

Date: 9th April, 2024

✓ The Secretary,
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street
Mumbai – 400 001

Code – 520123

The Secretary,
The Calcutta Stock Exchange Ltd.,
7, Lyons Range,
Kolkata- 700 001

Code No.- 10011146

Dear Sir(s),

Reg: Newspaper publication of Notice of Postal Ballot and E-voting

Pursuant to Regulation 30 read with Part-A of Schedule-III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith scanned copies of Notice of Postal Ballot and E-voting as published in the newspapers viz. **The Business Standard** in English and **Ei Samay- Kolkata** in Bengali on 9th April, 2024.

Copies of the publication shall be available at the website of the Company at www.abcindia.com.

This is for your information and record.

Thanking You,

Yours sincerely,

For ABC India Limited

SANJAY Digitally signed
by SANJAY
AGARWAL AGARWAL
Date:
AL 2024.04.09
13:15:17 +05'30'

Sanjay Agarwal
Company Secretary & Compliance Officer

Encl: As above



SANDEEP GOYAL

Way back in August 2022, the Indian Medical Association (IMA) had approached the courts against Patanjali advertisement titled, "Misconceptions spread by allopathy: Save yourself and the country from the misconceptions spread by pharma and medical industry." The IMA accused Patanjali of consistently disseminating misinformation to denigrate allopathy, which it deemed as a deliberate and ongoing campaign, and making exaggerated claims about the efficacy of its own drugs, purportedly based on scientific evidence, which contradicted regulations banning such advertisements in the country. According to the IMA, these statements violated both the Drugs and Other Magical Remedies Act, 1954 (DOMA) and the Consumer Protection Act, 2019 (CPA).

A Supreme Court bench on November 21, 2023 cautioned Patanjali against advertising permanent cures and threatened to levy a penalty of ₹1 crore for each product making such claims. However, Patanjali and Baba Ramdev, despite their assurances to the court, did a press conference praising Patanjali products, which was followed by advertisements in mainstream media in December 2023 and January 2024.

Last Tuesday, the Supreme Court came down heavily on Baba Ramdev for violating its directives even as the yoga guru, who was present in court, tendered an unconditional apology. "We are tendering an unconditional apology. He (Baba Ramdev) is here personally present to apologise," the advocate representing Patanjali told the court.

The court, however, called it "lip service", and said Patanjali "owes an apology to the whole nation" for its false claims about the efficacy of its products such as Coronil, and for denigrating allopathy during the Covid pandemic. "You have broken every barrier... Now you say that you are sorry," the court said.

The Supreme Court granted a "last opportunity" to Baba Ramdev and Balkrishna, asking them to file fresh affidavits within a week. The court also warned Ramdev and Balkrishna of perjury.

Let us take a few steps back and go back to where it all started.

What ignited the litigation

In the Indian Medical Association versus Union of India (2022) case, it was Baba Ramdev's statements labelling allopathy as a "stupid and bankrupt science" that ignited the litigation, IMA argued in court that there had been a serious,



ILLUSTRATION: BINAY SINGHA

PATANJALI AND THE ART OF PUFFERY

The Supreme Court came down heavily on the brand associated with yoga guru Baba Ramdev. Advertising, however, is full of examples where brands took it too far

blatant, and wilful violation of laws:
 ■ The IMA contended that Patanjali's advertisements violated the Drugs & Other Magical Remedies Act, 1954 (DOMA), and the Consumer Protection Act, 2019 (CPA).
 ■ Under Section 4 of the DOMA, publishing misleading advertisements regarding drugs is prohibited, punishable by imprisonment or fines.
 ■ It states that no person shall take any part in the publication of any advertisement relating to a drug if the advertisement contains any matter which directly or indirectly gives a false impression regarding the true character of the drug; or makes a false claim for the drug; or is otherwise false or misleading in any material

particular
 ■ Section 7 of DOMA further states that whoever contravenes any of the provisions of this Act or the rules made thereunder shall, on conviction, be punishable in the case of the first conviction, with imprisonment which may extend to six months, or with fine, or with both; in the case of a subsequent conviction, with imprisonment which may extend to one year
 ■ Furthermore, Section 89 of the Consumer Protection Act (CPA) imposes stringent penalties any manufacturer or service provider who causes a false or misleading advertisement to be made which is prejudicial to the interest of consumers shall be punished with imprisonment. Now to the present.

Advertising puffery

During the February hearing, the bench of Justices Hima Kohli and Ahsanuddin Amanullah had said Patanjali advertises their products as "permanent relief" for diseases like obesity, blood pressure, asthma, etc, in violation of the 1954 Act.

"What do you mean by 'permanent relief'?" There are only two types of permanent relief. One, the person dies. Two, the person is cured. There is no third 'permanent relief'," Justice Amanullah had asked while addressing Patanjali's lawyer Mukul Rohatgi.

