

Ref: SECTL/2026 – 301

August 25, 2026

BSE Limited
Phiroze Jeejeebhoy Towers,
G-Block, Dalal Street,
MUMBAI – 400 001

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot No. C/1,
Bandra-Kurla Complex, Bandra (East)
MUMBAI – 400 051

Scrip Code: BSE – 532974

NSE – BIRLAMONEY

Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements), Regulations 2015 - Newspaper Advertisement regarding opening of Special Window for Transfer and Dematerialisation of Physical Securities.

Dear Sir / Madam,

In accordance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed the Newspaper clippings regarding the opening of Special Window for re-lodgement of transfer requests & dematerialisation of Physical Securities published in both English Newspaper (All India Edition Business Standard) and Regional Language Newspaper (Jai Hind-Gujarat Edition) on 25th August 2026.

The same is also uploaded on the Company's Website
<https://stocksandsecurities.adityabirlacapital.com>.

You are requested to take the same on your record.

Yours Faithfully,
For **Aditya Birla Money Limited**

Manisha Lakhotia
Company Secretary & Compliance Officer
Membership No. A46126

Encl.: A/A

PHOTO: SHUTTERSTOCK



GEO's choice

SHELLEY SINGH
New Delhi, 24 August

Looking for a new phone with inbuilt artificial intelligence (AI) features, sharp camera, and battery that lasts more than a day? Or an electric vehicle (EV) as you plan to shift from petrol? It's likely the search and comparisons will start on an AI platform. Instead of to the web links in a traditional search, you will get an answer — likely from Copilot, Anthropic, ChatGPT, Perplexity, Claude or Google's AI mode.

For businesses, this change is creating a new contest for digital visibility. It is no longer enough to appear high in search results. Companies want their brands to appear as part of the answer itself. Making this happen is generative engine optimisation, or GEO, sometimes called answer engine optimisation, or AEO. What search engine optimisation (SEO) was to the web era, to ensure that the brand appears right on top of the users search results, GEO is to AI, an evolution of SEO. GEO marks a fundamental shift in how information is being discovered on AI.

"SEO helps brands win the click; GEO will help brands win the answer," said Vamsi Krishna, managing partner, media solutions at Omnicon Global Solutions (OGS). He described the changing consumer journey as a move from 'Search-Site-Action' to 'Prompt-Answer-Action'. In other words, discovery is moving from a traditional web search to seeking answers on AI platforms.

GEO leads search shift

The explosive adoption of conversational AI platforms such as ChatGPT, and Google's integration of generative AI directly into search via AI mode are pushing GEO into the mainstream.

Amresh Godbole, CEO, PDX (Public Digital Experience) India and chief of AI experiences & solutions, Publicis Groupe India, said, "The shift became hard to ignore as AI platforms moved from experimentation to mainstream consumer behaviour, with ChatGPT rapidly scaling its user base in India beyond the 100 million mark." Globally it has over 1 billion users. Google's introduction of AI mode in search in June 2025 has accelerated that transition further.

For brands, Godbole said, "This signals a fundamental change: Discovery is no longer limited to traditional search engines. It is increasingly happening through AI conversations and answers." Publicis Groupe, which focuses on marketing, communication and digital transformation works with more than 700 clients in India including Nestlé India, Bharti Airtel, Amazon, Dabur, ITI and Hero MotoCorp.

The questions people ask are changing, too. According to Google, average queries on AI mode globally are three times longer than traditional search queries. Instead of typing 'best SUV India', a buyer might ask which SUV under a certain price is safest for highway driving, has comfortable seats for elderly parents and is inexpensive to maintain.

In India, Google data shows 84 per cent of people using AI mode report making decisions faster, while 87 per cent say it helps them make decisions more confidently.

That has implications for brands. If a brand previously worried about whether it ranked first or fifth on a search engine, it must now confront a different question: When an AI platform delivers answers from multiple sources, does the company appear at all? And, perhaps more importantly, what does AI say about it?

Traditional SEO revolved around measures like rankings, impressions, click-through rates and organic traffic. GEO introduces a different scoreboard. Marketers are beginning to monitor their 'AI share of voice' across Large Language Models (LLMs), brand mentions — how often a brand appears in answers to prompts — along with citations and the attributes AI systems associate with the company.

"The question is, does your brand appear, how is it positioned, what does it say, what are being associated with it?" said Godbole.

