

orbit exports ltd.

122, MISTRY BHAWAN, 2ND FLOOR, NEAR K C COLLEGE, DINSHAW WACHHA ROAD, CHURCHGATE,
MUMBAI – 400 020. (MAH.) INDIA. TEL : 91 22 66256262 • FAX NO. 22822031 • WEBSITE : www.orbitexports.com
CIN : L40300MH1983PLC030872

Date: August 25, 2023

To,
The Manager,
Listing Department,
National Stock Exchange of India Ltd.,
Exchange Plaza,
Bandra Kurla Complex, Bandra (East),
Mumbai – 400051

Corporate Services Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street
Mumbai – 400001

Symbol: ORBTEXP

Security Code: 512626

Dear Sirs,

Sub: Newspaper Advertisement regarding 40th Annual General Meeting of the Company

Pursuant to Regulation 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the copy of newspaper advertisement published in Business Standard, Mumbai (English) and Mumbai Lakshadeep (Marathi) on August 25, 2023 for information regarding 40th Annual General Meeting of the Company to be held through video conferencing (VC)/ other audio visual means (OAVM).

Kindly take the same on record.

Thanking you

Sincerely,

For Orbit Exports Limited

Sonia Gupte
Company Secretary & Compliance Officer
Membership No. A43003

Encl.: As above

Advertising the new battleground between e-comm and Big Tech



VANITA KOHLI-KHANDEKAR
Pune, 24 August

It seems like an advertiser's dream come true. Imagine you are a mobile phone marketer, advertising on, for example, Amazon.com. According to Gopa Menon, head of digital, South Asia at media buying agency Mindshare, every rupee you spend could yield an eight-fold return on the advertising money spent. This return is due to a higher likelihood of conversion to buyers, as they are exactly at the point of purchase.

"On an average, getting a four times return on ad spend is considered decent," says Menon.

Not surprisingly, advertising spends on Amazon are surging. "A client who used to spend ₹2-3 crore on Amazon is now spending more than ₹10 crore on it," says Rohan Mehta, CEO of FCB Kinnect, a Mumbai-based digital marketing agency. This trend is affirmed by a FICCI-EY report.

In 2022, online retail brands like Amazon and Flipkart captured ₹7,000 crore (or 14 per cent) of the ₹49,900 crore spent online by advertisers. This amount is twice the ₹3,400 crore (or 12 per cent) of total online ad spend in 2020.

"Retail media is the biggest growth story in advertising," declares Marija Masalskis, senior principal analyst for TV, video, and advertising at London-based Omdia.

The reasons are clear. As Mehta points out, "Searches (for purchase) originate on Amazon, therefore advertising leads to sales." Menon adds: "Spends on Amazon are increasing because of the sharpness of targeting. Amazon is for conversions, Google and Meta for reach."

Meanwhile, Shrenik Gandhi, co-founder and CEO of White Rivers Media, notes the effectiveness of other platforms: "Meta (including Facebook, Instagram, Reels, WhatsApp) is great with innovations on Reels. Google ads work best

on YouTube, after search. New platforms lead to better click-through rates and better conversions."

According to data from Omdia, Amazon's global advertising revenue is about \$38 billion, which is less than Google's \$166 billion or Meta's \$112 billion. However, Amazon has doubled its share of global online ad revenues from 2019 to now. Google and Meta have not lost share, but they haven't grown as quickly.

"Retail media is absorbing a lot of search dollars. It is bringing growth to Google and taking a part of that market," says Masalskis.

Search advertising is a vital part of Google's ad revenue stream.

This trend is mirrored in India, where brands in sectors like mobile phones, consumer goods, and automobiles are increasingly turning to online retail platforms.

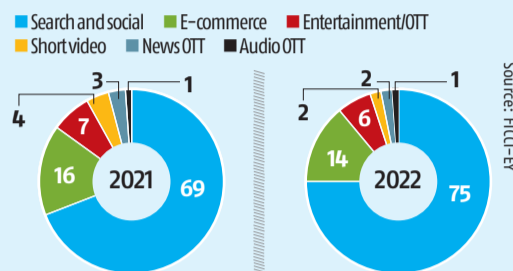
The Cost Per Thousand (CPM) on Amazon and retail media is roughly 30 per cent higher than on Google and Meta. Although this isn't solely about conversions: "On Fire TV, it is about pure reach," says Menon. When you combine Amazon.com, Prime Video, Amazon Music, its Fire TV stick, and everything else Amazon offers, it reached 345 million unique visitors in June this year, according to Comscore data.

