

'We believe e-com can touch \$100 bn'

Walmart-owned e-commerce giant Flipkart has witnessed blockbuster festive season sales, though the firm was initially concerned about pulling off the event remotely because of the pandemic. In an interview with Peeraza Abar, its Chief Executive Officer **KALYAN KRISHNAMURTHY** says the company has introduced many features, including launching in more languages, to drive sales across the country. Edited excerpts:

How has this year's Big Billion Days (BBD) event performed compared to the past?
Being an industry leader, the role that Flipkart plays is to expand the market. This includes getting as many customers to shop on e-commerce platforms as possible. The event has been very successful. Most of our customer metrics, including active customers, new customers, and reactivated customers have all grown over 50 per cent on a fairly meaningful base. For BBD, we had started a construct, which eventually got copied by other players.



KALYAN KRISHNAMURTHY
CEO, Flipkart

That has been the case more or less.

How has Covid-19 accelerated the shift to e-commerce?
There was a shutdown of the non-essential economy for a couple of months. What we saw between June and August was that we were addressing pent-up demand. There was a little bit of an explosion at that time. That is over now. There are also people who are unable to go to malls and big department stores to buy. So there has been a little bit of a shift to e-commerce. We are seeing modern retail, including e-commerce, booming.

Earlier the estimates of what e-commerce can reach by 2022 was about \$60 billion to \$70 billion. It has actually been revised upwards. We now believe it can actually touch about \$100 billion by 2024. There is a real shift in consumer preference and it is moving towards digital discovery. The pandemic has played a short-term role in this, but there is a realisation among consumers, sellers and brands about the value proposition that e-commerce can provide.

What kind of growth is being driven by new consumers in tier-2, tier-3 towns and beyond?
The philosophy of the company is to democratise e-commerce. Almost 100 per cent of innovations in the sector have come from Flipkart. These include voice-based commerce and local language commerce. Through our own and partner logistics network, Flipkart delivers to about 23,000 pin codes, including the Indo-Pak border. Flipkart builds the widest selection across various price points using data and by partnering with sellers.

Flipkart is not only for wealthy Indian consumers. We want everybody to buy everything from us. Customers can shop in their native language. This is the heart of Flipkart and the way it has been built.



You recently made investments in Arvind Fashions and Aditya Birla Fashion and Retail. How are your strategic investments shaping up?

The starting point of any deep partnership and investment discussion with Flipkart is that there has to be a very strong cultural and value match. We partnered with companies who think long term, like 10 years, and not the next quarter or year. They have strong business ethics and operate in the right spirit for all the communities they work with. In the case of Aditya Birla Fashion, we saw that from the beginning. We've known them for several years. We saw a very strong match in terms of culture, values and the way they conduct business. We noticed that the capabilities that the two businesses bring are very different and completely complementary to each other. We have over 3,000 engineers who solve local technology problems. If you look at players like Aditya Birla Fashion or Arvind Fashions they have created a range of strong and trusted brands and a huge network of stores. We believe there can be several ways

for these capabilities to come together and help each other to grow. We will look at more (such) partnerships with companies that are built on strong ethics, values and culture and have complementary capability skills. We've done (many) partnerships, including investments. We bought Walmart India's wholesale business and invested in Shadowfax and Ninjabot. We'll continue to look for more. The philosophy of the company has been to grow through partnerships to make sure that the entire ecosystem is successful.

You said Flipkart can bring in huge benefits for Indian farmers. Any new developments on that front? And what is the status of your applications to enter the F&E retail business?

We are committed to leveraging technology to bring benefits to the agriculture ecosystem. We are working to re-apply for the food retail licence taking the government's feedback on the issue. We are very hopeful that we will actually be able to get the required approvals.

WEEK 1 OF FESTIVE SALES E-tailers sell \$4.1 bn of goods, Flipkart wins Round 1: Report

Indian e-commerce, which will build a strong foundation for its future growth, he added.

