



April 7, 2023

National Stock Exchange of India Limited  
Exchange Plaza, Plot No. C/1, G Block,  
Bandra Kurla Complex, Bandra (E),  
Mumbai – 400 051.  
Symbol: RAINBOW

BSE Limited  
Corporate Relationship Department,  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai – 400001.  
Scrip Code: 543524

**Sub: Newspaper Publication(s).**

**Ref: Disclosure pursuant to Regulation 30 and 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015 ("SEBI Listing Regulations").**

Dear Sir/ Madam,

Please find enclosed herewith copies of newspaper advertisement published today i.e., April 7, 2023 in Business Standard (English Edition) and Surya (Telugu Edition) with respect to completion of dispatch of Postal Ballot Notice dated March 18, 2023, electronically, to the Shareholders of the Company.

We request you to kindly take the same on record.

Thanking You,

Yours Faithfully,

For **Rainbow Children's Medicare Limited**

**Ashish Kapil**  
**Company Secretary and Compliance Officer**

**Encl.:** As above

## Rainbow Children's Medicare Limited

**Registered Office:** 8-2-120/103/1, Survey No. 403, Road No. 2, Banjara Hills, Hyderabad, Telangana - 500034

**Corporate Office:** 8-2-19/1/a, Daulet Arcade, Karvy lane, Road No.11, Banjara Hills, Hyderabad, Telangana - 500034

**Hyderabad:** Banjara Hills - 040 22334455 | Secunderabad - 040 42462200 | Kondapur IP - 040 42462400 |  
Kondapur OP - 040 42462100 | Hyder Nagar - 040 42462300 | L B Nagar - 040 71111333

**Vijayawada:** Currency Nagar - 0866 6669666 | Governorpet - 0866 6650250 | **Chennai:** Guindy - 044 40122444

**Bengaluru:** Marathahalli - 080 71112345 | Bannerghatta Road - 080 25512345 | Hebbal - 080 35061555

**Delhi:** Malviya Nagar - 011 66888866 | **Visakhapatnam:** Health City, Chinagadili - 0891 3501601 | Siripuram - 0891 3501555

# Why edtech start-ups are in deep freeze

They will continue to tread on thin ice amid a long funding winter unless they fundamentally revise their business models

ARYAMAN GUPTA  
New Delhi, 6 April

The once-thriving Indian education technology (edtech) sector bears the brunt of blows among Indian unicorns from the funding winter in the start-up world. Investments have slowed, especially for large companies, and the edtech tides are not expected to turn anytime soon. In short, industry stakeholders expect layoffs to continue in the near term.

The year 2022 was a tumultuous period for the Indian start-up ecosystem. Budding companies across the board faced job cuts as the funding winter sent chills down the spines of capital-starved start-ups.

According to industry estimates, of the more than 22,000 layoffs that took place in 2022, over 8,000 were in the edtech space. Since inception, the edtech sector has cumulatively laid off more than 10,158 people, according to data from Layoffs.fyi, a tracking platform for layoffs.

The New Year has not been kind to edtech companies either. Since the start of 2023, edtech start-ups have laid off more than 2,000 employees amid a funding crunch that has hit early-stage firms and unicorns — companies valued over \$1 billion — alike.

“Edtech companies over-hired in many ways. A lot of firms hired in anticipation of strong growth, demand and funding,” said Anirudh A Damani, managing partner, Artha Venture Fund, an early-stage micro VC that has taken bets in start-ups such as Leverage Edu, HobSpace and PiggyRide. “Funding has, however, dried up.”

Easing Covid-19 restrictions and a return to physical classes by students was another nail in the coffin. Furthermore, investors are shifting focus towards start-ups that are prioritising unit economics.

This pivot from a “growth at all cost mentality” towards profitability has led to rationalisation and restructuring among many firms. The most recent entrant into the layoff club was edtech major Unacademy, which fired 12 per cent of its workforce last week, as the



## SHRINK TO FIT

Layoffs in edtech sector in last six months (Oct 1-April 5)

| Company   | No. of employees laid off | Date   |
|-----------|---------------------------|--------|
| Unacademy | 12% of workforce          |        |
| UpGrad    | 120                       | Mar-06 |
| Byju's    | 1,500                     | Feb-02 |
| CampK12   | 70% of workforce          | Jan-23 |
| LEAD      | 60                        | Jan-10 |
| Harappa   | 60                        | Jan-03 |
| Vedantu   | 385                       | Dec-07 |
| Teachmint | 45                        | Nov-30 |
| Unacademy | 350                       | Nov-07 |
| Byju's    | 2,500                     | Oct-12 |
| Frontrow  | 130                       | Oct-12 |

Source: Layoffs.fyi

company chases profitability. Including this round of job cuts, the total number of employees shown the door by Unacademy Group companies crossed the 1,900 mark.

Earlier in March, fellow unicorn UpGrad laid off 120 people at one of its subsidiary companies, Impartus Innovations. The layoffs affected 30 per cent of the company's 300-strong workforce.

