

Date: 06.09.2025

To,

The General Manager, Listing Operations Department of Corporate Services BSE Limited P. J. Towers, Dalal Street, Fort, Mumbai- 400 001 Stock Code: 532891	The Manager, Listing Department, National Stock Exchange of India Limited, Exchange Plaza, 5th Floor, Plot No. C/1, G Block, Bandra-Kurla Complex, Bandra (E), Mumbai- 400 051 Stock Code: PURVA
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Dear Sir / Madam,

Sub: Newspaper advertisement

Ref: Regulation Reg 30 read with Schedule III to the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

Pursuant to Regulation 30 read with Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and Section 108 of Companies Act 2013 read with Rule 20 of Companies (Management & Administration) Rules, 2014, we have enclosed herewith the copy of the newspaper advertisement published by the Company on September 06, 2025 in following newspaper with respect to Notice of 39th Annual General Meeting and e-Voting information:

1. Economic times-English Newspaper
2. Prajavani-Kannada Newspaper

This is for your information and records.

Thanking you,

Yours sincerely,

For Puravankara Limited

(Sudip Chatterjee)

Company Secretary & Compliance Officer

Membership No.: F11373



IBDF, IAMA Weighing Options on Final Response to MIB's TV Ratings Reform Plan

Javed Farooqui

Mumbai: Deliberations are ongoing at the Indian Broadcasting and Digital Foundation (IBDF) and the Internet and Mobile Association of India (IAMA) on their final submissions to the information and broadcasting ministry's proposed amendments to the policy guidelines for television rating agencies in India, people aware of the matter said.

Broadcasters have welcomed the ministry's move to reform audience measurement but cautioned that opening the space to interested parties could create conflicts of interest and undermine television's credibility as India's largest reach medium, they people cited earlier told ET.

If the industry bodies fail to reach consensus on the matter, entertainment broadcasters may be forced to make individual representations to the ministry, industry executives said.

The deadline for responses to the draft amendments closed on September 1. This is one of the rare occasions when IBDF has struggled to present a unified position on a key issue.

IBDF's board and legal committee held discussions, with the foundation at one point

even considering a strong protest against the ministry's proposals, particularly the removal of cross-holding restrictions.

While some broadcasters support scrapping these restrictions, others insist that IBDF maintain its long-standing position of retaining them. A source said a joint submission is still possible, as the matter remains under board consideration.

IAMA has circulated a draft submission among its members to seek feedback before finalising its response to the ministry. It is also exploring support for a unified, transparent measurement framework for digital platforms in India.

REITs, InvITs AUM Likely to Touch ₹25 L cr by 2030

New Delhi: Real Estate Investment Trusts (REITs) and Infrastructure Investment Trusts (InvITs) instruments are becoming popular in India as their combined assets under management have crossed ₹9 lakh crore in last nine years, according to industry bodies IRA and BIA.

The combined AUM of REITs and InvITs are expected to touch ₹25 lakh crore by 2030, as per the projections of The Indian REITs Association (IRA) and Bharat InvITs Association (BIA). At present, there are five listed REITs in India - Brookfield India Real Estate Trust, Embassy Office Parks REIT, Mindspace Business Parks REIT, Nexus Select Trust, and Knowledge Realty Trust.

Currently, there are 27 Sebi-registered InvITs, and out of these, five are publicly listed on the stock exchanges, while 23 are privately listed. The first InvIT was registered in 2016, while the first REIT got listed in 2019.

On Friday, IRA and BIA, which jointly hosted their first product awareness programme in the national capital, highlighted that the assets under management (AUM) of InvITs and REITs currently stand at around ₹7 lakh crore and ₹2.25 lakh crore, respectively.

"Today REITs are firmly established as a mainstream product within just the capital market, building physical real estate with financial markets in a way that is transparent, regulated and globally competitive," IRA chairman Alok Aggarwal told reporters. —PTI

Citroen Maker Bets on Local Push to Drive Up India Biz

RESET MODE Stellantis India will focus on affordability and scale to make its ops sustainable, says top exec

Shally Seth Mohile

Mumbai: Dutch car maker Stellantis, which sells vehicles under the Citroen and Jeep brands in India, is rebooting its strategy with a sharper focus on localisation, affordability, and scale in an effort to recoup sales in one of the world's toughest automobile markets.

