

● DEALERS WILL HAVE LIMITED INVESTMENT

# Ola bets on omnichannel strategy

NARAYANAN V  
Chennai, October 13

**LATE SEPTEMBER OLA** Electric announced it would sell its two-wheelers via a multi-brand dealer network. However, unlike in a traditional dealership model, the investments to be made by the partners would be limited. The Network Partner Program, according to Chairman and MD Bhavish Aggarwal, will complement its direct-to-consumer (D2C) sales model and help it scale up the business faster.

Essentially, the retailers would not bear the cost of the inventory, which typically accounts for 25-30% of the total cost of a traditional dealership. From what one learns, the multi-brand retailers will probably have to fork out a deposit for the vehicles that are on display and which are test-driven by customers. The tab for the marketing and promotion costs will, of course, be picked up by Ola.

Aditya Khandelia, MD and Partner, BCG India, believes OEMs cannot ignore importance of physical sales and service infrastructure if they want to scale up sales faster. However, setting up a traditional dealership can cost as much as ₹2.5 crore.

As Rajat Mahajan Partner, Deloitte India, points out, the cost typically tends to be 20-25% higher, at the bare minimum if the OEMs set it up themselves. "If someone is spending that much money, expand independently across the country becomes challenging," he says.

BCG's Khandelia notes, third-party dealers typically earn a share of the revenue for every vehicle sold. In addition, they earn from service and sales of spares. In a traditional dealership model, as Deloitte's Mahajan points out, dealers make a gross margin of 8-10% of which 4-5% comes from vehicle sales, 1% from the sale of value-added services and around 3-4% from vehicle service and spare parts.

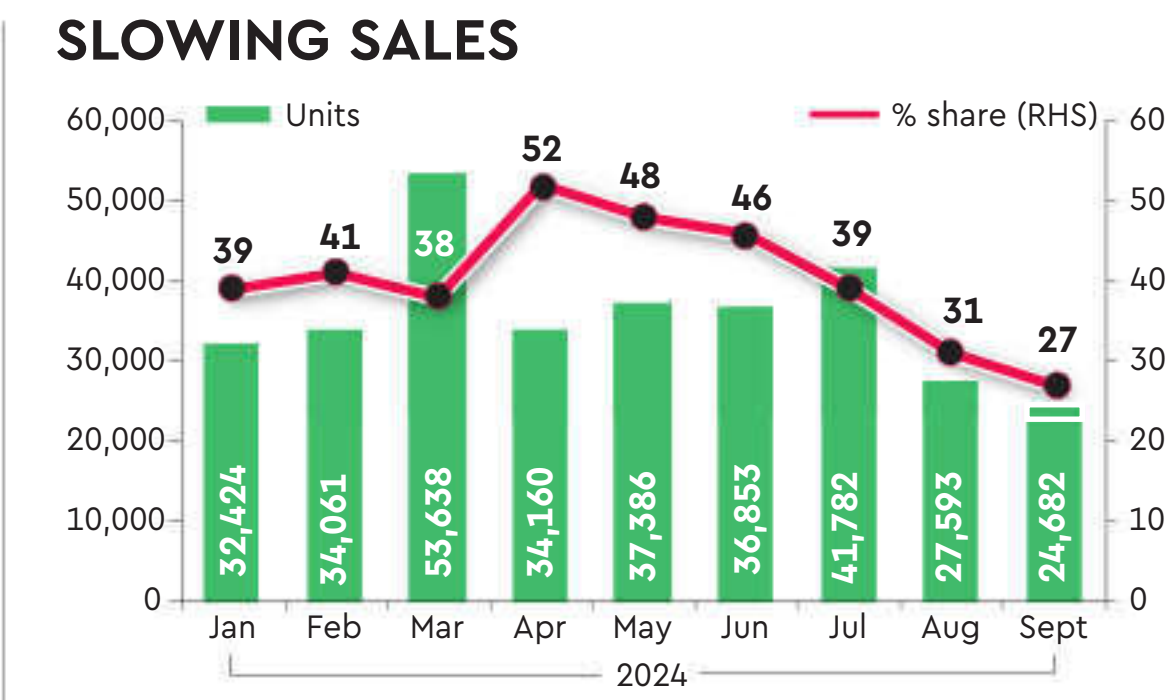
With EVs, however, it will be slightly different because, as Jeffrey Jacob, Partner and Head (automotive) KPMG in India, explains, the significant share of margins from services and spares will be missing. "That revenue is almost entirely absent in EVs because they don't require servicing as frequently as petrol vehicles," he



