

Corporate Office

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Plot No# A, Vanijay Nikunj,
Udyog Vihar, Phase-5, NH-8,
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21st February, 2025

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai- 400 001

Scrip Code: **532907**

National Stock Exchange of India Ltd

"Exchange Plaza" Bandra- Kurla Complex,
Bandra (East), Mumbai- 400 051

Symbol: **IL&FSENGG**

Sub: Newspaper Publication of Postal Ballot Notice

Dear Sir/Madam,

This refers to Company's ongoing postal ballot process through electronic means (remote e-voting) read with our earlier communications dated 11th and 18th February 2025

May kindly be disclosed that Company has completed the dispatch of Postal Ballot Notice only through electronic mode on 19th February 2025 to the Members of the Company whose names appeared in the Register of Members and whose email IDs are registered with the Company/Depositories as on Friday, 14th February 2025 ("**Cut Off**" **Date**), seeking approval by postal ballot of the resolution as mentioned in the Postal Ballot Notice.

As per Regulation 30 of SEBI (Listing Obligation and Disclosure Requirement) Regulations, 2015 read with Section 110 of the Companies Act 2013, please find enclosed Newspapers Publication in Business Standard (all edition) and Nav Telangana (Hyderabad edition) dated 21st February, 2025.

We request you to take this intimation on record.

Thanking You,

For **IL&FS Engineering and Construction Company Limited**



Rajib Kumar Routray
Company Secretary & Compliance Officer

Encl: as above



THE ‘LINEARISATION’ OF STREAMING

As OTTs rush for reach and scale, the online video business is becoming more like TV

VANITA KOHLI-KHANDEKAR
Pune, 20 February

Sah Rukh Khan was the highlight of the February 3 event announcing Netflix India's slate of 26 shows and films for 2025. It includes his son Aryan's directorial venture, *The Ba***ds of Bollywood*, season three of its Emmy award-winning show *Delhi Crime*, the second seasons of *Kohrra* and *Rana Naidu*, among others.

But arguably the most interesting piece of programming will be the World Wrestling Entertainment, or WWE, on April 1. "Every single format of WWE will be available in India, whether it is Raw, NXT or SmackDown. After the US, India is the most important market for WWE," says Monika Shergill, vice-president, content, Netflix India.

WWE, which had about 50 million Indians glued to its formats in 2019, is not just an expensive and massy piece of programming. It is also an indicator of where the Indian streaming market is headed — towards scale, reach, and profitability.

"There was so much consolidation over the last 15-24 months," says Deepak Dhar, group CEO Banijay Asia and Endemol Shine India (the media and entertainment company that has produced *Bigg Boss*, *MasterChef*, *Khattron Ke Khiladi*, etc).

Reliance acquired a bevy of businesses that rolled three OTT brands — Disney+Hotstar, Voot and JioCinema — into JioHotstar. As telcos pruned their bundles, subscribers fell from about 112 million in 2022 to 96 million in 2023, going by Media Partners Asia data. Most large OTTs right-sized their budgets, keeping expenditure on content more or less stagnant. It was chaotic, but these 24 months have separated the "men from the boys," says Vijay Koshy, president, TVF (*Panchayat*, *Gullak*, *Kota Factory*, etc).

The churn has been good for the ₹35,600 crore (ad plus pay) streaming video business. In 2024, subscribers grew to 125 million. That is an audience of roughly 375 million Indians.



Amazon Prime Video's series, *Panchayat*, is one of India's most popular OTT shows. *Panchayat*'s Tamil remake, *Thalaivettiyaan Paalayam*, released last year, and the Telugu one, *Sivarapalli*, came last month

But if JioStar, SonyLIV, Netflix, or Amazon Prime Video, among others, want to grow, they have to plug into the vastness and diversity of India, much like TV, which reaches 900 million Indians, did.

First, they need to reach all the 650 million Indians using broadband internet on some device or the other, say analysts. Then, there are the 50-odd million connected TV homes (about 200 million viewers).

For streaming video, which took off eight years ago, the top-end metro game has been played. Now the middle and lower tiers, across geographies and audiences, need to be tapped. That means getting into the free, ad-supported and user-generated territory where everyone — from Google (YouTube) and Meta (Instagram, WhatsApp and Facebook) to DD Freedish and a clutch of free channels like Dangal and Goldmines — rule. It means more popular programming choices, sports, movies and gaming content.



