

Date: December 31, 2024

The Manager  
Department of Corporate Relationship  
**BSE Limited**  
25<sup>th</sup> Floor P. J. Towers, Dalal Street  
Mumbai -400 001

**Scrip Code: Equity- 532900**

**NCDS-975107, 975202, 975251, 975284, 975329, 975437,  
975592,975640,975865 and CPs-727935,728436, 728481**

The Listing Department  
**National Stock Exchange of India  
Limited**  
Exchange Plaza, Bandra Kurla Complex  
Bandra (East)  
Mumbai -400 051  
**SCRIP SYMBOL: PAISALO**

**SUB.: Publication of Notice of 1<sup>st</sup> Extra-ordinary General Meeting for FY 2024-25 in  
Newspapers**

Dear Sir/Madam,

Please find attached herewith the copy of Newspapers in which the Notice of 1st Extra-ordinary General Meeting for FY 2024-25 of the Members of the Company was published on Tuesday, December 31, 2024.

We request you take the same on record.

Thanking you,

Yours faithfully,

**For Paisalo Digital Limited**



**(Manendra Singh)**  
**Company Secretary**

**Encl. As above**

## PAISALO DIGITAL LIMITED

**Registered Office:** CSC, Pocket 52, Near Police Station, CR Park, New Delhi - 110 019. Phone : + 91 11 4351 8888. Email: delhi@paisalo.in

**Head Office:** Paisalo House, 74, Gandhi Nagar, NH-2, Agra - 282 003, India. Phone : +91 562 402 8888. Email: agra@paisalo.in

CIN: L65921DL1992PLC120483

**[www.paisalo.in](http://www.paisalo.in)**

अर्थ: समाजस्य न्यासः

**Bank of Baroda** | BANK OF BARODA NEEDMA GATE BRANCH, NEAR RT0, BHARATPUR (RAJASTHAN) - 321001 | E-mail: neebha@bankofbaroda.com

**Appendix IV Rule 8 (i) POSSESSION NOTICE (For Immovable Properties)**

Whereas, the undersigned being the authorized officer of the Bank of Baroda under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (54 of 2002) and in exercise of powers conferred under section 13(12) read with Rule 3 of the Security Interest (Enforcement) Rules, 2002 issued a Demand Notice Dated, 27.09.2024 Calling upon the borrower Sh. Prem Kumar Tehalwani S/o Sh. Prahlad Kumar and Smt. Janaki Devi W/o Sh. Prahlad Kumar to repay the amount mentioned in the notice being Rs. 9,54,647/- interest include up to 09.06.2024 together with further interest thereon at the contractual rate plus costs, charges and expenses till date of payment within 60 days from the date of receipt of the said notice.

The borrower having failed to repay the amount, notice is hereby given to the borrower and the public in general that the undersigned has taken possession of the property described herein below in exercise of powers conferred on him/her under sub section (4) of the section 13 of the Act read with Rule 8 of the Security Interest (Enforcement) Rules, 2002 on this 26th day of December of the year 2024.

The Borrower 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 Bank of Baroda, for an amount Rs. 9,54,647/- interest include up to 09.06.2024 and future interest thereon at the contractual rate plus costs, charges and expenses till date of payment.

The Borrowers attention is invited to provision of sub section (8) of section 13 of the Act, in respect of time available, to redeem the secured assets.

**Description of the Immovable Property (As per available in bank records)**

All that part and parcel of the property consisting of Residential property situated at out side Mohalla Anah Gate, Near Sabzi Mandi, Bharatpur, District Bharatpur (Rajasthan), in the name of Smt. Janaki Devi W/o Sh. Prahlad Kumar, (Admeasuring 500 sq. ft. as per available record in bank) within the Registration Sub-District Bharatpur and District Bharatpur (Rajasthan), Boundaries: On the East- Khat, On the West- Road, On the North: Property of Shri Ramnath, On the South: Dharmshala of Khatiya, Authorised Officer, Bank of Baroda

**Chola** CHOLAMANDALAM INVESTMENT AND FINANCE COMPANY LIMITED "CHOLA CREST" C 54 & 55, Super B-4, Thiru V K Industrial Estate, Guindy, Chennai - 600032, India Bhiwara Branch Office: Plot No.8, 2nd Floor, Gandhi Nagar Extension Yojana, Bhiwara - 311001

**POSSESSION NOTICE Under Rule 8 (1)**

WHEREAS the undersigned being the Authorised Officer of M/s. Cholamandalam Investment And Finance Company Limited under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 hereinafter called the Act and in exercise of powers conferred under Section 13(12) read with Rules 9 of the Security Interest (Enforcement) Rules, 2002 issued demand notices calling upon the borrowers, whose names have been indicated in Column [B] below on dates specified in Column [C] to repay the outstanding amount indicated in Column [D] below with interest thereon within 60 days from the date of receipt of the said notice.

The borrowers having failed to repay the amount, notice is hereby given to the borrowers in particular and the public in general that the undersigned has taken possession of the properties mortgaged with the Company described in Column [E] herein below on the respective dates mentioned in Column [F] in exercise of the powers conferred on him under Section 13(4) of the Act read with Rule 9 of the Rules made there under. The borrowers in particular and the public in general are hereby cautioned not to deal with the properties mentioned in Column [E] below and any dealings with the properties mentioned in Column [E] below will be subject to the charge of M/s. Cholamandalam Investment And Finance Company Limited for an amount mentioned in Column [D] along with interest and other charges. Under section 13(8) of the Securitisation Act, the borrowers can redeem the secured asset by payment of the entire outstanding including all costs, charges and expenses before notification of sale.

Sr. No.	Name And Address of Borrower & Loan Account Number	Date of Demand Notice	Outstanding Amount	Details of Property Possessed	Date of Possession
1.	Loan Account No. HEDBIW00000021168 1. Ram Kanya Jat (applicant), 2. Nakoda Trading Company (co. applicant), 3. Brahmajal Jat (co applicant) All are Resi. at Block A Shop No.10-A1, Krishna Ujani, Belyanagar, 305624, 4. Baramjal (co. applicant) Kamla Factory Bijnayagar Bara-2 Ajmer Rajasthan 305624	07/10/2024	Rs. 45,44,981/- as on 04.10.2024 Int. and other Expenses till realization	PART OF PLOT NO 10-A1 (PART A,B,C,D,E,F) MEASURING AREA 807.50 SQ.FT AT MAHAVEER BAZAR, AZAD MOHALLA, BLIYNAGAR-305624 DESCRIPTION OF PROPERTY PART A- EAST TOWEST 10 FEET 6 INCH AND NORTH TO SOUTH 16 FEET 7 INCH MEASURING AREA 175.96 SQ.FT PART B- EAST TO WEST 10 FEET 6 INCH AND NORTH TO SOUTH 16 FEET 7 INCH MEASURING AREA 175.96 SQ.FT PART C- EAST TO WEST 10 FEET 6 INCH AND NORTH TO SOUTH 16 FEET 7 INCH MEASURING AREA 240 SQ.FT PART D- EAST TO WEST 10 FEET 6 INCH AND NORTH TO SOUTH 7 FEET MEASURING AREA 73.6 SQ.FT PART E- EAST TO WEST 10 FEET AND NORTH TO SOUTH 7 FEET MEASURING AREA 79 SQ.FT.	08.12.2024

Date: 23.12.2024 Place: Bhiwara AUTHORIZED OFFICER, M/s. Cholamandalam Investment And Finance Company Limited

**PUBLIC NOTICE**

NOTICE is hereby given that the Certificate(s) for SHARES bearing Equity certificate No. 00084012, 00242057, 00361069, 00455468 Distinctive Nos. 004076465-004076489, 142707344-142707368, 578115356-578115405, 619564772-619564821 No Of Shares 150 Face Value Rs.2/- under the Folio No. 09013237 OF LARSEN & TOUBRO LTD standing in the name(s) of HARISH SAGAR and have been lost or mislaid and the undersigned has applied to the Company to issue duplicate Certificate(s) for the said shares. Any person who has any claim in respect of the said shares should write to our registrar, KFin Technologies Limited, Selenium Tower B, Plot 31-32, Gachibowli, Financial District, Hyderabad-500032 within one month from this date else the company will proceed to issue duplicate Certificate(s).

