

### The Karur Vysya Bank Limited

Regd. & Central Office, No. 20, Erode Road, LNS, KARUR 639002 [CIN No: L65110TN1916PLC001295]

[E-mail: kvbiepf@kvbmail.com] [Website: www.kvb.co.in]

[Tel No: 04324-269431,37,40,41,42,43] [Fax No: 04324-225700]

### TRANSFER OF EQUITY SHARES IN RESPECT OF WHICH DIVIDEND HAS NOT BEEN CLAIMED FOR SEVEN CONSECUTIVE YEARS TO INVESTOR EDUCATION AND PROTECTION FUND (IEPF) FOR FY 2012 - 13

Notice is hereby given that in accordance with the provisions of Section 124(6) of the Companies Act, 2013 read with the Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and Refund) Rules, 2016 (IEPF Rules), as amended from time to time, the Bank is required to transfer all shares in respect of which dividend has been unclaimed by the shareholders for a period of 7 (Seven) consecutive years to the Investor Education and Protection Fund (IEPF).

A List of such shareholders, whose dividends remained unclaimed for seven consecutive years from the financial year 2012-13 are available in the website www.kvb.co.in.

Bank has sent individual communications to the concerned shareholders whose shares are liable to be transferred to IEPF Account. In the absence of receipt of a valid claim from the concerned shareholders on or before 18th August, 2020 to Bank's Registrar and Share Transfer Agent M/s SKDC Consultants Limited or the Bank at its Registered & Central office, the Bank would proceed to transfer the said shares to IEPF account without further notice. All future benefits including dividends arising out of such shares would also be transferred to IEPF thereafter. Bank will not transfer any shares to the IEPF where there is a specific order of court / tribunal restraining any transfer of such shares.

Further as per the said Rules, the unclaimed dividend for a period of 7 (seven) years from the Financial Year 2012-13 i.e. for the year ended 31" March, 2013 lying with the Bank would also be transferred to IEPF on or after 18" August, 2020.

Please note that no claim shall lie against the Bank in respect of unclaimed dividend amounts and such shares which are being transferred to IEPF account pursuant to the said IEPF Rules.

In respect of the unclaimed dividends and shares transferred to IEPF, shareholders may follow procedure as mentioned below:

- Make an online application in Form IEPF-5 available on the website www.iepf.gov.in along with the fee as may be prescribed by the Central Government from time to time;
- Send a copy of the online application duly signed by him/her along with all documents mentioned in Form IEPF-5 to the Investor Relations Cell, Registered & Central Office, No. 20, Erode Road, Vadivel Nagar, L.N.S., Karur - 639002 for verification of his/her claim;
- The Bank shall, within 30 days of receipt of the documents, file a verification report to the IEPF Authority along with all documents submitted by the claimant;
- On verification, the IEPF Authority may release the shares directly to the claimant.

In case of any queries on the subject matter, concerned shareholder may write to The Karur Vysya bank Limited, Investor Relations Cell, Regd & Central Office, No. 20, Erode Road, Vadivel Nagar, L.N.S., Karur- 639002 or send e-mail to kvblepf@kvbmail.com or contact the Bank's Registrar and Share Transfer Agent M/s SKDC Consultants Limited, PB No. 2016, "Kanapathy Towers", 3<sup>rd</sup> Floor, 1391/A1, Sathy Road, Ganapathy Post, Coimbatore – 641006 (e-Mail: info@skdc-consultants.com).

Place: Karur Date: 20.05.2020 For The Karur Vysya Bank Limited Srinivasarao M COMPANY SECRETARY



## **Edtech firms** make hay

They are betting on blended learning being the new normal in the post-Covid world, thanks to a more receptive and savvier customer emerging from the crisis

- ■In 2015, Bengaluru edtech company Vedantu launched Wave, an live online classes platform. While learners on Wave had been growing at a regular clip since, the lockdown since end-March led to a surge. The platform claims one million students attended Vedantu's live online classes, making it the leader in this segment.
- ■On April 3 this year, India's largest player in edtech, Byju's, too jumped onto the live online classes bandwagon for real-time learning, offered free for now. "Our plan was to introduce live classes on our platform at a later date, but we accelerated the launch because we realised that now is the time students can really benefit from it," says Mrinal Mohit, chief operating officer, Byju's. ■ Unacademy and Toppr are others offering free live classes during the pandemic
- For a few quarters right before the pandemic-induced lockdown, the edtech industry in India was growing at a pace faster than several other sectors. Analysts projected that the size of the ed-tech software market will touch

\$2 billion and the number of paid sub-

although Vedantu with its head-start leads

### **EDTECH READINESS FRAMEWORK**

Total addressable market opportunity in edtech 150 mn students\*

Digital adoption

by families Edtech

Willingness to pay

60%

**Funding ecosystem 3bn** invested (2016–20)

Students with active internet access Source: RedSeer

scribers will grow to around 9.6 million by 2021 from 1.6 million in 2016. The closure of schools and educational institutions in March sparked a frenzy. Ed-tech platforms began offering many products for free in a race to pull in new and to convince existing users to stay with their platforms. Some launched new products and a few vernacular offerings entered

the market for the first time. Shorter duration courses at lower price points were introduced as well, pulling in previously reluctant customers.

