

Brands battle the troll-storm

From consulting firms to tech and detergent companies, brands are busy swatting away online crusaders

NEHA ALAWADHI
New Delhi, 9 January

It has been a rocky start to the year. With protests raging all around and tempers on a short fuse, within weeks of sending out New Year greetings and messages of peace, social media timelines for many brands are reeling under abuse and threats of boycott.

It all started out with two technology firms at the centre of a storm because two of their representatives were believed to be attending an event organised by the RSS. Their mistake: mixing religion with business, which is always tricky in this country, said experts.

But religion is not the only crossed item on the 2020 list. Detergent brand Nirma that has largely steered clear of any such controversies, is in the thick of one. Its portrayal of Maratha warriors has hurt the community's pride, leading to an outpouring of outrage online.

And Deepika Padukone is being pilloried for her support for the students of JNU. Her movie that releases this week is being boycotted and Medlife, a brand she endorses and one that has also associated with her movie, is fielding abusive rants on its timeline.

Rage and fulmination are the norm and brands are vulnerable as they define their online identities, said several experts. "Everything on brand perception is formed on social media. Even brands that do not have an online presence, market themselves online," said a senior image management consultant who did not want to be named. She believes that



the tech companies must be prepared to deal with the mud being flung at their brands; he added. "It won't hold ground to say the two individuals could have their own political or religious views, they represent the brand as senior executives, and in social media parlance, their views represent the views of the brand."

What must brands do to stay out of the fire?
"Typically in good and bad times, sensitive and non-sensitive ones, my advice is to keep a complete distance from two things, politics and religion. A brand is treading on thin ice otherwise," said Harish Bijoor, founder, Harish Bijoor Consults.

What makes religion such a sensitive subject? A 2018 paper titled "Does Religion Sell? A brief journey in religion and advertising," (marginalia.hypoteses.org) may have an answer. The author says the people want controversy in their advertising, but only in moderate doses. They want religion to stoke their desires just as they want some amount of sexual undertones, but they want all this in small safe doses and brands must know the line.

Brands must also know that nothing is sacred for trolls—within hours of the poster about the RSS event being tweeted, Accenture's old projects in India were dug out, its global CEO tagged in tweets asking about the company's stand on such issues. Ditto for Zoho.

In the fraught times we live in, it is not just religion that stokes the fires of controversy. In such instances, it may be best to take the trolls head on. As the chief marketing officer of Medlife.com has done in a LinkedIn post.

DARK NET



AKSHAY KUMAR, NIRMA: Following the release of its ad with Akshay Kumar where he stars as a warrior in typical Maratha attire, Nirma has faced a huge backlash for allegedly showing the community in poor light



DEEPIKA PADUKONE, MEDLIFE: Her decision to stand with the protesters at JNU has led to Medlife's social media pages being flooded with abusive comments and threats to delete the app

ZOHO CORPORATION, ACCENTURE SOLUTIONS: The companies were trolled because senior executives were to participate in an RSS event. While Zoho founder has brazened it out, the executive from Accenture has allegedly backed out

FROM PAGE 1

Fundamentals are strong...: PM

Bibek Debroy, chairman of the Economic Advisory Council to the Prime Minister, was present. Finance Minister Nirmala Sitharaman did not attend because she was holding pre-budget meetings with party workers at BJP headquarters.

While the economic slowdown was not mentioned in the meeting, a participant said: "Slowdown is in the air. The entire discussion was in that context."

While the fiscal deficit in 2018-19 stands at 3.4 per cent of GDP according to the revised estimates, it is higher — to the tune of 6 per cent — if off-budget borrowings are taken into account. Participants said there were suggestions to deal with the slowdown in areas including agriculture, the rural sector, the auto industry, electronics, and consumer goods, as well as improvements in education and health.

The participants urged the government to focus on public investment, credit expansion, exports growth, governance in state-owned banks, and increasing consumption and job creation. "A number of people spoke about the importance of removing policy uncertainty," a participant said.