Name(s) of Shareholder(s)  
Date: 31-12-2024 HARISH SAGAR

**Kolhapur Municipal Corporation** (Health and Sanitation Department)

**Tender Notice No. 95**  
**Third Extension**

Public tenders are being invited for the preparation of panels for the maintenance and repair of a total of 172 vehicles, including 104 diesel + CNG, 65 auto tipper vehicles and 03 high-way dumpers of 10 cu.m. capacity, of Tata Company, which are in use by the Health Department of Kolhapur Municipal Corporation. As the said tender did not receive any response, The Third extension is being granted till 08/01/2025. However, interested tenderers should visit [www.mahatender.gov.in](http://www.mahatender.gov.in) of Government of Maharashtra by dt. 31/12/2024 to 08/01/2025 at 03.30 PM to receive and submit tenders.

Sd/-  
Ass. Commissioner (IV)  
Kolhapur Municipal Corporation

**POSESSION NOTICE** **DCB BANK**

The undersigned being the authorized officer of the DCB Bank Ltd., under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest (54 of 2002) and in exercise of powers conferred under section 13(12) read with rule 3 of the Security Interest (Enforcement) Rules, 2002 issued a demand notice on below mentioned dates calling upon the borrowers (Borrowers and Co-Borrowers) to repay the amount mentioned in the notice as detailed below in tabular form with further interest thereon from within 60 days from the date of receipt of the said notice.

The borrower and Co-Borrower having failed to repay the amount, notice is hereby given to the borrower, Co-Borrower and the public in general that the undersigned has taken possession of the property described herein below in exercise of powers conferred on him under sub-section (4) of section 13 of the Act read with rule 8 also read section 14(1) of the Security Interest Rules 2002 on 24th December 2024.

The borrower, Co-Borrower in particular and the public in general is hereby cautioned not to deal with the property (Description of the immovable property) and any dealings with the property will be subject to the charge of the DCB Bank Ltd., for respective amount as mentioned here below. The Borrower's attention is invited to provisions of sub-section (8) of Section 13 of the act, in respect of time available, to redeem the secured assets.

Demand Notice Dated:	28-05-2024
Name of borrower(S) and (Co-borrower(S))	M/S. SANJAY SEWING CENTRE (THROUGH IT'S PROPRIETOR LATE MR. SANJAY KUMAR'S KNOWN UNKNOWN LEGAL HEIRS INCLUDING MRS. SANTOSH KUMARI), LATE MR. SANJAY KUMAR (REPRESENTED BY HIS KNOWN UNKNOWN LEGAL HEIRS INCLUDING MRS. SANTOSH KUMARI) AND MRS. SANTOSH KUMARI (W/O LATE MR. SANJAY KUMAR)
Loan Account Number	16456100000125 and 16456200000073
Total Outstanding Amount.	Rs.8,47,912.24/(Rupees Eight Lakh Forty Seven Thousand Nine Hundred Twelve and Twenty Four Paise Only) as on 28th May 2024
Description Of The Immovable Property	ALL PIECE AND PARCEL OF PROPERTY BEARING HOUSE NO.502 PROPERTY ID NO PAN/W/18/B87/0319, WARD NO. 18 SITUATED AT DUTTA COLONY ASSANDH ROAD, PANIPAT HARYANA ADMEASURING AREA 168 SQ.YD. (The Secured Assets)
Date: 31/12/2024. Place: Panipat.	FOR DCB BANK LTD AUTHORISED OFFICER

**FEDBANK** **FEDBANK FINANCIAL SERVICES LTD.**  
Unit no.: 1101, 11th Floor, Cignus, Plot No. 71A, Powai, Paspoli, Mumbai – 400 087

**POSSESSION NOTICE**

Whereas

The undersigned being the Authorized Officer of Fedbank Financial Services Ltd. under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (54 of 2002) and in exercise of the powers conferred under section 13 (12) read with Rule 3 of the Security Interest (Enforcement) Rules, 2002 issued a demand notice dated October 16<sup>th</sup>, 2024 calling upon the Borrower, Mortgagor, Co-Borrower(s) and Guarantor- (1) MR. GAJRA BHARADWAJ (Borrower); (2) MRS. RAJINI BHARADWAJ and (3) MS. RUPIKA BHARADWAJ to repay the amount mentioned in the said notice being Rs. 78,75,996.91/- (Rupees Seventy Eight Lakhs Seventy Five Thousand Nine Hundred Ninety Six and Ninety One Paise Only) i.e., Rs. 50,34,688.49/- (Rupees Fifty Lakhs Thirty Four Thousand Six Hundred Eighty Eight and Forty Nine Paise Only) in FEDDLHPA0499164 and Rs. 28,41,308.42/- (Rupees Twenty Eight Lakhs Forty One Thousand Three Hundred Eight and Forty Two Paise Only) in FEDDLHPA0506590 as on 14.10.2024 together with further interest thereon at the contractual rate plus all the costs charges and incidental expenses etc. within 60 days from the date of receipt of the said demand notice.

The Borrower, Mortgagor, Co-Borrower(s) and Guarantor mentioned hereinabove having failed to repay the above said amount within the specific period, notice is hereby given to the Borrower, Mortgagor, Co-Borrower(s), Guarantor and the public in general that the undersigned Authorised officer has taken POSSESSION of the property described herein below in exercise of powers conferred on him under Section 13(4) of the SARFAESI Act read with Rule 8 of Security Interest (Enforcement) Rules, 2002 on this December 27<sup>th</sup>, of the year 2024

The Borrower, Mortgagor, Co-Borrower(s) and Guarantor mentioned hereinabove in particular and the public in general is/are hereby cautioned not to deal with the following property and any dealings with the following property will be subject to the charge of Fedbank Financial Services Ltd. for an. Rs. 78,75,996.91/- (Rupees Seventy Eight Lakhs Seventy Five Thousand Nine Hundred Ninety Six and Ninety One Paise Only) i.e., Rs. 50,34,688.49/- (Rupees Fifty Lakhs Thirty Four Thousand Six Hundred Eighty Eight and Forty Nine Paise Only) in FEDDLHPA0499164 and Rs. 28,41,308.42/- (Rupees Twenty Eight Lakhs Forty One Thousand Three Hundred Eight and Forty Two Paise Only) in FEDDLHPA0506590 as on 14.10.2024 together with further interest thereon at the contractual rate plus all the costs charges and incidental expenses etc.

The borrower's attention is invited to sub-section (8) of Section 13 of the Act, in respect of time available to redeem the secured assets.