Before that, in February, India's most highly valued edtech firm, Byju's, let go of 1,500 employees citing cost optimisation. DUX Education, a K-12-focused start-up, also shut shop due to funding challenges in February.

Edtech companies were especially hit hard in January this year. The month saw job cuts across several firms. Edtech major Vedantu laid off around 100 employees. LEAD, another unicorn, also cut a similar number of employees at the time. During the same month, Unacademy-owned Revel dropped 40 employees. Before that, upGrad-owned edtech start-up Harappa let go of 30 per cent of its workforce. CampK12 was another such start-up that cut 70 per cent of its workforce of around 433.

December 2022 saw another round of layoffs from Vedantu, which cut 385 employees.

A month before that, SoftBank-backed Unacademy said it was laying off 350 people or 10 per cent of its 3,500 workforce, joining the likes of Teachmint, a Series B-funded company valued at around \$500 million, which laid off 45 employees. November also saw Practically, a K-12 STEM start-up, shut its doors.

In October, edtech leader Byju's laid off nearly 2,500 people, or 5 per cent of its workforce of 50,000, as part of an “optimisation” plan amid steep losses. Lightspeed-backed Frontrow let go of 75 per cent of its workforce, around 130 employees, around the same time.

Moreover, coding start-up Qin1 ceased operations during the same month.

“Companies are okay with having flat growth in the interest of better margins, which is going to become the norm,” Damani said.

According to Vinay Bansal, founder and CEO, Inflection Point Ventures (IPV), edtech models are contingent upon building content. “Content, once created, can be reused multiple times. At the moment, companies are burning cash to build this content, after which the model might prove to be a cash cow,” he said.

IPV is an angel investing platform that has invested in edtech start-ups like Toppersnotes, ixamBee and Edvivo.

“Unless companies keep prices and costs in control, edtech is a perennially losing game. When done right, these models should become 70-80 per cent gross margin businesses,” Bansal said.

Although many early-stage edtech firms have managed to become profitable, unicorns in the sector that have managed to build scale have not been able to showcase profitability.

One exception to this trend is Alakh Pandey-led PW, which has been profitable for the past two financial years consecutively and is on track to remain so this year as well owing to what investors call strong fundamentals.

PW is, however, an outlier among many firms struggling to stay afloat. Rising customer acquisition costs are also proving to be a barrier for such firms.

“The model can be profitable at scale. However, many edtech models today are inherently cash-burning. Firms can make money but not the way edtech unicorns are currently doing it,” Damani said.

Edtech firms, he said, are making incremental changes and not fundamental ones. “Companies today have similar business models with not much differentiation. Edtech firms need to build a strong content-led strategy, with strong branding, referrals and repeat customers. They must aim to increase the average revenue per customer,” he added.

Going forward, funding among late-stage companies is expected to remain an impediment for edtech firms. “2023 has been a difficult year and will remain so. Late-stage companies that have over-hired and sold the wrong products or have not managed their costs will continue to face challenges,” Bansal said.

Despite headwinds, industry watchers say there is investor interest for companies with provable business models and good unit economics. Since education is a huge market in India, edtech has a lot of market potential.

The next 6-12 months are expected to be difficult for the sector. Once the dust settles, however, profitable edtech models are predicted to emerge.

# Pricing weapon in FMCG marketing



AMBI PARAMESWARAN

“No. I don't think we will be launching toothpaste. Nathi,” said Karsanbhai Patel.

Our agency team had worked on the corporate brand campaign for Nirma and “Better Product. Better Value. Better Living” was the tag line that the company carried for many years. After the IPO was completed, our team was keen on exploring other opportunities with Nirma Ltd. In the process of a discussion with Patel, we discovered that Nirma was looking at other products like shampoos and toothpaste (Nirma washing powder, Nirma detergent cake and Nirma beauty soap were all best sellers then).

We were asked to evaluate their toothpaste. Armed with a few dozen tubes of toothpaste we got back to Mumbai wondering if consumers would be ready to buy toothpaste with the same brand name as an economical yellow washing powder. The agency account planning team got into action in full earnest. They decided to avoid big cities but focused their consumer immersion on semi-urban areas. They even met consumers early morning in many villages. What they played back to us was interesting. Not only were consumers ready to try Nirma toothpaste, but they also felt it would be “strong” and “good value for money”.

We excitedly headed back to Ahmedabad to share our findings with Patel and his team. We were confident that Nirma toothpaste will have enough takers. Patel, too, felt that his product was of good quality, but he would not be launching it. But why, we asked.

And it was then that Patel unveiled his product pricing philosophy. His understanding was that Colgate toothpaste, which was being retailed at around ₹10 (50 gm), had the largest base of consumers. He wanted to price Nirma (50 gm) at ₹5. He had a keen sense of appreciation of who his consumer was and felt that Nirma consumers will not be willing to pay anything more than ₹5 for a 50 gm tube of toothpaste (the prices are just indicative of what were the prevailing prices in the mid-1990s). And if he had to have an MRP of ₹5 on the pack, given the healthy retail margin he offered to retailers, his net realisation may be as low as ₹3.50; at that price the product was unviable.

