

Star India gets the game on for IPL

Rishabh Pant, Jaspreet Bumrah flag off the 2019 campaign with cheeky challenges to M S Dhoni and Virat Kohli, set the ball rolling for the upcoming face-off



M S Dhoni (CSK) and Rishabh Pant (DD) banter over their cricketing skills as part of the newly launched campaign for IPL.

URVI MALVANIA
MUMBAI, 26 February

Battling several demons on many fronts—be it the vagaries over dates and locations in an election year and the uncertainty over reach in the wake of the TRAI order—Star India is going all out to get viewers on its side of the turf for the Vivo Indian Premier League 2019 that starts next month. In a set of teasers released over the weekend, the broadcaster uses the league’s trademark bellicosity, pitting mentor against mentee, to get the buzz going around Brand IPL.

This year, the network says it has conceptualised the tournament as a set of games where the best take on the best. The tagline “*Yeh Vivo IPL hai, yahaan game banayega name*” (This is Vivo IPL, here your game defines you) is in

keeping with the narrative that the tournament has employed in the past. That the IPL is one of the biggest equal-opportunity talent platforms for cricket in the country.

Star Sports CEO Gautam Thakar explains the creative process underlining the campaign. “The trophy has the

“We are in a much better place this year even after setting higher goals than last year”

GAUTAM THAKAR
CEO, Star Sports

the mentorship of stars from across the globe. No other platform in India has provided as many opportunities to youngsters as the IPL has, for over a decade,” he said.

The two 30-second films build on this with young players Rishabh Pant and Jaspreet Bumrah challenging stalwarts

BRANDS ON BOARD

- Tata Harrier, FBB, Hotstar specials (Official partners)
- Paytm (Umpire partner)
- CEAT (Strategic Timeout partner)
- Phone Pe, Thums Up, Asian Paints, Maruti Suzuki, Dream 11, Make My Trip, Swiggy, Voltas, MRF, Big Bazaar, Samsung QLED, Polycab (Broadcast sponsors)
- Amazon Pay, Dream 11, Swiggy, Coca-Cola, Flipkart, Maruti Suzuki, Maggi (Hotstar)

M S Dhoni and Virat Kohli respectively. More films to be released in the coming days will have the veterans responding to the challenge and closer to the start of the tournament, the network will release television commercials specific to the Chennai Super Kings (CSK) and Royal Challengers Bangalore (RCB) clash, which is the opening tie on March 23.

Along with the IPL campaigns, Star is also pushing communication around the new channel packs in order to counter the challenges posed by the implementation of the new tariff order mandated by TRAI. Thakar says that in some markets the two campaigns will be clubbed together but by and large, the two communication strategies will function separately.

Star India is also focusing

on its distribution strategy given the new tariff order. It has increased the number of regional sports channels in its portfolio and will leverage its presence in these markets through customized packaging. It has a panel of close to 100 commentators for this season, across languages.

The network will also use its entertainment channels in different languages on Sundays to expand the scope of the tournament’s viewership. The Select Dugout feed introduced last year will also continue into this year, albeit with some additions based on the insights gathered from last year. And a new segment will be introduced to make the game more engaging for children.

The network’s assurance of a growth in reach and viewership over last year is the basis for selling advertising inventory on the IPL. Thakar says, “I cannot get into specifics, but I can say that we are in a much better place this year even after setting higher goals than last year.” Industry estimates peg Star India’s revenue from the IPL in 2018 at around ₹2,000 crore. This year, sources estimate that the network has already signed close to ₹1,100 crore worth of sponsorships.

Thakar says that he and his team are working to ensure that the Star Sports bouquet is available on as many subscriptions across the country as possible by the time the tournament launches. “That there is consumer inertia is true. That we have a lot at stake (in case of the IPL) is also true. But we have a very strong cricket calendar, starting with the ongoing India-Australia series, going into the IPL and then of course the World Cup. So we are confident that people will want to watch cricket on our platforms. Additionally, we are constantly working with cable and DTH (direct-to-home) operators to be included on their base packs,” he says. Given that the IPL is the most expensive cricket property in the country, there is little that broadcaster and the brands backing the tournament want to leave to chance.

