



ADC/2023-24/FR

October 01, 2023

**Department of Corporate Services  
BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street, Fort  
Mumbai 400 001**

Dear Sir/Madam

**Sub: Newspaper Advertisement regarding Board Meeting to be held on  
November 7, 2023**

**Ref: Scrip Code: 523411**

A copy of the advertisement regarding the Board Meeting to be held on November 7, 2023, published in the English and Kannada newspapers on September 30, 2023 is enclosed.

This is for your information and records.

Thanking you,

Yours faithfully,

**For ADC India Communications Limited**

**R. Ganesh  
Company Secretary**

**ADC India Communications Limited**

**CIN: L32209KA1988PLC009313**

**Regd. Office & Factory: No.10C, 2nd Phase, 1st Main, P.B.No. 5812, Peenya Industrial Area  
Bangalore – 560 058. Tel +91 80 2839 6102 / 2839 6291**

**Email: [support@adckcl.com](mailto:support@adckcl.com) Website: [www.adckcl.com](http://www.adckcl.com)**





# THE CULT OF COOL

How three men passionate about 'cool' motorcycles are trying to make India fall in love again with Jawa and Yezdi, with a leaf out of Royal Enfield's book

Anupam Thareja, founder and managing partner, Phi Capital, and co-investor, Classic Legends

PHOTO: COMPANY

DEV CHATTERJEE & SHINE JACOB  
Mumbai/Chennai, 29 September

Mahindra and Mahindra's share of the two-wheeler market in 2018-19 was not worth calculating. That year, 21.2 million two-wheelers were sold in India, to which M&M's contribution was 4,004 motorcycles. At that time, M&M, having acquired Kinetic Motors in 2008, was selling commuter bikes, the none-too-fancy vehicles used for daily trips from home to the workplace. This market was – and is – under the stranglehold of Hero MotoCorp and Honda. "We should have never gone to the commuter bike side," Anand Mahindra, M&M's Chairman, said in December 2019, at an event organised by British air carrier Virgin Atlantic with the theme, "Business as an adventure". This, he said, was a "product failure", a failure he thought of as "capital", as much as financial or human capital.

That capital appears to be yielding returns now. In 2018, Mahindra joined hands with Anupam Thareja, Founder of Phi Capital, and Boman Irani, of real estate firm Rustomjee (not the actor you might be thinking of) to resurrect the iconic Czech motorcycle brand, Jawa, and its later avatar in India, Yezdi. Thus was born Classic Legends, a company 60 per cent owned by Mahindra & Mahindra and 20 per cent each by Thareja and Irani. Jawa bikes first became popular in India in the 1960s under a licensing agreement between the Czech company that owned the Jawa brand and Ideal Jawa India Ltd. When the licence expired, Ideal Jawa, owned by two Parsi entrepreneurs, Rustom Irani and Farrokh Irani,

continued manufacturing the motorcycle under the Yezdi brand. Relunched by Classic Legends in 2019, Jawa and Yezdi have retained the essence of the classic design philosophy that worked for them back in the 1960s and 1970s, what is now called retro cool or cult bikes. They are selling a combined 4,500 motorcycles a month – more than what M&M during the 12 months from April 2018 to March 2019. The company says it is poised to make a profit by March next year. "To build these bikes... it is not only about production but also about passion. We have learned that if you are in the classic vehicles business, then the people who lead it must be

**"IF YOU ARE IN THE CLASSIC VEHICLES BUSINESS, THEN THE PEOPLE WHO LEAD IT MUST BE PASSIONATE ABOUT IT"**

ANAND MAHINDRA, CHAIRMAN, M&M

passionate about it," Mahindra told *Business Standard*. Drawing a parallel with M&M's popular lifestyle sports utility vehicle, Thar, Mahindra said the motorcycles would similarly cater to a niche segment that prefers to go out on long and adventurous rides.

Passion is a box Classic Legends checks easily. Thareja spent years with international brands. In later life, he was with Royal Enfield, as part of the team that revived the company's motorcycles. Since 2008, he has been running his own company, Phi Capital, which specialises in turnarounds. And he still finds the time to go on long motorcycle rides.