In the discussion that followed we understood how strongly Patel knew his core consumers and the brand power of Nirma (this has been presented in my book *Sponge: Leadership Lessons I Learnt from My Clients*). He knew that if he had to take on an image leader, he had to make the value proposition unbelievable. That was the secret behind Nirma washing powder and the other products that Nirma had launched. He knew that his brand wouldn't be able to command a price anywhere near what the image leaders offered. Hence, the need for value pricing or, should I say, unbelievable value pricing.

I was reminded of this story when I read that Reliance Consumer Products Ltd was launching a range of products in the FMCG space priced lower than the market leaders. The report (March 24, *Business Standard*) said they will be pricing their new range of products, Glimmer beauty soaps, Get Real natural soaps, Puric hygiene soaps, Dozo dish wash bars and liquids, HomeGuard toilet and floor cleaners, and Enzo laundry detergent powder highly competitively. From what was reported, all these products will be priced 30 per cent cheaper than the market leaders. In other news, HUL announced it will cut prices of its detergents thanks to reduction in raw

material prices (March 31, *Business Standard*).

The question remains, will just a lower price do the trick? It is not as if low priced options are not available in the market. Consumers know that they can trade down to a lower priced product, and they do that when in a pinch. But they also know that using a reputable brand gives them something more — better quality, better packaging or better value.

Naomi Klein, in *No Logo* (1999), had proclaimed that with more and more information available in the hands of consumers, brand marketers will not be able to charge a premium. A few years after the publication of the book, the *Economist* carried a front-page story titled “Pro Logo” saying that logos (and brands) will survive because consumers love brands, for a variety of reasons. So even if Walmart sells a shoe for \$15 made probably in the same factory as the Nike that is priced at \$45, consumers may still pick the Nike shoe. However, there have been disruptors like Dollar Shave Club riding a price and a very different distribution bandwagon.

In that sense, Reliance has one interesting weapon in its armoury: its own retail stores numbering 15,000+ in over 7,000 cities. These outlets could act as brand image builders for the new range of consumer products from Reliance. Secondly, the new offerings can benefit from a rub-off from the Reliance's brand image that is today strongly identified with its mobile service — excellent service at great value. And I think it will be important that Reliance invests significant money on some good old-fashioned brand building advertising. If we factor all these elements, the new offerings from Reliance could disrupt the market and in the end consumers will have a good time.

Ambi Parameswaran is a best selling author and an independent brand coach. He can be reached at ambimgp@brand-building.com

**Bank of Baroda**  
www.bankofbaroda.in

**REQUEST FOR PROPOSAL**

Bank of Baroda invites proposal (RFP) for engagement of Consultant for implementing new strategies for Digital Group. For more details visit Bank of Baroda Website at [www.bankofbaroda.in/tenders](http://www.bankofbaroda.in/tenders)

Any Addendum/corrigendum including modification in the RFP documents shall be notified on Bank Website under tender section i.e. on [www.bankofbaroda.in](http://www.bankofbaroda.in). Bidder should refer the same before final submission of the proposal

**Last Date for Submission of the bid is 06 May, 2023 on or before 3.00 p.m.**

Place: Mumbai  
Date: 07.04.2023

Chief Digital Officer

**Rainbow Children's Hospital**  
It takes a lot to treat the little.

**RAINBOW CHILDREN'S MEDICARE LIMITED**

Corporate Identity Number: L85110TG1998PLC029914  
Regd. Office: 8-2-120/103/1, Survey No. 403, Road No. 2, Banjara Hills, Hyderabad - 500034, Telangana.

Corporate Office: 8-2-19/1/A, Daultet Arcade, Karvy Lane, Road No. 11, Banjara Hills, Hyderabad - 500034, Telangana. Telephone No.: +91 40 49692244  
Website: [www.rainbowhospitals.in](http://www.rainbowhospitals.in); E-Mail: [companysecretary@rainbowhospitals.in](mailto:companysecretary@rainbowhospitals.in)

**NOTICE OF POSTAL BALLOT AND E-VOTING INFORMATION**

Notice is hereby given to the shareholders of Rainbow Children's Medicare Limited (“the Company”) that, pursuant to the provisions of Section 108, 110 of the Companies Act, 2013 (the “Act”) read with Rule 20 & 22 of the Companies (Management and Administration) Rules, 2014 (the “Rules”), and SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI LODR Regulations”) and the General Circular Nos. 14/ 2020 dated April 8, 2020, 17/2020 dated April 13, 2020, and 11/2022 dated December 28, 2022, and other relevant circulars issued by the Ministry of Corporate Affairs, Government of India (“MCA Circulars”), and other applicable laws, rules and regulations, if any, as amended from time to time (including any statutory modification(s) or re-enactment(s) thereof for the time being in force), the Company is seeking approval from its Shareholders through postal ballot for passing the following special resolution as set out in the Postal Ballot Notice by remote e-voting only (“remote e-voting”).

| S. No. | Particulars   |
|--------|---|
| 1.     | Approval of “Rainbow Children's Medicare Limited - Employees Stock Unit Plan 2023”. |

In compliance with the MCA Circulars, electronic copies of the Postal Ballot Notice has been sent on April 6, 2023 to all the Shareholders whose names appear on the Register of Members/List of Beneficial Owners as at close of Business hours on Friday, March 31, 2023, (“Cut-off date”) as received from National Securities Depository Limited (“the NSDL”) and Central Depository Services (India) Limited (“the CDSL”) (collectively referred to as “Depositories”) and whose e-mail ids are registered with the Company/ Depositories.

If you have not registered your email address with the Company/ Depository Participant(s) you may please follow below instructions for registering/ updating your email addresses:

|                          |   |
|--------------------------|---|
| Demat Holding            | Please contact your Depository Participant (DP) and register your email address and bank account details as per the process advised by your DP. |
| Individual Demat Holding | Please update your E-Mail Id & Mobile Id with your respective Depository Participant (DP) which is mandatory while e-voting.                    |

Shareholders may note that the Postal Ballot Notice is also available on the Company's website at [www.rainbowhospitals.in](http://www.rainbowhospitals.in) and websites of the stock exchanges i.e. BSE Limited at [www.bseindia.com](http://www.bseindia.com) and National Stock Exchange of India Limited [www.nseindia.com](http://www.nseindia.com) also on the website of NSDL at [www.evoting.nsdl.com](http://www.evoting.nsdl.com). Shareholders may download the Postal Ballot Notice from the above mentioned websites.

The Company is pleased to provide its Shareholders the facility to exercise their right to vote on the resolution contained in the Postal Ballot Notice by remote e-voting facility. The Company has engaged the services of NSDL as the agency to provide e-voting facility. The detailed procedure of remote e-voting has been provided in the Postal Ballot Notice including the period mentioned below for casting of votes by Shareholders:

|                          |                                   |
|--------------------------|-----------------------------------|
| Commencement of e-voting | Friday, April 7, 2023 at 9:00 A.M |
| End of e-voting          | Saturday, May 6, 2023 at 5:00 P.M |

The e-voting module shall be disabled by NSDL for voting thereafter. Once the vote on a resolution is cast by the Shareholder, they shall not be allowed to change it subsequently or cast the vote again.

The voting rights of the Shareholders shall be in proportion to the paid-up equity shares registered in the name of Shareholder/ Beneficial Owner as on the cut-off date. A person who is not a Shareholder as on the cut-off date shall not be allowed to cast the vote.

The Board of Directors (“the Board”) of the Company has appointed Mr. Ankit Singh (CP No. 16274) failing him Mr. Nitesh Latwal (CP No. 16276), Practising Company Secretaries and Partners of M/s. PI & Associates, Company Secretaries, as Scrutinizer to scrutinize the remote e-voting process in a fair and transparent manner.

The results of remote e-voting will be declared on or before Tuesday i.e., May 9, 2023. The results declared along with the Scrutinizer's Report shall be placed on the Company's website at [www.rainbowhospitals.in](http://www.rainbowhospitals.in) and websites of the stock exchanges i.e. BSE Limited at [www.bseindia.com](http://www.bseindia.com) and National Stock Exchange of India Limited [www.nseindia.com](http://www.nseindia.com), also on the website of NSDL at [www.evoting.nsdl.com](http://www.evoting.nsdl.com).

The Resolution, if passed by requisite majority, shall be deemed to have been passed on the last date for e-voting i.e., Saturday, May 6, 2023.

In case of any queries, you may refer the Frequently Asked Questions (FAQs) for Shareholders and e-voting user manual for Shareholders available at the download section of [www.evoting.nsdl.com](http://www.evoting.nsdl.com) or send a request at [evoting@nsdl.co.in](mailto:evoting@nsdl.co.in) or contact Ms. Prajakta Pawle, Officer, NSDL at [evoting@nsdl.co.in](mailto:evoting@nsdl.co.in) or call on toll free no.: 022-4886 7000 and 022-2499 7000 or write at NSDL, 4<sup>th</sup> floor, 'A' Wing, Trade World, Kamala Mills Compound, Senapati Bapat Marg, Lower Parel, Mumbai - 400 013.

For Rainbow Children's Medicare Limited  
Sd/-  
Ashish Kapil  
Company Secretary and Compliance Officer

Place: Hyderabad  
Date: April 6, 2023

**TIERRA AGROTECH LIMITED**  
CIN: L01119TG2013PLC090004  
Registered Office: 1st Floor, Savana Complex, Kamalapur Colony Lane, Next to L Prasad Hospital, Road No.2, Banjara Hills, Hyderabad, Telangana-500034.  
Email: [cs@tierraagrotech.com](mailto:cs@tierraagrotech.com)

**NOTICE OF EXTRA-ORDINARY GENERAL MEETING (“EGM”), E VOTING**

Notice is hereby given that the Extra-Ordinary General Meeting (“EGM”) of the members of Tierra Agrotech Limited (the “Company”) will be held on Tuesday, May 2, 2023 at 11.00 a.m. at the Registered Office of the Company at 1st Floor, Savana Complex, Kamalapur Colony Lane Next to LV Prasad Hospital, Road No.2, Banjara Hills, Hyderabad, 500034, Telangana, India. Notice of the said EGM, e-voting instructions etc. have been sent to the members of the Company electronically. The e-mail transmission of the Notice to EGM has been completed on 6<sup>th</sup> Day of April, 2023. The copies of aforesaid documents are available on the website of the Company and BSE Ltd. The copies of the same are available for inspection at the Registered Office of the Company during office hours.

Pursuant to the provisions of Section 108 of the Companies Act, 2013, read with Rule 20 of the Companies (Management and Administration) Rules, 2014, as amended, and Regulation 44 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, the Company is offering e-voting facility to its Members in respect of all the items of business to be transacted at the EGM. The members may transact the said business through voting by electronic means. The Company has engaged Central Depository Service (India) Limited (CDSL) as the authorized agency to provide the e-voting facility.

The remote e-voting facility will commence on **From Saturday 29<sup>th</sup> April, 2023 at 9:00 AM and ends on Monday, 01<sup>st</sup> May, 2023 at 5:00 PM.** (both days inclusive) and shall not be available thereafter. The remote e-voting shall not be allowed after the said date and time and the e-voting module shall be disabled for voting thereafter. During this period, only a person whose name is recorded in the Register of members or in the Register of beneficial owners maintained by the Depositories as on the cut-off date, i.e. 25<sup>th</sup> day of April, 2023, shall be entitled to avail the facility of remote e-voting as well as voting in the EGM. The voting right of the members for physical voting at the meeting shall be in proportionate to their shareholding in the Paid-up Equity Share Capital of the Company as on the said cut-off date.

Any person who acquires shares of the Company and becomes its member after the dispatch of Notice and holding shares as on cut-off date may cast their vote by remote e-voting or at the Meeting. However, if you are already registered with CDSL for remote e-voting then you can use existing User ID and Password for casting your vote. You may also approach the Company for required assistance in connection with generation of the User ID / Password in order to exercise your right to vote.

Facility of voting through Physical Ballot shall be available at the EGM. Members attending the Meeting, who have not already cast their vote by remote e-voting shall be able to exercise their right at the Meeting. The members who have cast their vote by remote e-voting may participate in the EGM even after exercising his right to vote through remote e-voting but shall not be allowed to vote again in the meeting.

The Notice of the Extra-ordinary General Meeting along with e-voting instructions are available on the Company's website, <http://https://www.tierraagrotech.com/wp-content/uploads/2023/04/Notice-of-EGM.pdf>

Members are requested to refer to e-voting instructions in the Notice of Extra Ordinary General Meeting of the Company, regarding the process and manner for e-voting by electronic means. Any member having query in connection with e-voting may contact Mr. E S K Prasad, Venture capital and corporate investments private limited, phone no. 040-23818475 Unit: Tierra Agrotech Limited Ph: 040-48506656, email ID: [cs@tierraagrotech.com](mailto:cs@tierraagrotech.com).

By Order of the Board of Directors  
For TIERRA AGROTECH LIMITED  
Sd/-  
Vijay Deekonda  
Wholetime Director  
DIN: 06991267

Place: Hyderabad  
Date: 06.04.2023

**The India Cements Limited**

Registered Office: “Dhun Building”, 827, Anna Salai, Chennai 600 002.  
Corporate Office: “Coromandel Towers”, 93, Santhome High Road, Chennai 600 028.  
Telephone: 044-28521526 / 28521100 / 400 Fax: 044-28517198  
Website: [www.indiacements.co.in](http://www.indiacements.co.in) Email ID: [investor@indiacements.co.in](mailto:investor@indiacements.co.in) CIN: L26942TN1946PLC000931

**NOTICE OF POSTAL BALLOT**

Notice is hereby given that pursuant to the provisions of Sections 110 and 108 and other applicable provisions, if any, of the Companies Act, 2013 (the “Act”), read with the Companies (Management and Administration) Rules, 2014 (including any statutory modification(s) or re-enactment(s) thereof for the time being in force), the General Circular Nos., 14/2020, 17/2020, 22/2020, 33/2020, 39/2020, 10/2021, 20/2021, 3/2022 and 11/2022 dated 8th April 2020, 13th April 2020, 15th June 2020, 28th September 2020, 31st December 2020, 23rd June 2021, 8th December 2021, 5th May 2022, and 28th December 2022 respectively issued by Ministry of Corporate Affairs, Government of India (“MCA Circulars”), Regulation 44 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (the “Listing Regulations”) and pursuant to other applicable laws and regulations, read with Secretarial Standard (“SS-2”) issued by the Institute of Company Secretaries of India, the approval of the Members of The India Cements Limited (“the Company”) is being sought for the Resolutions set out in the Postal Ballot Notice dated 05.04.2023 (“Notice”) by means of Postal Ballot, only by way of voting through Remote e-voting facility provided to the Members to cast their vote, through the electronic platform by National Securities Depository Limited (“NSDL”), in view of the MCA Circulars, please note that the physical copies of the Notice along with the Postal Ballot Forms and pre-paid business reply envelopes are not being sent to the Members.

The Notice has been sent by email on Thursday, 06.04.2023, to the Members whose email addresses are registered with the Company / Integrated Registry Management Services Private Limited, Registrar and Share Transfer Agent (“RTA”) or with their respective Depository Participants (“DPs”), as on Wednesday, 05.04.2023 (Cut-off date).

The Notice containing e-voting instructions is also available on the Company's website at [www.indiacements.co.in](http://www.indiacements.co.in) and on the websites of Stock Exchanges i.e. BSE Limited (BSE) and National Stock Exchange of India Limited (NSE) at [www.bseindia.com](http://www.bseindia.com) and [www.nseindia.com](http://www.nseindia.com) respectively and on the website of NSDL i.e. [www.evoting.nsdl.com](http://www.evoting.nsdl.com). Members who have not received the Notice may download it from the above-mentioned websites.

Voting rights of a Member / Beneficial Owner shall be in proportion to his/her/their shareholding in the paid-up equity share capital of the Company as on the Cut-off date. Members holding shares either in physical mode or demat mode, as on the Cut-off Date i.e. 05.04.2023, only shall be entitled to cast vote through e-voting. A person who was not a Member as on the Cut-off Date should treat this Notice for information purpose only.

The Members are further informed that –

- The Special Business as set out in the Notice is to be transacted through Remote e-voting only.
- The Remote e-voting period commences on 10.04.2023 at 9:00 A.M. (IST) and ends on 09.05.2023 at 5:00 P.M. (IST) (both days inclusive).
- The Cut-off Date for determining the members who are eligible to vote by electronic means is 05.04.2023.
- The Members may note that (i) the remote e-voting module shall be disabled for voting and the voting by electronic means shall not be allowed after the date and time mentioned under point ‘b’ above; and (ii) once the vote on a resolution is cast by a Member, the Member shall not be allowed to change it subsequently.
- The manner of remote e-voting for Members holding shares in physical mode or demat mode or who have not registered their email addresses with the Company / RTA, is provided in the Notice and available on the Company's website at [www.indiacements.co.in](http://www.indiacements.co.in).
- Members are requested to cast their votes through the remote e-voting process not later than 5.00 P.M. (IST) on 09.05.2023 failing which it will be strictly considered that no vote has been received from concerned Member.
- Manner of registering / updating email address :
  - Members holding equity shares of the Company in physical mode and who have not registered their email Id may get their email Id registered with the Company's RTA by submitting ISR-1 duly filled and signed as per the specimen signature registered with the Company along with self-attested ID proof and address proof. The ISR form can be downloaded from the Company's website i.e. [www.indiacements.co.in](http://www.indiacements.co.in).
  - The Members holding shares in demat mode are requested to register their email IDs, with their respective Depository Participant by following the procedure prescribed by the concerned Depository Participant.
- The Board of Directors have appointed Smt.P.R.Sudha, Company Secretary in Practice (Membership No.F6046, C.P.No.4468), Chennai, as Scrutinizer for conducting Postal Ballot through remote e-voting process in a fair and transparent manner.
- The results of the voting conducted through Postal Ballot (through the remote e-voting process) along with the Scrutinizer's Report will be announced by the Chairman of the Company or a person authorised by the Chairman in writing, on or before 11.05.2023.
- The said results along with the Scrutinizer's Report would be intimated to BSE and NSE, where the Equity Shares of the Company are listed. The results will also be uploaded on the Company's website at [www.indiacements.co.in](http://www.indiacements.co.in) and on the website of NSDL at [www.evoting.nsdl.com](http://www.evoting.nsdl.com) and shall be made available on the respective websites of BSE and NSE. Additionally, the results will also be placed on the notice board at the Registered Office of the Company.

In case of any queries, you may refer to the Frequently Asked Questions (FAQs) for Shareholders and e-voting user manual for Members available at the download section of [www.evoting.nsdl.com](http://www.evoting.nsdl.com) or call on Toll Free Nos.: 1800 1020 990 / 1800 224 430 or send a request to Ms. Pallavi Mhatre, Senior Manager - NSDL at [evoting@nsdl.co.in](mailto:evoting@nsdl.co.in).

The resolutions, if approved by the requisite majority, shall be deemed to have been passed on the last date of remote e-voting i.e. 09.05.2023, in terms of the Secretarial Standard on General Meeting (SS-2) issued by the Institute of Company Secretaries of India.

Members are requested to carefully read all the notes set out in the Postal Ballot Notice and in particular, the manner of casting vote through remote e-voting.

By Order of the Board  
For The India Cements Limited  
S.Sridharan  
Company Secretary

Place : Chennai  
Date : 06.04.2023



### బీఆర్ఎస్ నాయకత్వం పై తీవ్రమైన విమర్శలు

బీఆర్ఎస్ నాయకత్వం పై తీవ్రమైన విమర్శలు వ్యక్తమవుతున్నాయి. ప్రస్తుతం పాలనలో ఉన్న బీఆర్ఎస్ నాయకత్వం పై తీవ్రమైన విమర్శలు వ్యక్తమవుతున్నాయి. ప్రస్తుతం పాలనలో ఉన్న బీఆర్ఎస్ నాయకత్వం పై తీవ్రమైన విమర్శలు వ్యక్తమవుతున్నాయి.

తెలంగాణ బ్యారో ప్రతినిధి, బీఆర్ఎస్ కోసం మైసూరుకు సందేశం పంపిన పథకాల అమలుపై రాష్ట్ర విద్యుత్ శాఖ మంత్రి జగదీశ్ రెడ్డి ఆగ్రహం వ్యక్తం చేశారు. సూర్యాపేట జిల్లా కేంద్రం లోని 17 వ వార్డు ఆంధ్రేశ్వర నగర్ కు చెందిన మైసూర్ నాయకులు భారత్ పాటు పరికారం వార్డు కౌన్సిలర్ భరత్ మహాజన్ అధ్యక్షులుగా బీఆర్ఎస్ లో చేరారు. ఈ సందర్భంగా వారికి మంత్రి గౌరవం కలిగి ఉండాలని కోరారు. బీఆర్ఎస్ లో చేరారు. ఈ సందర్భంగా వారికి మంత్రి గౌరవం కలిగి ఉండాలని కోరారు.

### నా ముందు ఆప్షన్స్ ఏవీ లేవు

తెలంగాణ బ్యారో ప్రతినిధి, తన పేరే న్యూస్ ప్రచారంపై తనకు భువనగిరి పార్లమెంట్ సభ్యులు కోపానికి దారితీసింది. నేను ఆయన మీడియాతో మాట్లాడుతూ.. పార్టీ మార్చడం వల్ల నాకు నష్టం వచ్చింది. నాకు నష్టం వచ్చింది. నాకు నష్టం వచ్చింది.

### నీచ రాజకీయాలకు నిదర్శనం బీజేపీ

తెలంగాణ బ్యారో ప్రతినిధి, రాజకీయాలపై కోపం వ్యక్తం చేశారు. రాజకీయాలపై కోపం వ్యక్తం చేశారు. రాజకీయాలపై కోపం వ్యక్తం చేశారు.

### కేంద్ర మంత్రితో ఎంపీ ఉత్తమకుమార్ రెడ్డి భేది

తెలంగాణ బ్యారో ప్రతినిధి, కేంద్ర మంత్రి అశ్వినీ కృష్ణన్ తో ఎంపీ ఉత్తమకుమార్ రెడ్డి సమావేశం చేశారు. కేంద్ర మంత్రి అశ్వినీ కృష్ణన్ తో ఎంపీ ఉత్తమకుమార్ రెడ్డి సమావేశం చేశారు.

### ప్రభుత్వ పనితీరుకు ఆకర్షణలై బీఆర్ఎస్ లో చేరినవారు

తెలంగాణ బ్యారో ప్రతినిధి, తెలంగాణ ప్రభుత్వం చేపడుతున్న అభివృద్ధి, సంక్షేమ కార్యక్రమాలకు ఆకర్షణలై బీఆర్ఎస్ లో చేరినవారు. తెలంగాణ ప్రభుత్వం చేపడుతున్న అభివృద్ధి, సంక్షేమ కార్యక్రమాలకు ఆకర్షణలై బీఆర్ఎస్ లో చేరినవారు.

# బీఆర్ఎస్ సర్కార్ పై డిజే అరుణ ఫైర్

ఫోన్లు కాపాడటం, ఈడీ అడిగితే ఎమ్మెల్యే కవిత సో ఫోన్లు తీసుకోవాలి. బీఆర్ఎస్ సీనియర్ నేతలు ఫోన్లు తీసుకోవాలి. బీఆర్ఎస్ సీనియర్ నేతలు ఫోన్లు తీసుకోవాలి.

# రేపు బీఆర్ఎస్ మహా ధర్మాలు

- మంచీర్యాల, భూపాలపల్లి, కొత్తగూడెం, రామగుండం ఏరియాల్లో మహా ధర్మాలు
- ప్రయోగశాలలలో మహా ధర్మాలు
- వేలం లేకుండా సింగరేణికి బొగ్గు గనులు కేటాయించాలని కేటీఆర్ డిమాండ్

తెలంగాణ బ్యారో ప్రతినిధి, సింగరేణి ప్రయోగశాలలో మహా ధర్మం చేశారు. సింగరేణి ప్రయోగశాలలో మహా ధర్మం చేశారు.



రం ఏమొచ్చింది? అని ప్రశ్నించారు. వేలం లేకుండా సింగరేణికి బొగ్గు గనులు కేటాయించాలని కేటీఆర్ డిమాండ్ చేశారు.

# బీఆర్ఎస్ ని చేతల ప్రభుత్వం

- బీజేపీని పని తక్కువ... ప్రచారం ఎక్కువ
- నాలుగేళ్ల క్రితం వచ్చిన మేడికల్ కాలేజీకి ఇప్పుడు కొద్దికొద్దిగా కొట్టడం ఎందుకు?
- ప్రధాని మోడీ రాకపై మంత్రి హాలీకే రావు వ్యంగ్యాస్త్రాలు

తెలంగాణ బ్యారో ప్రతినిధి, నాలుగేళ్ల క్రితం వచ్చిన మేడికల్ కాలేజీకి ఇప్పుడు కొద్దికొద్దిగా కొట్టడం ఎందుకు అని మంత్రి హాలీకే రావు ప్రశ్నించారు.



వేతల మీదగా ప్రారంభమైన ఈ కార్యక్రమం అందరికీ గా కొనసాగుతున్నది. అని తెలిపారు.

కంటి నమస్కలు దూరం చేయాలన్నదే కేటీఆర్ లక్ష్యం. కంటి నమస్కలు దూరం చేయాలన్నదే కేటీఆర్ లక్ష్యం. కంటి నమస్కలు దూరం చేయాలన్నదే కేటీఆర్ లక్ష్యం.

# కాటల రాజేందర్, ఆయన పీటలకు నోటీసులు

తెలంగాణ బ్యారో ప్రతినిధి, డిప్యూటీ సీఎం జేపీ కేసులో డిజేపీ ఎమ్మెల్యే కాటల రాజేందర్ పాటు ఆయన ఇద్దరు పీటలకు నోటీసులు జారీ చేశారు. కాటల రాజేందర్, ఆయన పీటలకు నోటీసులు జారీ చేశారు.

# టెన్ట్ పేపర్ లీక్ దోషులను శిక్షించాలి

తెలంగాణ బ్యారో ప్రతినిధి, టెన్ట్ పేపర్ లీక్ కేసులో దోషులను శిక్షించాలి. టెన్ట్ పేపర్ లీక్ కేసులో దోషులను శిక్షించాలి.

# అంబేద్కర్ విగ్రహవిష్కరణ ఏర్పాట్లు ఘనంగా చేయాలి

తెలంగాణ బ్యారో ప్రతినిధి, అంబేద్కర్ విగ్రహవిష్కరణ ఘనంగా చేయాలి. అంబేద్కర్ విగ్రహవిష్కరణ ఘనంగా చేయాలి.

సూర్య  
సంకల్పం  
7 ఏప్రిల్ 2023  
3

# బండి సంజయ్ కు రాష్ట్రం మొత్తం అందగా ఉంటుంది

తెలంగాణ బ్యారో ప్రతినిధి, బండి సంజయ్ కు రాష్ట్రం మొత్తం అందగా ఉంటుంది. బండి సంజయ్ కు రాష్ట్రం మొత్తం అందగా ఉంటుంది.

# కేటీఆర్ ను ప్రశ్నించినందుకే కేసు జైలు నుండి బండి సంజయ్ లేఖ

తెలంగాణ బ్యారో ప్రతినిధి, కేటీఆర్ ను ప్రశ్నించినందుకే కేసు జైలు నుండి బండి సంజయ్ లేఖ. కేటీఆర్ ను ప్రశ్నించినందుకే కేసు జైలు నుండి బండి సంజయ్ లేఖ.

**తెలంగాణ ప్రభుత్వం**  
ఉత్తమ కార్యకర్తలకు బహుమతి పంపింపు

**గిరి రిజర్వాయర్ మునిసిపల్ కార్పొరేషన్**  
సేవలను మెరుగ్గా చేయాలి

**Rainbow Children's Hospital**  
పిల్లల ఆరోగ్యం కోసం

**పాస్పల్ బ్యాలెట్ మలియం ఇ-ఓటింగ్ సమాచారం యొక్క ప్రకటన**

**రెవెన్యూ డివిజన్**  
సేవలను మెరుగ్గా చేయాలి

**కేటీఆర్ కు నోటీసులు**  
జారీ చేశారు

**అంబేద్కర్ విగ్రహవిష్కరణ**  
ఘనంగా చేయాలి

**అంబేద్కర్ విగ్రహవిష్కరణ**  
ఘనంగా చేయాలి