► FROM PAGE 1

India strikes back

Tuesday’s retaliatory air strikes are the first time since the 1971 Indo-Pakistan war that Indian combat aircraft crossed into Pakistan-held territory. Even during the Kargil war in 1999, when IAF fighters repeatedly struck Pakistan Army soldiers who had crossed into the Indian side of the LOC, great care was taken to ensure Indian aircraft did not violate the LoC. But in this case, military planners realised early that Pakistan would be prepared for ground strikes. Besides, the political need was for a more forceful response. That left air strikes as the only acceptable option.

Both sides have signed onto a confidence-building measure (CBM) that prohibits fixed wing aircraft from flying within 10 km of the LoC, and helicopters from coming closer than 5 km without informing the other side beforehand. By disregarding this, the IAF has sent a stern message to Islamabad. Since there are two Balakot towns, there was initial confusion over which target was struck, and how deep across the LoC it was. However, sources later confirmed that the strike occurred in Balakot in Pakistan’s Khyber Pakhtunkhwa (KPK) province.

This raises serious questions over the capability of Pakistani air defences. Their porousness was first dramatically exposed in the US operation against Osama bin Laden in Abbottabad in 2011. They have now been exposed again by the IAF’s ability to strike 80

km into Pakistan without being intercepted or incurring casualties.

With PTI inputs

Nation in safe hands: PM

This poem, which he himself has written and used to great effect in 2014, set his speech firmly against the backdrop of the IAF strike. He, however, never directly referred to Pakistan, Jaish-e-Mohammed or India’s strikes across the border.

Appealing to the people to bring back the BJP to power (the party won all the 25 Lok Sabha seats in Rajasthan in 2014), he said his government’s policy interventions should speak for themselves and took a swipe at the Congress government in the state. “It is very unfortunate that not a single farmer from Rajasthan and Churu has got any money,” he said, referring to the scheme of direct transfer of funds to small farmers. “Do you know why? Because the state government has not even sent a list of the farmers. They are not cooperating with the Centre. Within the next 10 years, ₹7.5 trillion will be deposited in the accounts of farmers. They will not have to do anything for it. They will directly get a notification on their mobile phones, saying that they have received the amount. My government has made the impossible, possible. The state government must not hinder the Centre’s support to farmers,” he said. Emphasising why it was important to bring the BJP back to power, he said: “India needs a strong government and I am sure that your vote this time will give us even more strength to carry on our work to take India to new heights.”

BS SUDOKU

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Easy: ★★

Solution tomorrow

HOW TO PLAY

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CORRIGENDUM 1

**Solapur City Development Corporation Limited**

E-Tender Notice No : 15**Date: 25.02.2019**

Extension

Solapur City Development Corporation Limited (SCDCL) is inviting proposals for Appointment of Contractor for Development & Beautification of the Siddheshwar Lakefront, Solapur under the Smart Cities Mission.

Bidders are requested to note that the bid submission date has been extended by 07 days.

The Revised Bid Submission date is 3:00 PM of 05.03.2019

The Technical Bid Opening date is 4:00 PM of 06.03.2019

The tender can be downloaded from www.mahatenders.gov.in

The bidders should quote exclusive of GST.

All rights of acceptance and rejection of tender is reserved by SCDCL.

Sd/-
Chief Executive Officer
Solapur City Development Corporation Limited

**MAHAGENCO**
Maharashtra State Power Generation Co. Ltd.

NOTICE INVITING FOR E-TENDER

1) Tender code. 81522-CHP-NPTPS(Refloated) Sub: Two Years work contract for operation of coal handling Plant 1200 TPH (2X250 MW) for U# 6 and 7 at NPTPS, Parli-Vajnath. **Estimated Amount Rs 369.86 Lakhs, EMD Amount: Rs. 373364/-**

Tender Sr. No. 01 Sale / issue: From: 27.02.2019 at 11:00 hrs to 03.03.2019 at 16:00 hrs. Submission & Opening of tender: 04.03.2019 up to 12:00 hrs & 15:00 Hrs Respectively.

Tender / Fee / : Rs.1180/- Contact Person: Chief Engineer, TPS Parli-Vajnath. Tel. No. 02446-222358 Fax.No.02446-222492. For further details & vendor registration visit our Website: <https://sets.mahagenco.in>

Chief Engineer

(This is only an advertisement for information purposes and not a prospectus announcement.)



