

FIRST CASE BY BIDEN GOVT AGAINST BIG TECH TO HAVE A DAY IN COURT

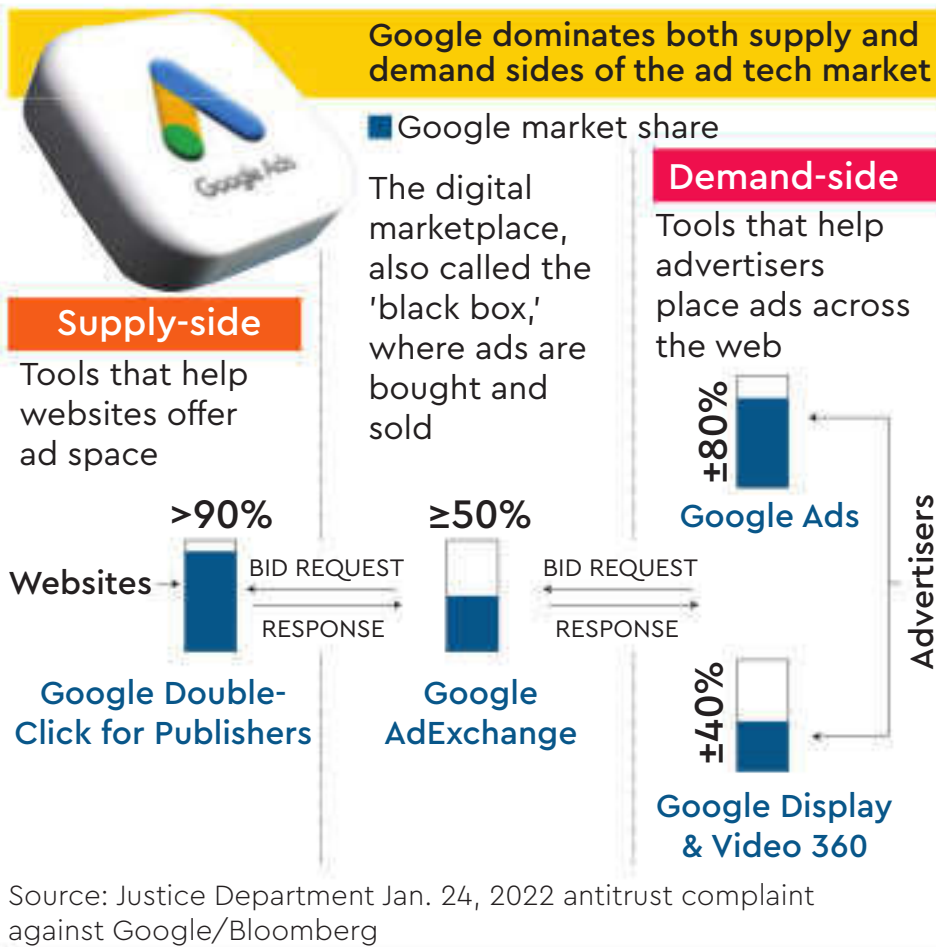
Google's ad empire under fire

LEAH NYLEN & DAVEY ALBA
September 9

ALPHABET'S GOOGLE HEADS back to court Monday to face US Justice Department allegations that it manipulates the \$677 billion display advertising market in violation of antitrust laws, just one month after losing a landmark ruling that it illegally dominates online search. The DOJ and a coalition of eight states are accusing Google of acquiring over years the tools used to buy, sell and serve ads, locking up the technology behind websites and harming publishers and advertisers.

The trial, which will take place in Alexandria, Virginia, marks the first case brought by the Biden administration against Big Tech to have its day in court. The Justice Department's earlier lawsuit accusing Google of illegally monopolising internet search is the biggest antitrust case in tech since a ruling against Microsoft more than two decades ago. It was filed in

Here's how Google's digital ad system works



October 2020 under former President Donald Trump. Google has denied the claims, asserting that its tools work seamlessly with products

made by competitors, and that the government's case is based on an outdated understanding of digital ad markets.

— BLOOMBERG

Small ad-tech firms raise concerns over Privacy Sandbox

AKASH SRIRAM & HARSHITA MARY VARGHESE
September 9

SMALLER AD-TECH FIRMS are raising competition concerns over Google's long-brewing cookies alternative, Privacy Sandbox, at a time when the internet giant's digital ads business is already under US and UK scrutiny. The US and UK regulators suspect that Privacy Sandbox, which has been in the making for five years, could give Google too much control over the digital advertising market, harming competition.

Google's dominance through Chrome and Android platforms, which command the

lion's share of internet users, makes adapting to Privacy Sandbox a critical necessity for ad-tech firms. However, the investigations and potential technology development delays are hurting smaller ad-tech firms, as the burgeoning costs due to adoption delays for Privacy Sandbox will put them at a disadvantage against well-heeled rivals.