That matters because the consumer may never visit the manufacturer's website.

In the AI era, brand visibility is about being the one AI chooses to recommend. That explains the rise of generative engine optimisation

Research, comparison and even preference formation is increasingly taking place within the AI interface. A company controls what it says on its own website. It doesn't control what an AI system concludes after reading the company's website alongside reviews, retailer listings, news reports, social conversations, discussion forums and competing brands' claims.

Pranesh Dutta, co-founder and CEO, POMO, an AI market-intelligence platform, and a former Google DeepMind researcher, said this makes GEO's modus operandi far broader than just tinkering with a corporate website.

"For SEO, the website was often the destination. An AI answer can draw from the brand's site, retailer pages, reviews, publishers, social discussions, videos and even competitors," said Dutta.

A brand can therefore rank strongly on a conventional search and still be poorly represented — or absent — when somebody asks an AI assistant for a recommendation.

This is particularly important in categories such as automobiles, finance and electronics, where buyers typically conduct extensive research before spending money. A prospective car buyer, for example, might previously have searched for 'SUVs under ₹20 lakh', opened half a dozen websites, watched reviews and compared specifications. Now, the same person can describe budget, family size, driving habits and priorities in a single conversational query and ask an AI assistant to narrow the field. By the time that consumer reaches an automaker's website, several brands may already have been eliminated.

According to a spokesperson for OpenAI, which owns ChatGPT, "For brands this increases the importance of making information clear, factual, detailed, and current. GEO is particularly significant in a market like India."

That's because users are increasingly seeking answers via voice interfaces. So to get into the AI answers that users see, brands have to ensure that the quality of the underlying information is relevant and springs up when a user enters a prompt.

For brands, GEO content strategy, according to the OpenAI spokesperson, "starts with writing for usefulness and understanding. And making sure the answers have clear, factual and current information about what they sell, costs, availability, specifications and the problems it solves."

Amresh Godbole, co-founder, Smytten (a product discovery and trial platform), described the SEO-GEO distinction as, "SEO helps users find the right website; GEO focuses on helping AI engines find, understand and cite information." Brands including Manantra, Sugar Cosmetics, Plum, Cepaphil, Maybelline, L'Oréal, Minimalist, Swiss Beauty and Lakmé are featured on its platform.

Optimising for AI

For Bengaluru-based Smytten, GEO "means answering consumer questions clearly while making our expertise products and propositions easy for AI systems to understand," Sarangi said. The goal is to make information useful enough for consumers and credible enough for AI systems to cite. That requires changes behind the scenes too. Sites must be easy for AI search systems to crawl and interpret.

OpenAI, for instance, advises businesses that want their public information discoverable in a ChatGPT search to ensure that its search crawler isn't blocked from relevant content. While Google says websites do not need special AI markup or AI-specific files, retailers can provide structured product information that makes the product data more usable by AI agents.

This will make AI systems meet five basic tests, according to Dutta of POMO. These are: Can AI systems discover the information? Is it consistent? Are important claims supported

by credible evidence? Is it current? And can the company measure how the information is being used? The last question is proving tricky to answer. A brand may notice traffic changing but not know which AI answer replaced the click, which sources shaped it or why a competitor appeared instead. A search marketer can see where a page ranks and how many people clicked it. AI answers are more fluid. They can vary by platform, prompt and sometimes from one day to another.

New GEO tools therefore run sets of consumer questions through different AI systems, recording which companies appear, how they are described and what sources are cited. Brands can then identify "citation gaps" — questions where a rival repeatedly

appears but they don't.

Enabling AI-led commerce

To stay relevant, Krishna of OGS said, "Brands must shift from keywords (dominant in SEO) to answers (GEO). Content strategies must evolve from targeting search rankings to addressing consumer questions in ways that AI engines can understand, summarize and recommend."

GEO will play a bigger role as users get comfortable with AI Agents and platforms doing their daily chores, like ordering groceries, placing an order for a new car or buying anniversary gifts within the buyers' budget. GEO will actually become closer to enabling commerce. A retailer's information must not merely be readable — eventually it may need to be actionable by letting AI take decisions.

The writer is a New Delhi-based independent journalist

GEO, the evolution of SEO

SEO (search engine optimisation) and GEO (generative engine optimisation) differ in their focus, platforms, and outcomes: SEO drives clicks and traffic through traditional search-engine rankings, while GEO ensures your content is cited or recommended directly in artificial intelligence (AI)-generated answers. GEO is key to visibility in the AI era.