Another person said given the time constraints, each of the 35 participants was given two minutes, and could give only two-three suggestions, with Rajiv Kumar timing them. The person said there were discussions on increasing exports, and about India benefitting more from the US-China trade war, which countries like Vietnam and Bangladesh were doing. "One of the suggestions was whether a public-private institution could be set up to discuss ways for India to benefit from the global situation," he said. "A lot of people also spoke about a meddling lower-level bureaucracy which makes the life of entrepreneurs difficult. Why do we need them? Why can't there be more self-attestation?"

Participants said Modi spoke at the end of the interaction. "He admitted there were problems. He gave an analogy. A weak person may appear healthy because there is a lot of water retention. Now that the water has gone, finally people are calling him weak. But the truth is he was always weak," the source quoted first said.

Modi intervened twice during the discussion, once when rural employment was raised, and when the quality of primary education was mentioned.

Modi has over the past few days held multiple meetings with different stakeholders over various issues affecting the economy and to thrash out appropriate policy interventions in the upcoming Budget, even as India faces its worst slowdown in more than a decade.

"We must all work together and start to think like a nation," an official press statement quoted him as saying at the meeting. The PM said he was happy the two-hour open discussion had brought to the fore the experience of people on the ground. Modi assured them that he would act on suggestions that could be implemented in the short term and also consider long-term suggestions in due course.

Among others, the meeting was attended by economist Ila Patnaik of the National Institute of Public Finance and Policy, former chief economic advisor Shankar Acharya, R Nagraj of the Indira Gandhi Institute of Development Research, KKR India CEO Sanjay Nayar, Ather Energy co-founder and CEO Tarun Mehta, MakeMyTrip CEO Deep Kalra, Dabur India chief Mohit Malhotra, Bandhan Bank MD and CEO Chandra Shekhar Ghosh and CRISIL MD and CEO Ashu Suyash.

Bank for inadequate or no consideration, the panel pointed out. It also said that Chanda Kochhar's claim of no knowledge about the dealings was not true.

With respect to the apartment, not only was her husband transacting with the Videocon group, but her brother's wife Neelam Advani was the signatory authority to a board resolution of CFL authorising transfer of the apartment, according to the findings. Deepak Kochhar was a director on an entity owned by the Videocon group (QTAPL) till 2014. And Chanda's disclosures of such directorship were inadequate for the financial years 2010-11 to 2012-2013.

Airtel mops up...

Forced by a SC judgment ordering it to pay AGR (adjusted gross revenues) and spectrum usage charges dues of over ₹35,000 crore by January end, Bharti decided to raise fresh funds through a combination of debt and equity to comply with the SC order. It has, however, also filed a review petition in the SC challenging the order asking it to pay interest on dues, penalty as well as interest on penalty. The industry has to fork out ₹147,000 crore as part of the SC order and many companies like Vodafone-Idea have already said they might have to close operations.

In its prospectus, Bharti said in case of a favourable SC order the company will utilise the money or part of it to augment long-term resources and strengthen its balance sheet for servicing and repayment of short and long-term debts, capital expenditure, long-term working capital requirement and general corporate purposes.

Byju's...

Shleifer, who set up international private equity practice for Tiger Global, is said to be as aggressive deal maker like his predecessor Lee Fixel, who left the investment firm in March. Since then, Tiger has also invested in a host of technology-focused companies in diverse sectors including Ninjacart, CRED, NoBroker and Facilio to mention a few.

"Byju's has emerged as the leader in the Indian education-tech sector. They are pioneering technology shaping the future of learning for millions of school students in India," Shleifer was quoted in the press statement issued by the edutech firm.

RBI approves...

However, experts pointed out that considering these applications were of foreign origin, the RBI would unlikely allow them. Under the data protection Bill, the central bank is unwilling to let companies store customer data in foreign locations.

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Email : oil.investors@notes.cummins.com

NOTICE

Notice is hereby given, in terms of Regulation 47 read with Regulation 29 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 and other applicable provisions, that a meeting of the Board of Directors of the Company will be held at Mumbai on Tuesday, January 28, 2020 inter alia (i) to consider and approve the unaudited standalone and consolidated financial results for the quarter and nine months ended December 31, 2019; and (ii) to consider declaration of Interim Dividend for the Financial Year 2019-20.

Details will be available on the above mentioned website of the Company and on the websites of BSE Limited (i.e. www.bseindia.com) and National Stock Exchange of India Limited (i.e. www.nseindia.com).

