

# 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 festive 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 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 smartphone. 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 storytelling 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 creative 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

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?

**"There is going to be a dissipation of the brand imagery (for mobile phones)"**

**HARISH BIJOOR**  
Founder, Harish Bijoor Consults

**K V SRIDHAR**  
Founder & CO, HyperCollective

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## 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 Equirus 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."

**AIR INDIA**  
**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](http://www.airindia.in) regularly for any amendment issued till the close of the tender.  
Dy. GM (MM)  
Air India, Ltd., Chennai

**nesco**  
**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](http://www.nesco.in) Email: [companysecretary@nesco.in](mailto: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](http://www.sanofiindia.com) Email: [igrcsil@sanofi.com](mailto:igrcsil@sanofi.com)  
**NOTICE**  
A Meeting of the Board of Directors of Sanofi India Limited will be held on Tuesday, 12<sup>th</sup> November 2019 for approving the Unaudited Financial Results for the quarter and nine months ended 30<sup>th</sup> September 2019.  
The said notice may be accessed on the Company's website at [www.sanofiindia.com](http://www.sanofiindia.com) and on the stock exchange websites at [www.bseindia.com](http://www.bseindia.com) and [www.nseindia.com](http://www.nseindia.com).  
Sanofi India Limited  
Sd/-  
Girish Tekchandani  
Company Secretary  
Place: Mumbai  
Date: 31<sup>st</sup> October 2019

**SUNSHIELD CHEMICALS LIMITED**  
Regd. Office : Equinox Business Park, Tower-4, 9<sup>th</sup> Floor, unit no. 903, LBS Marg, Kurla (west) Mumbai 400070  
E-mail : [investor.sunshield@solvay.com](mailto:investor.sunshield@solvay.com)  
Website : [www.solvayindia.in](http://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 13<sup>th</sup> November 2019**, in Mumbai inter-alia, to consider and take on record the Unaudited Financial Results for the quarter and half-year ended 30<sup>th</sup> September 2019.  
The aforesaid intimation can also be accessed on Company's website at [www.solvayindia.in](http://www.solvayindia.in) and BSE Limited website at [www.bseindia.com](http://www.bseindia.com)  
By Orders of the Board  
For Sunshield Chemicals Limited  
Sd/-  
Amit Kumashi  
Company Secretary  
Mumbai, 31<sup>st</sup> October 2019

**Repro 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@reprohome.com](mailto:cs@reprohome.com) | Website: [www.reprohome.com](http://www.reprohome.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 unaudited 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.reprohome.com](http://www.reprohome.com) and also on the website of the Stock Exchanges at [www.nseindia.com](http://www.nseindia.com) and [www.bseindia.com](http://www.bseindia.com)  
For Repco Home Finance Limited  
Sd/-  
K. Prabhu  
Company Secretary  
Place: Chennai  
Date : 31.10.2019

**WISHFUL**  
**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](http://www.wforwoman.com), Email Id: [investors@tcnsclothing.com](mailto: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, 8<sup>th</sup> November, 2019**, inter-alia to consider and approve the Standalone Unaudited Financial Results for second quarter/six months ended on 30<sup>th</sup> September, 2019.  
Further, pursuant to the SEBI (Prohibition of Insider Trading) Regulations, 2015 and the Code of Conduct for Regulating, 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 1<sup>st</sup> October, 2019, will continue to be closed till **10<sup>th</sup> 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](http://www.wforwoman.com) and on the website of BSE Limited at [www.bseindia.com](http://www.bseindia.com) and the National Stock Exchange of India Limited at [www.nseindia.com](http://www.nseindia.com).  
For TCNS Clothing Co. Limited  
Sd/-  
Piyush Asija  
Place: New Delhi  
Date: 01<sup>st</sup> 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: [infomcmil@manaksia.com](mailto:infomcmil@manaksia.com); Website: [www.manaksia.coatedmetals.com](http://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, 8<sup>th</sup> 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 30<sup>th</sup> September, 2019.  
This information is also available on the website of BSE Limited ([www.bseindia.com](http://www.bseindia.com)) and National Stock Exchange of India Limited ([www.nseindia.com](http://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](http://www.manaksia.coatedmetals.com).  
For MANAKSIA COATED METALS & INDUSTRIES LIMITED  
Sd/-  
Saijja 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](http://www.concorindia.com) and CPP Portal, for downloading tender document and any corrigendum refer website [www.tenderwizard.com/CCIL](http://www.tenderwizard.com/CCIL).  
Chief General Manager/CR