"AVOD (advertising-based video on demand) is not new; TV was ad-driven. But we are (now) competing with Google and Meta, which sell impressions for pennies and have no content costs," points out Sameer Nair, managing director, Applause Entertainment (*Black Warrant*, *Scam 199*, etc). This means taking the battle to the bigger ₹65,400 crore digital media market and the ₹69,600 crore television broadcasting one.

This phase of growth means different things for different firms.

Diverse strategies

"We are an entertainment hub, not just an SVOD (subscription video on demand) player," says Gaurav Gandhi, vice-president, Asia Pacific and Middle East-North Africa (MENA), Prime Video, on segmenting the market. Beginning 2021, Prime Video started aggregating other services such as Lionsgate and manoramaMAX, among 25 others currently.

Then came movie rentals — essentially cashing in on the window between the theatrical and SVOD release of a new film. Prime now offers over 8,500 titles. Almost two-thirds of its customers stream content in four or more Indian languages.

Its series, *Panchayat*, is one of India's most popular OTT shows. *Panchayat*'s Tamil remake, *Thalaivettiyaan Paalayam*, released last year, and the Telugu one, *Sivarapalli*, came last month. "The team carries the KPI (key performance indicator) of saying how deep the show goes and how many cities it is watched in," says Gandhi.

On the product side, there is Prime Lite (for single/two-member households). In September

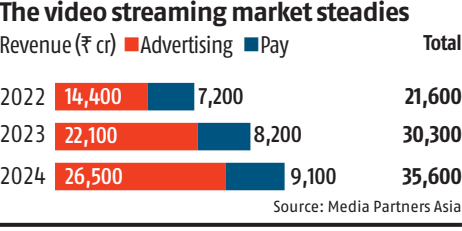


VIDEO BYTES

Biggest video streamers in India in 2024

Company	Revenue	Subscribers	Unique visitors in Dec
	(₹ crore)	(mn)	(mn)
YouTube	14,300	NA	454
Meta	6,337	NA	324
JioStar	6,100	55	188
Netflix	3,392	15	47
Amazon Prime Video	2,803	18	NA
Amazon MX Player	NA	NA	250*
Zee5	919	NA	52
SonyLIV	1,700	34	21
Overall market	35,600	125	524

Notes: (1) The revenue data for Meta is video allocation from its total revenues. The unique visitors data refers to Instagram only. (2) Zee5, JioStar, and SonyLIV revenue data is for streaming video only. The mother companies are much larger. (3) Subscriber and unique visitor data covers all mobile and web devices but excludes TV. (4) Amazon MX Player numbers are as claimed by the company. (5) NA is not available or not applicable as the case may be. Sources: Comscore MMX Multi-Platform, India, Media Partners Asia, Estimates



2024, Amazon acquired MX Player from Times Internet. The free-to-watch Amazon MX Player, which claims to have 250 million unique visitors, just unveiled a slate of over 100 new shows.

SonyLIV is known for cerebral shows on

contemporary history such as *Freedom at Midnight* and *Rocket Boys*. That drove its uptake to about 33 million subscribers. It uses unscripted shows such as *Shark Tank India* or *Million Dollar Listing: India*, its latest offering, to drive reach. The recent season four of *Shark Tank India* has seen SonyLIV's reach across 42 Tier-II towns double.

Unscripted, incidentally, is a rising demand from across OTTs. "Our pipeline is skewed towards non-fiction," says Dhar of Banijay.

JioHotstar is likely banking on the reach of parent Reliance's 461 million Jio subscribers. Another large OTT has been reportedly asking producers to cook up 100-episode shows instead of a 7-10 episode series. Many now stagger the episodes in a new season to keep the audience coming back, or

they drop the latest in a show at a fixed time, to encourage appointment viewing, a la TV.

As connected TVs take off, habit is becoming a part of OTT viewing. So is family watching. "If the whole family can sit and watch a show together, you have a hit because you are cutting across age groups," points out Koshy. "It is getting closer to TV in one sense, but it is also very different because of what the technology allows you to do," thinks Shergill.