For Cummins India Limited
Hemiksha Bhojwani
Company Secretary & Compliance Officer
ICSI Membership No.: ACS22170

Pune
January 9, 2020

FORM "Z"
(See sub-rule [11(d-1)] of rule 107)

POSSESSION NOTICE FOR IMMOVABLE PROPERTY

Whereas the undersigned being the **Recovery Officer, Co-op Department. (Govt. of Maharashtra)** of the **The Satara Sahakari Bank Ltd., Mumbai**, Bhartiya Krida Mandir, 3rd Floor, Naigaon Wadala Road, Wadala, Mumbai 400 031 under the Maharashtra Co-operative Societies Rules, 1961 issued a Demand notice dated **20.08.2018** calling upon the judgment debtor, **Mr. Dubey Manoj Ramnarayan** to repay the amount mentioned in the notice being **Rs. 48,73,677.00 (Rs. Forty Eight Lac Seventy Three Thousand Six Hundred Seventy Seven Only)** with date of receipt of the said notice and the judgement debtor having failed to repay the amount, the undersigned has issued a notice for attachment dated **06.10.2018** and attached the property described herein below.

The judgement debtor having failed to repay the amount, notice is hereby given to the judgement debtor and public in general that the undersigned has taken possession of the property described hereinbelow in exercise of powers conferred on him under rule 107[11(d-1)] of the Maharashtra Co-operative Societies Rules, 1961 on this 07th day of January of the year **2020**.

The judgement debtor in particular and the public in general is hereby cautioned not to deal with the property and any dealings with the property will be subject to the charge of the The Satara Sahakari Bank Ltd., Mumbai for an amount **Rs. 50,15,417.00** Surcharge and interest thereon.

Description of the Immovable Property

This is a residential use premises at **Flat No-601, 6th Floor, B-Wing, Tulsiram Gangeswar Villa, City Survey No-45, Hissa No-13, Nandivali, Kalyan, Thane.**

Date : **07.01.2020** **Sd/-**
Place : **Wadala, Mumbai** **(S. B. Chavan)**
Recovery Officer, Co-op Department.
(Govt. of Maharashtra)
The Satara Sahakari Bank Ltd, Mumbai

IN THE NATIONAL COMPANY LAW TRIBUNAL, MUMBAI BENCH
COMPANY SCHEME PETITION NO. 4517 OF 2019
CONNECTED WITH
COMPANY SCHEME APPLICATION NO. 3214 OF 2019

In the matter of the Companies Act, 2013 (18 of 2013);

AND

In the matter of Scheme of Arrangement (Demerger) between Ensemble Holdings and Finance Limited ('EHFL' or 'the Demerged Company') and Godrej Industries Limited ('GIL' or 'the Resulting Company') and their respective Shareholders ('the Scheme' or 'this Scheme')

AND

In the matter of Sections 230 to 232 of the Companies Act, 2013 and other applicable provisions of the Companies Act, 2013 read with the Companies (Compromises, Arrangements and Amalgamations) Rules, 2016

Ensemble Holdings and Finance Limited, a Company incorporated under the provisions of the Companies Act, 1956 having its Registered Office at Pirojshanagar, Eastern Express Highway, Vikhroli (East), Mumbai - 400 079, Maharashtra (Petitioner)
CIN: U67120MH1992PLC065457 (Company)

NOTICE OF HEARING OF THE PETITION

A Petition under Sections 230 to 232 of the Companies Act, 2013 for an order sanctioning the Scheme of Arrangement (Demerger) between Ensemble Holdings and Finance Limited and Godrej Industries Limited and their respective Shareholders was presented by **ENSEMBLE HOLDINGS AND FINANCE LIMITED**, the First Petitioner Company on Friday, the 13th day of December, 2019 and the said petition was admitted by the Hon'ble National Company Law Tribunal, Mumbai Bench ('NCLT') on Friday, 20th December, 2019. The said Petition is fixed for hearing before the Hon'ble NCLT on Friday, the 31st day of January, 2020.