That's about three-fourths the reach of Google and Meta sites. The duo captured over 80 per cent of all online advertising spends in India in 2022, leaving around ₹9,000 odd crore for various publishers, streaming services, short video platforms, and others. Amazon seems to be securing a bulk of this remaining share. The emergence of online retail as a potent platform is being hailed as a way to challenge the existing duopoly.

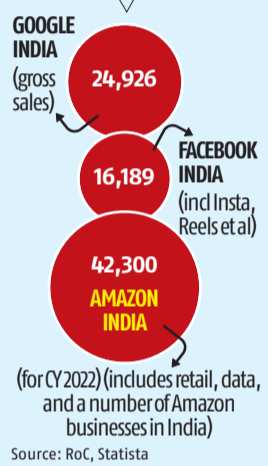
Other entrants like Netflix, which is committed to introducing an advertising tier, are expected to join the fray. The landscape of online advertising is set to become more diverse, and the cosy duopoly that once dominated the scene may not last much longer.

TOTAL DIGITAL ADVERTISING (₹ crore)

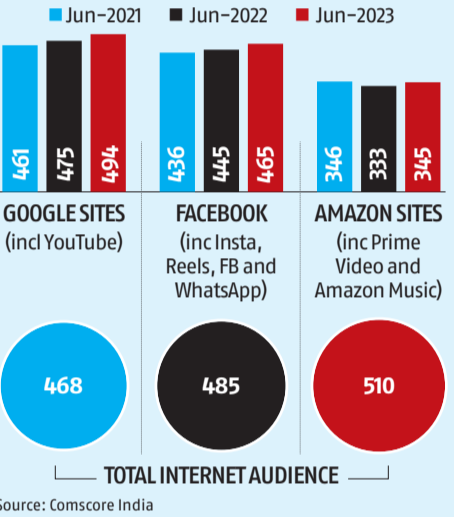
BREAK-UP BY TYPE (% OF TOTAL)
2021: 38,300
2022: 49,900



TOTAL REVENUE ₹ crore (FY 2022)



REACH (million unique visitors)



Reliance Retail to raise ₹3,048 crore via InvIT

Intelligent Supply Chain Infrastructure Trust, an infrastructure investment trust (InvIT) established by India's most valuable company, Reliance Industries (RIL), has filed its draft placement memorandum to raise ₹3,048 crore via a privately placed InvIT.

APPOINTMENTS

BOB Financial
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Come, Grow with us
BOB Financial Solutions Limited
Invites applications from eligible candidates for the below positions

- Regional Relationship Officer / Deputy Regional Relationship Officer

Last date of application: 14th September 2023

visit 'Careers' section of our website www.bobfinancial.com for more information

PUBLIC NOTICE

Notice is hereby given to all public that MR. ROHIT ARJUN RAJGUDE, has applied to Shree Laxmi CHS Ltd for transfer of Flat No.1402, B1-Wing, 14th Floor, Shree Laxmi CHS Ltd., N. M. Joshi Marg, Byculla, Mumbai- 400 027, and shares of said society on his name from the name of late ARJUN BAJIRAO RAJGUDE. His mother SMT LATA ARJUN RAJGUDE has given consent for such transfer. Any person having any claim, right, title, interest, or any right by way of mortgage, or right what so ever nature in respect of the said Flat or share of society hereby called upon to lodge their claim to the undersigned with documentary proof within 14 days from the date hereof, failing which, it shall be presumed, no claim exists and transfer will be effected.

Date: 25.08.2023

Sd/-
VIJAY S. KOKITKAR,
Advocate High Court
21/21, B.D.D. Chawl,
N. M. Joshi Marg,
Mumbai 400 013.
Mob : 9820402015

orbit exports ltd.

Corporate Identification Number (CIN): L40300MH1983PLC030872
Registered Office: 122, 2nd Floor, Mistry Bhavan, Dinshaw Wachha Road, Near K.C. College, Churchgate, Mumbai 400 020
Tel: +91 22 6625 6262 • Email: investors@orbitexports.com
Website: www.orbitexports.com

40th ANNUAL GENERAL MEETING TO BE HELD THROUGH VIDEO CONFERENCING ('VC') / OTHER AUDIO VISUAL MEANS ('OAVM')

