms. It is easy to fall prey to market noise, but the idea is to make more prudent investment decisions that align with individual risk tolerance and investment goals.

Ashwin Patni, Head Products & Alternatives, Axis AMC

Butterfly Gandhimathi Appliances Limited

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CIN No: L28931TN1986PLC012728
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Email: butterfly.investorrelations@butterflyindia.com;
Website: www.butterflyindia.com



NOTICE OF POSTAL BALLOT AND REMOTE E-VOTING INFORMATION

NOTICE is hereby given pursuant to the provisions of Section 110 and all other applicable provisions of the Companies Act, 2013, as amended (the "Act") read with the Companies (Management & Administration) Rules, 2014, as amended and Regulation 44 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (including any statutory modification(s) or re-enactment(s) thereof for the time being in force), General Circular Nos. 14/2020 dated April 8, 2020, 17/2020 dated April 13, 2020, General Circular No. 11/2022 dated December 28, 2022, and the latest one being General Circular No. 09/2023 dated September 25, 2023, Secretarial Standards on General Meetings issued by the Institute of Company Secretaries of India, and subject to all other applicable laws and regulations, the Notice of Postal Ballot along with Explanatory Statement appended thereto ("Notice"), has been duly sent on **Saturday, April 27, 2024** through electronic mode to the Members whose email ids are registered in the records with the Company/ Depositories as on cut-off date i.e. **Friday, April 19, 2024** for seeking their approval on the under mentioned Resolutions:

1. Appointment of Mr. Kunnawalkam Elayavalli Ranganathan (DIN:00058990) as an Independent Director

For the businesses as set out in the Postal Ballot Notice, the Company is providing e-Voting facility to all the Members to enable them to cast their vote electronically. The Company has engaged the services of National Securities Depository Limited ("NSDL") for the purpose of providing e-Voting facility to all its members.

Details of Postal Ballot schedule are as follows: -

Sr. No.	Particulars	Schedule
1	Date & Time of commencement of voting	Monday, April 29, 2024 from 9.00 A.M. (IST)
2	Date & Time of end of voting	Tuesday, May 28, 2024 at 05:00 P.M. (IST)
3	Websites where Notice of Postal Ballot is available	1. www.butterflyindia.com 2. www.bseindia.com 3. www.nseindia.com 4. www.evoting.nsdl.com
4	Contact details of the person responsible to address grievances relating E-Voting by electronic means	Name: Mr. Sanjeev Yadav / Mr. Anubhav Saxena Address: 4th Floor, A Wing, Trade World, Kamala Milla Compound, Senapati Bapat Marg, Lower Parel, Compound, NM Joshi Marg, Lower Parel (E), Mumbai - 400013, India. Tel No.: 022 - 4886 7000 and 022 - 2499 7000 Email ID: evoting@nsdl.com

The said Notice is also available on the website of the Company at www.butterflyindia.com, on the website of stock exchanges i.e. BSE Limited ("BSE") at www.bseindia.com and National Stock Exchange of India Limited ("NSE") at www.nseindia.com on which the equity shares of the Company are listed and on the website of the NSDL at www.evoting.nsdl.com.

As per the MCA Circulars, the hard copy of the notice along with the postal ballot form and postage prepaid self-addressed business reply envelope has not been sent to the Members for this postal ballot and the Members are requested to communicate their assent or dissent through remote e-Voting system only.

A person whose name is recorded in the register of members or in register of beneficial interest owners maintained by the depositories as on **Friday, April 19, 2024**, shall be entitled to vote on the resolutions proposed to be passed by Postal Ballot through e-Voting and any person who is not a member as on that date should treat this Postal Ballot notice for information purpose only.

The manner and instructions for remote e-Voting, registering email addresses for receiving the notice of postal ballot, obtaining login id and password is given in the postal ballot notice in detail.

The manner of registration of email addresses and mobile number of those members whose email address are not registered, is given below:

Physical Holding	Kindly submit Form ISR-1 to update PAN, Postal Address with PIN, Email Address & Mobile Number including demat and bank account details. Form ISR-1 is available on the website of the Company. You are requested to forward the duly filled-in documents along with the related proofs as mentioned in the form to the following address: GNSA Infotech Private Limited (Unit: Butterfly Gandhimathi Appliances Limited) STA Department, Nelson Chambers, 4th Floor, F-Block, No. 115, Nelson Manickam Road, Aminjikarai, Chennai - 600029, Tamil Nadu. Ph: 044-42962025 Email: bala.g@gnsaindia.com ; krishnakumar@gnsaindia.com
Demat Holding	Register/update their email addresses and mobile numbers with their relevant depositories through their depository participants

The Board of Directors of the Company have appointed Ms. Shikha Purohit (FCS 9180) of M/s. Shikha Purohit & Co., Practicing Company Secretaries (ICSI Unique Code: S2011MH161300) as the Scrutinizers for conducting the postal ballot through e-voting process in a fair and transparent manner. Members are requested to note that the e-Voting shall end at **5:00 P.M.** on Tuesday, May 28, 2024 (closure date) and e-Voting module shall be disabled by NSDL for voting after closure date.

The Scrutinizer will submit its report to the Chairman, or any other person authorized by the Chairman after the completion of scrutiny of the e-Voting, and result of the e-Voting by Postal Ballot will be announced on or before **Thursday, May 30, 2024** and will also be displayed on the Company's website at www.butterflyindia.com and on the website of the NSDL at www.nsdl.com, and communicated to the Stock Exchanges.

By order of the Board of Directors
For Butterfly Gandhimathi Appliances Limited
Sd/-
Viral Sarvaiya
Company Secretary & Compliance Officer
ACS: 33764

Place : Chennai
Date : April 28, 2024