Irani shares a history with Jawa and Yezdi. He is the son of Rustom Irani of Ideal Jawa fame. His company still owned the Yezdi brand when Mahindra and Thareja decided to relaunch Jawa. He came on board Classic Legends without a second thought.

Classic Legends has so far invested ₹1,000 crore and plans to deploy another ₹1,000 crore in the next three years to take its motorcycles to all parts of the country and abroad as well. The new investment will be made in tooling for new products, marketing, distribution setup for international markets, and new product development. This amount will come from a combination of internal accruals, existing shareholders, and external investors.

"We have M&M's Pithampur plant near Indore to make half a million bikes a year," says Thareja.

Jawa and Yezdi had a promising start. On the first day of booking, its website crashed due to heavy traffic. But the pandemic arrived soon after, causing all sorts of disruptions to the supply chain. As the pandemic ebbed, the company decided to make sure its customers received the bikes on time. The company has also launched BSA motorbikes in the United Kingdom, catering to the premium segment.

## A leaf out of Enfield's book

Classic Legends is taking a leaf out of Royal Enfield's playbook. The latter was staring at the end of the road when Siddhartha Lal took charge as its CEO in 2000

and turned it around by leveraging the qualities that were supposed to be its drawbacks. Its old styling became the new retro cool. The Royal Enfield community and culture helped in no small measure.

"The success story of Royal Enfield was driven by bringing in the concept of self plus society. The real point is the motorcycle culture that we developed and evangelised," says Mohit Dhar Jayal, Chief Brand Officer, Royal Enfield.

The company's sales increased from 28,361 units in 2003-04 to 834,895 in 2022-23. And it has gone global, with exports rising from a mere 8,800 units in 2015-16 to 100,000 in 2022-23.

Where Royal Enfield goes, its culture goes as well. "Another turnaround moment was the decision to take the brand global, around 2014. We are trying to replicate this culture internationally," says Jayal.

Lal, himself a motorcycling enthusiast, was closely involved in the engineering and development. He also rode hundreds of kilometres on Royal Enfield bikes and was the brain behind many of the initiatives, such as having a single platform. At present, Royal Enfield has a market share of 90 per cent in the 250-750cc segment.

## No free run

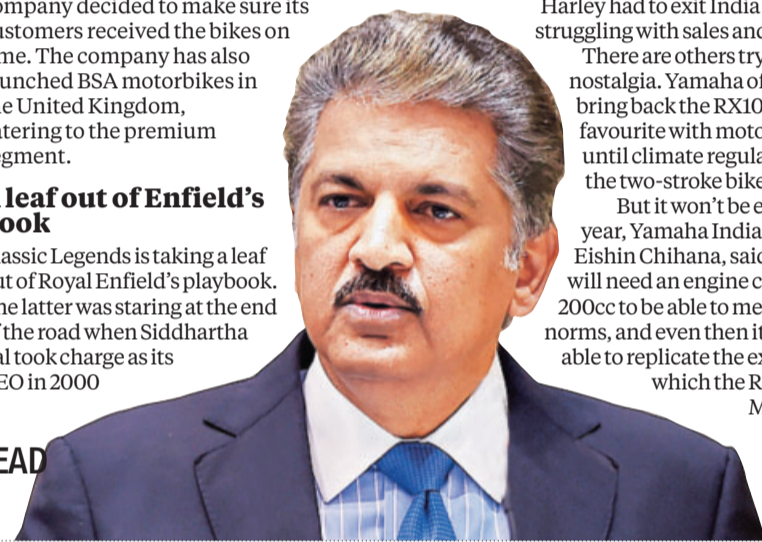
Harley-Davidson, whose design is as classic and as retro as they come, is trying to script its own comeback story in India through a partnership with Hero MotoCorp. Within days after it started accepting bookings for the X440, the most pocket-friendly Harley ever, the process had to stop in the face of an avalanche of 25,597 applications.

Harley had to exit India in 2020, after struggling with sales and revenue.

There are others trying to ride on nostalgia. Yamaha of Japan is trying to bring back the RX100, which was a favourite with motorcycle enthusiasts until climate regulations put an end to the two-stroke bike.

But it won't be easy. Earlier this year, Yamaha India's Chairman, Eishin Chihana, said the motorcycle will need an engine capacity of at least 200cc to be able to meet the emission norms, and even then it may not be able to replicate the exhaust sound for which the RX100 was famous.