MINDPOOL TECHNOLOGIES LIMITED

Our Company was incorporated as “Mindpool Technologies Private Limited” as a Private Limited Company under the provisions of the Companies Act, 1956 vide Certificate of Incorporation dated February 21, 2011 issued by the Registrar of Companies, Pune bearing Registration no.138607 (CIN: U72900PN2011PTC138607). Subsequently, our Company was converted into a public limited company pursuant to a Shareholders’ Resolution passed at the Extra-Ordinary General meeting of our Company held on March 23, 2018, and the name of our Company was changed to “Mindpool Technologies Limited” vide a fresh certificate of incorporation dated April 04, 2018 bearing CIN: U72900PN2011PLC138607 issued by the Registrar of Companies, Pune. For further details of our Company, please refer “General Information” and “History and Certain Other Corporate Matters” on page 37 and 99, respectively, of the Prospectus.

Registered Office: Unit No. 102/9 1st Floor, Building ‘C’, Pune IT Park, Bopodi, Pune-411020, Maharashtra, India. | **Tel :** +91-20-30226113
Corporate Office: Enzyme Tech Park, 1st Floor, 142, Koramangala Industrial Layout, Hosur Main Road, 5th Block Koramangala, Bangalore – 560095
Tel : +91-7795261666 | **Website:** www.mindpooltech.com | **E-mail:** info@mindpooltech.com | **CIN:** U72900PN2011PLC138607
Contact Person: Renuka Tripathi, Company Secretary and Compliance Officer

PROMOTERS OF OUR COMPANY : RITESH R. SHARMA AND POONAM R. SHARMA

BASIS OF ALLOTMENT

INITIAL PUBLIC ISSUE OF 12,00,000 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH (THE “EQUITY SHARES”) OF MINDPOOL TECHNOLOGIES LIMITED (“OUR COMPANY” OR “MTL” OR “THE ISSUER”) FOR CASH AT A PRICE OF ₹ 30 PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ 20 PER EQUITY SHARE) (“ISSUE PRICE”) AGGREGATING TO ₹ 360.00 LAKHS (“THE ISSUE”) OF WHICH 64,000 EQUITY SHARES AGGREGATING TO ₹ 19.20 LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER (“MARKET MAKER RESERVATION PORTION”), THE ISSUE LESS THE MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 11,36,000 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH AT AN ISSUE PRICE OF ₹ 30 PER EQUITY SHARE AGGREGATING TO ₹ 340.80 LAKHS IS HEREIN AFTER REFERRED TO AS THE “NET ISSUE”. THE ISSUE AND THE NET ISSUE WILL CONSTITUTE 28.32% AND 26.81%, RESPECTIVELY OF THE POST ISSUE PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY. FOR FURTHER DETAILS, PLEASE REFER “TERMS OF THE ISSUE” ON PAGE 181 OF THE PROSPECTUS. THIS ISSUE IS BEING MADE IN TERMS OF CHAPTER IX OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2018 (THE “SEBI (ICDR) REGULATIONS”), AS AMENDED. IN TERMS OF RULE 19(2)(b)(i) OF THE SECURITIES CONTRACTS (REGULATION) RULES, 1957, AS AMENDED, THIS IS AN ISSUE FOR AT LEAST 25% OF THE POST-ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY. THIS ISSUE IS A FIXED PRICE ISSUE AND ALLOCATION IN THE NET ISSUE TO THE PUBLIC WILL BE MADE IN TERMS OF REGULATION 253 OF THE SEBI (ICDR) REGULATIONS, AS AMENDED. FOR FURTHER DETAILS, PLEASE REFER “ISSUE PROCEDURE” ON PAGE 189 OF THE PROSPECTUS.

ISSUE OPENED ON FEBRUARY 14, 2019 AND CLOSED ON FEBRUARY 20, 2019

PROPOSED LISTING : FEBRUARY 28, 2019*

The Equity Shares offered through the Prospectus are proposed to be listed on the Emerge Platform of National Stock Exchange of India Limited (“NSE”) in terms of the Chapter IX of the SEBI (ICDR) Regulations, as amended from time to time. Our Company has received an approval letter dated June 27, 2018 from NSE Limited (“NSE”) for using its name in the Offer Document for listing of our shares on the Emerge Platform of NSE. For the purpose of this Issue, the Designated Stock Exchange will be the National Stock Exchange of India Limited. The trading is proposed to be commenced on or about February 28, 2019*.