The core of Stellantis' plan would be to achieve a 95% local supply chain to reduce foreign currency exposure,

GST 2.0 Indians may now have to spend less to buy essential and some non-essential items, but a ticket to IPL match could pinch their pockets

Consumer Cos Readying Big Festive Splash to Boost Sales

Ad budgets likely to rise 15-20%; favourable tax rates, promise of market share gains key reasons

Writankar Mukherjee & Shally Seth Mohile

Kolkata | Mumbai: Several leading consumer companies in India are enhancing their planned marketing and advertising budgets by 15-20% this festive season, extending through Christmas, following goods and services tax (GST) cuts that take effect September 22. These companies will be looking to attract new customers through lower product prices to drive sales and market share, executives said.

Reliance Retail, LG, Sony, Daikin, Haier, Blue Star, Parle Products, Amul, and V-Mart Retail are among companies set to step up spending from Navratri, which starts later this month, through December, coinciding with the period of highest consumer demand in the country. Automakers Hyundai, Maruti Suzuki, Stellantis India, and Mercedes-Benz India, among others also confirmed the trend.

Sony India is increasing its marketing activities and investments

ADD TO CART

SONY INDIA
Expects a 5-10% additional uplift in demand from large TVs

RELIANCE RETAIL
Starting festive campaigning from Navratri itself this year

PARLE PRODUCTS
Increasing ad spends to grow revenue led from market share gain

HYUNDAI MOTOR INDIA
Planning double-digit growth in festive promotional spends over last year

AMUL
Will begin campaigns with the Asia Cup cricket tournament, continuing through the festive and wedding season

this Diwali season to capture and build on positive consumer sentiment, said Sunil Nayyar, managing director. The company expects sales of its large-screen televisions to grow 5-10% more than its earlier projections.

The GST cuts will reduce taxes on a wide range of products, including cars, two-wheelers, large-screen TVs, air-conditioners, dishwashers, apparel and footwear priced up to ₹2,500, and multiple daily use items such as biscuits, namkeens, toothpaste, butter, ghee, and toilet soap.

Mayank Shah, vice president at biscuit and confectionery maker Parle Products, said value growth may face pressure despite increased sales due to GST-driven product pack expansions and higher

Virat Khullar, associate vice president, marketing, explained that the carmaker's advertising campaign, featuring brand ambassador Pankaj Tripathi, "has been designed to extend a range of attractive

benefits and irresistible offers across product portfolio."

Stellantis India, which sells Jeep and Citroen vehicles, is boosting regional campaigns across print, TV and radio, with CEO & MD Shailesh Hazela noting, "I wouldn't call it our highest spend since we entered India, but compared to last year, the increase is significant. All I can say is—it's a huge amount." At Reliance Retail, as much as 80-90% of the fashion business is covered under the revised lower GST slab. AC manufacturers like Daikin and Blue Star are utilising unused budgets from the summer quarter, which was hit by unseasonal rains. "Every year we do a festive campaign around Diwali, but this year, it will be from Navratri itself," said B Thiagarajan, managing director, Blue Star.

The October-December quarter remains India's largest consumption period due to a series of festivals as well as the wedding season, with the festive period alone accounting for 25-35% of annual sales for several categories.

Jayen Mehta, managing director at Amul, said the brand will begin campaigns with the Asia Cup cricket tournament, continuing through the festive and wedding season. "We are now confident of double digit growth for next 4-6 quarters," he said.

Higher IPL Ticket Prices May Squeeze Franchise Revenues

Teams based in smaller centres could be hit more: Industry executives

Javed Farooqui

Mumbai: The GST Council's decision to raise the tax on admission to Indian Premier League (IPL) matches from 28% to 40% is expected to squeeze franchise revenues, especially for teams based in smaller centres outside metros, industry executives said.

Ticketing contributes an estimated 8-12% of team earnings depending on the stadium capacity, but higher prices could impact attendance in non-metro markets.

Franchises will now have to rethink pricing strategies to keep stadiums filled.

"Our ticketing revenues will take a hit since 40% GST is too high. The impact will be particularly severe for franchises outside metros and with lower capacity stadiums.

In smaller centres, price elasticity is very less compared to metros. Stand tickets bring 85-90% of our ticketing revenues with corporate boxes bring-

Taking Guard

Franchises likely to appeal to GST Council to reconsider hike

Ticketing contributes 8-12% of team earnings

Entry-level ticket prices range from ₹500 to upwards of ₹2,000

ing in the rest," said Punjab Kings CEO Satish Menon.