THE  
BIG  
PICTURE

THE SHIFT TO  
THE MULTI-BRAND  
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ITS BRAND IMAGE

observes. In general, a D2C model can be helpful, says Deloitte's Mahajan. It helps the company retain the customer data and also decide on personalised offers. "It is a good sales strategy, but at the same time, it is difficult to be connected on the ground especially in high involvement category like autos," Mahajan believes. "In a dealership, it is often hard to customise offers and keep prices consistent," he explains. Indeed, customers today do much of



their homework online.

As BCG's Khandelia points out, 80% of consumers looking to buy an electric two-wheeler will probably read the reviews online and visit the company website for product specifications, offers. Financing options too will be checked out online. "Both new-age and traditional players need to deliver a seamless omnichannel experience," he says.

For newer players, competing with legacy manufacturers that

have built up country-wide networks, the D2C route can speed up time to market says KPMG's Jacob. That's the reason they have little option but to use it. At the same time, customers want to not just see the vehicle and drive it but also compare products. "There is a need to touch and feel," Jacob says.

To be sure, a pure play D2C service can sometimes strain a company's resources. "Logistically, pick-ups and drops, home service can be a logistical

# Why Samson's ton was special

SANDIP G  
New Delhi, October 13

**AGRAVELLY VOICE** in Malayalam stopped Sanju Samson when he was boarding the bus after the last day of the Duleep Trophy fixture in Anantapur. He turned back and met a request that sounded more like a demand: "Kalakkane mone." Translated as, "make a splash, son." Sanju reciprocated with a wistful smile and a thumbs up.

For nine years, since his debut in Harare, Sanju has been the brightest cricket hope for an excessively emotional fanbase in his state, Kerala. They have celebrated even half a good knock of his, they have mourned every half a failure of his, they have read paragraphs between the lines when he was ignored. Had his chances dwindled, the strike-savvy state would have staged a dharna in front of the secretariat, the rendezvous for strike-artists in Thiruvananthapuram, twenty-odd kilometres from his house. Sanju himself might have felt the interminable weight of his badgering fans, who he would advise to stay calm and wait.

**Coming-of-age innings**

The time finally came, in Hyderabad, when Sanju's coming-of-age story finally came of age, like an old barrel of wine in the cellar maturing. Perhaps, at a time when his name had made half its trudge to the recycle bin in the selector's mind in this format. Successive ducks in Sri Lanka and low scores in this series (relatively that is) had put doubts whether his satin-smooth stroke-making gifts could manifest in runs, fifties, hundreds, game-changing ones, match-defining ones.

Perhaps, this was his last shred of rope, perhaps had he failed he could have been thrust to eternal wilderness. He had scored a hundred in ODIs



**Sanju Samson** on Saturday smashed a hundred in 40 balls against Bangladesh, the second-fastest century by an Indian in T20I cricket

in South Africa. But that had seemed eons away. He needed a moment; and he found one. Just before his ship hit the iceberg. This was the perfect knock, when all the elements that make him such a wondrous cricketer blended in ideal proportions. Touch, freedom, vision, confidence and ruthlessness all stirred to produce one of the most destructive knocks in this format. Arguably, he found a sense of direction and peace in the desperation and chaos around him.

**Clarity from team management**

Clarity from the team management helped, he admitted. "Three weeks before the series, I was fortunate to get a message from the leadership group. Surya, Gautam bhai and Abhishek Nayar told me three weeks ago that I would be opening. That gave me some kind of proper preparation," he said. He hit the nets in the Rajasthan Royals academy, and returned, "10% more mentally and physically ready in this series than any other series." This was a conquest of his mind rather than his game.