Target platforms

- **SEO:** Traditional search engines like Google, Bing
- **GEO:** AI-driven engines and chatbots (ChatGPT, Gemini, Perplexity, Google AI Mode etc)

Result type

- **SEO:** Multiple search results pages for users to explore
- **GEO:** Single summarised AI answer with direct brand mentions

User journey

- **SEO:** Relies on clicks — users visit your site
- **GEO:** Often zero-click — users consume content within AI responses

Measurement metrics

- **SEO:** Success measured by traffic, CTR, and rankings
- **GEO:** Success measured by visibility and citations in AI answers

Traffic

- **SEO:** Drives high-volume traffic to websites
- **GEO:** Brings lower direct traffic but higher-quality leads (intent-driven)

Content types

- **SEO:** Primarily text, with growing use of video/maps
- **GEO:** AI answers may integrate diverse formats — PDFs, code snippets, maps

Business impact

- **SEO:** Builds long-term organic traffic pipelines
- **GEO:** Positions brands directly in AI-driven recommendations, critical for future visibility

Source: Industry

ADDENDUM TO PUBLIC ANNOUNCEMENT
(Under Regulation 6 of the Insolvency and Bankruptcy Board of India (Insolvency and Bankruptcy) Regulations, 2016) in relation to the matter of CIRP of Bilva Veda (India) Private Limited (Corporate Debtor)

This addendum is issued in continuation of the Public Announcement made under Section 15 of the Insolvency and Bankruptcy Code, 2016 read with Regulation 6 of the CIRP Regulations, in respect of Bilva Veda (India) Private Limited (Corporate Debtor).

A hereby directed to all concerned stakeholders that the email ID specified in the Public Announcement, i.e., cs@bilvaveda.com, has become non-operational/inaccessible due to technical reasons and all stakeholders are requested to use the email ID cs@bilvaveda.com for all communications. Accordingly, all stakeholders are requested to make the following email ID shall be used henceforth for all communications, submission of claims and correspondence in relation to the CIRP of the Corporate Debtor, viz. cs@bilvaveda.com.

All creditors are requested to take note of this, as an immediate basis. This addendum is being issued for information and necessary compliance by all concerned.

Dt: 25.08.2026
Place: New Delhi

Interim Resolution Professional (IRP)
In the matter of Bilva Veda (India) Private Limited
Registration No.: BB/PA/2019-ND/008/2017-18/10077
CIN: L14101MH1945PL256122
CSI: cs@bilvaveda.com (in process specific), namishk@bilvaveda.com (registered with SEBI)
3rd Floor, Noco House, 2 Hare Street Kolkata 70001, West Bengal

ASI INDUSTRIES LIMITED
CIN: L14101MH1945PL256122
Regd. Office: Marathon Innova, A wing 7th Floor,
Off. Ganpatrao Kadam Marg, Lower Parel Mumbai - 400 013
Tel.: +91-22-40866100 Fax: +91-22-40866199
CSI: cs@asi-group.co.in Website: www.asi-group.co.in

NOTICE OF ANNUAL GENERAL MEETING AND RECORD DATE OF THE COMPANY

NOTICE is hereby given that the 80th Annual General Meeting ("AGM Meeting") of the members of ASI Industries Limited ("ASI" / "Company") is scheduled to be held on **Tuesday, 22nd September, 2026 at 11:30 a.m. (IST)** through Video Conference ("VC") Other Audio Visual Means ("AVM") to transact the business, as set out in the Notice of the AGM.

The Ministry of Corporate Affairs ("MCA") has vide its Circular dated 5th May, 2020 read with circulars dated 8th April, 2020, 13th April, 2020 and subsequent circulars issued in this regard, the latest being Circular No.03/2025 dated 22nd September, 2025 (Collectively referred to as "SEBI Circular"), permitted the holding of AGM through VCO/AVM without physical presence of the Members at the convenor venue. In compliance with the Companies Act, 2013 ("Act"), SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations"), MCA Circulars and SEBI Circular, the AGM of the Members of the Company will be held through VCO/AVM.