Is Patanjali the only brand that has been at the receiving end? No, many more examples abound of puffery in advertising, and court interventions. ■ Reckitt & Colman of India Ltd versus MP

Ramchandran: The Calcutta High Court held that a seller could be permitted to assert that his goods or services are the best or better than that of a competitor even if such declaration is untrue, provided he has compared the advantages and disadvantages of own goods or services with that of the rival brands.

■ Horlicks Ltd versus Zydus Wellness Products Ltd: Where Horlicks sought a permanent injunction against Zydus Wellness Products Ltd, for the broadcast of false advertisements claiming that one glass of Complian, a product manufactured by Zydus, was better than two glasses of Horlicks, the product of the plaintiff. The Court allowed relief.

■ In Francis Vadakkan versus A-One Medicals, the commercial claimed that the product being a hair growth cream, could help grow hair to three times its volume in a matter of six weeks. These claims were found to be untrue, and the aggrieved consumer approached the District Commission. The Commission declared the non-delivery of promises as a deficiency in service, and a heavy fine was imposed.

■ In Rajendra versus Union of India, the Bombay High Court restrained any good or service sale claiming it had supernatural and miraculous powers. The Court held that such practice was blatantly illegal and deceived the public at large. It was held that propagating an advertisement using the name of any God to such an article for sale and claiming that such articles had "special, miraculous and supernatural properties" was prohibited by law.

Interestingly, in the Patanjali matter, the Supreme Court also came down heavily on the Central government for not acting against Patanjali. "The entire country has been taken for a ride. And you shut your eyes? What did you do for two years? The Act itself said that it (misleading advertisements) was prohibited. You should have taken urgent action... This is an unfortunate situation," Justice Amanullah told the government.

Watchdog ASCI has repeatedly said over the years that Patanjali Ayurved "unfairly denigrates" the products of its rivals. This has led to multiple litigations. Patanjali's claim for its Kachi Ghani Mustard Oil, that rival makers were selling mustard oil "adulterated with oil made by solvent extraction process with neurotoxin containing Hexane", was not found to be substantiated. Patanjali also failed to substantiate its claims for Patanjali Fruit Juice, where it had dubbed rival drinks as "expensive juices containing less pulp." It also failed to substantiate its claims in the ad for cattle feed Patanjali Dugdhamrut as "other companies mix three to four per cent urea and other non-edible things in their cattle feed." It seems only the Supreme Court can possibly rein Patanjali in. Let us see.

Sandeep Goyal is the Chairman of Rediffusion; he has a PhD in human brands

SBI DFHI LIMITED
 5th Floor, Mistry Bhavan, 122, Dinshaw Vaccha Road, Churchgate, Mumbai - 400 020

No: EOI/SBI DFHI/24-25/01 Issued on Date: 03.04.2024

EXPRESSION OF INTEREST (EOI)

EOI Bid Proposals are invited for "Procurement of an ERP Solution for HR, Admin & Accounts". For further details please visit our website: <https://www.sbidfhi.co.in/procurement>

Sd/-
 EVP & CFO

INVITATION TO THE REMAINING PUBLIC SHAREHOLDERS TO AVAIL THE EXIT OPPORTUNITY UNDER EXIT OFFER

TCI DEVELOPERS LIMITED
 Corporate Identification Number (CIN): L70102TG2008PLC059173
 Registered Office: Flat No. 306-307, 1-8-271 to 273, 3rd Floor, Ashoka Bhoopal Chambers, S. P. Road, Secunderabad, Telangana, 500003 | Tel. No.: +91-40-27840104 | Fax. No.: +91-40-27840163
 Contact Person: Ms. Saloni Gupta, Company Secretary & Compliance Officer
 Email id: secretarial@tcidevelopers.com | Website: www.tcidevelopers.com

Mphasis Limited
 CIN: L30007KA1992PLC025294
 Regd. Office: Bagmane World Technology Center, Marathahalli Outer Ring Road, Doddanahundi Village, Mahadevapura, Bengaluru - 560 048
 E-mail: investor.relations@mphasis.com; Website: www.mphasis.com;
 Telephone: 080 6750 1000

ABC INDIA LIMITED
 CIN: L63011WB1972PLC217415
 Regd. Office: P-10, New C.I.T. Road, Kolkata - 700 073
 Corporate Office: 40/8, Ballygunge Circular Road, Kolkata-700 019
 Phone: (033) 22371745, 24614156, Fax: (033) 24614193
 Email: vrm@abcindia.com; Website: www.abcindia.com