**Schedule-I**  
Description of Property  
(Particulars of the immovable property document deposited to Fedfina)

Built Up Property Situated in Village Raghunathpur, Pargana And Tehsil Dadri, District - Gautam Buddha Nagar, Uttar Pradesh, Area Admeasuring 253 Sq. Yds. i.e., 211.53 Sq. Mtrs., Out Of Khata No. - 00007, Khasra No. - 238 Min, Bearing Property Number 87, Including Roof, Raghunathpur, Noida, Sector - 22, Gautam Buddha Nagar, U.P. – 201301, and bounded as under –

On or towards East – Plot of Harichand Bharadwaj  
On or towards West – Plot of Subhash Bharadwaj  
On or towards North – Plot of Vinod Bharadwaj  
On or towards South – Road 20 Ft Wide

Place: Gautam Buddha Nagar, Uttar Pradesh For M/s Fedbank Financial Services Limited  
Date: 27<sup>th</sup> December, 2024 Authorised Representative

**FEDBANK** **FEDBANK FINANCIAL SERVICES LTD.**  
Unit no.: 1101, 11th Floor, Cignus, Plot No. 71A, Powai, Paspoli, Mumbai – 400 087

**POSSESSION NOTICE**

Whereas

The undersigned being the Authorized Officer of Fedbank Financial Services Ltd. under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (54 of 2002) and in exercise of the powers conferred under section 13 (12) read with Rule 3 of the Security Interest (Enforcement) Rules, 2002 issued a demand notice dated October 16<sup>th</sup>, 2024 calling upon the Borrower, Mortgagor, Co-Borrower(s) and Guarantor- (1) MR. MONI MEHLAWAT (Borrower); (2) MRS. JYOTI and (3) MR. CHAUDHARY KARAMVEER SINGH to repay the amount mentioned in the said notice being Rs. 37,51,522.35/- (Rupees Thirty Seven Lakhs Fifty One Thousand Five Hundred Twenty Two and Thirty Five Paise Only) in FEDDLHPA0529931 as on 14.10.2024 together with further interest thereon at the contractual rate plus all the costs charges and incidental expenses etc. within 60 days from the date of receipt of the said demand notice.

The Borrower, Mortgagor, Co-Borrower(s) and Guarantor mentioned hereinabove having failed to repay the above said amount within the specific period, notice is hereby given to the Borrower, Mortgagor, Co-Borrower(s), Guarantor and the public in general that the undersigned Authorised officer has taken POSSESSION of the property described herein below in exercise of powers conferred on him under Section 13(4) of the SARFAESI Act read with Rule 8 of Security Interest (Enforcement) Rules, 2002 on this December 28<sup>th</sup>, of the year 2024

The Borrower, Mortgagor, Co-Borrower(s) and Guarantor mentioned hereinabove in particular and the public in general is/are hereby cautioned not to deal with the following property and any dealings with the following property will be subject to the charge of Fedbank Financial Services Ltd. for an. Rs. 37,51,522.35/- (Rupees Thirty Seven Lakhs Fifty One Thousand Five Hundred Twenty Two and Thirty Five Paise Only) in FEDDLHPA0529931 as on 14.10.2024 together with further interest thereon at the contractual rate plus all the costs charges and incidental expenses etc.

The borrower's attention is invited to sub-section (8) of Section 13 of the Act, in respect of time available to redeem the secured assets.

**Schedule-I**  
Description of Property  
(Particulars of the immovable property document deposited to Fedfina)

Built Up Property on House No. – 2A, Ward No. - 9, Village - Kishangharh (Mehrauli), Out of Khadra No. 642 & 643, Area Admeasuring 100.33 Sq. Mtrs. i.e., 120 Sq. Yds., Kishan Garh, New Delhi - 110070, and bounded as under –

On or towards East – Other Property  
On or towards West – Other Property  
On or towards North – Other Property  
On or towards South – Road

Place: Delhi For M/s Fedbank Financial Services Limited  
Date: 28<sup>th</sup> December, 2024 Authorised Representative

**Colab Cloud Platforms Limited**  
CIN: L65993DL1989PLC038194  
Regd. Off.: 125, 2nd Floor, Shahpur Jat, New Delhi – 110049, India  
Phone: 8828865429 Email: cs@colabcloud.in Web: www.colabcloud.in

**Notice of Postal Ballot/E-voting**

NOTICE is hereby given that the Company is seeking approval of its members by way of Special Resolution in respect of the following matter:

- Approval for change in name of the Company and consequent alterations in Memorandum of Association and Articles of Association of the Company.
- In this regard, the Company has set out notice to its members for aforesaid resolutions to be transacted through postal ballot by voting through remote e-voting services provided by CDSL or by Postal Ballot Form.
- The Postal Ballot Notice has been dispatched to members by permitted mode. The dispatch of Postal Ballot Notice has been completed on 30/12/2024.
- The remote e-voting period commences on 02/01/2025 (9.00 A.M.) and ends on 31/01/2025 (5.00 P.M.). The remote e-voting facility shall be forthwith disabled after expiry of the said period.
- Postal Ballot Form received after 31/01/2025 will be strictly treated as if the reply from the member has not been received.
- During this period, only those Members whose names appear in the Register of Members maintained by the Depositories, as on the Cut-off Date i.e. 20/12/2024 shall be entitled to cast their votes.
- In case you have any queries or issues regarding e-voting, you may refer to the FAQs for shareholders and e-voting User Manual for shareholders available at the website of CDSL at <https://www.evotingindia.com>, or send an email to [helpdesk.evoting@cdsindia.com](mailto:helpdesk.evoting@cdsindia.com) or call toll free no. 1800 22 55 33.
- The notice is available on the Company's website at [www.colabcloud.in](http://www.colabcloud.in) and BSE Limited at [www.bseindia.com](http://www.bseindia.com).
- The Result(s) in respect of the resolutions as set out in the Notice, so declared, along with the Scrutinizer's report will be communicated to the stock exchange, on or before 04/02/2025.

By Order of the Board  
For Colab Cloud Platforms Limited  
Sd/-  
Date: 26.12.2024  
Place: Delhi  
Deepika Unhdh  
Company Secretary & Compliance Officer

**PAISALO PAISALO DIGITAL LIMITED**  
Regd. Off: CSC, Pocket 52, Near Police Station, CR Park, New Delhi-110019  
Tel: +91 11 43518888 Fax: +91 11 43518816 Web: www.paisalo.in  
CIN: L65993DL1989PLC038194 अर्थ: सार्वजनिक व्यासः

**NOTICE OF EXTRA ORDINARY GENERAL MEETING, E-VOTING**

Notice is hereby given that:

- The Extra Ordinary General Meeting (EGM) of Members of Paisalo Digital Limited will be held on Wednesday, January 22, 2025 at 11:00 A.M. through Video Conferencing ("VC")/Other Audio Visual Means ("OAVM") as per relaxation provided by the Ministry of Corporate Affairs (MCA) vide its General Circulars No. 14/2020 dt. April 8, 2020, 17/2020 dt. April 13, 2020, 20/2020 dt. May 5, 2020, 22/2020 dt. June 15, 2020, 33/2020 dt. September 28, 2020, 39/2020 dt. December 31, 2020, 10/2021 dt. June 23, 2021, 03/2022 dt. May 5, 2022, 11/2022 dt. December 28, 2022, 09/2023 dt. September 25, 2023, 09/2024 dt. September 19, 2024 and SEBI Circular SEBI/HO/CFD/CMD1/CIR/P/2020/79 dt. May 12, 2020 read with SEBI/HO/CFD/CMD2/CIR/P/2021/11 dt. January 15, 2021, SEBI/HO/CFD/CMD2/CIR/P/2022/62 dt. May 13, 2022, Circular No. SEBI/HO/CFD/P/2023/4 dt. January 05, 2023, SEBI/HO/CFD/CMD2/P/2023/167 dt. October 07, 2023 and Circular number SEBI/HO/CFD/CFD-PoD-2/P/2024/133 dt. October 3, 2024 without the physical presence of the Members at common venue for seeking their approval by way of special resolutions in respect of the businesses mentioned in the Notice dated December 23, 2024. The detailed procedure to join the EGM has been provided in the notice of EGM.
- In terms of Section 101 of the Companies Act, 2013 (the Act) read with the Rule 18 of the Companies (Management and Administration) Rules, 2014, as amended from time to time read with aforesaid circulars, the Company on December 30, 2024, has completed the sending of Notice of EGM along with Explanatory Statements to Members whose names have appeared in Register of Members/Beneficial Owners as on December 20, 2024, through electronic mode whose email ids are registered with the Company/Depository Participant(s). The Notice of EGM is also available on the Company's website [www.paisalo.in](http://www.paisalo.in).
- Pursuant to provisions of Section 108 of the Act, rules framed thereunder and Regulation 44 of the SEBI (LODR) Regulations, 2015 read with aforesaid circulars, the Members are provided with the facility to cast their vote electronically during remote E-Voting period and also during the EGM on all resolutions set forth in the Notice of the EGM. The Company has engaged National Securities Depository Limited (NSDL) as the Agency to provide E-Voting facility.
- The remote E-Voting period shall commence on Sunday, January 19, 2025 from 9:00 A.M. (IST) and ends on Tuesday, January 21, 2025 at 5:00 P.M. (IST). During this period, Members of the Company, holding shares in physical form or in dematerialized form, as on the cut-off date i.e. Wednesday, January 15, 2025 may cast their vote electronically. The remote E-Voting module shall be disabled for the voting thereafter and shall not be allowed beyond the said date and time. The manner of E-Voting for the members who have not registered their email addresses has been provided in the Notice of the EGM.
- Those Members holding shares in physical form and whose email addresses are not registered with the Company, may register their email address by sending, scanned copy of a signed request letter mentioning name, folio number and complete address, self attested scanned copy of the PAN Card; and self attested scanned copy of any document such as Aadhar Card, Driving Licence, Election Identity Card, Passport in support of the address of the Member as registered with the Company, by email to Company at [cs@paisalo.in](mailto:cs@paisalo.in) or RTA of the Company at [ramap@ankit.com](mailto:ramap@ankit.com). Members holding shares in demat form can update their email address with their Depository Participant.
- Any person who becomes Member of the Company after sending the email of the Notice of the EGM and holding shares as on the cut-off date i.e. Wednesday, January 15, 2025, may obtain the User Id and password by sending a request to NSDL by emailing on [evoting@nsdl.com](mailto:evoting@nsdl.com). The detailed procedure for obtaining User Id and password is also provided in the Notice of the EGM which is available on the Company's website. If the Member is already registered with NSDL for E-Voting then he/she can use his/her existing User Id and password for casting their vote through remote E-Voting.
- The Members, who have not cast their vote through remote E-Voting can exercise their voting rights during the EGM through E-Voting facility. The Members who have cast their vote by remote E-Voting may attend the EGM but shall not be entitled to cast their vote again at the EGM.
- The results of voting shall be declared not later than two days from the date of EGM and shall be placed on the Company's website i.e. [www.paisalo.in](http://www.paisalo.in) and on NSDL website i.e. [www.evotingindia.com](http://www.evotingindia.com).
- In case of any queries/grievances related to E-Voting, Members may refer the Frequently Asked Questions (FAQs) for Members and remote E-Voting user manual for Members available at the downloads section of [www.evotingindia.com](http://www.evotingindia.com) or call on toll free no.: 1800-222-990. Members may also write to Company Secretary of the Company at the E-mail ID [cs@paisalo.in](mailto:cs@paisalo.in).

By Order of the Board of Directors  
Sd/-  
Manendra Singh  
Date: December 30, 2024 (Company Secretary)

**Bank of India** Jodhpur Industrial Area Branch (Raj.) Rampura Kola, Chittorgarh Branch Jodhpur Zone

**E-Auction Sale Notice to General Public**  
**APPENDIX-IV-A (See proviso to rule 8(6))**

**SALE NOTICE FOR SALE OF IMMOVABLE PROPERTY**

E Auction Sale Notice for Sale of Immovable Assets under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act 2002, read with proviso to Rule 8(6) of the Security Interest (Enforcement) Rules, 2002.

Notice is hereby given to the public in general and in particular to the Borrower (s) and Guarantor (s) that the below described immovable properties mortgaged/charged to the Bank of India Secured Creditor, the Physical/Symbolic Possession of which has been taken by the Authorised Officer of Bank of India Secured Creditor, will be sold "As is what is" and "Whatever there is" on 27.01.2025 for recovery of its dues to the Bank/ Secured Creditor from the respective borrower (s) and Guarantor (s). The Reserve price and the earnest money deposit will be as mentioned in the below table. Last Date of Earnest Money Deposit: 01.01.2025 at 10.00 a.m. to 27.01.2025 at 5.00p.m.

Sr. No.	Name of the Branch	Description of the immovable properties mortgaged/ Owner's Name (Mortgagors of property/ies)	(A) Date of Demand notice u/s 13(2) of SARFAESI Act, 2002	(B) Outstanding amount as on	(C) Possession Date u/s 13(4) of SARFAESI Act 2002	(D) Nature of Possession	(A) Reserve Price (in Rupees)	(B) EMD	(C) Bid Increase Amount	Date/Time of E-Auction	Details of the encumbrance known to the secured creditors
1.	Jodhpur I A Branch (Raj.) Contact: 8698792856	Plot No. 104, 105, 106, 107, Khadra No. 372, Ramra Vijah, Teh. Khwarp, Pali (Raj.). Owner: Mrs. Veena Sethi W/o Devi Shankar Sethi (Gated)	16.12.2022	Rs. 9,94,883.72 + uncharged interest	15/03/2023	Physical Possession	Rs. 7,50,000/- Rs. 75,000/- Rs. 10,000/-	From 11.00 AM to 05.00 PM		27.01.2025	Not Known
2.	Rampura Kola Branch Contact: 9687456908	EQM of Residential Plot situated at Plot No.B-43, Block-B, Shrinrath Residency, Village- Nanta, Tehsil-Ladpura, Kota Rajasthan Admeasuring 800 Sq. ft. in the name of Mr. Ashok Soni S/o Shankar Lal Soni.	15.02.2024	Rs. 18.08 Lakhs + uncharged interest & Other Charges	22/05/2024	Physical Possession	Rs. 16,00,000/- Rs. 1,60,000/- Rs. 10,000/-	From 11.00 AM to 05.00 PM		27.01.2025	Not Known
3.	Chittorgarh Branch Contact: 9024820774	EQM of residential House situated at Patta No.-29, Village-Rolahera, Gram Panchayat-Rolahera, Tehsil & District-Chittorgarh, Rajasthan, Area-996 Sqft	01.03.2023	Rs. 2.79 Lakhs + uncharged interest	10/05/2023	Symbolic Possession	Rs. 7,63,000/- Rs. 76,300/-	From 11.00 AM to 05.00 PM		27.01.2025	Not Known
4.	Chittorgarh Branch Contact: 9024820774	EQM of residential House situated at Patta No.-28, Village-Rolahera, Gram Panchayat-Rolahera, Tehsil & District-Chittorgarh, Rajasthan, Area-1562 Sqft	01.03.2023	Rs. 1.00 Lakhs + uncharged interest	10/05/2023	Symbolic Possession	Rs. 10,000/-			From 11.00 AM to 05.00 PM	Not Known
5.	Jodhpur I A Branch Contact: 8698792856	EQM of residential House situated at Opp. Nav Chokiya Govt. Dispensary, Kolari Mohalla, Navchowkiya, Jodhpur, (Raj.)	25.10.2023	Rs. 49.52 Lakhs + uncharged interest & Other Charges	29/01/2024	Physical Possession	Rs. 42,30,000/- Rs. 4,23,000/- Rs. 10,000/-	From 11.00 AM to 05.00 PM		27.01.2025	Not Known