Maybe Yamaha should focus more on "passion" and "retro" and "cool".



## APPOINTMENTS

**SBI**  
STATE BANK OF INDIA  
STATE BANK OF INDIA, LOCAL HEAD OFFICE, MUMBAI METRO CIRCLE, MUMBAI  
3<sup>rd</sup> Floor, State Bank of India, Local Head Office, Synergy Building, Bandra Kurla Complex, Bandra East, Mumbai – 400 051  
**REQUIREMENT OF COMMERCIAL / OFFICE PREMISES**  
State Bank of India, invite offers from owners/power of attorney holders of commercial/office premises on lease rental basis for branches in Mumbai. For further details and downloading the tender document, please visit SBI website @ <https://sbi.co.in/web/sbi-in-the-news/procurement-news> from 30/09/2023 to 12/10/2023. The last date for submission of offers at this office will be on or before 3.30pm. On 12/10/2023. Further **Notice/Clarification** in this regard will be posted only on the Banks above mentioned web site.  
**ASSISTANT GENERAL MANAGER (P&E)**  
LOCAL HEAD OFFICE, MUMBAI METRO CIRCLE  
No brokers please.

**PASCHIM BANGA GRAMIN BANK**  
(A GOVT. ENTERPRISE)  
HEAD OFFICE: Natabar Paul Road, Chatterjee Para More, Tikiapara, Howrah- 711011. Phone No.: 2667-0052/8078/9327/9961, Fax No: 2667-0051/9589  
**TENDER NOTICE**  
Paschim Banga Gramin Bank is inviting Tender for **SELECTION OF VENDOR FOR SUPPLY, COMMISSIONING, MAINTENANCE & MANAGEMENT OF MPLS LINK ON WIRE OR 4G/5G(SINGLE SIM BASED) OR RF MEDIA IN BRANCHES & OFFICES FOR FIVE YEARS.** Eligible Bidders as per eligibility criteria of the 'Request for Proposal (RFP)' may send the proposal as per terms of the Tender Document available in Bank's website [www.pbgbank.com](http://www.pbgbank.com).  
**Place:- Howrah**  
**Date:- 30-09-2023** **General Manager**

**FORM G**  
INVITATION FOR EXPRESSION OF INTEREST FOR DADHEECH INFRASTRUCTURES PRIVATE LIMITED OPERATING IN THE CONSTRUCTION AND INFRASTRUCTURE BUSINESS  
(Under Regulation 36A(1) of the Insolvency and Bankruptcy Board of India (Insolvency Resolution Process for Corporate Persons) Regulations, 2016)  
**RELEVANT PARTICULARS**

1. Name of the corporate debtor along with PAN/ CIN/ LLP No.	Dadheech Infrastructures Private Limited PAN: AACCD5765A CIN: U14219WB2007PTC114838
2. Address of the registered office	9/12, Lal Bazar Street 'E' Block, 4th Floor Kolkata - 700001, West Bengal, India
3. URL of website	<a href="https://ipdpl.com/">https://ipdpl.com/</a>
4. Details of place where majority of fixed assets are located	Please write an e-mail to <a href="mailto:ip.dadheechinfrastructures@gmail.com">ip.dadheechinfrastructures@gmail.com</a> to seek further details about the Corporate Debtor.
5. Installed capacity of main products/ services	Please write an e-mail to <a href="mailto:ip.dadheechinfrastructures@gmail.com">ip.dadheechinfrastructures@gmail.com</a> to seek further details about the Corporate Debtor.
6. Quantity and value of main products/ services sold in last financial year	One Contract was executed between Dadheech Infrastructures Pvt Ltd and Gajpur Infrachomes Pvt Ltd on 1st July 2021 for <b>Rs 77,40,01,423</b> in Imphal, Manipur.
7. Number of employees/ workmen	04 (Four)
8. Further details including last available financial statements (with schedules) of two years, lists of creditors are available at URL:	Please write an e-mail to <a href="mailto:ip.dadheechinfrastructures@gmail.com">ip.dadheechinfrastructures@gmail.com</a> to seek further details about the Corporate Debtor.
9. Eligibility for resolution applicants under section 25(2)(h) of the Code is available at URL:	Please write an e-mail to <a href="mailto:ip.dadheechinfrastructures@gmail.com">ip.dadheechinfrastructures@gmail.com</a> to seek further details.
10. Last date for receipt of expression of interest	15-10-2023
11. Date of issue of provisional list of prospective resolution applicants	25-10-2023
12. Last date for submission of objections to provisional list	30-10-2023
13. Date of issue of Final list of Prospective Resolution Applicants	09-11-2023
14. Date of issue of Information Memorandum, Evaluation Matrix and request for Resolution Plans to prospective resolution applicants.	30-10-2023
15. Last date for submission of resolution plans	29-11-2023
16. Process email id to submit Expression of Interest	<a href="mailto:ip.dadheechinfrastructures@gmail.com">ip.dadheechinfrastructures@gmail.com</a>