Any person desirous of supporting or opposing the said Petition should send to the First Petitioner's Advocate, a notice of his/her intention, signed by him/her or his/her advocate, with his/her name and address, so as to reach the First Petitioner's advocate not later than two days before the date fixed for the hearing of the Petition. Where he/she seeks to oppose the petition, the grounds of opposition or a copy of his/her affidavit shall be furnished with such notice.

A copy of the Petition will be furnished by the undersigned to any person requiring the same on payment of the prescribed charges for the same.

Dated this 9th day of January, 2020

Hemant Sethi & Co.
Sd/-
Advocates for the Petitioner Company,
1602, Nav Parman,
Behind Amar Cinema,
Chembur Mumbai - 400071

Bank of Maharashtra
Head Office : 'Lokmangal', 1501, Shivajinagar, Pune: 411 005

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 Bank will be held on **Monday, the 20th January, 2020 at Pune inter alia**, to consider and approve the Unaudited Financial Results of the Bank for the Third Quarter / Nine Months ended **31st December, 2019**.
The Notice of the Board Meeting is also available on the Bank's website at www.bankofmaharashtra.in and on the website of stock exchanges i.e. www.bseindia.com and www.nseindia.com.

Place : Pune (V. P. Srivastava)
Date : 08/01/2020 CFO & General Manager

TITAN COMPANY LIMITED
CIN: L74999TZ1984PLC001456
Registered Office: 3, SIPCOT Industrial Complex, Hosur 635 126, Tamil Nadu
Corporate Office: 'INTEGRITY' No.193, Veerasandra, Electronics City P.O., Off Hosur Main Road, Bengaluru - 560 100, Karnataka
E-mail: investor@titan.co.in
Website: www.titancompany.in Telephone: 080 6704 7000
A **TATA** Enterprise

NOTICE

Notice is hereby given pursuant to Regulation 47 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 that a meeting of the Board of Directors of Titan Company Limited will be held on Tuesday, 4th February 2020 to inter-alia, consider, approve and take on record the unaudited standalone & consolidated financial results of the Company for the quarter and nine months ended 31st December 2019. This intimation is also available on the website of the Company which can be accessed under "Investors" section at www.titancompany.in as well as on the websites of BSE Limited and National Stock Exchange of India Limited.

For **TITAN COMPANY LIMITED**
Dinesh Shetty
General Counsel & Company Secretary

9th January 2020
Bengaluru

Castrol India Limited
(CIN: L23200MH1979PLC021359)
Registered Office: Technopolis Knowledge Park Mahakali Caves Road, Andheri (East), Mumbai 400 093.
Website: https://www.castrol.com/en_in/india/home.html
Tel: (022) 66984100 Fax: (022) 66984101
Email ID: investorrelations.india@castrol.com

Pursuant to Regulation 29, read with Regulation 47 of 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, 31 January 2020, *inter-alia*, to consider and approve the audited financial results of the Company for the financial year ended 31 December 2019 and to consider, recommend and declare dividend, if any, for the financial year ended 31 December 2019.

The trading window has been closed from 21 December 2019 and shall remain closed till 48 hours after the audited financial results of the Company for the year ended 31 December 2019 are made public on 31 January 2020.

The said information is also available on the Company's Website at https://www.castrol.com/en_in/india/home.html and on the websites of the stock exchanges at www.bseindia.com and www.nseindia.com.

For **Castrol India Limited**
Chandana Dhar
Company Secretary and Compliance Officer

Place : Mumbai
Date : 10 January 2020

BS SUDOKU # 2943

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SOLUTION TO #2942

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Medium: ★★★
Solution tomorrow

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ED likely to attach...

According to Srikrishna panel, this South Mumbai residence was owned by an entity QTAPL of the Videocon group between 2009 and 2016. During this period, no rent was paid and no consideration was given for such residence, the panel had said.

Further, the apartment seems to have been transferred in 2009 to the Videocon group presumably to satisfy a liability of Deepak Kochhar (indirectly by the family Trust acquiring 100 per cent of QTAPL which owned the house) for nominal consideration. It was subsequently re-acquired by Deepak Kochhar (indirectly by the family Trust acquiring 100 per cent of QTAPL which owned the house) for nominal consideration.

The said transactions—rent-free residence at the apartment and the transfer of the apartment for nominal consideration—were in arrangement with a borrower group (Videocon) of the ICICI

