



To,
Listing Compliance Department,
The National Stock Exchange of India Ltd.,
(Through NEAPS)
Symbol: EMIL
Series: EQ
ISIN: INE02YR01019

Listing Compliance Department
BSE Limited
(Through BSE Listing Centre)
Scrip Code: 543626

Dear Sir/Madam,

Sub: Newspaper Advertisement pursuant to Regulation 30 and 47 read with Regulation 44 of SEBI (LODR) Regulations, 2015.

Please find enclosed herewith the copies of Newspaper Advertisement published in **Business Standard (English) and Suryaa (Vernacular)** on 02nd August 2024, both having electronic editions in accordance with MCA General Circular No.09/2023 read with Circular No.20/2020 dated 05th May 2020 intimating convening of 06th Annual General Meeting of the Company on Friday, 30th August 2024 at 12:30 p.m. through Video Conferencing/other Audio-visual Means.

The advertisement copy is also available on the website of the Company at investors.electronicmartindia.com.

We request you kindly take the above information on record.

Thanking You,
For and on behalf of **Electronics Mart India Limited**

Rajiv Kumar
Company Secretary and Compliance Officer

Date: 02nd August 2024
Place: Hyderabad

Encl.: as above

SHREYA NANDI & ARYAMAN GUPTA
New Delhi, 1 August

Magicpin, the hyperlocal discovery platform, had a slow start. Things changed once it joined the Open Network for Digital Commerce (ONDC) in March 2023, not just acting as a buyer app but also fulfilling the backend logistics related to orders and delivery. Going toe to toe with food delivery majors by offering cheaper prices for the same items, Magicpin began to pull in around 20,000 orders a day, much more than some better known outfits, which were getting roughly 5,000 orders a day.

It is now the largest food aggregator platform on the ONDC network. "Most of the delivery orders on the network are coming from Magicpin. The platform has grown to a double-digit market share in many localities of Delhi and Bengaluru. Overall, in these cities, the company is in high single digits. This number has grown 10-fold over the last year," said a person familiar with the matter.

Magicpin CEO Anshoo Sharma told Business Standard the growth had come on the back of its seller base. "The reason it (ONDC) has worked is because the merchant ecosystem wants this to exist. The way it is growing, by the end of the year, ONDC will have made a meaningful impact in the food delivery category," he said.

Sharma is not the only one extolling ONDC's role in the way e-commerce is evolving in India.

Saahil Goel, CEO of e-commerce logistics unicorn Shiprocket, says his company's business through the platform has grown more than 10-fold since its integration with ONDC in June last year, when it became one of the first large seller apps to integrate with the network.

"Though the base is still small, growth has been rapid. We are already one of the largest catalogue suppliers to ONDC and among the largest seller apps," says Goel, adding that the company now has more than 10,000 sellers.

In the beginning, it was difficult to integrate with the network, but the problem has been addressed.

The Economic Survey, which was tabled in Parliament the day before the Union Budget, cited Sri Vidhya Handlooms in Kanchipuram, Tamil Nadu, as having transitioned to digital commerce via ONDC. As a result, the family-owned business expanded its reach to 54 cities. Monthly revenues rose to nearly ₹2 lakh, compared to previous earnings of ₹10,000-20,000 on mainstream platforms. Lower commission rates on ONDC enhanced profitability.

"Sellers are very keen on seeing their products listed on the various buyer side platforms like Paytm and others. Aside from sales, the network is also providing them with a lot of branding. Most of the sellers now do not require much input. After familiarising them with the ONDC panel and telling them about the benefits, they now just require a support call once in a while. There has been a general interest in exploring the network," says Goel.

With the boom in e-commerce in India, concerns arose about the seeming lack of a level playing field between the cash-rich e-tailers and the small offline stores. The ONDC was born out of this.