He added that IPL franchises are discussing the impact and may appeal to the GST Council to reconsider the hike in the coming days. Entry-level ticket prices vary widely, ranging from as low as ₹500 to upwards of ₹2,000. Market watchers, however, said that the overall impact will not be significant.

"The hike will have an impact, but it will not be very severe since tickets were already taxed at 28% GST. But the hike couldn't have come at a worse time since the ban on real money gaming is already set to hit sponsorship revenues," said Santosh N, managing partner at D & P Advisory.

Brand Finance India MD Ajimon Francis said corporate boxes are less affected due to low price sensitivity among affluent buyers. "A large chunk of tickets are given away to sponsors, leaving few for actual monetisation," he said. The league's business value rose 12.9% to \$18.5 billion, as per Houlihan Lokey's 2025 IPL Brand Valuation Study.

SpiceJet Flies into Losses in Q1 as Fleet & Operational Issues Weigh

Revenue falls 34% and Ebitda turns negative as subdued travel demand also a major factor

Our Bureau

Mumbai: SpiceJet slipped into the red in the June quarter as grounded aircraft, restricted air routes and weaker travel sentiment dragged down earnings along with decline in its freight business. The carrier reported a consolidated net loss of ₹234 crore for the three months ended June 30, against a profit of ₹158.2 crore in the year-ago period and ₹341.9 crore in the preceding March quarter.

Revenue from operations fell 34% year-on-year to ₹1,120.2 crore from ₹1,708.2 crore and dropped 24% sequentially from ₹1,465.6 crore.

The decline in revenue outpaced cost savings, with total expenses shrinking 25% to ₹1,435 crore compared with ₹1,919.6 crore a year earlier and ₹1,616.3 crore in March 2025. At the operating le-



vel, Ebitda came in negative at ₹18 crore, compared with a positive ₹402 crore in the same quarter last year.

The airline attributed the weak performance to fleet and operational constraints. "Non-operation of certain part of the entire fleet for awaited maintenance coupled with airspace restrictions owing to geopolitical tensions affected the profitability of the company during the quarter," it said in its filing. It also pointed to subdued travel demand after a "tragic accident in [the] Indian aviation sector" that dampened passenger sentiment. In addition, "the delay in returning grounded aircraft to service, owing to global supply chain disruptions and engi-

ne overhaul challenges, further compounded the situation", the company said.

Chairman and managing director Ajay Singh said the quarter reflected "extraordinary challenges faced by the aviation industry, including geopolitical turbulence, restricted air routes and supply chain disruptions," but added that SpiceJet was "taking steps to enhance fleet reliability, reduce costs and expand our network".

Segment revenues showed declines across businesses. The air transport services division earned ₹1,093.7 crore, down 33% from ₹1,626.9 crore a year earlier.

Freighter and logistics revenue dropped 66% to ₹26.5 crore from ₹78.8 crore, while other businesses posted a loss of about ₹7.2 crore. The balance sheet remained under strain. Consolidated liabilities stood at ₹3,328.8 crore at the end of June, outweighing total assets of ₹6,149.1 crore.

The auditor flagged SpiceJet's fragile financials, highlighting that as of June 30, 2025, the group had incurred a net loss of ₹236.6 crore, accumulated losses of ₹8,069.7 crore and a negative net worth of ₹2,179.6 crore.

COPYRIGHT INFRINGEMENT CASES

Fashion Designers Take the Fight to Duplicate Brands

Many issuing notices, setting aside legal budgets & seeking IP protection for brands

Anumeha Chaturvedi & Maulik Vyas

New Delhi | Mumbai: Celebrated couturier Rahul Mishra wants to set a precedent with an ongoing design theft case in which he won a favourable ad-interim injunction last month from the Delhi High Court.

Mishra got the ad-interim injunction, or a status-quoist stay order, against multiple parties for unauthorised copying and replicating his "Tigress" artistic work and floral motifs from the Sundarbans collection.

As per the Delhi High Court, these imitations not only infringe Mishra's copyright but also "erode brand exclusivity" and "cause opportunity loss" for the more than 2,000 artisans employed in Mishra's ateliers across India.