Much of what India is going through is playing out in the rest of the world, too. A recent Omdia report details the growing 'linearisation' of streaming in 2025.

Every major SVOD service has introduced an ad-tier. Last year, 24 per cent of SVOD revenues in America came from the ad-tier. Late in 2022, Netflix introduced an ad-tier in 12 markets, excluding India. The plan, priced at roughly half the basic no-commercials one, now accounts for more than half of all new Netflix signups in regions where it is available.

The trouble with cheap popularity

This linearisation could mean the ₹1 crore per episode series are over. Production houses that have scale across TV and OTT, and can get costs right, are the ones that will survive this phase.

Koshy compares TVF, which has, in the last five years, scaled from 4-15 shows to a Maruti car: "It is not fancy but it does its job, is reliable and cost-effective." That is what the business needs to hit scale and profitability, analysts say.

Does this mass family version of streaming mean a dip in quality?

Remember TV slipped into low-end programming in its bid for reach? As programming head and then chief executive officer of the erstwhile Star India, Nair brought in *Kaun Banega Crorepati* and daily soaps in the early part of the millennium. He points out that "Dangal TV may be the number one channel with maximum viewership, but it does not have the maximum revenue. Social media sells fleeting impressions while an ad-free Netflix has 302 million subscribers (700 million viewers) worldwide." He adds, "Some costs can be rationalised, but quality remains the best business plan."



बैंक ऑफ बड़ोदा
Bank of Baroda

www.bankofbaroda.in

TENDER NOTICE

Bank of Baroda invites online proposal for **Request for Proposal for Supply, Installation & Maintenance of Laptops with Accessories.**

Details are available on Bank's website www.bankofbaroda.in under Tenders section and Govt. GeM portal.

"Addendum", if any, shall be published on Bank's website www.bankofbaroda.in under Tenders section and Government GeM portal. Bidders should refer to the same before final submission of the online proposal.

Last date for bid submission: 15th March 2025

Place: Mumbai
Date: 21.02.2025

Chief Technology Officer



यूको बैंक
UCO BANK

Hood Office - II
Department of Information Technology
3 & 4, DD Block, Sector - 1,
Salt Lake, Kolkata-700064

NOTICE INVITING TENDER

UCO Bank invites tender for the following items:
1. Procurement/Renewal of WebEx Meetings License and WebEx Webinar License (E-tendering Portal)
2. Procurement of Enterprise Document Management System (through GeM Portal)
For more details, please refer to <https://www.ucobank.com> or <https://www.tenderwizard.com/UCOBANK> or <https://gem.gov.in>

(Assistant General Manager)
Department of Information Technology

Date:- 21.02.2025



Engineering Services

IL&FS Engineering and Construction Company Limited

CIN: L45201TG1988PLC008624

Reg. office: Door No. 8-2-120/113, Block B, 1st Floor Sanali Info Park, Road No.2, Banjara Hills, Hyderabad, Telangana 500034

Corp. office: Ground floor, Enkay Centre, Plot No. A, Udyog Vihar, Phase-V, Gurugram 122016
Ph: 040-40409333; Fax: 040-40409444; Email: cs@ilfsengg.com; Web: www.ilfsengg.com

NOTICE OF POSTAL BALLOT

Notice is hereby given pursuant to the provisions of Sections 108, 110 and other applicable provisions, if any of the Companies Act, 2013, as amended (the "Act"), read together with the Companies (Management and Administration) Rules, 2014 as amended Regulation 44 of the Securities and Exchange of Board of India (Listing Obligation and Disclosure Requirements) Regulations, 2015 (the "SEBI Listing Regulations") read with the General Circulars Nos. 14/2020, 17/2020, 03/2022, 11/2022, 09/2023 and 09/2024 dated 8th April 2020, 13th April 2020, 5th May 2022, 28th December 2022, 25th September 2023 and 19th September 2024 respectively and other relevant circulars and notifications, if any issued by the Ministry of Corporate Affairs ("MCA") (hereinafter collectively referred to as "MCA Circulars"), Secretarial Standards on General Meetings ("SS-2") issued by the Institute of Company Secretaries of India and other applicable laws and regulations (including any statutory modifications or re-enactment thereof for the time being in force), the approval of the members of IL&FS Engineering and Construction Company Limited (the "Company") is sought through Postal Ballot by way of electronic means ("remote e-voting") in relation to Resolution as set out in the Postal Ballot notice dated 11th February, 2025.