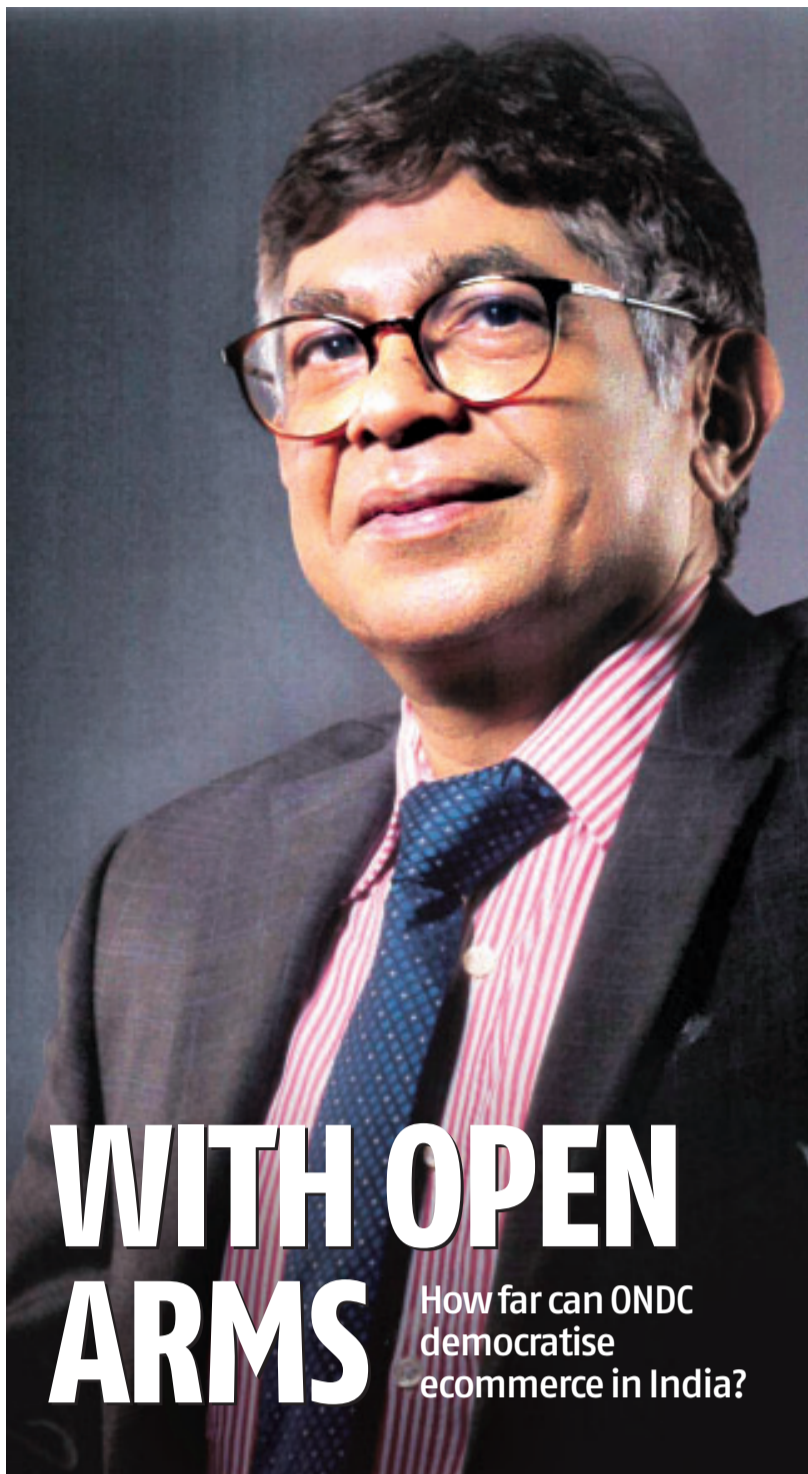
Level playing field

Initiated by the Department for Promotion of Industry and Internal Trade (DPIIT) three years ago, ONDC promotes open networks for exchange of goods and services digitally. Its platform-agnostic architecture allows buyers and sellers to transact irrespective of the platform they use.

"ONDC is an inclusive agenda, giving a level playing field to existing players like Amazon, Flipkart, Ola, Uber, Swiggy, Zomato, etc., as well as to small startups and players like artisans, FPOs, SHGs, kirana stores etc," T Koshy, ONDC's MD and CEO, told Business Standard in an interview.