**Mr. Soumendhra Podder**  
Interim Resolution Professional For Dadheech Infrastructures Private Limited Reg. No. IBBI/IPA-001/IP-P00446/2017-18/10789  
Authorisation of Assignment Valid Upto: 09-03-2024  
Address: 1/427 Gariahat Road (South) 4th Floor, Kolkata, West Bengal - 700068  
Date : 30.09.2023 Place : Kolkata

**MCL MAHANADI COALFIELDS LIMITED**  
(A Subsidiary of Coal India Limited)  
Jagruti Vihar, Burla - 768020, Dist. - Sambalpur, Odisha  
Tel. (EPABX) : 0663-2542461 to 468 Website : [www.mahanadicoal.in](http://www.mahanadicoal.in)  
**NOTICE**  
All the tenders issued by CIL and its Subsidiaries for procurement of Goods, Works and Services are available on website of Coal India Ltd [www.coalindia.in](http://www.coalindia.in), respective subsidiary company ([www.mahanadicoal.in](http://www.mahanadicoal.in)), CIL e-Procurement portal <https://coalindiatenders.nic.in> and Central Public Procurement Portal <https://eprocure.gov.in>. In addition, procurement is also done through GeM portal <https://gem.gov.in> R-5169

**Reliance Industries Limited**  
Growth is Life  
Regd. office: 3rd Floor, Maker Chambers IV, 222, Nariman Point, Mumbai - 400 021. Phone: 022-3555 5000. Email: [investor.relations@ril.com](mailto:investor.relations@ril.com)  
CIN: L17110MH1973PLC019786  
**NOTICE**

NOTICE is hereby given that the following certificate(s) issued by the Company are stated to have been lost or misplaced and Registered Holders thereof have applied for the issue of duplicate certificate(s).

Sr. No.	Folio No.	Name / Joint Names	Shares	Certificate Nos. From - To	Distinctive Nos. From - To
1	35682252	Aisha Nageen Shaheen Siddiqui	12	20050605-605	291203195-206
2	43003810	Jerambhai Hirijibhai Shrivastava	300	66494074-074	6860656200-539
		Shrivastava Jerambhai Bhanavdia	200	66531690-690	6863303878-077
3	9393153	Kersi Homi Katki	50	12263193-193	253771061-110
		Yasmin Kersi Katki	300	54813777-782	1328332974-273
			350	62653274-274	2223586817-166
			700	66653620-620	687424211-910
4	34544069	Mahesh Jayantilal Parekh Meena Parekh	40	4448596-597	72181219-258
			12	10481230-230	108762320-331
			52	62462520-520	2207750902-953
			104	66717880-880	6881084925-028
5	32443451	Pauly Paul	20	4170735-735	66623999-018
		Paul C T	9	7348958-958	146025657-665
			30	10073368-368	181672826-855
			7	12354772-772	265708745-751
			2	14155452-453	331254349-704
			55	16160678-679	403606650-700
			178	55072063-067	1338527702-879
			55	59552552-553	467795475-529
			178	62684573-573	2225069306-483
			178	62759200-200	2227655654-831
			712	66473313-313	6859069706-417
			30	11319105-105	203552917-946
			30	51217045-046	1173535823-852
			60	62433652-552	2205177754-813
			120	66684732-732	687787512-831
			25	14580811-811	390684500-524
			25	16639992-992	46631170-194
			50	51115619-619	1170551778-827
			100	6229937-937	2192341469-568
			200	66516934-934	6862258266-465
			1	14908921-922	39669755-784
			30	52956852-853	1242179170-199
			60	62299968-968	2192343237-296
			120	66516955-555	6862260346-465
			120	62396211-211	2200964420-539
			240	66645820-820	6873205542-781
			15	15016601-601	136211976-990
			12	15016601-601	18538481-492
			4	15016601-601	293049366-369
			31	51236835-836	117383016-046
			62	62390493-493	2200253748-809
			124	66639980-980	6872451835-958
		<b>Total</b>	<b>5072</b>		