For detailed terms and conditions of the sale, please refer to the link provided in E-auction platform (PSB Alliance) website i.e. (1)<https://banknet.com> & (2) <https://www.bankofindia.co.in>

**STATUTORY 15 DAYS SALE NOTICE UNDER RULE 8(6) OF THE SECURITY INTEREST (ENFORCEMENT) RULES 2002**

The borrower/guarantor/mortgagor are hereby notified to pay the sum as mentioned above along with up to date interest and other expenses /charges before the date of E-auction, failing which the secured Asset(s) will be sold/auctioned to discharge the liability.

Date: 31/12/2024, Place: Jodhpur, Kola/Chittorgarh Authorized Officer, Bank of India

**ROHA HOUSING FINANCE** **ROHA HOUSING FINANCE PRIVATE LIMITED**  
Corporate Office : Unit No. 1117 & 1118, 11th Floor, World Trade Tower, Sector 16, Noida, Uttar Pradesh - 201 301.

**POSSESSION NOTICE (Under Rule 8 (1) of the Security Interest (Enforcement) Rules, 2002)**

Whereas the undersigned being the Authorized Officer of Roha Housing Finance Private Limited (hereinafter referred to as "RHFFPL"), Having its Registered Office at JTT House, A 44/45, Road No.2, MIDC, Andheri East, Mumbai - 400 093 under Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (54 of 2002), and in exercise of powers conferred under Section 13 (12) read with Rule 3 of the Security Interest (Enforcement) Rules, 2002 issued Demand Notice dated mentioned below under Section 13(2) of the said Act calling upon you being the borrowers (names and addresses mentioned below) to repay the amount mentioned in the said notice and interest thereon within 60 days from the date of receipt of the said notice. The borrower mentioned herein below having failed to repay the amount, notice is hereby given to the borrowers mentioned herein below and to the public in general that undersigned has taken Symbolic Possession of the property described herein below in exercise of powers conferred on me under sub section (4) of section 13 of the Act read with the Rule 8 of the Security Interest (Enforcement) Rules, 2002. The borrowers mentioned here in above in particular and the public in general are hereby cautioned not to deal with the said property and any dealings with the property will be subject to the Charge of Roha Housing Finance Private Limited for an amount as mentioned herein under and interest thereon. The Borrower's attention is invited to provisions of sub section (8) of Section 13 of the Act, in respect of time available, to redeem the secured assets.

Sr. No.	Name of the Borrower(s)/Co-Borrower (s)/ Loan A/c No./ Branch	Schedule of The Properties	Demand Notice Date & Amount	Date of Possession
1.	LAN: LANODCLPRS000005007328 / Branch: NOIDA 1. Ajay S/o Braj (Borrower) Add.: Plot No-4/1 Shyam Industrial Area, Gali No-02 Loni, Ghaziabad, Uttar Pradesh- 201102 2. Vaveeta W/o Ajay (Co-Borrower) Both Add.: 1023/1 New Vikash Nagar Loni, Ghaziabad, Uttar Pradesh- 201102, Both Also Add.: Residential Property Plot No. 1021/1, Total Area Measuring 115, Sq. Yards, Out Of Khasra No. 4138, Min, Village Loni Abadi, New Vikash Nagar, Pargana, Ghaziabad, U.P.-201102	All that part and parcel of complete property bearing- Residential Property Plot No. 1021/1, Total Area Measuring 115, Sq. Yards, Out Of Khasra No. 4138, Min, Village Loni Abadi, New Vikash Nagar, Pargana, Ghaziabad, (U.P.) 201102	15-07-2024 & ₹ 15,40,203/-	26/12/2024
2.	LAN: HLJANASOPR000005010672/ Branch: JANAKPURI 1. Pawan Kumar S/o Khairati Lal (Borrower) Add.: Plot No 121 Kakrola Housing, Complex Near Indian Park, Delhi, New Delhi- 110078 2. Kiran W/o Pawan Kumar (Co-Borrower) Both Add.: Plot No 51 And 52 Ground Floor, Back Side Block Di, Delhi, New Delhi- 110059, Both Also Add.: Part Of Plot No. 59/7, Khasra No 13/3, Pvt. No.4, On Upper Ground Floor Rear Lhs Unit Colony Sewak Park, Block-B-1 Extension, Village Matiala, Uttam Nagar, New Delhi Near Durga Mata Mandir, Delhi, New Delhi- 110059	All that part and parcel of complete property bearing- Part Of Plot No. 59/7, Khasra No 13/3, Pvt. No.4, On Upper Ground Floor Rear Lhs Unit Colony Sewak Park, Block-B-1 Extension, Village Matiala, Uttam Nagar, New Delhi Near Durga Mata Mandir, Delhi, New Delhi- 110059	15-07-2024 & ₹ 10,10,212/-	26/12/2024

Place: Uttar Pradesh Dated : 31-12-2024 Sd/- Authorised Officer Roha Housing Finance Private Limited

**SHRIRAM FINANCE** **Shriram Finance Limited**  
(Earlier known as Shriram City Union Finance Limited).  
Reg. Off.: 14A, Sri Towers, South Phase, Industrial Estate, Guindy, Chennai-600 032; Branch Off: UGF-12 to 21, Upper Ground Floor, Amba Deep Building, Kasturba Gandhi Marg, New Delhi - 110001. Website: [www.shriramfinance.in](http://www.shriramfinance.in)

**DEMAND NOTICE**

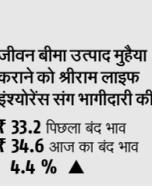
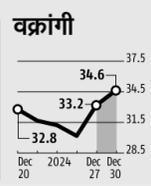
Note: "It is informed that "SHRIRAM CITY UNION FINANCE LIMITED" has been amalgamated with "SHRIRAM TRANSPORT FINANCE LIMITED" as per order of NCLT, Chennai. Subsequently the name of "SHRIRAM TRANSPORT FINANCE LIMITED" was changed as "SHRIRAM FINANCE LIMITED" with effect from 30.11.2022 vide Certificate of Incorporation pursuant to change of name dated 30-11-2022."