The government believes this will increase visibility for products and services, resulting in additional revenue for sellers, and aid onboarding of small, local sellers so they can take advantage of the e-commerce boom.

"We're not trying to replace



WITH OPEN ARMS

How far can ONDC democratise e-commerce in India?

MD and CEO T Koshy (pictured) says that ONDC is an inclusive agenda, giving a level playing field to existing players as well as to small startups and players like artisans, FPOs, SHGs, kirana stores etc

anybody, but collaborate and co-exist, benefiting everyone. This is similar to physical markets, where big players and small players thrive side by side, both adding value and catering to their particular segments," Koshy said.

ONDC is currently fully operational across more than 1,200 cities, with the digital infrastructure completed and rolled out to businesses and the public at large. More than 535,000 sellers have been onboarded on the platform, of which 85 per cent are small sellers. In June, ONDC facilitated 9 million transactions.

It operates across broad categories, such as food and beverage, grocery, agriculture, fashion and footwear, home and kitchen, electronics, beauty and personal care, mobility, financial services. The adoption has been the most across mobility, grocery, and food, as well as fashion.

No cakewalk

A Parliamentary standing committee report in 2022 had stated that ONDC's success was contingent upon factors such as successful onboarding of the existing digital commerce apps and platforms, compatibility and interoperability of the existing applications of the buyers and sellers, and the technical capability of small and medium enterprises to be onboarded on the digital network.

For instance, fintech major PhonePe's journey with ONDC has not been smooth. In July last year, it launched its e-commerce app, Pincode, on ONDC in 10 cities, offering grocery, food, medicines, fashion, electronics, etc. Nine months later, it exited non-food categories such as fashion and electronics. Meanwhile, it continues to operate in the travel ticketing segment on ONDC through its main app.

Though the company had then said it was realigning its focus more on hyperlocal segments, such as food delivery and grocery, people in the know say the end consumer's experience on the platform was not perfect.

"It is still early days for the network. If ONDC can scale up quickly, it will be able to iron out the kinks and more apps would be keen to list on the platform. We are also in regular talks with them," says a top executive of a food delivery firm.

Food delivery is no problem. Several restaurants, owing to platforms like Swiggy and Zomato, have acclimatised to the process of food delivery — from managing inventory to packaging food. But the neighbourhood kirana stores are yet to reach similar levels of standardisation, contributing to product returns, according to a person familiar with the matter.

THE STORY SO FAR

■ First meeting of the nine-member advisory Council: **July, 2021**

■ Date of incorporation: ONDC was incorporated as a non-profit company on 31 December, 2021

■ Number of transactions since inception: **68 million**

1200+ Cities	535,000+ Sellers	85% Small sellers
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■ Number of transactions per month: 9 million	12 Logistics service providers
65 Seller applications	
22 Buyer applications	

■ **Key domains:** Mobility, food and beverage, grocery, fashion, beauty and personal care, logistics, agriculture, Farmer Producers Organisations (FPOs), among others



What is ONDC?

ONDC intends to transform the e-commerce space the way UPI changed digital payments. It works on the principle of open network, where a buyer and a seller don't have to be on the same platform to conduct business with each other. Rather, the network will enable them to be digitally visible and transact, no matter what platform or application they use.

It works with a common catalogue, where a seller doesn't need to follow a separate set of compliances for different marketplaces. Similarly, consumers can see sellers from all marketplaces such as Amazon and Flipkart, and even their neighbourhood stores. Over a period of time, the hope is that there will be rapid digitalisation of small businesses and consumers.



ELECTRONICS MART INDIA LIMITED

CIN - L52605TG2018PLC126593

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NOTICE TO MEMBERS OF THE SIXTH (6TH) ANNUAL GENERAL MEETING

Dear Members,

The Sixth (6th) Annual General Meeting ("e-AGM") of the Company is scheduled to be held on Friday, 30th August 2024 at 12:30 P.M. through the Video Conference ("VC") / other Audio-Visual Means ("OAVM") in accordance with MCA Circular Nos. 14/2020, 17/2020, 20/2020 and 09/2023 issued by the Ministry of Corporate Affairs and SEBI Circular No. SEBI/HO/CFD/CFD-PoD-2/P/CIR/2023/167 and other applicable provisions of the Companies Act, 2013 ("the Act") and SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, to transact the business items as set forth in the Notice of e-AGM.