## GatiShakti a transformative initiative: Prime Minister

**PRIME MINISTER NARENDRA** Modi on Sunday said the PM GatiShakti National Master Plan (PMGS-NMP) has emerged as a transformative initiative aimed at revolutionising India's infrastructure and is driving faster and more efficient development across sectors.

He also made a surprise visit to the PM GatiShakti Anubhuti Kendra at Bharat Mandapam here on the third anniversary of PMGS-NMP. The Anubhuti Kendra showcases the key features, achievements and milestones of PMGS-NMP. —PTI

**MUNICIPAL COUNCIL MAJALGAON,**  
DIST. BEED 431131 Email: mmajalgaon@gmail.com  
**E-Tender Notice/No.06 Year 2024-25**

Municipal Council Majalgaon Invites E-Tender for the work of Augmentation of Majalgaon water supply scheme at Majalgaon Dist. Beed in the State of Maharashtra, Valued at **Rs.81,95,75,619/-**. Please visit website **www.mahatenders.gov.in** for detailed information.

- Sd -  
Chief Officer  
Municipal Council, Majalgaon

Date 09/10/2024

**Addendum to the Expression of Interest (Form-G) published on 27th September 2024 for Arshiya Limited**

This is with reference to the advertisement invitation for Expression of Interest ("EOI") under Regulation 36A (1) of the Insolvency and Bankruptcy (Insolvency Resolution Process for Corporate Persons) Regulations, 2016 for Arshiya Limited dated 27th September 2024 in Financial Express (All India Edition), Navakal (Mumbai Edition) and Shri Times (Mumbai Edition), covering Khurja, District Bulandshahr) wherein, the last date for submission of EOI was 14th October 2024. It is hereby notified pursuant to the approval of the Committee of Creditors, the last date of submission of EOI stands extended till 28th October 2024 for wider participation of the prospective resolution applicant(s). Below are stipulated timelines for the EOI:

RELEVANT PARTICULARS	
1. Name of the corporate debtor along with PAN & CIN/ LLP No.	Arshiya Limited PAN: AAAC2679A CIN: L9900MH1981PL024747
2. Address of the registered office	Regd. Off: Arshiya FTWZ, CO-1, Survey Nos. 178/3 & 178/4, At Post - Sai Village, Taluka - Parvel, District - Raigad, Pin code - 410 221, Maharashtra, India http://www.arshiyalimited.com
3. URL of website	Arshiya FTWZ at Village Sai Taluka Parvel 410 221, Maharashtra
4. Details of place where majority of fixed assets are located	Arshiya Ltd. is the developer of Free Trade Warehousing Zone (FTWZ) Parvel, Maharashtra - FTWZ site is spread over ~ 343 acres of land (113 acres freehold and 30 acres leased to Capital Land India Trust for 30 years, which may be renewed by 30 years each time).
5. Installed capacity of main products/ services	As per Audited Financial Statement for FY 2023, Gross Revenue was INR 41.43 crores (Revenue from Operations was INR 26.19 crores, Other Income was INR 15.24 crores).
6. Quantity and value of main products/ services sold in last financial year	16-20
7. Number of employees/ workmen	http://www.arshiyalimited.com
8. Further details are available at URL:	The resolution applicants must be eligible under Section 29A of the Insolvency and Bankruptcy Code, 2016. Details can be sought by emailing - in_arshiya@arshiya.com / corp.arshiya@arshiya.com
9. Eligibility for resolution applicants under section 25(2)(h) of the Code is available at URL:	28th October 2024 (*) kindly refer note below
10. Last date for receipt of expression of interest	4th November 2024 (*) kindly refer note below
11. Date of issue of provisional list of prospective resolution applicants	9th November 2024 (*) kindly refer note below
12. Last date for submission of objections to provisional list	14th November 2024 (*) kindly refer note below
13. Date of issue of final list of prospective resolution applicants	19th November 2024 (*) kindly refer note below
14. Date of issue of information memorandum, evaluation matrix and request for resolution plans to prospective resolution applicants	19th December 2024 (*) kindly refer note below
15. Last date for submission of resolution plans	19th December 2024 (*) kindly refer note below
16. Email id to submit EOI (mandatory)	in_arshiya@arshiya.com / corp.arshiya@arshiya.com
17. Address for submission of original documents	PWC Office, 252, 2nd - 5th floor, Veer Savarkar Marg, Shivaji Park, Dadar, Mumbai - 400028, Maharashtra, India