The Public is hereby warned against purchasing or dealing with these securities any way. Any person(s) who has / have any claim in regard of the securities, should lodge such claim with the Company's Registrar and Transfer Agent viz. "KFin Technologies Limited", Selenium Tower B, Plot No. 31-32, Gachibowli, Financial District, Nanakramguda, Hyderabad - 500 032, within **Seven (7) days** from the date of publication of this notice, failing which, the Company will proceed to issue letter(s) of confirmation in lieu of duplicate certificate(s) in respect of the aforesaid securities.

for Reliance Industries Limited  
Sd/-  
Savithri Parekh  
Company Secretary and Compliance Officer

Place : Mumbai  
Date : September 29, 2023  
[www.ril.com](http://www.ril.com)

**ADC India Communications Ltd.**  
CIN: L32209KA1988PLC009313  
# Regd. Office: No.10C, 2nd Phase, 1st Main, Peenya Industrial Area, Bangalore-560058  
Tel:+91 80 28396102 / 28396291  
Email: [support@adckcl.com](mailto:support@adckcl.com)  
Website: [www.adckcl.com](http://www.adckcl.com)  
**NOTICE**

Pursuant to Regulation 47 read with Regulation 29 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 Tuesday, November 7, 2023, inter alia, to consider and approve the unaudited financial results of the Company for the quarter ending September 30, 2023.

The details will be made available on the website of the Company at [www.adckcl.com](http://www.adckcl.com).

For ADC India Communications Ltd  
R.Ganesh  
Company Secretary  
Place : Bangalore  
Date : September 29, 2023

**A. K. CAPITAL SERVICES LIMITED**  
BUILDING BONDS  
Regd. Office: 603, 6th Floor, Windsor Building, Off CST Road, Kalina, Santacruz East, Mumbai - 400098  
CIN: L74599MH1993PLC274881 | Website: [www.akgroup.co.in](http://www.akgroup.co.in)  
Tel: +91-22-67546500 | Fax: +91-22-66100594 | E-mail: [compliance@akgroup.co.in](mailto:compliance@akgroup.co.in)  
**NOTICE**  
Transfer of equity shares of the Company to Investor Education and Protection Fund (IEPF)  
Notice is hereby given to the shareholders of the Company pursuant to the provisions of Sections 124 and 125 of the Companies Act, 2013 and Rule 6 (3) (a) of the Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and Refunds) Rules, 2016 ("the Rules") as amended from time to time.  
As per the Rules, all the underlying shares in respect of which dividend are not claimed/paid for the last 7 consecutive years or more shall be transferred to the Demat Account of the IEPF Authority within 30 days from the due date of transfer.  
Accordingly, shareholders who have not claimed their dividends from financial year 2015-16, may write to us or the Company's Registrar and Share Transfer Agents, M/s. Link Intime India Private Limited, at their office situated at C-101, 247 Park, L B S Marg, Vikhroli (West), Mumbai - 400 083, Tel. No. 022-49186270 and e-mail at [mt.helpdesk@linkintime.co.in](mailto:mt.helpdesk@linkintime.co.in) on or before December 30, 2023 for further details and for making a valid claim for the unpaid/unclaimed dividends. In case the Company does not receive any communication from the concerned shareholders by December 30, 2023, the Company shall, with a view to complying with the requirements set out in the Rules, transfer the shares to the IEPF Account by the due date as per procedure stipulated in the Rules.  
Adhering to the various requirements set out in the Rules, the Company has communicated individually to the concerned shareholders at their latest available address whose shares are liable to be transferred to IEPF Account under the Rules for taking appropriate action(s).  
The Company has uploaded full details of shareholders and shares due for transfer to IEPF Account on its website <http://www.akgroup.co.in/>. Shareholders are kindly requested to refer to the Regulatory Disclosures Section on the website to verify the details of shares liable to be transferred to IEPF Account.  
The concerned shareholders, holding shares in physical form and whose shares are liable to be transferred to IEPF Account, may note that the Company would be issuing duplicate share certificate(s) in lieu of the original share certificate(s) held by them for the purpose of transfer of shares to IEPF Account as per Rules and upon such issue, the original share certificate(s) which stand registered in their name will stand automatically cancelled and be deemed non-negotiable. The concerned shareholders, holding shares in electronic form, your demat account will be debited for the shares liable for transfer to the IEPF. The shareholders may further note that the details uploaded by the Company on its website should be regarded and shall be deemed adequate notice in respect of issue of the duplicate share certificate(s) by the Company for the purpose of transfer of shares to IEPF Account pursuant to the Rules.  
Shareholders may note that both the unclaimed dividend and the shares transferred to IEPF Authority/ Account including all benefits accruing on such shares, if any, can be claimed back by them from IEPF Authority after following the procedure as prescribed under the Rules and the same is available at IEPF website i.e. [www.iepf.gov.in](http://www.iepf.gov.in).  
For A. K. Capital Services Limited  
Sd/-  
A. K. Mittal  
Managing Director  
(DIN: 00698377)  
Date: September 29, 2023  
Place: Mumbai