The industry now appears to be on a new growth trajectory with free and unique users on platforms doubling within a month, a 83 per cent increase in paid users, a sharp rise in engagement and a new willingness to pay for products (see chart, EdTech readiness framework). While most see the industry growth rate accelerating, they also expect a certain step back from the current sharp spikes. "I expect there to be a pull back once life returns to brick and mortar but the plateau at which things settle will be higher," says Sandeep Aneja, founder, Kaizen Private Equity, a private equity firm that invests in education start-ups in Asia.

Analysts and experts say that a few clear trends have emerged in the first few weeks of the lockdown. One, there is a far greater awareness and willingness to try out new platforms to enhance learning. This awareness and willingness cuts across parents, educational institutions and even governments.

The new willingness stems partly from the fact that nobody expects things to revert to the way they were on the other side of the pandemic. Schools and educational institutions are gearing up for blended learning models once schools start welcoming back students. "Companies and education institutions are, across the board, coming up with blended and pure online learning offerings working under the assumption that the new normal will be blended learning for several months," adds Aneja. Global online giants like Coursera have brought new higher education institutions and colleges on their platform, many of which are likely to stay on even after the easing of pandemic restrictions as the advantages of blended learning become clearer to all. Segments like physical tutoring may never recover in some senses as students and parents begin to appreciate the ease of online learning, saving on time and effort in reaching coaching institutes.

Director for ed-tech for Central Square Foundation Gouri Gupta says government encouragement and parental engagement are also key factors pushing the sector's growth. "If children are at home, free all day, somebody has to do something. Parents are therefore far more willing now to consider options," she adds.

The percentage of parents downloading our app has drastically increased... Additionally, teachers, who were otherwise hesitant to use online tools, are also becoming digitally empowered," says Mohit of Byju's.

More on www.business-standard.com

# Brands playing with catch phrases in the recall game

From immunity-boosting capabilities to talking up local credentials, rapidly evolving taglines reflect changing advertising narratives

**AVISHEK RAKSHIT** Kolkata, 20 May

dvertising is often described as the art of A described as a seem making the worse seem better. But given the bleak and grim outlook that has gripped the world; that is a tough ask. And at a time when every moment seems the same as the previous one or the one after, brands are moving from tagline to tagline to ride with the reigning mood of the nation, hoping to lift the collective consumptive spirit and be easily recalled at the point of purchase.

In the early months of Covid-19 and the lockdown that followed, health and hygiene were the most used phrases in advertisements. As people grew anxious about ways to prevent being infected by the virus, their health concerns reflected in the search trends on Google and the phrases quickly found favour with brands looking to stay relevant in the moment.

The most recent phrases to make it to advertisers' popularity lists are 'immunity boosters' and 'vocal for local'. So much so that even brands that have traditionally pitched taste, flavour, price or herbal-natural ingredients in their advertising narratives, are all playing the same tune. Dabur has launched

#Vocalforlocal series for the majority of its brands, from Red toothpaste, Amla hair oil, Real fruit juices, Chyawanprash and Hajmola as has Prataap Snacks for its Yellow Diamond brand of snacks. Horlicks has a digital campaign on the drink's immunity boosting potential against Coronavirus, Wagh Bakhri is promoting immunity boosting tea and there are numerous and videos about their all- while it is a lucrative opportusmall brands for bread, snacks



and even mattresses that have since plateaued as several minpitched their advertising booths around immunity boosters and local roots.

The ads are reflective of the

most searched trends in the country today. Google Trends data reveals that in the first fortnight of May, the term 'immunity booster' was among the top trending search threads in the country, spiking the most in Delhi, Goa, Chandigarh and Uttarakhand. The thread was largely accompanied with questions such as What is the best immunity booster food/drink?' and 'Are (ginger, turmeric and such other herbs and spices) immunity boosters?'

On a similar note, the term 'vocal for local' began its climb to the top from May 12, soon after Prime Minister Narendra Modi advocated the same in his speech to the nation. Brands reacted almost instantly with digital banners, posts, tweets

Mahindra MUTUAL FUND

isters and industry leaders have stepped in to clarify that local is not about 'swadeshi' that is born in India, but more about being Indian in spirit and manufacturing origin.

The need to stay relevant has seen brands rushing to keep up with the online chatter and turn the most popular trends into advertising copy. But do brands gain by following the search data in this manner?

Brand experts say that the move to incorporate talk points from popular conversations online is not a bad tactic. However brands must be discerning about the trends they pick up; not all most-searched or most-talked about moments can win recall and more importantly the phrase or trend a brand picks up for its ad copy must align with the core values it stands for.