(\*) There is an application filed before the Hon'ble NCLT, seeking exclusion of period of 77 days, subject to the same being allowed by the Hon'ble NCLT, thereby the revised CIRP period will stand extended from 20th October 2024 to 05th January 2025.

**Pankaj Mahajan**  
Resolution Professional of Arshiya Limited  
IBBI Registration No. IBBI/IPA-001/IP-00836/2017-2018/11420  
AFA: A41/11420/02/181224/106618 valid up to 18/12/2024  
RP Office Address: H-223, DLF Capital Greens, 15, Shivaji Marg, Delhi-110015  
Email ID for communication: in\_arshiya@arshiya.com / corp.arshiya@arshiya.com  
Supporting IPE: PwC Corporate Business Services LLP  
Date: 14th October 2024

**Crompton**  
Crompton Greaves Consumer Electricals Limited  
CIN : L31900MH2015PLC262254

**Registered & Corporate Office:** Tower 3, 1<sup>st</sup> Floor, East Wing, Equinox Business Park, LBS Marg, Kurla (West), Mumbai 400070, India Tel.: +91-22-6167 8499 Fax: +91-22-6167 8383  
**Website:** www.crompton.co.in **E-mail:** crompton.investorrelations@crompton.co.in

**NOTICE OF POSTAL BALLOT AND REMOTE E-VOTING INFORMATION**

NOTICE is hereby given pursuant to the provisions of Section 110 and all other applicable provisions of the Companies Act, 2013, as amended (the "Act") read with the Companies (Management & Administration) Rules, 2014, as amended and Regulation 44 of the Securities and Exchange Board of India (Listing Obligations and Disclosures Requirements) Regulations, 2015 (including any statutory modification(s) or re-enactment(s) thereof for the time being in force), General Circular Nos. 14/2020 dated April 8, 2020, 17/2020 dated April 13, 2020, General Circular No. 11/2022 dated December 28, 2022, General Circular No. 09/2023 dated September 25, 2023 and General Circular No. 09/2024 dated September 19, 2024, Secretarial Standards on General Meetings issued by the Institute of Company Secretaries of India, and subject to all other applicable laws and regulations, the Notice of Postal Ballot along with Explanatory Statement appended thereto ("Notice"), has been duly sent on **Friday, October 11, 2024** through electronic mode to the Members whose email ids are registered in the records with the Company/ Depositories as on Cut-off date i.e. **Friday, October 04, 2024** for seeking their approval on the under mentioned Resolutions:

1. To approve Performance based Restricted Stock Units Plan 2024 (hereinafter referred to as "Share Plan -2024/ PSU -2024").
2. To grant Stock Units to the employees of the Subsidiary Company(ies) (at present and/ or in the future) under the Performance based Restricted Stock Units Plan 2024 (hereinafter referred to as "Share Plan -2024/ PSU -2024").
3. To consider the amendment to the terms of remuneration of Mr. Promote Ghosh (DIN:05307658), Managing Director and Chief Executive Officer ("MD & CEO") to enable grant of Employee Stock Options under the Crompton Employee Stock Option Plan 2019 ("ESOP 2019").
4. To consider the amendment to the terms of remuneration of Mr. Promote Ghosh (DIN:05307658), Managing Director and Chief Executive Officer ("MD & CEO") to enable grant of units under Performance based Restricted Stock Units Plan 2024 (hereinafter referred to as "Share Plan -2024/ PSU -2024").
5. To approve increase in Authorised Share Capital and consequential alteration of the Capital Clause of the Memorandum of Association of the Company.