The detailed explanatory statement under Sec 102 of the Act setting out all the materials facts concerning the resolution forms part of Notice. The Postal Ballot Notice along with the Explanatory Statement is available on the Company's website at www.ilfsengg.com, website of Stock Exchanges i.e. BSE Limited and National Stock Exchange of India Limited at www.bseindia.com and www.nseindia.com respectively, and on the website of the National Securities Depository Limited ("NSDL") at www.evoting.nsdl.com.

Members may hereby informed that:

- The Company has completed dispatch of Notice through e-mails to Members on Wednesday, February 19, 2025.
- The cut-off date for the purpose of ascertaining the eligibility of members to avail remote e-voting facility was Friday, February 14, 2025. The Members whose name is recorded in the register of beneficial owners maintained by depositories as on the cut-off date shall only be entitled to avail remote e-voting facility. A person who is not a member as on the cut-off date should treat this notice for information purpose only.
- In compliance with the requirements of MCA circulars, hard copy of Notice, Postal Ballot Form and pre-paid business reply envelope have not been sent to the members for this Postal Ballot. Members are requested to communicate their assent or dissent only through the remote e-voting system. The Company has engaged the services of NSDL for the purpose of providing remote e-voting facility to its members.
- The detailed procedure/instructions on the process of remote e-voting including the manner in which the members who have not yet registered their email addresses can register their email address and/or can cast the vote, are specified in the Notice.
- The remote e-voting period shall commence from **Friday, February 21, 2025 at 9:00 a.m. (IST) and shall end on Monday, March 24, 2025 at 5:00 p.m. (IST)**. The remote e-voting module shall be disabled thereafter. Once the vote on a resolution is cast by the Members, no change will be allowed subsequently.
- Mr. Sabyasachi Panigrahi, (FCS No. 4522, CP No. 27507) of M/s S Panigrahi & Associates, Practicing Company Secretary (PR No. 6133/2024) acts as the Scrutinizer for conducting the Postal Ballot in a fair and transparent manner.
- The Scrutinizer will submit its report after the conclusion of remote e-voting but not later than 2(two) working days from the closing of remote e-voting on 24th March 2025. The results along with Scrutinizer Report, will be displayed on the Company's website and website of Stock Exchanges and NSDL.
- All relevant documents referred to in the Notice or the accompanying statement can be obtained for inspection in writing to the Company at email ID cs@ilfsengg.com on all working days till the conclusion of remote e-voting on 24th March 2025.

All the shareholders holding shares in physical mode are requested to convert their shares in Demat mode.

For IL&FS Engineering and Construction Company Limited
Sd/-
Rajib Kumar Routray
Company Secretary & Compliance Officer
FCS: 4016

Place: Gurugram
Date : February 20, 2025

— TENDER CARE — — Advertorial

HUDCO HANDS OVER INTERIM DIVIDEND 2024-25 CHEQUE TO UNION MINISTER OF HOUSING AND URBAN AFFAIRS

Union Minister of Housing and Urban Affairs, Shri Manohar Lal, was presented with a cheque of ₹307.79 crore by Shri Sanjay Kulshrestha, CMD, HUDCO, as interim dividend payout (for FY 2024-25) to the Government of India, in the presence of Shri Tokhan Sahu, Minister of State Mohua, Shri S.P. Singh, Additional Secretary MoHUA, Shri M. Nagaraj Director (Corporate Planning) and Shri Daljeet Singh Khatri Director (Finance).



PUNJAB & SIND BANK FELICITATED WITH THE WINNER AWARD FOR CREATING AWARENESS FOR MSMEs

Punjab & Sind Bank has been felicitated with The Winner award for creating awareness for MSMEs and The Runner-up award in promoting Government schemes by "CIMSME". The award has been presented by Honorable Minister of State for Finance Shri Pankaj Choudhary.