Whereas the borrowers/co-borrowers/guarantors/ mentioned hereunder had availed the financial assistance from Shriram Finance Limited (Formerly known as SHRIRAM CITY UNION FINANCE LIMITED). We state that despite having availed the financial assistance, the borrowers/guarantors have committed various defaults in repayment of interest and principal amounts as per due dates. The account has been classified as Non-Performing Asset in accordance with the directives/guidelines issued by Reserve Bank of India, consequent to the Authorized Officer of Shriram Finance Limited under Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 & in exercise of powers conferred under Section 13(2) read with Rule 3 of Security Interest (Enforcement) Rules, 2002 issued Demand Notices on respective dates mentioned herein below under Section 13(2) of SARFAESI Act, 2002 calling upon the following borrowers /guarantors /mortgagors to repay the amount mentioned in the notices together with further interest at the contractual rate on the amount mentioned in the notices and incidental expenses, cost, charges etc. until the date of payment within 60 days from the date of receipt of notices.

The notices issued to them on their last known addresses have returned /un-served and as such they are hereby informed by way of public notice about the same.

The borrowers' attention is invited to provisions of sub-section (8) of section 13 of the

## 2 कंपनी समाचार



### संक्षेप में

### एमएंडएम की इकाई में निवेश करेगी बीआईआई

वाहन निर्माता महिंद्रा एंड महिंद्रा लिमिटेड ने सोमवार को कहा कि ब्रिटिश इंटरनेशनल इन्वेस्टमेंट पीएलसी उसकी इलेक्ट्रिक वाहन इकाई में 650 करोड़ रुपये का अंतिम निवेश करेगी, जबकि पहले 725 करोड़ रुपये का निवेश करने की योजना थी। एमएंडएम ने एक नियामकीय सूचना में कहा कि इस साल की शुरुआत यानी मई में कंपनी ने सूचित किया था कि उसने और ब्रिटिश इंटरनेशनल इन्वेस्टमेंट पीएलसी (बीआईआई) ने महिंद्रा इलेक्ट्रिक ऑटोमोबाइल लिमिटेड (एमईएएल) में बीआईआई के 725 करोड़ रुपये के नियोजित निवेश की अंतिम किस्त के लिए समय सीमा बढ़ाने पर पारस्परिक रूप से सहमति व्यक्त की है और 31 दिसंबर, 2024 तक संयुक्त रूप से वे आकलन करेंगे कि अतिरिक्त निवेश की आवश्यकता है या नहीं।

सावजनिक सूचना
आम जनता को सूचित किया जाता है कि बैंक ऑफ बड़ोदा, शाखा मोरना सेक्टर 51, नोएडा जिला गौतम बुद्ध नगर ने श्रीमती गेसू मकान पत्नी श्री विशाल निवासी बी 4 बंग् 128 पश्चिम विहार पश्चिम दिल्ली के नाम से नीचे उल्लेखित संपत्ति को अपने एक ग्राहक द्वारा अनुरोधित ऋण / क्रेडिट सुविधा के लिए सुरक्षा के रूप में स्वीकार कर लिया है। यदि किसी के पास नीचे उल्लेखित संपत्ति पर कोई अधिकार / स्वामित्व / ब्याज / दावा है, तो उन्हें सलाह दी जाती है कि वे अपने दावे को प्रमाणित करने के लिए आवश्यक सबूत के साथ 10 दिनों के भीतर बैंक से संपर्क करें। यदि 10 दिनों के भीतर कोई जवाब नहीं मिलता है, तो यह माना जाएगा कि संपत्ति किसी भी प्रभार / दावे / भार से मुक्त है और बैंक ऋण / ऋणों की मुद्रा तक इसको बैंक को जारी रखेगा।
• संपत्ति का विवरण:- फ्रीहोल्ड आवासीय पुरी दूसरी मंजिल बिना छत के अधिकार के, आंशिक संपत्ति संख्या 114 पर सड़क संख्या आकाशनीम मार्ग प्लॉट क्षेत्रफल 420 वर्ग मीटर यानी 502.32 वर्ग गज आवासीय कॉलोनी में स्थित है जिसे डीएनएफ सिटी (पूर्व में डीएलएफ कुतुब एन्क्लेव कॉम्प्लेक्स के रूप में जाना जाता था) फेज-11। गांव सिकंदरपुर घोसी तहसील वजीराबाद जिला गुरुग्राम (हरियाणा) के अंदर और आसपास है और चौकी: उत्तर - प्लॉट संख्या पी-10 / 7, दक्षिण - रोड़, पूर्व - प्लॉट संख्या आकाशनीम मार्ग 113, पश्चिम - प्लॉट संख्या आकाशनीम मार्ग 115
शाखा विवरण / संपर्क नंबर शाखा मोरना सेक्टर 51 नोएडा जिला गौतम बुद्ध नगर यूपी
<b>एडवोकेट</b> - एडवोकेट निशा कांत तिवाड़ी, चैंबर नं. 359 राज नगर सिविल कोर्ट कंपाउंड गाजियाबाद

सावजनिक सूचना
यह आम जनता को सूचित करने के लिए है कि बैंक ऑफ बड़ोदा, डिफेंस एन्क्लेव शाखा, दिल्ली श्रीमती सरोज राग पत्नी रघुवीर श्री अश्रण कुमार गर्ग के नाम पर खड़ी नीचे उल्लेखित संपत्ति को ऋण / क्रेडिट सुविधा के लिए सुरक्षा के रूप में स्वीकार करने का इरादा रखती है। यदि किसी को उल्लेखित संपत्ति पर कोई अधिकार / शीर्षक / हित / दावा मिला है, तो उन्हें सलाह दी जाती है कि वे अपने दावे को प्रमाणित करने के लिए आवश्यक सबूत के साथ 10 दिनों के भीतर बैंक से संपर्क करें। यदि 10 दिनों के भीतर बैंक से प्रतिक्रिया नहीं मिलती है, तो यह माना जाता है कि संपत्ति किसी भी शुल्क / दावे / भार से मुक्त है और बैंक बैंक के साथ आम बर्हेगा।
संपत्ति 1 का विवरण: कोहाट को आंध्र प्रदेश हाउस बिल्डिंग सोसाइटी लिमिटेड के लेआउट प्लान में आवासीय संपत्ति संख्या 20, कोहाट एन्क्लेव, पीएमपुरा, दिल्ली - 110034 के रूप में जाना जाता है।
संपत्ति 2 का विवरण: भूतल (बिना छत के अधिकार) को नगर निगम संख्या 6550 से 6622 और 6648 से 6653 वाली व्यावसायिक संपत्ति पर नंबर 40, गडगिया मार्केट, खारी बावली, दिल्ली- 110006।
बैंक ऑफ बड़ोदा, डिफेंस एन्क्लेव शाखा दिल्ली- 110092
ईमेल: blydef@bankofbaroda.co.in

सावजनिक सूचना
आम जनता को सूचित किया जाता है कि बैंक ऑफ बड़ोदा, डिफेंस एन्क्लेव शाखा, दिल्ली मेडस प्रम कृपा एग्रा एंड कोल्ड स्टोरेज प्राइवेट लिमिटेड के नाम पर स्थित नीचे उल्लेखित संपत्ति को अपने निदेशकों की धर्मार्थ गर्ग और श्री नीलेश गर्ग के माध्यम से ऋण / क्रेडिट सुविधा के लिए सुरक्षा के रूप में स्वीकार करने का इरादा रखता है।
यदि किसी को उल्लेखित संपत्ति पर कोई अधिकार / शीर्षक / हित / दावा मिला है, तो उन्हें सलाह दी जाती है कि वे अपने दावे को पुष्ट करने के लिए आवश्यक सबूत के साथ 10 दिनों के भीतर बैंक से संपर्क करें। यदि 10 दिनों के भीतर बैंक से प्रतिक्रिया नहीं मिलती है, तो यह माना जाएगा कि संपत्ति किसी भी शुल्क / दावे / भार से मुक्त है और बैंक बैंक के साथ आम बर्हेगा।
संपत्ति का विवरण: खेवट नंबर - 279 मिनेट, खता नंबर - 354 मिनेट मुस्ताल और किला नंबर 52 / 17 / 1 (7-3) में 7 कानाव 3 मरला की औद्योगिक संपत्ति, गांव याजिदपुर सबोली, जिला-सोनीपत, हरियाणा - 131028 में स्थित है।
बैंक ऑफ बड़ोदा, डिफेंस एन्क्लेव शाखा, दिल्ली-110092
ईमेल: blydef@bankofbaroda.co.in

### अपनी समृद्ध विरासत, शानदार टेक्स्टाइल एवं शिल्प कौशल के बावजूद देश ने विश्व स्तर पर कुछ ही प्रख्यात ब्रांड बनाए हैं। नए उद्यमियों की एक पीढ़ी अब इसमें बदलाव लाने की शुरुआत कर रही है

# भारतीय ब्रांड को दुनिया के नक्शे पर पहचान

**वीनू संघू और अक्षरा श्रीवास्तव**  
नई दिल्ली, 30 दिसंबर

सदी की शुरुआत से ठीक पहले 1999 में स्वयंसाची मुखर्जी नाम के एक युवा डिजाइनर ने अपना खुद का विशिष्ट लेबल पेश किया था। अपने गृहनगर कोलकाता से काम करते हुए उन्होंने भारतीय टेक्सटाइल, बुनाई और तकनीकों में बदलाव लाने पर जोर दिया। यह सब उन्होंने महज तीन कर्मचारियों की मदद के जरिये किया। बहुत जल्द ही उन्हें 'मिलान फैशन वीक' में शामिल होने का मौका मिला। ऐसा करने वाले वह पहले भारतीय डिजाइनर बन गए।

स्वयंसाची 25 साल बाद भारत के सबसे चर्चित ब्रांडों में से एक बन गया है। इस ब्रांड ने मेनहट्टन में वर्गडॉर्फ गुडमैन में अपने आभूषण प्रदर्शित किए हैं और एस्ट्री लॉडर, क्रिस्वन लुबितन तथा पॉटरी बार्न जैसे नामों के साथ भागीदारी की है। दुबई और न्यूयॉर्क में अपनी मौजूदगी दर्ज कराई है। उनके डिजाइन को पसंद करने वाली हस्तियों में जेनिफर लोपेज और



**भारत अपनी 'अतिथि देवो भव:' परंपरा के लिए जाना जाता है, जिसने दुनिया को ताज और द ओबेरॉय जैसे कुछ सबसे मजबूत हास्पिटेलिटी ब्रांड दिए हैं**

रिहाना भी शामिल हैं।

हालांकि, वह भारत से निकला अशुना लुई वितां (एलवी), हर्मीज अपनी 'अतिथि देवो भव:' परंपरा के लिए जाना जाता है, जिसने दुनिया को ताज और द ओबेरॉय जैसे कुछ सबसे मजबूत होटल ब्रांड दिए हैं।

पैलन परिचर्चा के दौरान अलेक्सा डी डुकला इंटरनेशनल एलएलपी के संस्थापक अलेक्सिस डी डुकला ने कहा था, 'अगला शनेल भारत से होगा।' संयोगवश, चैनल का संचालन एक ब्रिटिश-भारतीय महिला लीना नायर कर रही हैं।

रीडिफ़्यूजन के चेयरमैन संदीप गोयल कहते हैं, '2000 में हम वैश्विक मंच पर जगह पाने की आकांक्षा भी नहीं रखते थे।' हालांकि सुधारों के कारण कई वैश्विक ब्रांड भारत में आ गए, लेकिन भारतीय ब्रांडों का विदेश जाना अभी भी संभव नहीं था। वह कहते हैं, 'लेकिन 2000 के दशक में एयरटेल ( जो कि एक सच्चा भारतीय ब्रांड था) ने अफ्रीका में अपनी बड़ी उपस्थिति दी थी। तब तक जी टीवी 100 से ज्यादा देशों में छा चुका था।' विश्व स्तर पर चर्चा में रहने वाले अन्य भारतीय ब्रांडों को उनकी सूची में बजाज, मारुति, टाटा मुख्य रूप से शामिल हैं।

**सार्वभौमिक पहचान**

कई मायनों में मजबूत भारतीय ब्रांड भारत के भीतर ही देखते रहे हैं। यह उनके लिए काफी हद तक कारगर रहा है क्योंकि देश का घरेलू बाजार बहुत बड़ा है।हालांकि वैश्विक होने के लिए उस दृष्टिकोण में बदलाव की आवश्यकता है।

ताज समूह के होटलों का परिचालन करने वाली इंडियन होटल्स कंपनी (आईएचसीएल) के एमडी एवं सीईओ पुनीत चटवाल कहते हैं, 'यदि ब्रांड राष्ट्रीय सीमाओं को पार कर सकें तो वे वैश्विक बन सकते हैं। हमारे संस्थापक जमशेदजी टाटा ने हमें ऐसे समय एक होटल दिया था जब भारतीयों को किसी होटल में घुसने की भी इजाजत नहीं थी।' उन्होंने कहा कि ताज ने कई चीजें पहली बार संभव की हैं। जैसे, भारत का पहला इलेक्ट्रॉनिक एलिवेटर और बार का पहला लाइंसंग। यह उस विरासत को कायम रखे हुए है।



# सफेद कारों का जलवा, काले-नीले भी रपतार में

पृष्ठ 1 का शेष

**हुंडे मोटर इंडिया लिमिटेड (एचएमआईएल)** के मुख्य परिचालन अधिकारी तरुण गर्ग ने कहा, 'एचएमआईएल की वर्ष 2021 में हुई घरेलू बिक्री में काले रंग की कार की हिस्सेदारी 9 प्रतिशत थी जो 2024 में (जनवरी-नवंबर 2024) में बढ़कर 19 प्रतिशत हो गई। हालांकि सफेद रंग की कारों अब भी सबसे ज्यादा लोकप्रिय हैं और कंपनी की घरेलू बिक्री में पिछले चार वर्षों में सफेद रंग की कारों की हिस्सेदारी 54 प्रतिशत है।'

उन्होंने यह भी बताया कि गहरे रंग की कारों की लोकप्रियता भी बढ़ रही है और 2021 में इस रंग की एक फीसदी गाड़ी बिकी जबकि 2024 की जनवरी से लेकर नवंबर महीने के दौरान ऐसी पांच प्रतिशत गाड़ियां बिकी हैं। गर्ग कहते हैं कि युवाओं में नए रंग आजमाने का रुझान बढ़ रहा है, एस्यूवी वाहनों की मांग भी बढ़ रही है और काले तथा नीले जैसे गहरे रंग की कारों की दोबारा बिक्री में भी अच्छी कीमत मिल रही है जिसके कारण लोग अब सफेद के अलावा अन्य रंगों की

कारें खरीदना पसंद कर रहे हैं। जैटो डायनैमिक्स के आंकड़ों के मुताबिक भारतीय लोग अब चटक रंग की कार पसंद कर रहे हैं और यह वैश्विक रुझान के अनुरूप है। एक रसायन कंपनी बीएएसएफ की जनवरी की रिपोर्ट के मुताबिक वैश्विक कार खरीदारों में काले रंग की कार की लोकप्रियता वर्ष 2022 के 18 फीसदी से बढ़कर 2023 में 21 फीसदी हो गई जबकि समान अवधि के दौरान सफेद रंग की कार की हिस्सेदारी घटकर 36 फीसदी हो गई।

टाटा मोटर्स लिमिटेड के वैश्विक डिजाइन रणनीति के प्रमुख अजय जैन ने बिज़नेस स्टैंडर्ड से कहा, 'पहले लोग कार खरीदते वक्त अन्य बातों का खयाल भी रखते थे जैसे कि इसकी रिपेयर की लागत क्या होगी, इसे दोबारा पेंटिंग कराने में कितना खर्च आएगी और इसकी रीसेल वैल्यू क्या होगी। इसी वजह से पहले लोग सफेद रंग की कार पसंद करते थे। अब लोगों की पसंद बदल रही है और लोग अपनी पसंद को तरजीह देते हुए कार के रंग को अपनी शख्सियत के अनुरूप ही रखने को तवज्जो देते हैं।'

# हिस्सेदारी गंवाने के बावजूद ईवी की होड़ में टाटा मोटर्स

<b>सोहिनी दास</b>	<b>मुंबई, 30 दिसंबर</b>
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**मंगलवार** को समाप्त हो रहे मौजूदा कैलेंडर वर्ष में वाहन उद्योग कठिन परीक्षा के दौर से गुजर रहा है। इस दौरान उसकी दृष्टि दर धीमी रही है। यह अनिश्चितता भी बनी हुई है कि पेट्रोल-डीजल इंजन (आईसीई) की जगह इलेक्ट्रिक लेगी या हाइब्रिड। हो सकता है कि वर्ष 2025 में तुरंत ही इस सवाल का जवाब नहीं मिले। लेकिन मारुति सुजुकी, टाटा मोटर्स, महिंद्रा एंड महिंद्रा (एमएंडएम), हुंडे और एमजी मोटर्स जैसी प्रमुख यात्री वाहन निर्माता कंपनियों ने भारतीय बाजार के लिए इलेक्ट्रिक वाहन भी (ईवी) की एक श्रृंखला तैयार कर ली है।

सीधे से कहें तो इसका मतलब है, रिटेल बाजार में करीब 50 फीसदी बाजार भागीदारी रखने वाली बजाज दिग्गज कंपनी टाटा मोटर्स के लिए प्रतिस्पर्धा बढ़ना। ऐसे में सवाल यह है कि टाटा मोटर्स पैसैजर इलीकलस और टाटा पैसैजर इलेक्ट्रिक मोबिलिटी के प्रबंध निदेशक शैलेश चंद्रा चिंतित क्यों नहीं हैं?

निदेशक नंदन के आदेशाशुभर वरसे पैसालो डिजिटल लिमिटेड 80 (मनेच लिड) कम्पनी लिडिड

## हुंडे मोटर इंडिया लिमिटेड (एचएमआईएल) के मुख्य परिचालन अधिकारी तरुण गर्ग ने कहा, 'एचएमआईएल की वर्ष 2021 में हुई घरेलू बिक्री में काले रंग की कार की हिस्सेदारी 9 प्रतिशत थी जो 2024 में (जनवरी-नवंबर 2024) में बढ़कर 19 प्रतिशत हो गई। हालांकि सफेद रंग की कारों अब भी सबसे ज्यादा लोकप्रिय हैं और कंपनी की घरेलू बिक्री में पिछले चार वर्षों में सफेद रंग की कारों की हिस्सेदारी 54 प्रतिशत है।'



पहले इस क्षेत्र में उतरी। उसने पिछले पांच साल में ईवी वाहनों का अपना पोर्टफोलियो बढ़ाया है और टियागो, पंच, नेक्सन तथा हाल में कर्व को पेश किया है। उसने अक्टूबर 2019 में टिगोर ईवी से शुरुआत की थी। चंद्रा का मानना है कि अन्य कंपनियों की नई पेशकशों के साथ ही ईवी से संबंधित मार्केटिंग अभियान चलाए जाएंगे। अल्पावधि में की जाने वाली नई पेशकशों में से लगभग 50 से 60 प्रतिशत ईवी से जुड़ी होंगी और उसके बाद बाजार का विस्तार होगा। मारुति सुजुकी अगले साल अपनी पहली ईवी इविटारा उतारने की उम्मीद कर रही है। यह वैश्विक बाजारों के लिए भारत में निर्मित कार होगी।

**युनौती को तैयार**
**■ रिटेल बाजार में करीब 50 फीसदी बाजार भागीदारी वाली बाजार दिग्गज टाटा मोटर्स के लिए प्रतिस्पर्धा बढ़ सकती है**

**■ फाडा के शोध के अनुसार टाटा मोटर्स की खुदरा बाजार हिस्सेदारी जनवरी के 68.2 प्रतिशत से घटकर नवंबर में 48 प्रतिशत रह गई**

**रेंज पर नजर**
एमएंडएम के दो नए ईवी के बारे में एक बार चार्ज करने पर 550 किलोमीटर से ज्यादा चलने का दावा किया गया है। टाटा मोटर्स 489 किलोमीटर की रेंज के साथ 45 किलोमीटर प्रति घंटे (केडब्ल्यूएच) वाली नेक्सन ईवी पहले ही पेश कर चुकी है जो उसकी पिछली 325 किलोमीटर रेंज से काफी ज्यादा है।

**ईवी बिक्री**
वित्त वर्ष 2025 की दूसरी तिमाही में टाटा मोटर्स की ईवी बिक्री को दबाव का सामना करना पड़ा क्योंकि फेम-2 की समाप्ति से यह क्षेत्र प्रभावित हुआ जो इसकी बिक्री का लगभग 2.5 लाख रुपये था) को कम करने में सफल रही है। विश्लेषकों का कहना है कि बैटरी सेल की कीमतों में कमी से वित्त वर्ष 2025 की दूसरी तिमाही में ईवी व्यवसाय मार्जिन नुकसान (प्रोडक्ट डेवलपमेंट एक्सपेंस सहित) लगभग 5 प्रतिशत था।

**दिल्ली संस्करण :** बिज़नेस स्टैंडर्ड प्राइवेट लिमिटेड के लिए प्रकाशक एवं मुद्रक नंदन सिंह रावत द्वारा द इंडियन एक्सप्रेस (प्रा) लिमिटेड, ए-8, सेक्टर-7, नोएडा, गौतम बुद्ध नगर-201301, उ.प्र. से मुद्रित एवं नेहरू हाउस, 4, बहादुर शाह जफर मार्ग, नईदिल्ली से प्रकाशित
संपादक : केलाश नौटियाल
आरएनएनई नं. DELHIN/2008/27804
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टेलीफोन - 033-22101314/1022/1600
फैक्स - 033-22101599

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ईमेल.. subs\_bs@bsmail.in या 57575 पर एस्सर्म्पस करें
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