For the businesses as set out in the Postal Ballot Notice, the Company is providing e-Voting facility to all the Members to enable them to cast their vote electronically. The Company has engaged the services of National Securities Depository Limited ("NSDL") for the purpose of providing e-Voting facility to all its Members.

Details of Postal Ballot schedule are as follows:

Sr. No.	Particulars	Schedule
1.	Date & Time of commencement of voting	Saturday, October 12, 2024 at 9:00 A.M.
2.	Date & Time of end of voting	Sunday, November 10, 2024 at 5:00 P.M.
3.	Websites where Notice of Postal Ballot is available	1. www.crompton.co.in 2. www.evotingindia.com
4.	Contact details of the person responsible to address grievances relating to voting by electronic means	Name: Mr. Sanjeev Yadav Designation: Assistant Manager Address: 4th Floor, A Wing, Trade World, Kamala Mills Compound, Senapati Bapat Marg, Lower Parel (E), Mumbai - 400013, India Tel No.: 022-23058542/43. Email ID: evoting@nsdl.co.in

The said Notice is also available on the website of the Company at [www.crompton.co.in](http://www.crompton.co.in), on the website of stock exchanges i.e. BSE Limited ("BSE") at [www.bseindia.com](http://www.bseindia.com) and National Stock Exchange of India Limited ("NSE") at [www.nseindia.com](http://www.nseindia.com) on which the equity shares of the Company are listed and on the website of the NSDL at [www.evotingindia.com](http://www.evotingindia.com).

As per the MCA Circulars, the hard copy of the notice along with the postal ballot form and postage prepaid self-addressed business reply envelope has not been sent to the members for this postal ballot and the Members are requested to communicate their assent or dissent through remote e-Voting system only.

A person whose name is recorded in the Register of Members or in register of beneficial interest owners maintained by the depositories as on Friday, October 04, 2024 shall be entitled to vote on the resolutions proposed to be passed by Postal Ballot through e-Voting and any person who is not a Member as on that date should treat this Postal Ballot notice for information purpose only.

The manner and instructions for remote e-Voting, registering email addresses for receiving the notice of postal ballot, obtaining login id and password is given in the postal ballot notice in detail.

The manner of registration of email addresses and mobile number of those members whose email address are not registered, is given below:

Physical Holding	Kindly submit Form ISR-1 to update PAN, Postal Address with PIN, Email Address & Mobile Number. Form ISR-1 is available on the website of the Company. You are requested to forward the duly filled-in documents along with the related proofs as mentioned in the respective forms to the following address: KFin Technologies Limited (Unit: Crompton Greaves Consumer Electricals Limited) Selenium Tower B, Plot No. 31 & 32, Gachibowli, Financial District, Nanakramguda, Serilingampally Mandal, Hyderabad - 500 032. Ph: +91 40-67162222 Email: einward.ris@kfinetech.com
Demat Holding	Register/ update their email addresses and mobile numbers with their relevant depositories through their depository participants

The Board of Directors of the Company have appointed Ms. Ashwini Inamdar (FCS 9409) or failing her Ms. Alifya Saprawala (ACS 24091) of M/s. Mehta & Mehta, Practicing Company Secretaries (ICSI Unique Code: P1998/H007500) as the Scrutinizers for conducting the postal ballot through e-Voting process in a fair and transparent manner.

Members are requested to note that the e-Voting shall end at 5:00 P.M. on Sunday, November 10, 2024 (closure date) and e-Voting module shall be disabled by NSDL for voting after closure date.