NOTICE OF POSTAL BALLOT

Members are hereby informed that pursuant to Section 108 and Section 110 of the Companies Act, 2013, ("the Act") read with Rule 20 & 22 of the Companies (Management and Administration) Rules, 2014 and the General Circular Nos. 14/2020 dated 8th April, 2020 and the last Circular No. 9/2023 dated 25th September, 2023 issued by the Ministry of Corporate Affairs ("MCA Circulars"), and Regulation 44 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, ("Listing Regulations") and other applicable laws and regulations, if any, including any statutory modification(s) or re-enactment(s) thereto for the time being in force, the Company on Monday, 8th April, 2024, sent e-mail along with the Login ID and password to the Members for e-voting who have registered their e-mail ids with the Depository Participant(s) or with the Company; for seeking approval of the Members of the Company for Appointment of Mrs. Ishani Ray (DIN: 08800793) and Mrs. Twinkle Agarwal (DIN: 08641698) as Independent Directors of the Company w.e.f 1st April, 2024, as detailed in the Postal Ballot Notice dated 30th March, 2024.

The Board of Directors of the Company has appointed Mr. Santosh Kumar Tibrewala, Practising Company Secretary, as the scrutinizer for conducting the Postal Ballot process in a fair and transparent manner. Members are requested to provide their assent or dissent through e-voting only. The Company has appointed CDSL for facilitating e-voting to enable the Members to cast their votes electronically. The detailed procedure for e-voting is enumerated in the Notes to the Postal Ballot Notice. Members are requested to note that the e-voting shall commence from Wednesday, April 10, 2024 at 9:00 a.m. and will end on Thursday, May 9, 2024 at 5:00 p.m. The e-voting module shall be disabled by CDSL for voting thereafter. The voting rights of Members shall be reckoned as on Friday, 29th March, 2024, which is the cut-off date. In accordance with the above mentioned Circulars, physical copies of the Postal Ballot Notice along with Postal Ballot forms and pre-paid Business reply Envelope will not be sent to the Members. The copy of Postal Ballot Notice is available on the Company's website at www.abcindia.com, website of the Stock Exchange i.e. BSE Limited (BSE) at www.bseindia.com and on the website of CDSL at www.cdslindia.com. Members who do not receive the Postal Ballot Notice may download it from the above mentioned websites. Members holding shares in physical mode who have not updated their e-mail addresses with the Company / RTA are requested to update their e-mail addresses by writing to the Company at vrm@abcindia.com and mcssta@rediffmail.com along with the scanned signed copy of the request letter providing their folio no., e-mail address, mobile number, self-attested copies of PAN and proof of address. Members holding shares in dematerialized mode and who have not registered or updated their e-mail addresses are requested to register/update their e-mail addresses and mobile numbers with their respective DFs. In case of any query or grievances connected to e-voting, please contact Mr. Moloy Biswas, Regional Manager, Kolkata at Phone: +91 9073980266 or e-mail: helpdesk.evoting@cdslindia.com or moloyb@cdslindia.com. For any clarification you may contact us at vrm@abcindia.com. The results of the Postal Ballot by e-voting will be announced on or after 10th May, 2024 at the registered office of the Company and the same will also be available at the website of the Company and with the depositories.

By the Order of the Board
 For ABC India Limited
 Sd/-
 Sanjay Agarwal
 Company Secretary

Place: Kolkata
 Date: April 8, 2024

MANAGER TO THE OFFER
SAFFRON
 energising ideas
SAFFRON CAPITAL ADVISORS PRIVATE LIMITED
 605, 6th floor, Centre Point, Andheri Kurla Road, J.B. Nagar, Andheri (East) Mumbai - 400 059, Maharashtra, India.
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 Website: www.safronadvisors.com
 Investor grievance: investorgrievance@safronadvisors.com
 SEBI Registration Number: INM 000011211
 Validity of Registration: Permanent
 Contact Person: Amit Wagle / Gaurav Khandelwal

REGISTRAR TO THE EXIT OFFER
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 Website: www.kfintech.com
 Investor Grievance Email: enward_ris@kfintech.com
 Contact Person: Mr. Murali Krishna M
 SEBI Registration Number: INR000000221

For and on behalf of the Board of Directors of TDL Real Estate Holdings Limited (the Promoter Acquirer)
 Sd/- Sd/- Sd/-
 Urmila Agarwal Karanjit Singh Ishwar Singh Sigar