The infringing garments bearing the unauthorised imitations were found to be worn by celebrities such as Kapil Sharma on his comedy show available on Netflix, besides Instagram influencer Orry, and musician Badshah. "This is not just about our brand. If India is going to become a \$35 trillion economy by 2047, IP is going to play a crucial role," said Mishra. "To see the next Louis Vuitton or the next Apple coming out of India, IP laws have to be seen in a different light like

Copy Cats

Menace of duplicate creations intensifying for designer brands

Probable Cause: Proliferation of ecomm, social media, stylists and multi-brand outlets

Designers seen to be enquiring about registering their designs under copyright acts

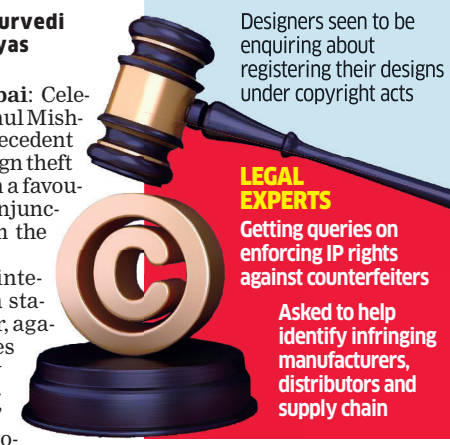
LEGAL EXPERTS Getting queries on enforcing IP rights against counterfeiters

Asked to help identify infringing manufacturers, distributors and supply chain

other markets. I think I will have to set aside separate legal budgets besides marketing, and more notices could be on their way. Considering how comprehensive the order is, we are not expecting a backtracking going ahead," Mishra told ET.

With the proliferation of e-commerce, social media, stylists and multi-brand outlets, the menace of fake and duplicate creations is only intensifying for designer brands. Designers are frequently enquiring about registering their designs under the Copyright Act, 1957, and the Designs Act, 2000, to secure protection, said Rahul Chaudhry, managing partner of law firm Rahul Chaudhry & Partners.

"We do see greater awareness among fashion designers towards protecting their brands. This awareness is driven by counterfeiters, amplified by social media, influencers, trending fast-fashion and online platforms, eroding brand exclusivity," said Chaudhry.



TaMo to Bring Down Prices

New Delhi: Tata Motors said prices across vehicles will come down by up to ₹1.5 lakh as the GST reduction will be passed on to customers.

PURAVANKARA

PURAVANKARA LIMITED
(CIN: L45200KA1986PLC051571)
Registered Office: No. 130/1, Ulsoor Road, Bangalore - 560 042 | Tel: 080 2559 9000/43439999
Email: info@puravankara.com | Website: www.puravankara.com

NOTICE OF THE 39th ANNUAL GENERAL MEETING AND E-VOTING INFORMATION

Notice is hereby given that the 39th Annual General Meeting (AGM) of Members of Puravankara Limited ("the Company") will be held on Monday, September 29, 2025, at 02:00 P.M. (IST) through Video Conference (VC)/ Other Audio-Visual Means (OAVM) to transact the businesses as set out in the notice convening the AGM in compliance with the applicable provisions of the Companies Act, 2013 and Rules made thereunder and the Securities and Exchange Board of India (SEBI) (Listing Obligations and Disclosure Requirements) Regulations, 2015, read with General Circular No. 09/2024 dated September 19, 2024, 09/2023 dated September 25, 2023, 10/2022 dated December 28, 2022 and other relevant circular issued by the Ministry of Corporate Affairs (MCA), Circular No. SEBI/HO/CFD/CFD-PoD-2/P/CIR/2024/133 dated October 3, 2024, SEBI/HO/CFD/PoD-2/P/CIR/2023/167 dated October 07, 2023, SEBI/HO/CFD/PoD-2/P/CIR/2023/4 dated January 05, 2023, and other relevant circular issued by the Securities and Exchange Board of India (hereinafter collectively referred to as 'Circulars').

In this regard the Company has sent the Notice convening 39th AGM along with Annual Report for the Financial Year 2024-25, to the Members whose e-mail ID is registered with the Company / Depository Participant/Registrar and Share Transfer Agent, in accordance with the circulars issued by the MCA and SEBI. The Annual Report along with the Notice of the AGM for FY 2024-25 is also available on the website of the Company at www.puravankara.com, on the website of National Securities Depository Limited (NSDL) at www.evoting.nsdl.com and Stock Exchange viz., BSE Limited at www.bseindia.com and National Stock Exchange of India Limited at www.nseindia.com. Additionally in accordance with Regulation 36(1)(b) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, the Company is also sending a letter to Members, whose Email ID are not registered with the Company/ Registrar and Share Transfer Agent / Depository Participants, providing a direct weblink of company's website from where the Annual Report for FY 2024-25 can be accessed. The Company shall send a physical copy of Annual Report FY 2024-25 to those Members who request for the same at investors@puravankara.com mentioning their Folio No./DP ID and Client ID.