The key factors that mainly boosted this year's sales include affordability, mobile phones and internet growth waves. These factors directly resulted in recovery of sales for brands and sellers, who have been strongly enabled by the offline channels, to drive their sales growth which was affected by the Covid impact on offline channels, RedSeer said.

RedSeer, in its report, said the comparative number stood at \$4.1 billion last year. RedSeer in its pre-festive sale had forecasted that platforms will clock \$1 billion worth of sales.

Smartphones led the sale accounting for 47 per cent of total festive sales, driven by new launches and affordable models with 11.5 cr of phones being sold every minute across the online platforms in the first week of 2020's festive sales.

With a high share of tier-II and beyond shoppers coming in, Flipkart group emerged as overall leader during festive sales week and accounted for 68 per cent of the total Flipkart group and Amazon sales (which together accounted for over 90 per cent of the total online sales during this period), the report said.

E-commerce sector has exceeded the aggressive forecasts made a few weeks before the festive season week started. This points to a revival of consumption sentiment amongst Indian shoppers, driven by great prices and the safety of shopping from home," said Pragun Gupta, director at RedSeer Consulting, said.

In many aspects this is indeed a 'festival of firms' for online shopping all over India, the report added.

Buyers preferred affordable price ranges this year for almost all product categories, instead of expensive items. The platform's cost-effectiveness this year with aggressive tie-ups through brands and financing deals, coming on the back of a bleak, pandemic-affected year, according to the report.

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Indian e-commerce, which will build a strong foundation for its future growth, he added.

The event (BBD) has been very successful. We had started a construct, which eventually got copied by other players in the market. Affordability constructs were very well received. We also launched new languages. More customers were able to shop in their native languages. For the first time, Flipkart also launched a hyper-local shopping context, called Flipkart Quick.

Were you concerned because BBD was hosted remotely at such a large scale?
Yes, I won't say it has been easy. We had the opportunity to request our colleagues to come together and work from our facilities, but the number one metric for all leaders at Flipkart is employee safety. We continued to work remotely and operated from home. Employees at Flipkart have a lot of passion for setting the tone for the festive season. Everybody put their best foot forward. When something goes unplanned or there is a problem, that's when it gets a bit tricky as people are not able to meet.

But the culture at the company has been a combination of being audacious, ability to work under uncertain circumstances and having high levels of ownership. All of that came together and we were able to pull it off quite smoothly.

What kind of business has Flipkart witnessed? According to research firm RedSeer, Flipkart has posted more than double the sales of Amazon...

Flipkart gains a few points of market share during every festive season. But what has been

TELANGANA STATE POWER GENERATION CORPORATION LIMITED
VVDUT RUDRAHA - HYDERABAD - 500 024
TNA-155CEGEGEIAZIKTPS-VAVUPuram/2020-21
KTPS-4 V Stages-Procurement of Fire Tender with Active Layard chassis (Model 1519) or its equivalent with ISO-V emission norms along with subsystems like water tank, foam lance etc., maintenance of tools & tackles for KTPS-VAVU Stages, Patancheru, Bhadrachalam, Bhadrachalam Dist. Value of the works: ₹ 30,00,000/-, Scheduled Open & Closing Date: 16.10.2020 at 17:00 Hrs & 07.11.2020 at 11:00 Hrs.

DREDGING CORPORATION OF INDIA LIMITED
NOTICE
Pursuant to Clause 29 (1) (a) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, NOTICE is hereby given that a meeting of the Board of Directors will be held on Monday, the 09th November, 2020 to consider and take on record the Un-audited financial results of the company for the quarter / period ended 30/09/2020. The Board Meeting Notice is available on the Stock Exchange Website - www.bseindia.com, www.sebiindia.com, www.cseindia.com and on the Company website www.dredging-india.com.