The Scrutinizer will submit its report to the Chairman or any other person authorized by the Chairman after the completion of scrutiny of the e-Voting, and result of the e-Voting by Postal Ballot will be announced on or before Tuesday, November 12, 2024 and will also be displayed on the Company's website at [www.crompton.co.in](http://www.crompton.co.in), and on the website of the NSDL at [www.nsdl.co.in](http://www.nsdl.co.in), and communicated to the Stock Exchanges:

By order of the Board  
For Crompton Greaves Consumer Electricals Limited  
Sd/-  
Rashmi Khandelwal  
Company Secretary & Compliance Officer  
Membership No.: A28839

Place: Mumbai  
Date : October 11, 2024

**Network 18**  
**NETWORK18 MEDIA & INVESTMENTS LIMITED**  
CIN: L65910MH1996PLC280969  
Regd. Office: First Floor, Empire Complex, 414 - Senapati Bapat Marg, Lower Parel, Mumbai - 400 013  
Tel: +91 22 6666 7777/ 4001 9000  
Website: [www.nw18.com](http://www.nw18.com) | Email: [investors.n18@nw18.com](mailto:investors.n18@nw18.com)

**EXTRACT OF UNAUDITED CONSOLIDATED FINANCIAL RESULTS FOR THE QUARTER AND HALF YEAR ENDED 30<sup>TH</sup> SEPTEMBER, 2024**  
(₹ in lakh, except per share data)

Particulars	Quarter Ended 30 <sup>th</sup> Sep' 2024	Half Year Ended 30 <sup>th</sup> Sep' 2024	Quarter Ended 30 <sup>th</sup> Sep' 2023
Value of Sales and Services	2,11,768	5,76,773	2,16,357
Goods and Services Tax included in above	29,250	80,163	29,807
Revenue from Operations	1,82,518	4,96,610	1,86,550
Profit/ (Loss) for the period before Tax	(14,781)	(34,194)	(11,771)
Profit/ (Loss) for the period after Tax *	(15,231)	(34,767)	(11,918)
Total Comprehensive Income for the period (after tax)	(8,589)	(29,053)	(11,285)
Paid up Equity Share Capital, Equity Shares of ₹ 5 each	51,768	51,768	51,768
Other Equity excluding Revaluation Reserve **	-	-	-
Earnings per Equity Share (Face value of ₹ 5 each) (Not Annualised)			
1- Basic (₹)	(0.63)	(1.45)	(0.54)
2- Diluted (₹)	(0.63)	(1.45)	(0.54)

\* Includes share of Non-Controlling Interest  
\*\* Reserves excluding revaluation reserve for the year ended as on 31<sup>st</sup> March, 2024 was ₹ 14,14,760 lakh.

**Notes:**

- 1 The Audit Committee has reviewed the above results and the Board of Directors has approved the above results and its release at their respective meetings held on October 12, 2024. The Statutory Auditors of the Company have carried out a Limited Review of the aforesaid results.
- 2 Additional information on Unaudited Standalone Financial Results is as follows:  
(₹ in lakh)

Particulars	Quarter Ended 30 <sup>th</sup> Sep' 2024	Half Year Ended 30 <sup>th</sup> Sep' 2024	Quarter Ended 30 <sup>th</sup> Sep' 2023
Value of Sales and Services	51,213	1,03,996	48,883
Goods and Services Tax included in above	6,686	14,192	6,852
Revenue from Operations	44,527	89,804	42,031
Profit/ (Loss) for the period before Tax	(7,445)	(14,910)	(8,252)
Profit/ (Loss) for the period after Tax	(7,445)	(14,910)	(8,252)
Total Comprehensive Income for the period (after tax)	(690)	(8,775)	(7,409)

- 3 The above is an extract of the detailed format of Standalone and Consolidated Financial Results for the quarter and half year ended 30<sup>th</sup> September, 2024 filed with the Stock Exchanges under Regulation 33 of the SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015. The full format of the Standalone and Consolidated Financial Results for the quarter and half year ended 30<sup>th</sup> September, 2024 are available on the Stock Exchange websites ([www.bseindia.com](http://www.bseindia.com)) and Company's website ([www.nw18.com](http://www.nw18.com)).

For Network18 Media & Investments Limited  
Sd/-  
Chairman  
Date : October 12, 2024