



L.G. BALAKRISHNAN & BROS LIMITED

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Script Code: 500250

Scrip Code: LGBBROSLTD

LGB / SECRETARIAL/ EXCHANGE

September 4, 2026

Sub: Newspaper advertisement for inviting Deposits

Pursuant to Regulation 47 of SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015, please find enclosed copy of Newspaper Advertisement published on September 4, 2026 regarding inviting deposits from public.

1. Copies of the advertisement published giving Notice of inviting deposits from public as follows:
 - a) Financial Express (English - All India Edition) issue dated September 4, 2026
 - b) Makkal Kural (Tamil - Tamilnadu Edition) issue dated September 4, 2026

This is for your information and records.

Thanking you
Yours Sincerely
For L.G Balakrishnan & Bros Limited

M Lakshmi Kanth Joshi
Sr General Manager (Legal) & Company Secretary

DESPITE TRAFFIC, AUTOMATIC PUSH

SUV buyers still favour manuals

AKBAR MERCHANT
Mumbai, September 3

MID-SIZE SUV BUYERS continue to overwhelmingly favour manual gearboxes despite easing traffic conditions and the growing availability of automatic variants, with the higher upfront cost of two-pedal models emerging as a key deterrent.

Manual-equipped mid-size SUVs accounted for 71.4% of sales in the first half of 2026, compared with 28.6% for automatic variants, according to data from Jato Dynamics. The split underscores the gap between the premiumisation of India's SUV market and consumers' willingness to pay for additional driving convenience.

The average price difference between petrol manual and petrol automatic SUVs is around ₹1.5 lakh, depending on the model and powertrain. For buyers already stretching their budgets to enter the mid-size SUV

BEING OLD SCHOOL

Manual-equipped mid-size SUVs accounted for **71.4%** of sales in first half of 2026

Only **28.6%** consumers preferred automatic variants



segment, the additional premium can be difficult to justify. The choice is also not simply between a manual and an automatic gearbox. Buyers must weigh whether the additional outlay should go towards a two-pedal transmission, a higher variant with more features or a different powertrain altogether. With a significant proportion of vehicle purchases financed, a

higher upfront cost continues to outweigh convenience for most mid-size SUV buyers.

For buyers already stretching their budgets to enter the mid-size SUV segment, the additional premium can be difficult to justify.

has not been enough to offset the price premium.

Familiarity with manual transmission remains another factor. Consumers who have driven manual cars for years may see little reason to switch unless the convenience of an automatic is compelling enough to justify the additional cost. Manuals also generally perceived as simpler and cheaper to maintain, particularly among buyers outside major urban centres.

The automatic market itself spans multiple technologies, including automated manual transmissions (AMTs), continuously variable transmissions (CVTs), torque converters and dual-clutch systems. While relatively affordable AMTs can narrow the price gap, more sophisticated automatic systems can command a substantially higher premium.

The market is evolving, and by 2030, we could see more than 50% of SUVs being equipped with automatic gearboxes, said Hemal N Thakkar, senior practice leader at driver, Ogilvy. The powertrain mix of the mid-size SUV market also limits automatic adoption in some cases. Diesel accounted for 31.3% of sales in the first half of 2026, while petrol had a 50.9% share, followed by CNG at 10.8% and electric at 7.1%, Jato data showed.

Micro-drama mkt to grow 11-fold by FY32: Redseer

VIVEK SUSAN PINTO
Mumbai, September 3

INDIA'S FAST-GROWING MICRO-DRAMA market is entering a new phase of monetisation, with advertising set to emerge as a significant revenue stream alongside subscriptions and episodic pay-per-view, according to a report released on Thursday by Redseer Strategy Consultants.

The market could expand to ₹23,500-25,500 crore by FY32 from around ₹2,300 crore in FY26, marking more than a tenfold increase over six years, the company said. Redseer expects the market to reach around ₹4,600 crore in FY27.

The bigger shift, however, is expected to be in the revenue mix. Subscriptions currently account for about 99% of micro-drama revenue, but could fall to around 95% in FY27 as advertising begins to gain traction. Advertising revenue is estimated to increase from just ₹24 crore in FY26 to ₹210 crore in FY27 and could reach ₹5,000 crore by FY32.

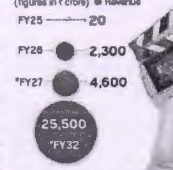
The growing adoption of advertising video-on-demand (AVOD) could significantly widen the category's user base. Redseer estimates that AVOD daily active users could reach 1.4-1.5 million by FY32, nearly eight times the current base.

At present, micro-drama consumption remains heavily concentrated among paying users. Around 15-17 million consumers paid for micro-dramas each month in FY26, while roughly 40 million paid at least once during the year. This compares with an estimated 250-280 million addressable users for paid digital content in India, indicating a large potential audience.

Consumer appetite for such

GRIPPING FUTURE

India's micro-drama market: Size (figures in crore) @ Revenue



Micro-drama monthly revenue trajectory (figures in crore) @ Revenue