The Notice of the AGM along with the Annual Report for the Financial Year 2025-26 will be sent only by electronic means to those Members whose email addresses are registered with the Company/Depositories. The said Notice and the Annual Report will also be available on the Company's website i.e., www.asi-group.co.in and on the website of the Stock Exchange i.e., www.sebiindia.org respectively. The instructions for joining the AGM will be provided in the Notice of the AGM. Members attending the AGM through VCO/AVM shall be counted for the purpose of reckoning the quorum under section 103 of the Companies Act, 2013.

The Company is providing remote-voting facility ("remote-voting") as well as e-voting system during the AGM ("e-voting") to all its Members to cast their votes on all the resolutions set out in the Notice of the AGM. The detailed procedure for remote-voting / e-voting and login details for e-voting will be provided in the Notice of the AGM.

Members holding shares in physical mode or who have not registered their email address with the Company/Depository are requested to register the same with the Company or RTA by sending email at investors@asi-group.co.in or www.in.mps.mutfund.com respectively. Members may also directly register their e-mail address and mobile numbers through rtm.helpdesk@in.mps.mutfund.com.

RECORD DATE FOR FINAL DIVIDEND AND PAYMENT THEREOF

The Company has fixed **Wednesday, 16th September, 2026** as the "Record Date" for determining entitlement of members to final dividend for the financial year ended 31st March, 2026, if approved at the AGM. The final dividend will be paid within 30 days from the conclusion of the AGM to the members whose name appear on the Company's Register of Members as on the Record Date.

The payment of final dividend shall be made through electronic mode to the members who have registered their bank account details with the Company.

SEBI has mandated that with effect from April 1, 2024, dividend to security holders holding securities in physical form, shall be paid only through electronic mode. Such payment shall be made only after furnishing the PAN, choice of nomination, contact details including mobile number, bank account details and specimen signature. If the KYC details is not updated by the shareholder, then the dividend will be withheld by the Company. Members are requested to update their KYC details with the Company's Registrar and Transfer Agents, M/s AUPI India Private Limited, C-101, 24th Park, I.B.S. Marg, Vindhyal (West), Mumbai-400 083, Tel: 022-49186270, Fax: 022-49186260, Email: rtm.helpdesk@in.mps.mutfund.com

This Notice is being issued for the information and benefits of all the Members of the Company.

