

October 20, 2018

National Stock Exchange of India Limited Exchange Plaza BandraKurla Complex Mumbai – 400 050 Ph No: 2659 8452 Fax No: 2659 8237/38 Email: cmist@nse.co.in Scrip Code: SNOWMAN	BSE Limited Department of Corporate Services PhirozeJeejeebhoy Towers Mumbai – 400 001 Ph No: 22727 1233/34 Fax: 2272 1072/ 2037/2061/ 41 Email: corp.relations@bseindia.com Scrip Code: 538635
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Dear Sir/Madam,

Sub: Newspaper Advertisement regarding Notice of Board Meeting under Regulation 29 read with Regulation 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

In terms of the Regulation 29 read with Regulation 47 Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith copies of the advertisements published in the Business Standard, English Newspaper on October 18, 2018, and Sakal Vernacular newspaper on October 18, 2018 regarding notice of Board meeting of the Company scheduled to be held on Monday, October 29, 2018 inter-alia, to consider and approve the Un-Audited Financial Results of the Company for the Quarter and Half Year ended September 30, 2018.

The above is for your information and dissemination to the public at large.

Thanking you,

Yours faithfully,

For Snowman Logistics Limited



A. M. Sundar
Chief Financial Officer, Company Secretary & Compliance Officer

Encl: As above.

Corporate Office

Snowman Logistics Ltd.

No: 54, Old Madras Road, Virgo Nagar, Bangalore - 560 049, Karnataka
T (080) 67693700 F (080) 67693700

Regd. Office : Plot No. M-8, Talaja Industrial Area, MIDC, Raigad, Navi Mumbai, Maharashtra - 410206
CIN : L15122MH1993PLC285633 T+91 22 39272004 E info@snowman.in W www.snowman.in



Tigor trolls rivals, plays to the millennial gallery

Tata Motors joins the growing list of brands on the ambush marketing trail

T E NARASIMHAN & GIREESH BABU
Chennai, 17 October



AMBUSHED

Ambush campaigns come in a variety of forms, but at their core they are focused on drawing attention from one brand, usually the lead or official brand sponsor of an event or a popular brand in the news, onto another. This year has seen a spate of such advertising, across sectors

Home Town vs Ikea (Furniture retail)

The day Ikea opened its store in Hyderabad, Home Town had a hoarding right across the road that said, "What's not 'there' is here". With the word 'there' written in Ikea's signature font and colours, the ads left no doubt about

RR Kabel vs Havell's (Electrical wires and cables)

RR Kabel used Akshay Kumar to helm its campaign, "Akalmand Bano Sahi Chuno" (Get smart, choose right). The ads took a dig at



ADDITIONAL LAKSHMI ROLLER FLOUR MILLS LIMITED (Formerly RLRF LIMITED)

Registered Office: 1508, Borewells Cape Road, Gurgaon, Haryana-122002, Tamil Nadu, India. Phone No: +91-862-3888222.
Fax No: +91-862-3888112, E-mail ID: info@rlrf.in
Website: www.rlrf.in, CIN: L12200MH1993PLC284574

NOTICE

Pursuant to Regulation 29 read with Regulation 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, Notice is hereby given that a meeting of the Board of Directors of the Company will be held on Friday the 26th October, 2018 at 1054/22, Ashwathi Road, Coimbatore-641018 to consider among other matters, the unaudited financial results for the quarter and six months ended 30th September, 2018.

The said information is available on the website of BSE Limited (www.bseindia.com) and also available on the website of the Company (www.rlrf.in)

THE ADDITIONAL LAKSHMI ROLLER
FLOUR MILLS LIMITED
S. Parthasarathy
Company Secretary & Compliance Officer

Place: Gurgaon
Date: 17/10/2018

SNOWMAN LOGISTICS LIMITED

Regd. Office: Plot No M-6, Talaja Industrial Area, MIDC, Raigad, Navi Mumbai, Maharashtra - 410 206
Corporate Office: No 54, Old Madras Road, Virgonagar, Bengaluru - 560 049 | CIN: L15122MH1993PLC285633
Website: www.snowman.in | Email: investorrelations@snowman.in
Tel: +91 80 39939500 | Fax: +91 80 39939500

NOTICE

Notice is hereby given pursuant to Regulation 29 read with Regulation 47 of the Securities & Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, that a meeting of the Board of Directors of the Company will be held on Monday, October 29, 2018, inter-alia to consider and approve the Un-Audited Financial Results for the quarter and half year ended September 30, 2018

The notice is also available on the website of the Company www.snowman.in and also on the websites of the stock exchanges viz. www.nse-india.com and www.bseindia.com.

Date: October 18, 2018 For Snowman Logistics Limited
Place: Bengaluru A. M. Sundar
CFO, Company Secretary & Compliance Officer

कार्यासाठी एक विशेष ट्रॅफिक,
अपराधमय संजाला आवेष्टित