At least 11 ad executives told Reuters that Privacy Sandbox may create an uneven playing field that favors larger firms with greater funding and technical prowess. Privacy Sandbox is a set of technologies that aims to enhance user privacy by anonymising data.

— REUTERS

Adani set to be second trillionaire after Musk

Elon Musk, CEO of Tesla and SpaceX, may become the world's first trillionaire by 2027, while Gautam Adani, chairman and founder of Adani Group, may attain that status in the following year, and Mukesh Ambani, Reliance Industries' chairman, may do so in 2033

THE TOP TEN ON TRACK

Annual wealth growth rate (in %)

1	ELON MUSK, Tesla, SpaceX USA, 2027	110%	GAUTAM ADANI, Adani Group, India, 2028	123%	2
3	JENSEN HUANG, NVIDIA, USA, 2028	112%	PRAJOGO PANGESTU, Barito Pacific, Indonesia, 2028	136%	4
5	BERNARD ARNAULT, LVMH, France 2030	29%	MARK ZUCKERBERG, Meta, USA 2030	36%	6
7	PHIL KNIGHT, Nike, USA 2030	8%	MUKESH AMBANI, RIL, India, 2033	28%	8
9	MICHAEL DELL, Dell Technologies, USA, 2033	31%	STEVE BALLMER, Microsoft, USA, 2034	26%	10

Source: Informa Connect

Sinner-Alcaraz era begins in tennis

NAMIT KUMAR
September 9

TAKE A PEEK at Monday's US Open final, and one finds that Jannik Sinner is an elegant shot-maker. Don't be fooled by his mild manner or wiry frame, the purity with which the Italian strikes the ball, and the strength of his athleticism make for a lethal combination. He can unfurl unplayable forehand strokes, and in the same motion, pirouette into a defensive backhand slice.

Go through Sinner's journey behind his US Open triumph, and one finds that beneath the silk, lies a layer of steel too. In a final that was less of a contest and more of a procession, Sinner cantered to a second Grand Slam title by outplaying and outthinking the 12th seeded Taylor Fritz 6-3, 6-4, 7-5 that

further underlined his status as the No. 1 player in the world.

The day that Sinner marked himself as the favourite for this US Open title was also the day that a permanent mark on his back appeared. After winning the Cincinnati Masters in the buildup to the season-ending Major, it was revealed that Sinner had tested positive for traces of a banned substance, Clobetolol, in March. After successfully appealing temporary suspensions, Sinner was eventually cleared by an independent tribunal who concluded that he bore no fault or negligence due to accidental contamination.

There was cynicism

about it though. Locker room peers complained of preferential treatment, doubts swirled over why the entire process took place out of public view, the mistrust of the players with the governing bodies was laid bare, and

Sinner, at the centre of it all, was forced to feel its wrath.

Yet, the 23-year-old Italian dealt with all of it remarkably straightforwardly. He fronted up and had his side of the story clear. He sacked the two members of his team that were responsible for the transdermal contamination. He continued to win despite being weighed down by the massive off-court controversy and a persistent hip problem — even when his two main rivals for the title, Carlos Alcaraz and Novak Djokovic, crashed out early. Ultimately, Sinner

blocked out the noise and cruised to the US Open like the best players in the world often do — without much of a fuss. He later revealed how this latest period of his career has taken a toll. "I understood, especially in this tournament, how important the mental part is in this sport," he said after the final, per Reuters. "With my family and team and everyone who supports me daily, I always try to stick together with them especially when moments are getting difficult and tough... It was and still is a little bit in my mind. It's not that it's gone. But when I'm on court I try to focus on the game and try to handle the situation in the best possible way."

Monday's final was, in a microcosm, how his entire tournament went — Sinner did not hit top gear, and did not need to.

"IMPORTANT"

Whilst care is taken prior to acceptance of advertising copy, it is not possible to verify its contents. The Indian Express (P) Limited cannot be held responsible for such contents, nor for any loss or damage incurred as a result of transactions with companies, associations or individuals advertising in its newspapers or Publications. We therefore recommend that readers make necessary inquiries before sending any monies or entering into any agreements with advertisers or otherwise acting on an advertisement in any manner whatsoever.