NTPC LTD. PAYS SECOND INTERIM DIVIDEND OF RS. 2,424 CRORE FOR FY 2024-25

NTPC Ltd. paid the Second Interim dividend of Rs. 2,424 crore on 18th February 2025, being 25% of the paid-up equity share capital of the Company. This is in addition to the First Interim dividend of Rs. 2,424 crore paid in November 2024. The total dividend paid during the financial year 2024-25 is Rs. 8,000 crores, which includes Final Dividend for the financial year 2023-24 of Rs. 3,152 crore paid in September 2024. This is the 32nd consecutive year that NTPC Ltd. has paid dividend.

SUCCESSFUL VISIT OF MD & CEO OF BANK OF INDIA ON FEBRUARY 14, 2025

The Bank of India Rajkot zone had the honour of hosting a visit from its Managing Director & CEO, Shri Rajneesh Karnatak, on 14.02.2025. As on Dec 2024, Bank of India is having a total business of Rs.14.46 lakh crores with 5200 plus branches and more than 51,000 staff. The Bank is having presence in 15 countries. The nine-month profit for the Bank was more than Rs.6,500 crores. The Bank has 392 branches in the state of Gujarat with total business of more than Rs.90,000 crores which includes deposits of more than Rs. 60,000 crores and advances of more than Rs. 28,000 crores. In this FY 2024-25, Bank has already opened 6 branches in Gujarat and 9 more branches will be opened by March 2025. BOI has five Zonal Offices in Gujarat — at Ahmedabad, Gandhinagar, Rajkot, Surat and Vadodra. Rajkot Zone is headed by Shri Madhukar, and the in-charge Field General Manager (FGM) is Shri Ajeya Thakur, who is based in Ahmedabad. BOI has set itself a robust business target of over 13% YoY for March 2025 for the state of Gujarat.

UNITED INDIA INSURANCE COMPANY CELEBRATES 88th FOUNDATION DAY

United India Insurance Company Ltd., celebrated its 88th Foundation day with great enthusiasm on 18.02.2025 at company's Corporate office — United India Bhawan. Mr. Bhupesh Sushilbhai Rahul, Chairman cum Managing Director of UIICL, while addressing the gathering stated that, over the past 87 years, our company has built a strong legacy of trust and expanded its presence countrywide, continuously on boarding new customers and providing them with exceptional services. The Company being founded in 1938 with a vision & mission to lead the insurance sector by offering customer-focused solutions for a secure future, which over a period of time has evolved into a passion for excellence and value creation for all stakeholders. In 1972, with the passing of General Insurance Business Nationalization Act (GIBNA), many companies merged into United India Insurance Company Ltd. Over the years, we expanded exponentially, thus reaching every nook and corner of the country with our innovative and affordable products. As part of the 88th Foundation Day celebrations, a Blood Donation Camp, tree plantation and other activities have been organized at the Head Office premises and also at various offices across India, as a mark of celebration.



UNION BANK A PIONEER IN PROVIDING CUSTOMER ORIENTED SERVICES : MINISTER VIKHE PATIL

Union Bank of India is a leader in providing customer-oriented services in Nagar district, it has asserted by guardian minister Radhakrishna Vikhe Patil. Bank's Pravaranagar branch shifted to a new well furnished premises and inauguration ceremony was held with the hands of Radhakrishna Vikhe Patil. Former Minister Annasahab Mhaske, Zonal Head of Union Bank Naveen Jain, Regional Head Sunil Kumar Yadav, Dyhr Subhash Gajbiye, Branch Head Amol Jadhav and a large number of bank officials, employees and distinguished customers were present on this occasion. On this occasion, Navin Jain, Head of the Zone informed the audience about various loan schemes, savings deposit schemes and various initiatives of the bank to provide more customer oriented services.



BOM GETS THE REGULATOR'S NOD FOR GIFT CITY BRANCH

Bank of Maharashtra recently announced that it has received approval from Reserve Bank of India to set up an International Financial Services Centre (IFSC) Banking Unit in GIFT City. The branch will function as Bank of Maharashtra's first international branch carrying out offshore banking operations from India. Speaking on the occasion, Mr. Nidhu Saxena, MD & CEO, Bank of Maharashtra, said, "This is a significant opportunity for our bank as we continue to expand our operations across geographies. The opening of IBU in GIFT City will be yet another milestone in bank's growth story. This development will benefit us to expand our international banking business and also enable us to provide specialised banking services to our customers."



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