- Notice is hereby given that the 40th Annual General Meeting ('AGM') of Orbit Exports Limited ('Company') will be held on Friday, September 22, 2023 at 2.00 p.m. (IST) through Video Conferencing ('VC') or other Audio-Visual Means ('OAVM') to transact the business as set out in the AGM Notice dated August 2, 2023 ('AGM Notice') in compliance with the provisions of the Companies Act, 2013 including rules framed thereunder ('Act'), SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('Listing Regulations') read with Ministry of Corporate Affairs circulars i.e. General Circular Nos. 14/2020 dated April 8, 2020, 17/2020 dated April 13, 2020, read with other relevant circulars including General Circular No. 20/2021 dated December 8, 2021, 3/2022 dated May 5, 2022 and 10/2022 dated 28th December, 2022 ('MCA Circulars') and other applicable circulars issued by Securities and Exchange Board of India (SEBI), without the physical presence of shareholders at a common venue.
- Electronic copies of the AGM Notice and Annual Report for financial year 2022-23 will be sent to all those shareholders whose email IDs are registered with the Company/Depository Participant(s)/Depository as on Friday, August 25, 2023. The AGM Notice and Annual Report for financial year 2022-23 are also available on the Company's website www.orbitexports.com, websites of the 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 NSDL (agency for providing the Remote e-Voting facility) at www.evoting.nsdl.com
- Manner of remote e-voting or through e-voting during the AGM: Shareholders holding shares in dematerialized form, physical form and who have not registered their email addresses with the Company can cast their vote through remote e-voting or through the e-voting system during the AGM. The manner of such voting will be provided in the AGM Notice.
- Manner to register email addresses, mobile number, bank account details:
 - Shareholders, holding shares in physical form are requested to furnish their email addresses, mobile numbers, bank details and/or other details in form ISR-1 with the Company's Registrar and Transfer Agent, Link Intime India Private Limited ('LIILPL') at C 101, 247 Park, LBS Marg, Vikhroli West, Mumbai - 400083, Maharashtra, India or rt.helpdesk@linkintime.co.in.
 - Shareholders holding shares in dematerialized form and who want to register/update the above details are requested to register/update the same with their respective Depository Participants.

The above information is being issued for the benefit of all the shareholders of the Company in compliance with the MCA Circulars. In case of any queries, shareholders may refer the Frequently Asked Questions (FAQs) for shareholders and e-voting user manual for shareholders available at the download section of www.evoting.nsdl.com or call on: 022 - 4886 7000 and 022 - 2499 7000 or send a request email at evoting@nsdl.co.in

By order of the Board of Directors
For Orbit Exports Limited
Sd/-
Sonia Gupta
Company Secretary & Compliance Officer

Date : August 25, 2023
Place : Mumbai

MEDC-MSME CONFERENCE 2023
24th August 2023 | 09:30 am - 04:00 pm
B.N. Vaidya Hall, IES School, Dadar(E), Mumbai

MEDC MAHARASHTRA ECONOMIC DEVELOPMENT COUNCIL

MSME THE GROWTH ENGINE FOR A TUMHAIR BHARAT

MEDC - MSME Conference 2023 was inaugurated by Shri. Uday Samant, Hon. Minister of Industries, Govt of Maharashtra. He talked about making Maharashtra a business hub to support small and new entrepreneurs. He talked about the schemes which govt has introduced to support the MSME sector businesses like Mukhyamantri Rojgar Nirmiti Yojana. He spoke about the recent new investments which the state government has brought in Maharashtra which would further boost the states economy. Govt will introduce a new export policy specifically focused on MSME Sector businesses.

Shri. Ravindra Boratkar, President, MEDC mentioned in his opening address that the MSME sector accounts for over 80% of all businesses in India. India has over 63 million MSMEs, and they employ over a 110 million people spread across all our three major economic sectors agriculture, industry and service. Mrs. Meenal Mohadikar, Vice President, MEDC welcomed the gathering. Shri. Deepak Ghaisas, Chairman, Gencoval Strategic Services pvt. ltd. was the Guest of Honour for the event and Shri. Lalit Gandhi, President, MACCIA, Shri. Deepak Karandikar, President, MCCIA, Shri. Samir Somaiya, President, IMC, Smt. Sujata Soparkar, President, TSSIA, Dr. Vijay Kalantri, Chairman, WTC were the honoured guests for the evening.

MEDIA PARTNER
Business Standard, महाराष्ट्र टाइम्स

SUPPORTED BY
MACCIA, TSSIA, ईसीजीसी, ECGC, SBI

KNOWLEDGE PARTNER
MCX METAL & ENERGY, TJS SAHAKARI BANK LTD, THE COSMOS BANK LTD, GREATER BANK, TATA nexarc, SBI, SBI

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