THERMAL POWER PLANT For Sale

12.5 Mega Watt (1 Cr. Per Mega Watt)

7.5 Mega Watt (2 Cr. Per Mega Watt) (Box Packed)

+91 98250 76586, 99740 56806

Sheetal Universal Limited
CIN L51219GJ2015PLC084270
Corporate Office: 1508-1509, 15th Floor, Space Odyssey, Nr. KKV Chowk, 150 Ft. Ring Road, Rajkot-360 005, Gujarat, India
Registered Office: Office No. 348, 2nd Floor Iscon Mall, 150 Ft. Ring Road, Rajkot - 360 005 Gujarat, India
Email: hiren@sheetaluniversal.com | Web: www.sheetaluniversal.com

NOTICE TO THE SHAREHOLDERS REGARDING 9TH ANNUAL GENERAL MEETING

- The 9th (Ninth) Annual General Meeting ("AGM") of the Company will be held through Video Conferencing ("VC") / Other Audio Visuals Means ("OAVM") on **Monday, 30th September, 2024 at 05:00 P.M. (IST)** in compliance with all the provisions of the Companies Act, 2013 and Rules made thereunder and SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with General Circular No. 14/2020 dated 8th April, 2020, General Circular No. 17/2020 dated 13th April, 2020, General Circular No. 20/2020 dated 5th May, 2020 and Circular No. 02/2021 dated January 13, 2021 issued by the Ministry of Corporate Affairs ("MCA Circulars") and Circular No. SEBI/HO/CFD/CMD/1/CIR/P/2020/79 Dated 12th May, 2020 and Circular No. SEBI/HO/CFD/CMD/2/CIR/P/2021/11 Dated 15th January, 2021 issued by Securities and Exchange Board of India ("SEBI circular") (collectively referred to as "relevant circulars") to transact the business(es) set out in the notice calling 9TH AGM. Members will be able to attend the meeting through VC or OAVM. Members participating through VC or OAVM shall be reckoned for the purpose of quorum under Section 103 of the Companies Act, 2013.
- In compliance with the relevant circulars, the Notice of the 9TH AGM and the Annual Report for the FY 2023-24 will be sent electronically to all the members of the Company whose email addresses are registered with the Company/ Depository Participants. The aforesaid documents will also be available on the Company's website at www.sheetaluniversal.com and on the website of stock exchange where the shares of the Company are listed i.e. www.nseindia.com. Members can attend and participate for joining the AGM are provided in the Notice of AGM. Further, Members who do not register their email addresses with the RTA/ Depository Participants will not be able to participate in the meeting.
- Manner of registering / updating email addresses:
 - In case shares are held in physical mode please provide Folio No., Name of shareholder, scanned copy of the share certificate (front and back), PAN (self-attested scanned copy of PAN card), AADHAR (self-attested scanned copy of Aadhar Card) by email to cs@sheetaluniversal.com.
 - In case shares are held in demat mode, please provide DPID-CLID (16 digit DPID + CLID or 16 digit beneficiary ID), Name, client master or copy of Consolidated Account statement, PAN (self-attested scanned copy of PAN card), AADHAR (self-attested scanned copy of Aadhar Card) to cs@sheetaluniversal.com.
- Manner of casting vote(s) through e-voting:

The Company is providing remote e-voting facility to all its Members to cast their votes on all resolutions set out in the Notice of the AGM. Additionally, the Company is providing the facility of voting through e-voting system during the AGM. Detailed procedure for remote e-voting / e-voting is provided in the Notice of AGM.
- Members are requested to carefully read all the notes set out in the notice of AGM and in particular instructions for joining the AGM, manner of casting vote through remote e-voting or through e-voting during the AGM.
- This is to inform you all that Company has fixed 20th SEPTEMBER, 2024 as cutoff date for the purpose of voting at AGM to be held on 30TH SEPTEMBER, 2024.
- Further The Register of Members and Share Transfer Books of the Company will remain closed from 24TH SEPTEMBER, 2024 to 30TH SEPTEMBER, 2024 (both days inclusive) for the purpose of 9TH AGM.
- The remote e-voting period commences on FRIDAY, 27.09.2024 (9:00 am) and ends on SUNDAY 29.09.2024 (5:00 pm).

By Order of the Board
For, Sheetal Universal Limited
Sd/-
Mr. Hiren V. Patel
Managing Director

Date: 07/09/2024
Place: Rajkot

NATIONAL GENERAL INDUSTRIES LTD.
CIN No.: L74899DL1987PLC026617
Regd. Office: 3rd Floor, Surya Plaza, K-185/1, Sarai Julena, New Friends Colony, New Delhi - 110025, E-mail: cs@modisteel.net, Website: www.modisteel.com Phone: 011-49872442, 19

NOTICE OF 38th ANNUAL GENERAL MEETING, BOOK CLOSURE AND E-VOTING INFORMATION

NOTICE is hereby given that the 38th Annual General Meeting of the Company will be held through Video Conferencing ("VC") / Other Audio-Visual Means ("OAVM") on Monday, 30th September, 2024 at 01.30 PM, in compliance with all 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) Regulation, 2015 read with General Circular No. dated April 8, 2020, April 13, 2020, May 5, 2020, January 13, 2021, 8th December, 2021, 14th December, 2021, May 5, 2022, 28th December, 2022 and 25th September, 2023 and other applicable circulars issued by the Ministry of Corporate Affairs ("MCA") and SEBI (collectively referred to as "relevant circulars"), to transact the business as set out in the Notice of AGM. Members will be able to attend the AGM through VC / OAVM or view the live webcast at <https://www.evotingindia.com>. Members participating through the VC / OAVM facility shall be reckoned for the purpose of quorum under Section 103 of the Companies Act, 2013.