Jyothylabs
JYOTHY LABS LIMITED
(Formerly known as Jyothy Laboratories Limited)
CIN: L24240MH1992PLC12851
Regd. Office: 'Ajitha House', Ram Krishna Mandir Road, Kondhiva, Andheri (E), Mumbai - 400 058.
Tel: 022-66892606; Fax: 022-66892605;
Email Id: jayatal@jyothylabs.com; Website: www.jyothylabs.com

BNP PARIBAS
Public Notice
Notice is hereby given to all concerned that BNP Paribas Wealth Management India Private Limited has discontinued its portfolio management services effective 1st October 2020 and is in the process of surrendering its registration as 'Portfolio Manager' with Securities and Exchange Board of India.
For BNP Paribas Wealth Management India Pvt. Ltd.
Alap Solanki Amit Jain
COO Company Secretary
Phone: 022 6196 4010

BALRAMPUR CHINI MILLS LIMITED
CIN: L15421WB1979PLC034118
Regd. Office: 7th Floor, 24/3A, A.C. Bose Road, Kolkata - 700 203
Phone: 033-2374748, Fax: 033-2373183
Email: investor@bchml.com, Website: www.bchml.com

JHS SVENDGAARD LABORATORIES LIMITED
NOTICE
Pursuant to Regulation 29 read with Regulation 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulation, 2015, NOTICE is hereby given that a meeting of the Board of Directors of the Company is scheduled to be held on Tuesday, the 3rd of November, 2020, inter-alia, to consider and approve the un-audited standalone and consolidated financial results for the quarter and half year ended September 30, 2020.

Jyothy Labs Limited
(Formerly known as Jyothy Laboratories Limited)
Place: Mumbai
Date: 07 October, 2020
Head - Legal & Company Secretary
Shreyas Trivedi

FRANKLIN TEMPLETON
Franklin Templeton Mutual Fund
Indiabulls Finance Center, Tower 2, 12th and 13th Floor, Senapati Bapat Marg, Elphinstone Road (West), Mumbai 400013
NOTICE
Investors may note that pursuant to Regulation 59A of Securities and Exchange Board of India (Mutual Funds) Regulations, 1996, a soft copy of half-yearly statement of portfolio of schemes of Franklin Templeton Mutual Fund as on September 30, 2020 had been uploaded on Franklin Templeton Mutual Fund's website (www.franklintempletonindia.com) and on the website of AMFI (www.amfiindia.com) on October 9, 2020. The half-yearly statement of scheme portfolio had also been emailed to those unitholders, whose email addresses are registered with the Mutual Fund. Unitholders can submit a request for a physical/ or electronic copy of statement of scheme portfolio via following modes:
Tel: 1-800-425 4255 or 1-800-258-4255 from 8:00 a.m. to 9:00 p.m., Monday to Saturday.
E-mail: service@franklintempleton.com
Written request (letter) at Franklin Templeton Branch Offices (Investor Service Centres)
*Physical copy of statement shall be provided subject to ability to deliver due to the current pandemic.
For Franklin Templeton Asset Management (India) Pvt. Ltd. (Investment Manager of Franklin Templeton Mutual Fund)
Sd/-
Sanjay Sapre
President
Date: October 27, 2020
Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

BEFORE THE NATIONAL COMPANY LAW TRIBUNAL DIVISION BENCH, CHENNAI
EBRM NO. CAA-2 (Pursuant to Section 230 and rule 5 and 7) CA/22/CAA/2020
In the matter of: Sections 230 to 232 and other applicable Provisions of the Companies Act, 2013; And
In the matter of Scheme of Arrangement between Severn Glocon India Private Limited and Severn Glocon Values Private Limited and their respective shareholders and creditors Severn Glocon India Limited, a company incorporated and registered under the provisions of the Companies Act, 1956 and having its registered office at F-96 & F-97, SPICO Industrial Park, Irungattukulam, Chennai-602 105, Tamil Nadu, India through video conferencing on 30/10/2020 at 1:45 PM, India (www.meeting.mca.gov.in) on 30 November 2020 at 1:45 PM, and the said Secured Creditors of the Company are requested to attend the meeting. The quorum for the Meeting shall be 2 (Two) Members constituting 25% or more of the value of the Secured Debt. In case the quorum is not in place at the designated time, the Meeting shall be adjourned by half an hour and the said adjourned meeting shall be deemed to be held at the same place. Copies of the Scheme of Arrangement and of the Statement under Section 230 and other applicable provisions of the Companies Act, 2013 can be obtained free of charge at the designated Office of the Company. Persons entitled to attend and vote at the meeting may vote in person or by proxy provided that all proxies in the prescribed form are deposited at the Registered Office of the Company at F-96 & F-97, SPICO Industrial Park, Irungattukulam, Chennai-602 105, Tamil Nadu, India, not less than 48 hours before the Meeting. The Tribunal has appointed Mr. Arun Karthik Mohan, failing which, the directors / managing directors of the Company as the Chairman of the said Meeting. The above mentioned Scheme of Arrangement, if approved by the Meeting, will be subject to the subsequent approval of the Tribunal.

BEFORE THE NATIONAL COMPANY LAW TRIBUNAL DIVISION BENCH, CHENNAI
EBRM NO. CAA-2 (Pursuant to Section 230 and rule 5 and 7) CA/22/CAA/2020
In the matter of: Sections 230 to 232 and other applicable Provisions of the Companies Act, 2013; And
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बैंक ऑफ़ इंडिया लिमिटेड
 भारतीय रिज़र्व बैंक, कायदेदर बैंक
 अकाउंट नंबर 2311 अकाउंट नंबर 2311 की साथ 12 लाख अकाउंट (मिशन)
 (अकाउंट नंबर 2311 की साथ 12 लाख अकाउंट)

बैंक ऑफ़ इंडिया लिमिटेड के बिना
 (CIN: IN000001001000) भारतीय रिज़र्व बैंक, कायदेदर बैंक
 कायदेदर बैंक, 18, नारायण कला, नई दिल्ली-110002

अकाउंट नंबर 2311 अकाउंट नंबर 2311 की साथ 12 लाख अकाउंट (मिशन)
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 कायदेदर बैंक, 18, नारायण कला, नई दिल्ली-110002

SOUTH INDIAN BANK
 भारतीय रिज़र्व बैंक, कायदेदर बैंक
 अकाउंट नंबर 2311 अकाउंट नंबर 2311 की साथ 12 लाख अकाउंट (मिशन)
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 (अकाउंट नंबर 2311 की साथ 12 लाख अकाउंट)

बीक ऑफ़ बरौडा
 भारतीय रिज़र्व बैंक, कायदेदर बैंक
 अकाउंट नंबर 2311 अकाउंट नंबर 2311 की साथ 12 लाख अकाउंट (मिशन)
 (अकाउंट नंबर 2311 की साथ 12 लाख अकाउंट)

जय कृष्ण लिमिटेड
 भारतीय रिज़र्व बैंक, कायदेदर बैंक
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 (अकाउंट नंबर 2311 की साथ 12 लाख अकाउंट)

एडिशनल कांस्ट्रक्शन ऑफिस इन्डिया लिमिटेड
 भारतीय रिज़र्व बैंक, कायदेदर बैंक
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एनएस मेडिकल कॉर्पोरेशन इंडिया प्राइवेट लिमिटेड
 भारतीय रिज़र्व बैंक, कायदेदर बैंक
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कैम्पेस लिमिटेड
 भारतीय रिज़र्व बैंक, कायदेदर बैंक
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पीएफपी आर्टिफिशियल लिमिटेड
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orientbell tiles

Net Debt* reduced substantially- almost close to zero as at 30-Sept-20
 *Net Debt = Debt – Cash & Cash Equivalents

Statement of (Standalone & Consolidated) Unaudited Financial Results for the Quarter and Half Year Ended September 30, 2020