*Subject to the receipt of listing and trading approval from the NSE EMERGE Platform.

All Applicants were allowed to participate in the Issue through APPLICATIONS SUPPORTED BY BLOCKED AMOUNT (“ASBA”) process by providing the details of their respective bank accounts in which the corresponding application amounts were blocked by Self Certified Syndicate Banks (the “SCSBs”).

SUBSCRIPTION DETAILS

The issue has received 265 applications for 2316000 equity shares resulting in 1.93 times subscription (including reserved portion of Market maker).

The details of applications received in the issue (before technical rejections) are as follows:

Category	No. of applicants	%	No. of equity shares	%	Subscription (times)
Market Maker	1	0.38	64000	2.76	1.00
Retail Individual Investors	233	87.92	932000	40.24	1.64
Other than retail individual Investors	31	11.70	1320000	57.00	2.32
Total	265	100	2316000	100	1.93

The details of applications rejected by the Registrar on technical grounds (including withdrawal) are detailed below:

Category	No. of applicants	No. of equity shares
Market Maker	0	0
Retail Individual Investors	3	12000
Other than retail individual Investors	0	0
Total	3	12000

After eliminating technically rejected applications, the following table gives us category wise net valid applications:

Category	No. of applicants	%	Issue Size	No. of valid shares applied	% of Total Applied	Subscription (times)
Market Maker	1	0.38	64000	64000	2.78	1
Retail Individual Investors	230	87.79	568000	920000	39.93	1.62
Other than retail individual Investors	31	11.83	568000	1320000	57.29	2.32
Total	262	100.00	1200000	2304000	100.00	1.92

Allocation: The Basis of Allotment was finalized in consultation with the Designated Stock Exchange - National Stock Exchange of India Limited on February 25 2019.

A) Allocation to Market Maker (After Technical Rejections): The Basis of Allotment to the Market Maker, at the issue price of ₹ 30 per Equity Share, was finalized in consultation with NSE. The category was subscribed by 1.00 time. The total number of shares allotted in this category is 64000 Equity Shares.

No. of shares applied for (Category wise)	No. of applications received	% to Total	Total No. of Shares Applied in Each Category	% to Total	Proportionate shares available	Allocation per Applicant (before rounding off)	Allocation per Applicant (after rounding off)	Ratio of allottees to applicants: RATIO 1	Ratio of allottees to applicants: RATIO 2	Number of successful applicant (after rounding off)	Total no. of Shares Allocated/ allotted	No. of Shares Surplus/ Deficit
64000	1	100.00	64000	100	64000	64000	64000	1:1		1	64000	0
Grand Total	1	100.00	64000	100	64000					1	64000	0

B) Allocation to Retail Individual Investors (After Technical Rejections): The Basis of Allotment to the Retail Individual Investors, at the issue price of ₹ 30 per Equity Share, was finalized in consultation with NSE. The category was subscribed by 1.62 times. The total number of shares allotted in this category is 568000 Equity Shares to 142 successful applicants.

The Category-wise details of the Basis of Allotment are as under:

No. of shares applied for (Category wise)	No. of applications received	% to Total	Total No. of Shares Applied in Each Category	% to Total	Proportionate shares available	Allocation per Applicant (before rounding off)	Allocation per Applicant (after rounding off)	Ratio of allottees to applicants: RATIO 1	Ratio of allottees to applicants: RATIO 2	Number of successful applicant (after rounding off)	Total no. of Shares Allocated/ allotted	No. of Shares Surplus/ Deficit
4000	230	100	920000	100	568000	2470	4000	71	115	142	568000	0
Grand Total	230	100	920000	100	568000					142	568000	0

C) Allocation to Other than Retail Individual Investors (After Technical Rejections & Withdrawal): The Basis of Allotment to the Non Institutional Investors, at the issue price of ₹ 30 per Equity Share, was finalized in consultation with NSE. The category was subscribed by 2.32 times. The total number of shares allotted in this category is 568000 Equity Shares to 31 successful applicants.