The copies of the Integrated Annual Report, including the Financial Statements for FY23-24 and Notice of e-AGM, will be shared through e-mail to all the members whose email is registered with the Company/Depository Participant(s). The hard copy of the Integrated Annual Report shall be provided to the members who specifically request the same by sending an email to einward.ris@kfintech.com or cs@bajajelectronics.in along with their Client ID/Folio details. The soft copy of the Notice of e-AGM and Integrated Annual Report will also be available on the website of the Company at <https://investors.electronicmartindia.com/>, the website of KFin Technologies Limited viz. <https://emeetings.kfintech.com> and the website of Stock Exchanges namely NSE at www.nseindia.com and BSE at www.bseindia.com

SEBI, vide its circular dated 16th March 2023 and 03rd November 2021, has made it mandatory for holders of physical securities to furnish their PAN, email address, mobile number, and bank details and also either to register or declare opt-out for nomination facility against the shares held in the Company. Members holding shares in physical form who have not registered their email address with the Company/RTA are requested to furnish Form ISR-1 for updation of KYC details, including email address, a signed copy of the request letter mentioning their email address, and mobile number along with self-attested copy of PAN, proof of address and copy of share certificate(s) to the RTA/Company by way of "in-person verification" or by Post to KFin Technologies Limited (Unit: Electronics Mart India Limited), Selenium Building, Tower-B, Plot No. 31 & 32, Financial District, Nanakramguda, Serilingampally, Hyderabad, Rangareddy, Telangana - 500032 or electronic mode with e-sign to einward.ris@kfintech.com or cs@bajajelectronics.in. Hence, the members holding shares in physical mode are required to complete the above formalities to receive the Notice and Integrated Annual Report electronically.

Members holding shares in demat form who have not registered their email addresses are requested to register the same with their respective Depository Participant(s) for receiving the Notice of e-AGM and Integrated Annual Report.

Members will be provided with the facility of remote e-voting to cast their votes electronically on all resolutions set forth in the Notice before and during the e-AGM. Detailed instructions for members regarding the procedure and manner of e-voting shall be stipulated in the Notice of e-AGM, which will also be available on the Company's website at <https://investors.electronicmartindia.com/>

The above information is being issued for the information of all the members of the Company and in compliance with the Circulars issued by the MCA and SEBI as stated above.

By Order of the Board of Directors
For Electronics Mart India Limited

Sd/-
Rajiv Kumar

Company Secretary & Compliance Officer
M.No: A42082

Date : 01st August 2024

Place: Hyderabad

Aditya Birla Capital Limited



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CIN: L67120GJ2007PLC058890 | www.adityabirlacapital.com | abc.secretarial@adityabirlacapital.com

AN EXTRACT OF THE CONSOLIDATED UNAUDITED FINANCIAL RESULTS FOR THE QUARTER ENDED 30th JUNE 2024

(₹ crore except per share data)

Particulars	Quarter Ended	Year Ended	Quarter Ended
	30 th June 2024 (Unaudited)	31 st March 2024 (Audited)	30 th June 2023 (Unaudited)
Total Revenue from Operations	8,832.43	34,505.54	7,044.97
Net Profit for the period Before Tax	1,074.33	4,582.36	911.52
Net Profit for the period After Tax (including Non-controlling Interests)	779.24	3,438.89	665.70
Net Profit for the period After Tax attributable to the Owners of the Company	758.84	3,334.98	648.76
Total Comprehensive Income for the period attributable to Owners of Company [Comprising Profit for the period (after tax) and other Comprehensive Income (after tax)]	758.68	3,355.92	659.38
Paid-Up Equity Share Capital (Face Value of ₹ 10 each)	2,602.08	2,600.02	2,594.70
Earnings per Share of ₹ 10 each (^ - not annualised)			
(a) Basic - (₹)	2.92 [^]	13.05	2.68 [^]
(b) Diluted - (₹)	2.89 [^]	12.95	2.66 [^]

Notes:

1 During the quarter ended 31st March 2024, the Company had sold 1,39,94,199 Equity Shares of Aditya Birla Sun Life AMC Limited ("ABSLAMC") representing 4.86% of the issued and paid-up equity share capital of the ABSLAMC, by way of an offer for sale through stock exchange mechanism. The Company has recognised gain amounting to ₹ 486.43 crore (Net of Tax, Gain is ₹ 433.00 crore) in the quarter ended 31st March 2024. Further, during the quarter ended 30th June 2024, the Company has sold 3,90,728 Equity Shares of ABSLAMC, representing 0.14% of the issued and paid-up equity share capital of the ABSLAMC, in open market. The Company has recognised gain amounting to ₹ 16.13 crore (Net of Tax, Gain is ₹ 14.30 crore).

As a result, ABSLAMC has achieved the minimum public shareholding as required under the applicable laws. The shareholding percentage of Aditya Birla Capital Limited in ABSLAMC stands at 45.00% as on 30th June 2024.

2 The Board of Directors of the Company, at its Meeting held on 11th March 2024, approved the Scheme of Amalgamation ("Scheme") of Aditya Birla Finance Limited ("Amalgamating Company") (a wholly owned subsidiary of the Company) with the Company and their respective shareholders and creditors under Sections 230 to 232 read with other applicable provisions of the Companies Act, 2013 and the rules framed thereunder. The Scheme is subject to the sanction of National Company Law Tribunal ("NCLT"), Ahmedabad Bench and receipt of necessary approvals from the Reserve Bank of India, shareholders/creditors as may be directed by the NCLT and such other regulatory/statutory authorities, as may be required.

3 The Board of Directors of the Company, at its Meeting held on 27th March 2023, has approved the sale of its entire stake of 50.002% of the issued and paid-up share capital of Aditya Birla Insurance Brokers Limited to Edme Services Private Limited, part of the Samara Capital Group and an affiliate of Samara Alternate Investment Fund.

The proposed transaction was subject to condition precedent, including the receipt of approval of Insurance Regulatory and Development Authority of India ("IRDAI") and other regulatory/statutory approvals and satisfactory compliance of other conditions under the Share Purchase Agreement.

IRDAI vide its letter dated 24th July 2024 has approved the proposed transaction, to be carried out within 60 days from the date of approval. Upon completion of the proposed transaction, ABIBL shall cease to be a subsidiary of the Company.

4 The Company during the financial year 2023-24, issued share capital through Qualified Institutional Placement of 10,00,00,000 shares to Qualified Institutional Buyers and through Preferential Issuance of 7,57,11,688 shares to its Promoter and a member of Promoter Group entity, both aggregating to ₹ 3,000 crore. In accordance with Ind AS 32, the costs that are attributable directly to the above transaction have been adjusted against securities premium reserve.

5 The above results have been reviewed by the Audit Committee and approved by the Board of Directors of the Company, at their Meetings held on 1st August 2024.

6 The standalone financial results are available at Company's website viz. www.adityabirlacapital.com and on the websites of BSE (www.bseindia.com) and NSE (www.nseindia.com). Key Standalone financial information is as indicated below:

(₹ Crore)

Particulars	Quarter Ended	Year Ended	Quarter Ended
	30 th June 2024 (Unaudited)	31 st March 2024 (Audited)	30 th June 2023 (Unaudited)
Revenue from Operations	60.75	859.57	9.43
Profit for the period Before Tax	46.79	795.34	0.69
Profit for the period After Tax	37.71	714.28	0.52
Total Comprehensive Income for the period [Comprising Profit for the period (after tax) and other Comprehensive Income (after tax)]	37.91	714.15	0.62

7 The above is an extract of the detailed format of Unaudited Financial Results filed with Stock Exchanges under Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. The full format of the Unaudited Financial Results is available on the Stock Exchange websites, www.bseindia.com and www.nseindia.com and on the Company's website www.adityabirlacapital.com.

For and on behalf of the Board of Directors of
Aditya Birla Capital Limited

Kumar Mangalam Birla
Chairman
DIN: 00012813

Place: Mumbai
Date : 1st August 2024