S. No.	Particulars	For the Quarter Ended on 30-09-2020	For the Quarter Ended on 30-06-2020	For the Quarter Ended on 30-03-2020	For the Half Year Ended on 30-09-2020	For the Half Year Ended on 30-09-2019
1	Total Income from Operations	13,004	4,272	12,274	17,276	24,295
2	Net Profit/(Loss) for the period (before Tax and Exceptional Items)	383	(1,827)	106	(1,434)	155
3	Net Profit/(Loss) for the period (before Tax after Exceptional Items)	393	(1,566)	106	(1,163)	155
4	Net Profit/(Loss) for the period (after Tax after Exceptional Items)	285	(1,164)	70	(809)	101
5	Total Comprehensive Income for the period (Comprising Profit/(Loss) for the Period after Tax and Other Comprehensive Income after Tax)	311	(1,087)	86	(776)	133
6	Paid up Equity Share Capital (Face value of Rs.10/- each)	1,434	1,430	1,428	1,434	1,428
7	Earnings Per Share (of ₹ 10/- each) (For continuing operations)	2.06 (7.73)	0.49 (5.85)	0.71 (7.31)	1.51 (6.71)	0.71 (7.31)

Consolidated

S. No.	Particulars	For the Quarter Ended on 30-09-2020	For the Quarter Ended on 30-06-2020	For the Quarter Ended on 30-03-2020	For the Half Year Ended on 30-09-2020	For the Half Year Ended on 30-09-2019
1	Total Income from Operations	13,004	4,272	12,274	17,276	24,295
2	Net Profit/(Loss) for the period (before Tax and Exceptional Items)	429	(1,854)	141	(1,458)	236
3	Net Profit/(Loss) for the period (before Tax after Exceptional Items)	429	(1,594)	141	(1,155)	236
4	Net Profit/(Loss) for the period (after Tax after Exceptional Items)	332	(1,142)	105	(810)	152
5	Total Comprehensive Income for the period (Comprising Profit/(Loss) for the Period after Tax and Other Comprehensive Income after Tax)	348	(1,125)	121	(777)	155
6	Paid up Equity Share Capital (Face value of Rs.10/- each)	1,434	1,430	1,428	1,434	1,428
7	Earnings Per Share (of ₹ 10/- each) (For continuing operations)	2.32 (7.99)	0.49 (5.67)	0.83 (8.71)	1.67 (7.31)	0.71 (7.31)

Notes:

- The above results were reviewed and recommended by the Audit Committee and then approved by the Board of Directors at their meeting held on 27th October, 2020. The financial results for the quarter and Six Months ended September 30, 2020 have been limited reviewed by the Statutory Auditors of the Company.
- The above is an extract of the detailed format of quarterly financial results filed with the stock exchanges under regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulation, 2015. The full format of the quarterly financial results is available on the stock exchange websites. (URL: www.nseindia.com and www.bseindia.com) and also on above mentioned Company's website at <https://www.orientbell.com>
- There is no change(s) in accounting policies which impact on net profit/loss, total comprehensive income or any other relevant financial items.
- Exceptional items adjusted in the Statement of Profit and Loss in accordance with Ind-AS Rules

For and on behalf of the Board of Directors of Orient Bell Limited

Sd/-
 Madhur Daga
 Managing Director

Orient Bell Limited
 CIN: L14100IN18179F025184
 Registered Office: A Industrial Area, Sakinaka - 282224, Dist. Bhandarkher, U.P
 Corporate Office: 18A, 18B, 18C, 18D, 18E, 18F, 18G, 18H, 18I, 18J, 18K, 18L, 18M, 18N, 18O, 18P, 18Q, 18R, 18S, 18T, 18U, 18V, 18W, 18X, 18Y, 18Z, New Delhi-110 044
 Telephone No.: +91-11-47191910, Email: investor@orientbell.com, Website: www.orientbell.com

सुचना
 भारतीय रिज़र्व बैंक, कायदेदर बैंक
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अपनी प्रति के लिए
 भारतीय रिज़र्व बैंक, कायदेदर बैंक
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 (अकाउंट नंबर 2311 की साथ 12 लाख अकाउंट)

सुचना
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