The Category-wise details of the Basis of Allotment are as under: (SAMPLE)

No. of shares applied for (Category wise)	No. of applications received	% to Total	Total No. of Shares Applied in Each Category	% to Total	Proportionate shares available	Allocation per Applicant (before rounding off)	Allocation per Applicant (after rounding off)	Ratio of allottees to applicants: RATIO 1	Ratio of allottees to applicants: RATIO 2	Number of successful applicant (after rounding off)	Total no. of Shares Allocated/ allotted	No. of Shares Surplus/ Deficit
8000	1	3.23	8000	0.61	3442	3442	4000	1	1	1	4000	558
12000	24	77.42	288000	21.82	123927	5164	4000	1	1	24	96000	-27927
					0.00		4000	7	24		28000	28000
16000	1	3.23	16000	1.21	6885	6885	8000	1	1	1	8000	1115
20000	3	9.68	60000	4.55	25818	8606	8000	1	1	3	24000	-1818
448000	1	3.23	448000	33.94	192776	192776	192000	1	1	1	192000	-776
500000	1	3.23	500000	37.88	215152	215152	216000	1	1	1	216000	848
Grand Total	31	100.00	1320000	100.00	568000					31	568000	0

The Board of Directors of the Company at its meeting held on February 25, 2019 has taken on record the Basis of Allocation of Equity Shares approved by the Designated Stock Exchange viz. National Stock Exchange of India and has authorized the corporate action for allotment of the Equity Shares to various successful Applicants.

The Refund/Allotment intimation will be dispatched to the address of the Applicants as registered with the depositories on or before February 27, 2019. Further, the instructions to Self Certified Syndicate Banks for unblocking the amount will be processed on or prior to February 26, 2019. In case the same is not received within ten days, investors may contact Registrar at the address given below.

The Equity Shares allocated to successful applicants are being credited to their beneficiary accounts subject to validation of the account details with the depositories concerned. The Company is taking steps to get the Equity Shares admitted for trading on NSE EMERGE Platform within six working days from the date of the closure of the issue.

Note: All capitalized terms used and not defined herein shall have the respective meaning assigned to them in the Prospectus dated January 28, 2019 (“Prospectus”).

In terms of Prospectus dated 28 January, 2019 and as per Regulation 253 of SEBI (ICDR) Regulations, 2018 wherein a minimum of 50% of the Net Issue of shares to Public shall initially be made available for allotment to a) Retail Individual Investors as the case may be. The balance net offer of shares to the public shall be made available for allotment to b) individual applicants other than retail investors and other investors including corporate bodies / institutions irrespective of number of shares applied for. The unsubscribed portion of the net issue to any one of the categories specified in (a) or (b) shall may be made available for allocation in any other category, if so required. Explanation: Chapter IX, part VIII (253) of SEBI (ICDR) Regulation, 2018. If the retail individual investor is entitled to more than fifty percent, on proportionate basis, the retail individual investors shall be allocated that higher percentage.

INVESTORS PLEASE NOTE

The details of the allotment made would also be hosted on the website of the Registrar to the Issue, **Bigshare Services Private Limited** at www.bigshareonline.com. All future correspondence in this regard may kindly be addressed to the Registrar to the Issue quoting full name of the first/sole applicant, serial number of the Application Form, number of Equity Shares applied for and Bank Branch where the application had been lodged and payment details at the address of the Registrar given below:

**Bigshare Services Pvt. Ltd.**

1st Floor, Bharat Tin Works Building, Opp. Vasant Oasis
Makwana Road, Marol, Andheri East, Mumbai - 400059.
Tel: +91-022-62638200 | **Email:** ipo@bigshareonline.com | **Website:** www.bigshareonline.com
Contact Person: Nilesh Chalke | **SEBI Regn. No.:** INR000001385

For Mindpool Technologies Limited
On behalf of the Board of Directors

Sd/-
Mr. Ritesh R. Sharma
Managing Director
DIN:-02676486

Place : Pune
Date : February 26, 2019

THE LEVEL OF SUBSCRIPTION SHOULD NOT BE TAKEN TO BE INDICATIVE OF EITHER THE MARKET PRICE OF THE EQUITY SHARE ON LISTING OR THE BUSINESS PROSPECTS OF MINDPOOL TECHNOLOGIES LIMITED.

Raka