By the order of the Board for ASI Industries Limited: S/-

Manish Kakral Company Secretary

Place: Mumbai Date: 24.08.2026

ADITYA BIRLA CAPITAL
STOCKS & SECURITIES

Head Office: Indian Rajap Compound, 102/26, 6th floor, C.N. 10/6/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45/46/47/48/49/50/51/52/53/54/55/56/57/58/59/60/61/62/63/64/65/66/67/68/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/93/94/95/96/97/98/99/100/101/102/103/104/105/106/107/108/109/110/111/112/113/114/115/116/117/118/119/120/121/122/123/124/125/126/127/128/129/130/131/132/133/134/135/136/137/138/139/140/141/142/143/144/145/146/147/148/149/150/151/152/153/154/155/156/157/158/159/160/161/162/163/164/165/166/167/168/169/170/171/172/173/174/175/176/177/178/179/180/181/182/183/184/185/186/187/188/189/190/191/192/193/194/195/196/197/198/199/200/201/202/203/204/205/206/207/208/209/210/211/212/213/214/215/216/217/218/219/220/221/222/223/224/225/226/227/228/229/230/231/232/233/234/235/236/237/238/239/240/241/242/243/244/245/246/247/248/249/250/251/252/253/254/255/256/257/258/259/260/261/262/263/264/265/266/267/268/269/270/271/272/273/274/275/276/277/278/279/280/281/282/283/284/285/286/287/288/289/290/291/292/293/294/295/296/297/298/299/300/301/302/303/304/305/306/307/308/309/310/311/312/313/314/315/316/317/318/319/320/321/322/323/324/325/326/327/328/329/330/331/332/333/334/335/336/337/338/339/340/341/342/343/344/345/346/347/348/349/350/351/352/353/354/355/356/357/358/359/360/361/362/363/364/365/366/367/368/369/370/371/372/373/374/375/376/377/378/379/380/381/382/383/384/385/386/387/388/389/390/391/392/393/394/395/396/397/398/399/400/401/402/403/404/405/406/407/408/409/410/411/412/413/414/415/416/417/418/419/420/421/422/423/424/425/426/427/428/429/430/431/432/433/434/435/436/437/438/439/440/441/442/443/444/445/446/447/448/449/450/451/452/453/454/455/456/457/458/459/460/461/462/463/464/465/466/467/468/469/470/471/472/473/474/475/476/477/478/479/480/481/482/483/484/485/486/487/488/489/490/491/492/493/494/495/496/497/498/499/500/501/502/503/504/505/506/507/508/509/510/511/512/513/514/515/516/517/518/519/520/521/522/523/524/525/526/527/528/529/530/531/532/533/534/535/536/537/538/539/540/541/542/543/544/545/546/547/548/549/550/551/552/553/554/555/556/557/558/559/560/561/562/563/564/565/566/567/568/569/570/571/572/573/574/575/576/577/578/579/580/581/582/583/584/585/586/587/588/589/590/591/592/593/594/595/596/597/598/599/600/601/602/603/604/605/606/607/608/609/610/611/612/613/614/615/616/617/618/619/620/621/622/623/624/625/626/627/628/629/630/631/632/633/634/635/636/637/638/639/640/641/642/643/644/645/646/647/648/649/650/651/652/653/654/655/656/657/658/659/660/661/662/663/664/665/666/667/668/669/670/671/672/673/674/675/676/677/678/679/680/681/682/683/684/685/686/687/688/689/690/691/692/693/694/695/696/697/698/699/700/701/702/703/704/705/706/707/708/709/710/711/712/713/714/715/716/717/718/719/720/721/722/723/724/725/726/727/728/729/730/731/732/733/734/735/736/737/738/739/740/741/742/743/744/745/746/747/748/749/750/751/752/753/754/755/756/757/758/759/760/761/762/763/764/765/766/767/768/769/770/771/772/773/774/775/776/777/778/779/780/781/782/783/784/785/786/787/788/789/790/791/792/793/794/795/796/797/798/799/800/801/802/803/804/805/806/807/808/809/810/811/812/813/814/815/816/817/818/819/820/821/822/823/824/825/826/827/828/829/830/831/832/833/834/835/836/837/838/839/840/841/842/843/844/845/846/847/848/849/850/851/852/853/854/855/856/857/858/859/860/861/862/863/864/865/866/867/868/869/870/871/872/873/874/875/876/877/878/879/880/881/882/883/884/885/886/887/888/889/890/891/892/893/894/895/896/897/898/899/900/901/902/903/904/905/906/907/908/909/910/911/912/913/914/915/916/917/918/919/920/921/922/923/924/925/926/927/928/929/930/931/932/933/934/935/936/937/938/939/940/941/942/943/944/945/946/947/948/949/950/951/952/953/954/955/956/957/958/959/960/961/962/963/964/965/966/967/968/969/970/971/972/973/974/975/976/977/978/979/980/981/982/983/984/985/986/987/988/989/990/991/992/993/994/995/996/997/998/999/1000/1001/1002/1003/1004/1005/1006/1007/1008/1009/1010/1011/1012/1013/1014/1015/1016/1017/1018/1019/1020/1021/1022/1023/1024/1025/1026/1027/1028/1029/1030/1031/1032/1033/1034/1035/1036/1037/1038/1039/1040/1041/1042/1043/1044/1045/1046/1047/1048/1049/1050/1051/1052/1053/1054/1055/1056/1057/1058/1059/1060/1061/1062/1063/1064/1065/1066/1067/1068/1069/1070/1071/1072/1073/1074/1075/1076/1077/1078/1079/1080/1081/1082/1083/1084/1085/1086/1087/1088/1089/1090/1091/1092/1093/1094/1095/1096/1097/1098/1099/1100/1101/1102/1103/1104/1105/1106/1107/1108/1109/1110/1111/1112/1113/1114/1115/1116/1117/1118/1119/1120/1121/1122/1123/1124/1125/1126/1127/1128/1129/1130/1131/1132/1133/1134/1135/1136/1137/1138/1139/1140/1141/1142/1143/1144/1145/1146/1147/1148/1149/1150/1151/1152/1153/1154/1155/1156/1157/1158/1159/1160/1161/1162/1163/1164/1165/1166/1167/1168/1169/1170/1171/1172/1173/1174/1175/1176/1177/1178/1179/1180/1181/1182/1183/1184/1185/1186/1187/1188/1189/1190/1191/1192/1193/1194/1195/1196/1197/1198/1199/1200/1201/1202/1203/1204/1205/1206/1207/1208/1209/1210/1211/1212/1213/1214/1215/1216/1217/1218/1219/1220/1221/1222/1223/1224/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