In compliance with the relevant circulars, the electronic copy of Notice of the AGM alongwith Annual Report for the year 2023-24, have been sent on September 7, 2024 to all the members of the Company whose email address are registered with the Company / Depository Participant(s) / RTA (Skyline Financial Services Pvt. Ltd). The aforesaid documents are also available on the Company's website at https://modisteel.com/wp-content/uploads/2024/09/AGM_Annual-Report_2024.pdf and on the website of the Stock Exchange i.e. BSE Limited at www.bseindia.com.

NOTICE is also hereby given pursuant to regulation 42 of the Securities Exchange Board of India (Listing Obligations and Disclosure Requirements), 2015 and section 91 of the Companies Act, 2013 readwith Rule 10 of the Companies (Management and Administration) Rule, 2014, that the Register of Members and Share Transfer Books of the Company shall remain closed from Wednesday, 25th September, 2024 to Monday, 30th September, 2024 (both days inclusive) for the purpose of aforesaid Annual General Meeting.

The documents referred to in the Notice of the AGM are available electronically for inspection without any fee by the members from the date of circulation of this Notice upto the date of AGM. Members seeking to inspect such documents can send an email to cs@modisteel.net.

In compliance with the provisions of regulation 44 of the Securities Exchange Board of India (Listing Obligations and Disclosure Requirements), 2015 and Section 108 of the Act read with Rule 20 of the Companies (Management and Administration) Amendment Rule, 2015, the Company is pleased to extend remote e-voting facility to its members with the facility to cast their votes on all resolutions set forth in the notice of the AGM using electronic voting system from a place other than the venue of the AGM ("remote e-voting"), provided by CDSL. All the members are informed that:

- The remote e-voting facility shall commence on Thursday 26th September, 2024 (10.00 a.m.) till Sunday, 29th September, 2024 (5.00 p.m.). The remote e-voting shall not be allowed beyond the said date and time.
- The Cut-off date for determining the eligibility to vote by electronic means is September 23, 2024.
- Any person, who acquires shares of the Company and become member of the Company after dispatch of the Notice of Annual General Meeting and holding shares as of the cut-off date, i.e., Monday, September 23, 2024, may obtain the login ID and password by sending a request at helpdesk.evoting@cdslindia.com. However, if a person is already registered with CDSL for e-voting, then existing user ID and password can be used for casting vote;
- Member may note that (a) the facility for voting shall be made available at the AGM, (b) the members who have cast their vote by remote e-voting prior to the AGM may also attend the AGM but shall not be entitled to cast their vote again, (c) a person whose name is recorded in the Register of Member or in the Register of Beneficial owner maintained by the Depositories as of the cut-off date only shall be entitled to avail the facility of remote e-voting as well as voting at the AGM.

In case of any queries, the Members may refer the Frequently Asked Questions (FAQs) and e-voting user manual for Shareholders available at the Help section of www.evotingindia.com or call on toll free number 1800225533 or contact Central Depository Services (India) Limited, at A Wing, 25th floor, Marathon Tower, Mafatal Mill Compounds, N M Joshi Marg, Lower Parel (East), Mumbai-400013 at the Email helpdesk.evoting@cdslindia.com or at telephone nos. 022-23058543 or 022-23058542 who will address the grievances relating to electronic voting. The Members may also write to Ms. Vandana Gupta, Company Secretary of the Company at email-ID cs@modisteel.net or at the Registered Office.

By order of the Board
For National General Industries Ltd.
Sd/-
Vandana Gupta
Company Secretary
Mem. No. ACS24012

Place: New Delhi
Date: 09.09.2024

MIDC Presents

FECFO awards 2024

HONOURING THE BEST FINANCIAL MINDS

CHIEF GUEST
ASHWINI VAISHNAW
Union Minister of Railways,
Information and Broadcasting &
Electronics and Information Technology

13 September 2024 5:30PM MUMBAI

WATCH LIVE ON Financialexpress.com

FINANCIAL EXPRESS
Read to Lead

Associate Partners:

Wealth Partner:

Knowledge Partner:

