

Amul baits the dragon, raises a virtual storm

The home-grown dairy brand finds huge support online, as it plays into the rising sentiment against Chinese products. But has it overplayed its hand?

VINAY UMARJI
Ahmedabad, 9 June



The Amul ad garnered 88,000 likes and nearly 45,000 retweets, besides getting the #BoycottTwitter to trend on Twitter

Amul has landed itself squarely in the middle of a Twitter storm with its latest ad, 'Exit the Dragon,' runs the headline on its topical (ads that comment on social and political affairs) that is now pinned to its Twitter account. No stranger to controversy, Amul is making the most of the spotlight that it finds itself under, losing no chance to rub it in to the platform that temporarily suspended its account. While the GCMF-owned (Gujarat Cooperative Milk Marketing Federation) brand has emerged the winner this time around, experts ask if it has stepped too close to the line on this one.

Twitter has blamed the suspension of Amul's account on a technical snag, denying it was merely taking off on the popular anti-China sentiment in the country. Be it local brands urging people to buy national or WhatsApp forwards warning consumers against Chinese goods and videos like the one by Ladakh-based innovator and educationist Sonam Wangchuk that blazed a fiery trail through all media platforms, baiting China is attractive today.

The topical, released on June 3, showed its popular mascot fighting back a dragon bearing a placard with 'China' on it

and the Chinese app TikTok's logo in the background while the tagline read 'Amul: Made in India'. The topical has, since then, gone on to attract over 88,000 likes, nearly 45,000 retweets and more than 4,200 comments on Twitter.

Clearly there is much to gain from such positioning but is it wise to do so, especially since Amul is a legacy brand with global ambitions?

Nationalistic alignments have seen a huge push in the past month, especially as the government has encouraged people to be 'vocal for local.' National brands have positioned themselves as 'insiders' against multinational outsiders and China has borne the brunt of such messaging, given the pandemic and its impact on the economy and the ongoing skirmishes at the border.

Amul has not done anything out of its character, say experts. Its ads have historically been "quasi-journalistic, quasi opinion," even when the topics explored have little bearing on

the brand or its products, says independent communications consultant Karthik Srinivasan. "Amul didn't take a harsh stand unlike Wangchuk. Its topicals have got it right many times as have they got it wrong," says Srinivasan.

However what works for Amul is no indication of what sells for other brands. Experts say it is unwise to jump on to a political issue, merely to drive visibility. Brands have to consider themselves as global citizens as they operate in multiple markets (as does Amul). Consumers are unlikely to align themselves along jingoistic positioning lines in the long term.

Ashish Mishra, managing director Interbrand India, believes that many such narratives emanate from the political realms that tend to fuel the socio-cultural milieu. "Such political narratives get support from mainstream media both online and offline and even curated content is created to drum up these narratives which may have ulterior motives. In

such a scenario brands find it very tempting to take sides, also it becomes difficult for them to stay agnostic," says Mishra. However, in an age when publishing one's point of view is the new social currency, while an individual like Wangchuk may gain, brands are at a risk, he says.

Amul has always skirted close to real-life issues with its advertising, but points out an industry professional, it has been careful adopt an independent voice. In this case, he believes, the problem was using the logo of a Chinese brand to buttress its case, in doing that, the brand may have stepped too close to the line.

"Amul may have a license to do it because it has always tried to be relevant. But even for Amul as a brand it would be the right thing not to alienate and take sides. For instance, Google took a stand recently when it removed the anti-China app from its play store which was the right thing to do as a global entity," Mishra adds.

off-takers," Moody's said.

The project was won by Adani Green in November last year when the Centre had awarded a tender for power-project linked solar manufacturing.

SECI had invited bids for 2 Gw of solar manufacturing and 6 Gw of linked solar power plants. After facing delays and extensions for close to two years, the tender for solar manufacturing received bids in November last year. This was oversubscribed by the industry.

Adani Green submitted a bid for 1-Gw solar cell manufacturing and 4-Gw solar power plants. Azure Power submitted for 0.5 Gw of manufacturing and 2-Gw power plants. Sources said both Adani and Azure quoted a tariff of ₹29 per unit. SECI officials did not respond on the development.

There was a green shoe option for the bidders to increase their manufacturing and power generation capacity. Adani, under the green shoe option, offered an additional 1.5 Gw capacity of solar cell and module manufacturing and 6 Gw solar power generation. Azure quoted an additional capacity of 0.5 Gw for manufacturing and 2 Gw for power generation.

"As a part of the award, AGEL will build 8 Gw of solar projects, along with a commitment that will see Adani Solar establish 2 Gw of additional solar cell and module manufacturing capacity. This award, the largest of its type, ever, in the world, will entail a single investment of \$6 billion and will create 400,000 direct and indirect jobs. It will also displace 900 million tonnes of carbon dioxide over its lifetime," Adani Green said in a public statement.

Delhi govt's alarm...

The Delhi government has directed hospitals not to admit patients with mild symptoms, advising home isolation. The state government is also considering taking over hotel rooms to create additional bed capacity when the numbers rise. When malls and restaurants opened up on Monday, hotels in Delhi remained shut. If Delhi's health infrastructure is stretched, so is Mumbai's. In Mumbai, which has more than 50,000 positive cases—the maximum so far in any Indian city, hospital infrastructure is facing a challenge when it comes to intensive care beds. Mumbai has close to 1,200 ICU beds now, of which 1,083 are occupied. The city has around 460 ventilators, of which over 430 are occupied.

When it comes to normal beds, there are around 10,000 of them in dedicated Covid hospitals. While these are treating the moderate to severely ill patients, there's another tier of infrastructure—the Covid Care Centres—where people with mild or no symptoms and even high risk contacts are housed.

According to industry experts, there is an acute shortage of nursing staff in Delhi hospitals, with fresh recruitment posing a big

challenge under current circumstances. Around 70 per cent of the requirement is available in terms of manpower. Nursing staff is difficult to come by in Mumbai too. Gautam Khanna, CEO of PD Hinduja Hospital, said many nurses had opted to go back to their home states.

The managing director of a private hospital chain treating Covid patients in Delhi said part of the crisis was due to patients rushing to private hospitals. "There are easily around 1,000 private hospitals and nursing homes in Delhi and there would be around 40-50 government establishments," he said. He added that almost 70 per cent of the beds in his Covid-19 facility were vacant now. "Another problem is that people with mild symptoms now wish to be under hospitalisation," he added.

Similarly, in Mumbai, the head of a leading private hospital said there were two types of pressure—one is lack of manpower and the other is that mildly symptomatic patients want to be admitted in private facilities. BMC has posted its officers now in every hospital for bed management. "Not everyone needs 14-day hospital stay. This would free up beds for the more critical patients," said a government source.

BMC is also working to have more intensive care beds in the new facilities—these would typically be beds with oxygen ports. Goregaon, Mulund, and the Bandra Kurla Complex facilities would be equipped with more intensive care beds by mid-June.

A resident doctor in a south Mumbai government hospital said that Seven Hills does not yet have many intensive care or ventilator-equipped beds. It has less than 50 ICU beds in a 500-bed facility.

Patient flow management is a trouble area for Delhi too. Head of emergency in a private hospital in Delhi also said there was no coordination between hospitals, aggravating the situation.

FM tells banks...

A top PSB executive said the bank had transmitted 120-140 basis points till date, and expressed concern that a further cut in interest rates would impact its finances.

"Banks have to be viable and look at their own profit margins. The depositors' needs have to be kept in mind too. Bringing down the interest rate on loans without reducing the deposit interest rate wouldn't make sense. By trying to bring down the rate, banks cannot kill the depositors' franchise," the bank executive said.

The executive pointed out that the coupon rate for the government paper was 6 per cent and often banks were offering loans to top-rated firms below this rate.

"It's not as if transmission is not taking place. Even the RBI admits it's happening, but there is a lag in the monetary rate transmission as deposits are for a longer tenure," the executive said.

On ECLGS, the FM told PSB executives to quickly sanction loans. "Even though we sanction loans, the disbursements are taking place slowly and will pick up only by the end of this month or in July with more economic activities," the bank executive said. Till June 5, PSBs have sanctioned loans worth ₹17,705 crore under the scheme, out of which ₹8,320 crore has been disbursed.

Government of Goa
MEDICAL STORE DEPOT (MSD),
DIRECTORATE OF HEALTH SERVICES
Campal, Panaji, Goa 403 001
Email: msddhsgoa@yahoo.in Ph.Nos.2225646 / 5540 / 5668

NO.86/DHS/MSD/PT/2020-21/342

E-tendering mode only

E-tenders are invited on behalf of the Governor of Goa for purchase of Machinery and Equipments for setting up Forensic Department and Autoclaves for Biomedical waste for Directorate of Health Services, Campal, Panaji Goa.

The Tender Notice with Terms and Conditions are available online on the website: <https://goaenvida.gov.in>

The last date for uploading the tender documents is 29/06/2020 upto 5.00 p.m. and the Tenders (Technical Bids) Will be opened on 03/07/2020 at 10.00 a.m.

DI/Adv/324/2020

FORM NO INC-26
(Pursuant to rule 30 of the Companies (Incorporation) Rules, 2014)
BEFORE THE CENTRAL GOVERNMENT/REGIONAL DIRECTOR,
WESTERN REGION

In the matter of the Companies Act, 2013, Section 13(4) of Companies Act, 2013 and Rule 30(6) (a) of the Companies (Incorporation) Rules, 2014 AND

In the matter of 1HEALTH INTEGRATED SERVICES PRIVATE LIMITED 13, Muni Darshan CHS Ltd., Jagdusha Nagar, Plot No.11, Nr. Jagdamba Temple, Ghatkopar West, Mumbai 400086 IN

PETITIONER

Notice is hereby given to the General Public that the company proposes to make an application to the Central Government/Regional Director under section 13 of the Companies Act, 2013 seeking confirmation of alteration of the Memorandum of Association of the Company in terms of the special resolution passed at the Extraordinary General Meeting held on 25th May, 2020 to enable the company to change its Registered office from "State of Maharashtra" to "State of Telangana, within the jurisdiction of the Registrar of Companies, Hyderabad."

Any person whose interest is likely to be affected by the proposed change of the registered office of the company may deliver or cause to be delivered or send by registered post of his/her objections supported by an affidavit stating the nature of his/her interest and grounds of opposition to the MCA-21 Portal (www.mca.gov.in) by filing investor complaints form or cause to be delivered to the Regional Director, Western Region within fourteen days from the date of publication of this notice with a copy to the applicant/petitioner company at its registered office at the address mentioned below:

Registered Office:
13, Muni Darshan CHS Ltd., Jagdusha Nagar, Plot No.11, Nr. Jagdamba Temple, Ghatkopar West, Mumbai 400086

For 1HEALTH INTEGRATED SERVICES PRIVATE LIMITED

Sd/-
Ravi S Rao
Director
DIN: 00086439

Date: 8th June, 2020
Place: Mumbai

Godhunder Road, Thane, Branch
23, Soham Plaza, GB Road, Thane-400610
Contact Number: 022-25841380/370;
Email Address: bo6100@pnb.co.in

Borrower: Mr Dinesh Kumar Sharma
Mrs. Rashmi Sharma Flat No 95 9th Floor Building No L "AMANTRA" Near Nashik Highway Opp Chowki Dhani Bypass Bhiwandi Thane - 421302
Mob - 9326303555

Guarantor: Mr. Rupesh Kumar Sharma A Wing Arihant Darshan Dhamankar Naka Bhiwandi, Thane 421302
Mob - 9326333111

NOTICE U/S 13(2) of the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act 2002
Reg : Account No 666900N00001410 & 610009900000704 credit facilities availed by Mr Dinesh Kumar Sharma & Mrs. Rashmi D. Sharma Due to default in payment of instalment/ interest/ principal debt, the account has been classified as **Non Performing Asset on 01.03.2020, as per Reserve Bank of India guidelines.**

In the circumstances, we are unable to permit continuation of the above facility granted. We, therefore, hereby recall the above facility. You have also guaranteed the above facility. Your guarantee is hereby invoked.

The amount due to the Bank as on 01-03-2020 is Rs.41,03,071.36/- (Rupees Forty One Lakh Three Thousand Seventy One and Thirty Six paise Only) with further interest from 01-03-2020 until payment in full (hereinafter referred to as "secured debt").

We hereby serve upon you notice under Section-13(2) of SARFAESI and call upon you to pay the entire amount of Rs.41,03,071.36 with further interest at the contracted rate until payment in full within **60 days (sixty days)** from the date of this notice. In default, besides exercising other rights of the Bank as available under Law, the Bank is intending to exercise any or all of the powers as provided under section 13(4) of the SARFAESI Act 2002.

The details of the secured asset intended to be enforced by the Bank, in the event of non-payment of secured debt by you is as under:

Description of Mortgage Property -
Flat No 95 9th Floor Building No L "AMANTRA" Near Nashik Highway Opp Chowki Dhani Bypass Bhiwandi 421302

Please take notice that in terms of section 13(13) of the said Act, you shall not, after receipt of this notice, transfer by way of sale, lease or otherwise (other than in the ordinary course of business) the secured asset above referred to, without prior written consent of the Bank. You are also put on notice that any contravention of this statutory injunction/restraint, as provided under the said Act, is an offence.

If for any reason, the secured asset is sold or leased out in the ordinary course of business, the sale proceeds or income realised shall be deposited/remitted with/to the Bank. You will have to render proper account of such realisation/income.

"We reserve our rights to enforce other secured assets.
Please comply with this demand under this notice and avoid all unpleasantness. In case of non-compliance, further needful action will be resorted to, holding you liable for all costs and consequences.

*This notice is issued without prejudice to the bank taking legal action before DRT/Court, as the case may be.

Date - 09/06/2020
Place - Godhunder Road, Thane

Punjab National Bank
AUTHORISED OFFICER

TATA POWER DELHI DISTRIBUTION LIMITED
A Tata Power and Delhi Government Joint Venture
Regd. Office : NDPL House, Hudson Lines, Kingsway Camp, Delhi 110 009
Tel : 66112222, Fax : 27468042, Email : TPDPL@tatapower-dli.com
CIN No. : U40109DL2001PLC11526, Website : www.tatapower-dli.com

CORRIGENDUM / TENDER DATE EXTENSION June 10, 2020

Tender Enquiry No. Work Description	Previously Published Date	Revised Due Date & Time of Bid Submission/ Date & time of opening of bids
TPDDL/ENGG/EN/200001209/19-20 -RFx.No. 5000001659 RC -Smart Street Light Management System	09.03.2020	10.06.2020 at 1700 Hrs 10.06.2020 at 1730 Hrs

Complete tender and corrigendum document is available on our website www.tatapower-dli.com → Vendor Zone → Tender / Corrigendum Documents
Contracts - 011-66112222

Centre for Foxam plants (CAP)
Industrial Estate,
Selaqui - 248011, Dehradun (Uttarakhand)
Telefax - 0135-2698305, E-mail: cap.dun@gmail.com
Website www.capuk.in

e-Tender Notice No 04/LAB/2020-21

e-tenders are invited from the Authorized Indian Agents of Original Equipment Manufacturers (OEM) for the supply, installation and commissioning of **Fully Automatic Dhooop Cone Making Machine- 01 No.** The terms and Conditions of tender document along with other information can be downloaded from e-tendering website of Uttarakhand Government www.uktenders.gov.in from 12th June 2020 to 26th June, 2020. The cost of tender is Rs. 1180/- including GST and Earnest Money Deposit is Rs.13,500/- (**Rupees Thirteen Thousand Five Hundred only**). Exemption for cost of tender and EMD, if any shall be considered only on production of valid proof of Exemption Certificate from the concerned authority. The tender can only be applied through e-tendering procedure on the website www.uktenders.gov.in. The last date of applying and submission is 26th June, 2020.

Director

Navi Mumbai Municipal Corporation

Engineering Department
Tender Notice No. NMMC/ EE(Ghansoli) / 21 / 2020 - 2021

Sr. No.	Name of Work	Estimated Cost (Rs.)
1	Repairs to road by asphaltting at Talavali Gaon in Ghansoli Ward Under Swachh Bharat Abhiyan	2,86,287/-
2	Repairs to road by asphaltting & Providing Thermoplastic Paint from Samrat Nagar Toilet to Noel Naka Water Tank at Ghansoli Ward Under Swachh Bharat Abhiyan	2,03,240/-
3	Applying Primer Coat to Divider on MTNL Road at MIDC in Ghansoli Ward under Swachh Bharat Abhiyan	2,84,756/-
4	Providing & Applying thermoplastic paint to Zebra Crossing and Speed Breakers on MTNL Road & Bhushan Hotel Road, MIDC Area in Ghansoli Ward under Swachh Bharat Abhiyan	2,59,471/-
5	Repairs to road by Asphaltting from Rankar Aali to Kaul Aali Crematorium Road & Ram Mandir to Gunali Talav Road in Ghansoli Ward Under Swachh Bharat Abhiyan	2,77,561/-
6	Repairs to road by Asphaltting at Sector-9,10,11 & 15 in Ghansoli Ward Under Swachh Bharat Abhiyan	2,90,869/-
7	Repairs to road by Asphaltting in Sai Sadanand Nagar infront of Water Tank in Ghansoli Ward Under Swachh Bharat Abhiyan	2,13,689/-
8	Wall Painting for Beautification in Talavali Gaon Area in Ghansoli Ward Under Swachh Bharat Abhiyan	2,78,097/-
9	Painting to Divider on Main Road from Sai Prasad Hotel to Mansarovar Hotel at MIDC in Ghansoli Ward under Swachh Bharat Abhiyan	2,88,187/-
10	Repairs to road by asphaltting from Ghansoli Gaon underpass to Hanuman mandir at Ghansoli ward under Swachh Bharat Abhiyan	2,84,098/-
11	Providing and fixing Litter Bins Beside Road from Noel Naka Underpass to Talavali Gaon in Ghansoli Ward	2,96,875/-
12	Repairs to road by asphaltting infront of Sector 15 STP in Ghansoli Ward Under Swachh Bharat Abhiyan	2,57,192/-
13	Repairs to road by asphaltting Mari aai mandir chowk road at Ghansoli ward under Swachh Bharat Abhiyan	2,39,485/-

For further details and information required in respect of above Tender, please visit to website www.maharashtra.ctenders.in
Date of Publication :- 10 / 06 / 2020

Sd/-
Executive Engineer (Ghansoli)
NMMC/PR Adv no.1824/2020
Navi Mumbai Municipal Corporation

CENTURY ENKA LIMITED
CIN: L24304PN1965PLC139075

Regd. Office: Plot No.72 & 72A, MIDC, Bhosari, Pune - 411026.
Tel. No.: 020-66127300 • Fax No.: 020-27120113
Website: www.centuryenka.com • Email: cel.registeredoffice@birlacentury.com

Extract of Audited Financial Results for Three Months and Year Ended 31st March, 2020
₹ in Lacs

Sr. No.	Particulars	Three Months Ended		Year Ended	
		31-Mar-20 Audited	31-Mar-19 Audited	31-Mar-20 Audited	31-Mar-19 Audited
1.	Total Income from Operations	35,984	43,949	1,46,571	1,81,301
2.	Net Profit for the period (Before Tax, Exceptional and / or Extraordinary Items)	2,829	1,703	8,645	12,364
3.	Net Profit before Tax (after Exceptional and / or Extraordinary Items)	2,829	1,703	8,645	11,910
4.	Net Profit after Tax (after Exceptional and / or Extraordinary Items)	2,188	1,054	9,553	7,658
5.	Total Comprehensive Income for the period (Comprising Profit for the period (after Tax) and Other Comprehensive Income (after Tax))	1,566	770	8,831	7,242
6.	Paid up Equity Share Capital (Face value of ₹10 each)	2,185	2,185	2,185	2,185
7.	Earnings Per Share (of ₹10/- each):				
	- Basic	10.01	4.82	43.72	35.05
	- Diluted	10.01	4.82	43.72	35.05

Notes:

- The above results have been reviewed and recommended for approval by the Audit Committee to the Board of Directors and have been approved by the Board of Directors at its meeting held on 9th June, 2020.
- The Board of Director have recommended dividend of ₹8/- per equity share for the year ended 31st March, 2020 at their meeting held on 9th June, 2020.
- The Government of India, on 20th September, 2019 vide the Taxation Laws (Amendment) Ordinance 2019, inserted a new section 115BAA in the Income Tax Act, 1961 which provides an option to the Company for paying income tax at reduced rates subject to compliance of the conditions stipulated therein. The Company has opted for reduce rate of Tax in September, 2019 and accordingly computed tax expenses. The Company has also re-measured its Deferred Tax Liability resulting in reduction by ₹3120 Lacs.
- The above is an extract of the detailed format of Quarterly Results filed with the Stock Exchanges under Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. The full format of the Quarterly Results are available on the Stock Exchange website (www.nseindia.com and www.bseindia.com) and on Company's website (www.centuryenka.com).

For and on behalf of Board of Directors
O.R. Chitlange
(Managing Director)

Place: Mumbai
Date: 9th June, 2020

▶ FROM PAGE 1

Challenge for us...

According to the Society of Indian Automobile Manufacturers (SIAM), the company sold 18,539 vehicles, including 13,865 in the domestic market, in May, after having zero local sales in April due to the closure of factories.

Despite the 88 per cent year-on-year fall, Bhargava had said the numbers hadn't made him pessimistic as sales would go up gradually. There are already encouraging trends at the premium end of the market, especially for new models. Skoda India, for instance, which announced the launch of three new models (priced above ₹10 lakh) in May, has seen an average of 50 bookings daily in the first eight days of June. The company sold 508 cars in five days last month after it started production on May 26. Maruti resumed its operations in the Manesar facility on May 12, and in Gurugram six days later, in accordance with the government's guidelines. Though the state government had given the company permission to open only the Manesar plant earlier, it decided to wait as both the plants are interlinked.

Adani Green...

"The downgrade of Adani Green Energy Restricted Group's ratings reflects the group's dependence on sovereign-owned entities, such as SECI (Solar Energy Corporation of India), for more than 90 per cent of the offtake from its power projects. As a result, the ratings are constrained by the weakening credit profiles of the group's

BS SUDOKU

3073

7	4	3	5					
	8	5	7	6				
	6	3			1	4		7
			1				2	
	3	4	5		1	6		
6	1				3			
4	2							5
	1	8	2	4				
7								

SOLUTION TO #3072

1	4	7	6	9	3	2	8	5
9	3	8	1	5	2	6	4	7
2	5	6	7	4	8	3	1	9
3	2	5	4	8	1	9	7	6
8	6	4	2	7	9	5	3	1
7	1	9	3	6	5	4	2	8
6	8	3	9	2	7	1	5	4
4	7	2	5	1	6	8	9	3
5	9	1	8	3	4	7	6	2

Very easy:

★
Solution tomorrow

HOW TO PLAY

Fill in the grid so that every row, every column and every 3x3 box contains the digits 1 to 9