Instructions for Remote e-voting and e-voting during AGM

Pursuant to the provisions under section 108 of the Companies' Act 2013, read with Rule 20 of the Companies (Management and Administration) Rules, 2014 (as amended), Regulation 44 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and the Secretarial Standard on General Meetings issued by Institute of Company Secretaries of India as amended and other applicable laws, the Company is providing the facility of electronic voting system ("Remote e-voting") prior to AGM and during the AGM to enable Members to cast their vote by electronic means for the business to be transacted at the AGM as set out in the notice of the AGM and for this purpose, the Company has appointed NSDL to facilitate voting through electronic means. The voting rights of the Members shall be in proportion to the equity shares held by them in the paid-up equity share capital of the Company as on Monday, September 22, 2025 ("Cut-off date").

The remote e-voting facility prior to the AGM would be available during the following period:

Commencement of e-Voting	at 09:00 a.m. (IST) on Friday, September 26, 2025
End of e-Voting	at 05:00 p.m. (IST) on Sunday, September 28, 2025

The remote e-voting module shall be disabled by the NSDL thereafter. The Members who are present at the AGM through VC/OAVM and have not casted their votes on the resolutions through remote e-voting and are otherwise not barred from doing so, shall be eligible to vote through the e-voting system during the AGM. Once the vote on a resolution is cast by the Member, the Member shall not be allowed to change it subsequently.

The Members who have cast their votes on resolution(s) by remote e-voting prior to the AGM may also attend/participate in the AGM through VC/OAVM but shall not be entitled to cast their vote on such resolution(s) again at the AGM.

Any person, who acquires shares of the Company and becomes a shareholder of the Company after notice has been sent electronically by the Company, and holds shares as on the cut-off date i.e., September 22, 2025, may obtain the login ID and password by sending a request to NSDL at evoting@nsdl.co.in or Company or RTA. However, if person is already registered with NSDL for remote e-voting, then they can use existing user ID and password for casting their votes.

Members who have not registered their e-mail address, are requested to register the same at the earliest to enable themselves to participate through e-voting:

- In respect of shares held in demat form - with their depository participants (DPs).
- In respect of shares held in physical form - (i) by writing to the Company's Registrar and Share Transfer Agent viz. MUGF Intime India Private Limited, with details of Folio number, and self-attested copy of PAN card at MUGF Intime India Private Limited, Unit: Puravankara Limited, addressing to: MUGF Intime India Private Limited, C-101, 247 Park, L.B.S Marg, Vikhroli West, Mumbai- 400083 OR (ii) by sending e-mail to rt.helpdesk@in.mfms.mugf.com.

Comprehensive guidance on (a) remote e-Voting prior to the AGM, (b) participation in and joining of the AGM through VC/OAVM, (c) e-Voting during the AGM and (d) registration of email IDs (e) Helpdesk for Individual Shareholders holding securities in demat mode for any technical issues related to login through Depository i.e. NSDL and CDSL are available in the Notes to Notice of AGM

The Board of Directors has appointed Mr. Nagendra D. Rao, Practising Company Secretary (Membership No. 5563, COP No. 7731) as the Scrutinizer for conducting the remote e-voting to scrutinize the remote e-voting process in a fair and transparent manner. The result of the remote e-voting and e-voting during the AGM shall be declared within two working days from the conclusion of the AGM. The results declared, along with Scrutinizer's report, shall be placed on the website of the Company and on the website of NSDL.

In case of any queries, you 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 or send a request to Mr. Falguni Chakraborty, Assistant Manager, NSDL at evoting@nsdl.com.

For Puravankara Limited
Sd/-
Sudip Chatterjee
Company Secretary and Compliance Officer
Membership No: F 11373

Place: Bangalore
Date: 5-09-2025

Past attempts fizzled out. This time, it's about sustainability, not just penetration

SHAILESH HAZELA MD, Stellantis India