**DREDGING CORPORATION OF INDIA LIMITED**  
R.O. Core 2, 1st Floor, 'Scope Mimar', Plot No. 2A & 2B, Laxmi Nagar District Centre, Delhi-110091  
H.O. - Dredge House - Port Area, Visakhapatnam-530001.  
(CIN: L28220AP1999MH0001) Email: [sreekanth@dcil.co.in](mailto:sreekanth@dcil.co.in), Tel.No. 0891-2522220 Fax No. 0891-2565551, website: [www.dredge-india.com](http://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 8<sup>th</sup> 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](http://www.nseindia.com), [www.bseindia.com](http://www.bseindia.com), [www.cseindia.com](http://www.cseindia.com) and on the Company website [www.dredge-india.com](http://www.dredge-india.com).  
For Dredging Corporation of India Limited  
Sd/-  
Visakhapatnam  
Date : 01/11/19  
(K. Aswini Sreekanth) Company Secretary  
DCIL FOR BUILDING SEAWAYS

**PDS MULTINATIONAL FASHIONS LIMITED**  
CIN: L18101KA2011PLC094125  
Registered Office: #758 & 759, 2<sup>nd</sup> Floor, 19<sup>th</sup> Main, Sector-2, HSR Layout, Bengaluru-560102, Karnataka  
Tel: +91 80 67653000; Email: [investors@pdsinternational.com](mailto:investors@pdsinternational.com)  
Website: [www.pdsinternational.com](http://www.pdsinternational.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, 13<sup>th</sup> 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 30<sup>th</sup> September, 2019.  
This information is also available on the Company's website i.e. [www.pdsinternational.com](http://www.pdsinternational.com) and on the website of the Stock Exchanges at [www.bseindia.com](http://www.bseindia.com) and [www.nseindia.com](http://www.nseindia.com).  
for PDS MULTINATIONAL FASHIONS LIMITED  
Sd/-  
B. Chandra Sekhara Reddy  
Company Secretary & Head-Legal  
Place: Bengaluru  
Date: 31-10-2019

**McLEOD RUSSEL**  
*Believe in tea*  
**McLEOD RUSSEL INDIA LIMITED**  
Corporate Identity Number (CIN) : L51109WB1998PLC087076  
Regd. Office: Four Mangoe Lane, Surendra Mohan Ghosh Sarani, Kolkata-700 011  
Telephone: 033-2210-1221. Fax: 91-33-2248-8114/6265  
Website: [www.mcleodrusel.com](http://www.mcleodrusel.com) E-mail: [investors@mcleodrusel.com](mailto: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, 14<sup>th</sup> 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 30<sup>th</sup> September, 2019.  
This Notice will also be made available on the websites of the stock exchanges, [www.bseindia.com](http://www.bseindia.com), [www.nseindia.com](http://www.nseindia.com) and [www.cse-india.com](http://www.cse-india.com) as also on the website of the Company, [www.mcleodrusel.com](http://www.mcleodrusel.com).  
McLEOD RUSSEL INDIA LIMITED  
DEBANJAN SARKAR  
COMPANY SECRETARY  
Place : Kolkata  
Date : 31st October, 2019

**MONTE CARLO**  
It's the way you make me feel  
**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](mailto:investor@montecarlocorporate.com), Website: [www.montecarlocorporate.com](http://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, 13<sup>th</sup> 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 30<sup>th</sup> September, 2018. This information can also be accessed from the Company's website i.e. [www.montecarlocorporate.com](http://www.montecarlocorporate.com) and the websites of Stock Exchanges i.e. [www.bseindia.com](http://www.bseindia.com) and [www.nseindia.com](http://www.nseindia.com).  
For Monte Carlo Fashions Limited  
Sd/-  
COMPANY SECRETARY  
Place: Ludhiana  
Date: 31.10.2019

**ESSAR**  
**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: [esinvestors@essar.com](mailto:esinvestors@essar.com) • Web: [www.essar.com](http://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](http://www.essar.com) and on the website of the Stock Exchange at [www.bseindia.com](http://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](mailto:info@malcoindia.co.in); Website: [www.manaksialuminium.com](http://www.manaksialuminium.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, 8<sup>th</sup> 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 30<sup>th</sup> September, 2019.  
This information is also available on the website of BSE Limited ([www.bseindia.com](http://www.bseindia.com)) and National Stock Exchange of India Limited ([www.nseindia.com](http://www.nseindia.com)) where the shares of the Company are listed and is also available on the website of the Company, viz, [www.manaksialuminium.com](http://www.manaksialuminium.com).  
For MANAKSIA ALUMINIUM COMPANY LIMITED  
Sd/-  
Vivek Jain  
Place: Kolkata  
Date : 31st October, 2019  
(Company Secretary)

## BS SUDOKU # 2884

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SOLUTION TO #2883  
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