Harish Bijoor of Harish Bijoor Consults warned that Indian roots. The trend has nity for brands (to toe a popular



Horlicks and Del Monte have ads that claim their products have immunity-boosting properties, while Dabur has launched a campaign around its local roots

concern such as finding effective immunity boosters), one needs to be cautious. "If brands can launch new products and create new categories, then that means it is reinstating itself but on the other if they are just repositioning the brand, then it is opportunistic", Bijoor said.

To gain goodwill and recall in the long term, brands must look at this as a repositioning moment rather than just a way to jump into a conversation, experts said. "It is a great time to introduce health propositions (such as claiming to be able to boost immunity) to boost one's sales and position products terming health benefits. Anything which is contextualised with the virus is now prone to grab attention, senior advertising and branding professional Ramesh Thomas said. But as the experts point out, brands need more than popular catch phrases to ride the crisis, they need an authentic narrative to connect with the customer.

## TATA POWER The Tata Power Company Limited (Corporate Contracts Department) The Tata Power Company Limited, Smart Center of Procurement Excellence,2nd Floor,

Sahar Receiving Station, Near Hotel Leela, Sahar Airport Road, Andheri East, Mumbai-400059, Maharashtra, India

(Board Line: 022-67173941) CIN: L28920MH1919PLC00056 NOTICE INVITING TENDER

The Tata Power Company Limited invites tenders from eligible vendors for the ollowing package (Two Part Bidding)

Transfer of equity shares of the Company to Investor

Shareholders are hereby informed that pursuant to the provisions of Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and Refund) Rules, 2016 ("the Rules") the Final Dividend declared for the financial year 2012-13, which remained unclaimed for a period of seven years will be credited to the Investor Education Protection Fund (IEPF)

within a period of 30 days after the due date i.e., August 22, 2020. The which dividend was unclaimed for seven consecutive starting from 2012-13 will also be transferred as per the procedure set out

The Company will not transfer such shares to the IEPFA where there is a specific order of Court / Tribunal restraining transfer of such shares or where the shares are hypothecated/pledged under the Depositories Act, 1996.

In compliance to the Rules, the Company has already communicated individually the shareholders concerned and the details of dividend and shares liable to be transferred to IEPF and IEPFA respectively are also made

available on our website. Shareholders concerned may refer to the web-link

www.youard.in to verify the details of their un-encashed dividend and the

Shareholders who have not claimed Final dividend for the financial year

Shareholders holding shares in physical form and whose shares are liable to be transferred to IEPFA, may note that the Company would be issuing duplicate share certificate(s) in lieu of the original held by them for the purpose of transfer of shares to IEPFA and upon such issue, the Company shall inform the depository by way of corporate action to convert the duplicate share certificates into DEMAT form and transfer in favour of IEPFA.

ouplicate share certificate(s) which are registered in the name of original share certificate(s) which are registered in the name of original shareholders will stand automatically cancelled and be deemed non-negotiable. Shareholders holding shares in dematerialized form and whose shares are liable to be transferred to IEPFA, may note that the Company shall inform the depository by way of corporate action for transfer of shares in favor of the DEMAT account of the IEPFA.

The shareholders may further note that the details made available by the Company on its website should be regarded and shall be deemed adequate

notice in respect of issue of duplicate share certificate(s) by the Company

In case the Company does not receive any request from the shareholders concerned on or before August 10, 2020, the Company with a view to adhering with the requirements of the Rules, transfer the dividend to the IEPF within a period of 30 days after due date i.e., August 22, 2020.

The shares on which dividend is unclaimed for seven consecutive years shall also be transferred without any further notice.

Please note that no claim shall lie against the Company in respect of unclaimed dividend amount and shares transferred to the IEPF Authority. Shareholders may claim the dividend and corresponding shares transferred

to IEPF Authority including all benefits accruing on such shares, if any, from the IEPF authorities after following the procedure prescribed in the Rules.

For any queries on the above matter. Shareholders are requested to contact

the Company's Registrar and Share Transfer Agent, Link Intime India Pvt. Ltd , Surya 35, Mayflower Avenue, Behind Senthil Nagar, Sowripalayam Road, Coimbatore- 641 028, Tel: 422 2314792 email ID:coimbatore@linkintime.co.in.

V-GUARD INDUSTRIES LIMITED., Regd. Office: 42/962, Vennala High

For V-GUARD INDUSTRIES LIMITED

Jayasree K Company Secretary

2012-13 and onwards, are requested to claim the same

for the purpose of transfer of shares to IEPFA.

May 21, 2020

Education and Protection Fund Authority (IEPFA)

Services required for Coal Sampling and Analysis at Maithon Power Limited

For detailed NIT, please visit Tender section on website https://www.tatapower.com. Interested bidder to submit Tender Fee and Authorization Letter before 15:00 hrs. on Tuesday - 03rd June 2020.

NOTICE

shares liable to be transferred.

## