

OnePlus baits Apple, flexes its premium muscle

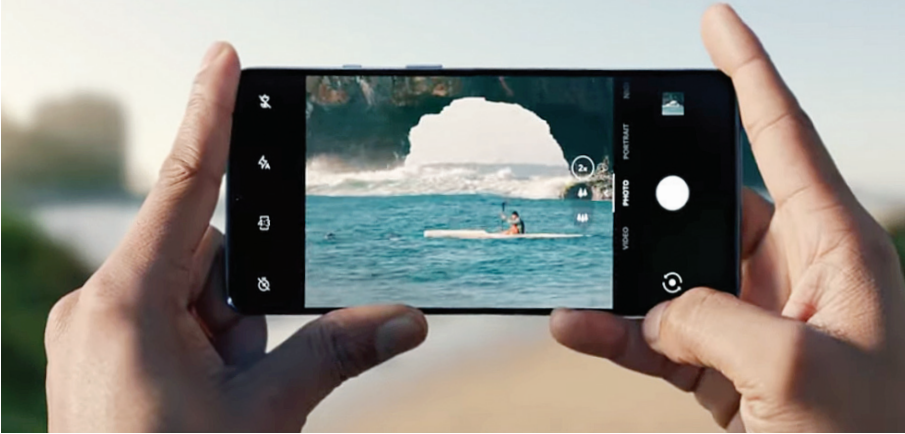
Having beaten Apple to the top spot in the premium smartphone market, the Chinese handset brand now wants to usurp its halo

TE NARASIMHAN
Chennai, 31 October

In the cacophonous sales season that precedes the festival months in the country, OnePlus, the Chinese smartphone brand that is currently top of the charts in the premium category, and the all-American iPhone faced off in an interesting battle. Both played a wait-and-watch game over the launch of their new models, finally releasing them within a day of each other and OnePlus even held the global launch of its new flagship in New Delhi while Apple wrapped its pitch around its phones being made in India.

This is the not the first time the two have stepped on each other's toes in the narrow turf that premium smartphones (₹30,000 plus) occupy in the country. In January this year, OnePlus tweeted iDare you, addressing Apple's voice assistant Siri, asking it to name India's top premium smart phone. Its online bravado followed reports that OnePlus had hit top spot with 30 per cent share, in the quarter ending December 2018. OnePlus has since increased its share to 42 per cent (Counterpoint Research), followed by Samsung (22 per cent) and Apple (21 per cent).

Market domination is not the only goal on the brand's bucket list. It wants to slip into the haloed universe of iPhone. Hence the consistent baiting by the brand and following in Apple's advertising footsteps, with large 'Shot



on OnePlus' billboards running down all the major highways in the country. It also partnered with Netflix for its popular show Sacred Games, for the 'shot on' series. OnePlus has also roped in actor Robert Downey Jr. for its promotions in India.

While OnePlus has sought to step into the iPhone's story-telling shoes, Apple is working towards creating a more accessible brand. It has a recent campaign extolling the durability and strength of its models, rather than just driving home the elite nature of the brand.

Apple has also cut down the price of its old models and is making iPhone XR, now manufactured in India, available at around ₹50,000. The OnePlus 7 Pro is around ₹49,000.

K V Sridhar, founder and chief officer at Hyper Collective sees the two brands turning into versions of each other. OnePlus established its metier with affordable, quality phones and initially focused on

its price advantage while iPhone has always been about the superiority of its product. "In a way, Apple started from the top and is trying to settle at a mid-point, while OnePlus started from below and is moving towards a mid-point. They are aping each other's strategies and at the end of the day, both will have to meet somewhere," Sridhar added.

The brand is as much a matter of perception as it is about performance. According to an IDC spokesperson, "Apple still enjoys a huge brand halo amongst aspirational consumers in India. Consumers would love to own an iPhone, but not everyone can afford one." However, in India, its pricing has proven to be prohibitive and according to IDC, affordability schemes and low-priced old generational models are meant to expand the brand's appeal, without impacting the brand.

However brand consultant

"They are aping each other's strategies and at the end of the day, both will have to meet somewhere"

K V SRIDHAR
Founder & CO,
HyperCollective

Harish Bijoor said that by bringing down the price Brand iPhone will get diluted while OnePlus will find more acceptance at the top end. "In mobile handset industry, there is no clearcut segmentation anymore. All brands are in, and want to, occupy all segments. There will be a dissipation of brand imagery," he added.

Ashish Mishra, managing director of brand consultancy, Interbrand, said that the two brands want to leverage the epicentre of a market. "The premium market is small in volumes, but highly profitable. It has seen constant upgradation. That's what makes it attractive and explains the convergent moves by two iconic brands," he added.

According to IDC, OnePlus is a "new fresh honest brand, which listens to the consumers, brings new technology at non-flagship prices." As it moves in close to the iPhone, can it hold on to this appeal?

▶ FROM PAGE 1

Core sector output...

"Such low growth in core sector industries has not been witnessed so far on either the 2011-12 or 2004-05 base. This indicates the severity of industrial slowdown," said Sunil Kumar Sinha, principal economist, India Ratings. This may pull down IIP growth for September as well, he added. The IIP declined by more than a seven-year low of 1.1 per cent in August.

Slow growth in the core sector has been blamed especially on volatile changes in refinery production, which commands almost 30 per cent of the index by weight. Production went down by 6.7 per cent in September. The sector has remained volatile in FY20 but managed to grow by 2.6 per cent in August. Senior officials recently said the sector would soon return to growth as a recovery in production was well underway since June, when key refining units were closed and importers were dealing with sudden changes in the oil import value chain due to the government reducing its exposure to Iranian crude oil.

Also in the energy space, crude oil production continued going down, having completed a continuous chain of contraction for the last 12 months. Production reduced by 5.4 per cent, the same as in the previous month of August.

Natural gas extraction also continued to fall for the sixth straight month, reducing by a higher margin of 4.9 per cent in September.

The crisis deepened in coal, which constitutes 10 per cent of the core sector index. Production fell by 20.5 per cent in September after a contraction of 8.6 per cent and 1.6 per cent in the previous two months respectively. Contraction in the sec-

tor continued to become entrenched since July, when sustained growth for 24 months ended. Apart from falling output at Coal India Ltd, a halt in production due to heavy rain and labour issues in certain mines were seen to be responsible.

Due to less coal mining, electricity generation also faltered in August, with contraction accelerating to 3.7 per cent, up from 0.9 per cent in August. "Additionally, the YoY decline in thermal electricity generation deepened to 10.0 per cent in September 2019 from 3.1 per cent in the previous month, according to data released by the Central Electricity Authority, which drove the contraction in electricity generation," said Aditi Nayar, principal economist, ICRA.

More on business-standard.com

YES Bank jumps...

The regulator last year had allowed Toronto-based Fairfax to invest \$168 million for a 51 per cent stake in Catholic Syrian Bank. This was the first time the RBI allowed a foreign firm to take a majority interest in a local lender. In August, YES Bank had raised ₹1,930 crore via qualified institutional placement at an issue price of ₹83.55 a share.

YES Bank needs funds to meet Basel-III capital requirements norms, to ensure adequate capital to support growth and expansion. Currently, the bank is just around the minimum regulatory threshold and is in need to replenish.

Rohan Mandora, vice-president at Equirius Securities, said, "The development would help improve capital position of the bank, which should provide buffer to pass through the asset quality pain."

The common equity tier-1 (CET-1) capital of the bank, as of June 2019, was 8 per cent, close to the regulatory requirement of 7.375 per cent till March 2019 and 8 per cent till March 2020. A rough calculation, keeping risk-weighted assets unchanged at June 2019 quarter level, suggests that the new fundraising would boost the CET-1 level by over 260 basis points, which is expected to take care of the bank's bad loan portfolio.

However, it may not provide the desired growth capital for the bank, believes Mandora. According to June quarter numbers, net NPAs (non-performing assets) stood at ₹6,883 crore or 26-27 per cent of its capital position. It also has ₹400 crore exposure to Altico Capital, which defaulted on its loan obligations in the September quarter.

Cognizant...

"Today, we are announcing a simplification of our operating model and a cost reduction programme, which will allow us to fund investments in growth. Looking ahead, we see a clear path to unlock the organisation's full growth potential, win in our key

digital battlegrounds, and return Cognizant to its historical position of being the bellwether of the IT services industry," said Brian Humphries, chief executive, Cognizant.

On exiting the content moderation business for clients such as Facebook, the firm said, "Exiting this area will impact an additional approximately 6,000 roles worldwide, though the company intends to work with its partners to explore ways to transition the roles to alternative vendors, thereby reducing the impact on associates."

The exit from content moderation business would result in revenue loss of \$240-270 million annually.

Cognizant hoped these moves would lead to significant cost savings. "The optimisation is expected to be complete by the end of 2020 and result in total charges of \$150-200 million primarily related to severance and facility exit costs," the company said. "This is expected to result in an annualised gross savings run rate of \$500-550 million in 2021." In the September quarter, operating margin of the IT services firm expanded by 80 basis points in sequential term to 15.7 per cent. However, margin declined by 270 basis points on YoY basis.

Among business verticals, Cognizant reported a 1.9 per cent YoY growth in its financial services segment, which accounted for more than 35 per cent of its revenues. Revenue from health care, another key vertical, dropped 0.9 per cent during this period. Communications, media and technology vertical contributing 14.5 per cent of the company's total revenues grew 10.6 per cent in constant currency terms on a YoY basis.

In the just ended quarter, Cognizant's employee attrition rate stood at 24 per cent, a rise of 100 basis points over the last quarter and 200 basis points over the same period of last year. Total headcount of the company rose 1,700 on net basis and stood at 289,900 by the end of September quarter.

Dorsey pulls plug...

"The reality is that we believe deeply that political speech is important and should be able to be heard, and that's what's driving us," Zuckerberg said.

Dorsey also called for the need to have a "more forward-looking political ad regulation" worldwide, but admitted that it was a difficult task. "This is the right thing to do for democracy in America and all over the world," 2016 US Democratic presidential candidate Hillary Clinton tweeted.

Shashi Tharoor, Indian National Congress leader and head of the Parliamentary Committee on Information Technology, said, "It is a welcome step on the part of Twitter to end paid political advertising, which always gave an edge to the better-funded parties, usually those in power. If you want to get your political messages across on Twitter, you need to attract followers, not buy them."

Twitter's Chief Financial Officer Ned Segal said the move would have little financial impact. "Since we are getting questions: This decision was based on principle, not money," he said. "As context, we've disclosed that political ad spend for the 2018 US midterms was (less than) \$3 million."



TENDER NOTICE

Sealed Tenders are invited from reputed IT Service Providers for Provisioning and Management of IT Services in Chennai and other cities in South India.
Last date for submission of Tender Document is 22.11.2019 at 14.00 hrs.
The prospective bidders are advised to visit the Air India website www.airindia.in regularly for any amendment issued till the close of the tender.
Dy. GM (MM)
Air India, Ltd., Chennai



NESCO LIMITED

CIN No: L17100MH1946PLC004866
Regd Office: Nesco Center, Western Express Highway, Goregaon (East), Mumbai - 400 063. Tel: 022 66450123, Fax: 022 66450101
Website: www.nesco.in Email: companysecretary@nesco.in

Notice is hereby given pursuant to Regulation 29 read with Regulation 47 and other applicable Regulations, if any, of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, that meeting of the Board of Directors of the Company is scheduled to be held on Monday, 11 November 2019, inter-alia, to consider and approve Unaudited Standalone and Consolidated Financial Results of the Company for the quarter and half year ended 30 September 2019.

The above information is also available on the Company's website at <http://www.nesco.in/> and also on the website of BSE Limited at <http://www.bseindia.com/> and on the website of National Stock Exchange of India Limited at <http://www.nseindia.com/>

For Nesco Limited
Sd/-
Jinal J. Shah
Mumbai
31 October 2019
Company Secretary and Compliance Officer

SANOFI INDIA LIMITED


Registered Office: Sanofi House, CTS No.117-B, L&T Business Park, Saki Vihar Road, Powai, Mumbai 400 072
Tel.: +91(22) 2803 2000 Fax: +91(22) 2803 2939
Corporate Identity Number: L24239MH1956PLC009794
Website: www.sanofiindia.com Email: igrc.sil@sanofi.com

NOTICE

A Meeting of the Board of Directors of Sanofi India Limited will be held on Tuesday, 12th November 2019 for approving the Unaudited Financial Results for the quarter and nine months ended 30th September 2019.

The said notice may be accessed on the Company's website at www.sanofiindia.com and on the stock exchange websites at www.bseindia.com and www.nseindia.com.

Sanofi India Limited
Sd/-
Girish Tekchandani
Place: Mumbai
Date: 31st October 2019
Company Secretary



SUNSHIELD CHEMICALS LIMITED

Regd. Office : Equinox Business Park, Tower-4, 9th Floor, unit no. 903, LBS Marg, Kurla (west) Mumbai 400070
E-mail : investor.sunshield@solvay.com
Website : www.solvayindia.in

NOTICE OF BOARD MEETING

Pursuant to Regulations 29 read with Regulation 47 of SEBI (Listing Obligations and Disclosures Requirements) Regulation 2015, Notice is hereby given that the Meeting of Board of Directors of Company is scheduled to be held on **Wednesday, the 13th November 2019**, in Mumbai interalia, to consider and take on record the Unaudited Financial Results for the quarter and half-year ended 30th September 2019.

The aforesaid intimation can also be accessed on Company's website at www.solvayindia.in and BSE Limited website at www.bseindia.com

By Orders of the Board
For Sunshield Chemicals Limited
Sd/-
Amit Kumashi
Mumbai, 31st October 2019
Company Secretary



Repco Home Finance Limited

CIN: L65922TN2000PLC044655
Registered Office: Repco Tower, No. 33, North Usman Road, T. Nagar, Chennai-600017
Corporate Office: Third Floor, Alexander Square, Old No.34 & 35, New No.2, Sardar Patel Road, Guindy, Chennai-600032
Ph: (044) - 4210 6650 Fax: (044) - 4210 6651;
E-mail: cs@repcohome.com | Website: www.repcohome.com

NOTICE

Notice is hereby given pursuant to Regulation 29 read with Regulation 47 of the SEBI (Listing Obligations and Disclosure requirements) Regulations 2015, that a meeting of the Board of Directors of the Company is scheduled to be held on **Tuesday, November 12, 2019**, at the Corporate Office, inter alia to consider and approve the un-audited financial results of the Company for the **quarter ended September 30, 2019**.

A copy of the Notice and the financial results on approval shall be available on the Company's website at www.repcohome.com and also on the website of the Stock Exchanges at www.nseindia.com and www.bseindia.com

For Repco Home Finance Limited
Sd/- K.Prabhu
Place: Chennai
Date : 31.10.2019
Company Secretary



TCNS CLOTHING CO. LIMITED

Registered Office: Unit No. 112, F/F Rectangle 1, D-4, Saket, District Centre New Delhi-17
Corporate Office: 119, New Mangalpur, W-House, Mandi Road, Sultanpur, Mehrauli, New Delhi-110030, Tel No: 011-42193193, Fax No. 011-42193194
Website: www.wforwoman.com; Email id: investors@tcnsclothing.com
CIN: L99999DL1997PLC090978

NOTICE

Pursuant to Regulation 29 read with Regulation 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, notice is hereby given that the Meeting of the Board of Directors of the Company is scheduled to be held on **Friday, 8th November, 2019**, inter-alia to consider and approve the Standalone Unaudited Financial Results for second quarter/six months ended on 30th September, 2019.

Further, pursuant to the SEBI (Prohibition of Insider Trading) Regulations, 2015 and the Code of Conduct for Reporting, Monitoring and Reporting of Trading by Insiders of Unpublished Price Sensitive Information, the trading window for dealing in the securities of the Company has already closed from 1st October, 2019, will continue to be closed till **10th November, 2019 (both days inclusive)** for insiders and connected persons (including their dependants and immediate relatives).

The said notice is also available on the Website of the company at www.wforwoman.com and on the website of BSE Limited at www.bseindia.com and the National Stock Exchange of India Limited at www.nseindia.com

For TCNS Clothing Co. Limited
Sd/-
Piyush Asija
Place: New Delhi
Date: 01st November, 2019
Company Secretary and Compliance Officer



Manaksia Coated Metals & Industries Limited

Regd. Office: 8/1 Lal Bazar Street, Bikaner Building, 3rd Floor, Kolkata-700 001
Phone No.: +91-33-2243 5053
E-mail: info@malcoindia.co.in; Website: www.manaksia.coatedmetals.com
Corporate Identity Number: L27100WB2010PLC144409

NOTICE

Notice is hereby given that pursuant to Regulation 47 read with Regulation 29 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, meeting of the Board of Directors of the Company will be held on Friday, 8th November, 2019, at the Registered Office of the Company *inter-alia* to consider, approve and take on record the Un-audited Financial Results (both Standalone and Consolidated) of the Company for the quarter and half year ended 30th September, 2019.

This information is also available on the website of BSE Limited (www.bseindia.com) and National Stock Exchange of India Limited (www.nseindia.com) where the shares of the Company are listed and is also available on the website of the Company, viz, www.manaksia.coatedmetals.com.

For MANAKSIA COATED METALS & INDUSTRIES LIMITED
Sd/-
Saijia Gupta
Place: Kolkata
Date : 31st October, 2019
(Company Secretary)

E – TENDER

CONCOR Invites E-Tender in single bid system for the following work:-

Tender No.	CON/CR/AMC-CIVIL/MMLP/2019
Name of Work	Annual Maintenance Contract for Admin Building, Ware Houses, Canteen, rigid pavement, flexible pavement and other Misc. Structures MMLP at MIHAN Nagpur

For details visit website www.concorindia.com and CPP Portal, for downloading tender document and any corrigendum refer website www.tenderwizard.com/CCIL.
Chief General Manager/CR




DREDGING CORPORATION OF INDIA LIMITED

R.O. Core 2, 1st Floor, "Scope Minar", Plot No. 2A & 2B, Laxmi Nagar District Centre, Delhi-110051
H.O. - "Dredge House", Port Area, Visakhapatnam-530001.
Email : sreekanth@dcil.co.in, Tel.No. 0891-2522220 Fax No. 0891-2505551, website: www.dredge-india.com

NOTICE

Pursuant to Clause 29 (1) (a) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 Notice is hereby given that a Meeting of the Board of Directors will be held on Friday, the 8th November, 2019 to consider and take on record the Un-audited financial results of the company for the quarter/period ended 30/09/2019. The Board Meeting Notice is available on the Stock Exchange Websites - www.nseindia.com, www.bseindia.com, www.cseindia.com and on the Company website www.dredge-india.com.

For Dredging Corporation of India Limited
(K. Aswini Sreekanth) Company Secretary
Visakhapatnam
Date : 01/11/19
DCIL FOR BUILDING SEAWAYS



PDS MULTINATIONAL FASHIONS LIMITED


CIN: L18101KA2011PLC094125
Registered Office: #758 & 759, 2nd Floor, 19th Main, Sector- 2, HSR Layout, Bengaluru-560102, Karnataka
Tel: +91 80 67653000; Email: investors@pds multinational.com
Website: www.pds multinational.com

Notice

Notice is hereby given, pursuant to Regulation 47 read with Regulation 29 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, that a Meeting of the Board of Directors of the Company is scheduled to be held on Wednesday, 13th November, 2019 to consider and approve, inter-alia, the Un-audited Financial Results (Standalone and Consolidated basis) of the Company for the quarter and half year ended 30th September, 2019.

This information is also available on the Company's website i.e. www.pds multinational.com and on the website of the Stock Exchanges at www.bseindia.com and www.nseindia.com.

For PDS MULTINATIONAL FASHIONS LIMITED
Sd/-
B. Chandra Sekhara Reddy
Place: Bengaluru
Date: 31-10-2019
Company Secretary & Head-Legal



MCLEOD RUSSEL INDIA LIMITED

Corporate Identity Number (CIN) : L51109WB1998PLC087076
Regd. Office: Four Mangoe Lane, Surendra Mohan Ghosh Sarani, Kolkata-700 001
Telephone: 033-2210-1221. Fax: 91-33-2248-8114/6265
Website: www.mcleodrusel.com E-mail: investors@mcleodrusel.com

NOTICE OF BOARD MEETING

NOTICE is hereby given pursuant to Regulation 47 (1) (a) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, that a Meeting of the Board of Directors of McLeod Russel India Limited ("the Company") will be held on **Thursday, 14th November, 2019** at the Registered Office of the Company inter alia to consider and approve the Unaudited Standalone and Consolidated Financial Results of the Company for the quarter / half year ended 30th September, 2019. This Notice will also be made available on the websites of the stock exchanges, www.bseindia.com, www.nseindia.com and www.cse-india.com as also on the website of the Company, www.mcleodrusel.com

MCLEOD RUSSEL INDIA LIMITED
DEBANJAN SARKAR
COMPANY SECRETARY
Place : Kolkata
Date : 31st October, 2019



MONTE CARLO FASHIONS LIMITED

(CIN: L51494PB2008PLC032059)
REGD. OFFICE: B-XXIX-106, G.T. ROAD, SHERPUR, LUDHIANA-141003.
Tel: 91-161-5048610-20-30-40; Fax: 91-161-5048650
Email: investor@montecarlocorporate.com, Website: www.montecarlocorporate.com

BOARD MEETING NOTICE

NOTICE is hereby given pursuant to Regulation 29 read with Regulation 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, that a meeting of Board of Directors of the Company is scheduled to be held on **Wednesday, 13th day of November, 2019** at 02:30 P.M. at its Registered Office, inter-alia, to consider and approve the Un-audited Financial Results for the Quarter and Half Year ended 30th September, 2018. This information can also be accessed from the Company's website i.e. www.montecarlocorporate.com and the websites of Stock Exchanges i.e. www.bseindia.com and www.nseindia.com.

For Monte Carlo Fashions Limited
Sd/-
Place: Ludhiana
Date: 31.10.2019
COMPANY SECRETARY



ESSAR SECURITIES LIMITED

Regd. Office: 56, New No. 77, C. P. Ramaswamy Road, Abhiramapuram, Chennai - 600 018, Tamil Nadu, India
Tel.: +91 44 2499 5340 • Fax: +91 44 2535 1272
CIN: L65990TN2005PLC071791
Email id: eslinvestors@essar.com • Web: www.essar.com

NOTICE

Notice is hereby given that pursuant to Regulation 29 read with Regulation 47 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, the meeting of the Board of Directors of the Company will be held on Tuesday, November 12, 2019 at Essar House, 11, K.K. Marg, Mahalaxmi, Mumbai 400 034, Maharashtra, inter-alia to consider and approve the Unaudited Financial Results of the Company for the quarter ended September 30, 2019 amongst other items mentioned in the agenda, if any.

The aforesaid notice is also available on the Company's website at www.essar.com and on the website of the Stock Exchange at www.bseindia.com.

For Essar Securities Limited
Sd/-
Laxmi Joshi
Date: October 31, 2019
Place: Mumbai
Company Secretary



Manaksia Aluminium Company Limited

Regd. Office: 8/1 Lal Bazar Street, Bikaner Building, 3rd Floor, Kolkata - 700 001
Phone No.: +91-33-2243 5053
E-mail: info@malcoindia.co.in; Website: www.manaksiaaluminium.com
Corporate Identity Number: L27100WB2010PLC144405

NOTICE

Notice is hereby given that pursuant to Regulation 47 read with Regulation 29 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, meeting of the Board of Directors of the Company will be held on Friday, 8th November, 2019, at the Registered Office of the Company *inter-alia* to consider, approve and take on record the Un-audited Financial Results of the Company for the quarter and half year ended 30th September, 2019.

This information is also available on the website of BSE Limited (www.bseindia.com) and National Stock Exchange of India Limited (www.nseindia.com) where the shares of the Company are listed and is also available on the website of the Company, viz, www.manaksiaaluminium.com.

For MANAKSIA ALUMINIUM COMPANY LIMITED
Sd/-
Vivek Jain
Place: Kolkata
Date : 31st October, 2019
(Company Secretary)

BS SUDOKU # 2884

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Hard: ★★★★★
Solution tomorrow
HOW TO PLAY
Fill in the grid so that every row, every column and every 3x3 box contains the digits 1 to 9