**SHRIRAM Mutual Fund**  
NURTURING TRUST. SHARING DREAMS  
**SHRIRAM MUTUAL FUND**  
Shriram House, No. 4 Burkit Road, T. Nagar, Chennai - 600 017  
Shriram Asset Management Company Limited (Investment Manager)  
Registered Office: 217, 2nd Floor, Swastik Chambers, Near Junction of S.T. & C.S.T. Road, Chembur, Mumbai - 400 071.  
CIN: L65991MH1994PLC079874; Website: [www.shriramamc.in](http://www.shriramamc.in)  
**NOTICE-CUM-ADDENDUM**  
**APPOINTMENT OF MR. CHETAN R DOSHI AS THE CHIEF BUSINESS OFFICER OF SHRIRAM ASSET MANAGEMENT COMPANY LIMITED**  
Mr. Chetan R Doshi has been appointed as the Chief Business Officer of Shriram Asset Management Company Limited with effect from September 26, 2023. Accordingly the following paragraph shall be included under the table pertaining to "Information on Key Personnel of the Asset Management Company" in the Statement of Additional Information (SAI) of Shriram Mutual Fund:

Name	Designation	Age	Qualification	Brief Experience
Mr. Chetan R Doshi	Chief Business Officer	46 years	Senior Management Program (IIM Indore), Executive MBA (Mumbai University) and B Com (Mumbai University)	Mr Chetan Doshi brings with him more than 25 years of experience, majority of it in the Mutual Fund industry including Treasury Operations, Channel Sales & Distribution & Business Development, across various organisations viz. Canara Robeco AMC, Mirae AMC, Kotak Mahindra AMC, Piramal Group etc. His last assignment was with the National Stock Exchange (NSE), instrumental in setting up the Mutual Fund Platform. He had been with the exchange for the last 8.5 years focusing majorly on Business Development and overseeing product development and business operations activities holistically in the capacity of the Vice President. Further, he has been part of several SEBI working groups & committees related to the Mutual fund.

This notice cum addendum forms an integral part of the SAI of Shriram Mutual Fund, read with the addenda issued from time to time. All other terms and conditions as mentioned in the SAI, read with the addenda issued from time to time, shall remain unchanged.

For Shriram Asset Management Company Limited (Investment Manager of Shriram Mutual Fund)  
Sd/-  
Sneha Jaiswal  
Compliance Officer  
Date : September 29, 2023  
Place : Kolkata  
For more information, please contact Shriram Asset Management Company Limited, 511-512, Meadows, Sahar Plaza, J. B. Nagar, Andheri (East), Mumbai - 400 059. Tel: 022 6947 3400, Email: [info@shriramamc.in](mailto:info@shriramamc.in), Website: [www.shriramamc.in](http://www.shriramamc.in)  
**Mutual fund investments are subject to market risks, read all scheme related documents carefully.**