Place: Gurugram
 Date: April 08, 2024

NOTICE

Notice is hereby given to the members of Mphasis Limited (the "Company") pursuant to the provisions of Sections 108 and 110 and other applicable provisions, if any, of the Companies Act, 2013 (the "Act"), read together with the Companies (Management and Administration) Rules, 2014, as amended (the "Management Rules"), General Circular Nos. 14/2020 dated April 08, 2020, 17/2020 dated April 13, 2020, 20/2020 dated May 05, 2020, 22/2020 dated June 15, 2020, 33/2020 dated September 28, 2020, 39/2020 dated December 31, 2020, 10/2021 dated June 23, 2021, 20/2021 dated December 08, 2021, 3/2022 dated May 05, 2022, 11/2022 dated December 28, 2022 and 09/2023 dated September 25, 2023, issued by the Ministry of Corporate Affairs, Government of India (the "MCA Circulars"), Secretarial Standard on General Meetings issued by the Institute of Company Secretaries of India (the "SS-2"), Regulation 44 of the Securities and Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulations, 2015 (the "SEBI Listing Regulations") and any other applicable law, rules, circulars, notifications and regulations (including any statutory modification(s) or re-enactment(s) thereof, for the time being in force), approval of the members of the Company, is sought through Postal Ballot (the "Postal Ballot Notice" or the "Notice") by way of remote e-voting ("e-voting"), for appointment of Mr. Sunil Gulati (DIN: 10473127) as an Independent Director of the Company, by means of a special resolution, in terms of Sections 161 and 149 of the Act, for a period of five consecutive years effective 1 April 2024.

Pursuant to the MCA Circulars, the Company has completed the electronic dispatch of the Postal Ballot Notice along with the Explanatory Statement thereto on 8 April 2024 to those members whose e-mail address is registered with the Company/Depositories as at the Cut-off date. Members can vote only through e-voting process. The voting rights of the members are reckoned on the basis of equity shares of the Company held by them as on the Cut-off date. The manner of e-voting remotely for shareholders holding shares in dematerialized mode, physical mode and for shareholders who have not registered their email addresses is provided in the Notice being sent to the shareholders. The Company has engaged National Securities Depository Limited ("NSDL") as the agency to provide the e-voting facility.

E-mails are being sent to the members whose email id is registered with the Company / Depositories through NSDL along with the details of Login ID and Password for participating in the above e-voting. Shareholders holding shares in demat mode are requested to contact their Depository Participant ("DP") and register their e-mail address as per the process advised by their DP. Shareholders holding shares in physical mode are requested to furnish their e-mail address with the Company's Registrar and Share Transfer Agent viz., Integrated Registry Management Services Private Limited at gr@integratedindia.in. Alternatively, member may send an e-mail request to evoting@nsdl.co.in for obtaining User ID and Password by proving the login credentials details.

Mr. S P Nagarajan (PCS No.4738), Practising Company Secretary, has been appointed as the scrutinizer to scrutinize the voting process in a fair and transparent manner.

Following is the schedule of events for e-voting:

Cut-off date for remote e-voting	Wednesday, 3 April 2024
Electronic service of Postal Ballot Notice to members	Monday, 8 April 2024
The date and time of commencement of e-voting	Tuesday, 9 April 2024, at 9:00 am (IST)
Last date for e-voting	Wednesday, 8 May 2024, at 5:00 pm (IST)
Declaration of results of voting	Forthwith, upon receipt of scrutinizer's report on Thursday, 9 May 2024, and the results will be displayed at the Registered Office of the Company, at Bagmane World Technology Center, Marathahalli Outer Ring Road, Doddanahundi Village, Mahadevapura, Bengaluru - 560 048 and at the Corporate Office at Bagmane Laurel, Bagmane Technology Park, Byrasandra Village, C V Raman Nagar, Bengaluru 560 093. The results will be hosted on the website of the Company at www.mphasis.com despite of being announced to the Stock Exchanges.

The Postal Ballot Notice is uploaded on the website of the Company at www.mphasis.com and NSDL at <https://www.evoting.nsdl.com/> besides being available on the website of the stock exchanges i.e. NSE and BSE at www.nseindia.com and www.bseindia.com respectively.

For Mphasis Limited
 Sd/-
 Bengaluru
 08 April 2024
 Subramanian Narayan
 Senior Vice President and Company Secretary

NOTES:

- A person who is not a member as on the cut-off date should treat this Notice for information purpose only.
- The e-voting module shall be forthwith blocked by NSDL after 5:00 pm (IST) on Wednesday, 8 May 2024.
- Shareholders who have not received the Postal Ballot Notice may request for the same by sending email to the Scrutinizer, spnagaraj@mphasis.com or write to Mr. S P Nagarajan, Scrutinizer, Mphasis Limited, Bagmane World Technology Center, Marathahalli Outer Ring Road, Doddanahundi Village, Mahadevapura, Bengaluru - 560048, India.
- Any queries or grievances connected with the e-voting and postal ballot process, may please be addressed to Mr. Subramanian Narayan, Senior Vice President and Company Secretary, Mphasis Limited, Bagmane World Technology Center, Marathahalli Outer Ring Road, Mahadevapura, Doddanahundi Village, Bengaluru - 560 048, Ph: 080 6750 4613 or e-mailed to subramanian.narayan@mphasis.com.

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Business Standard
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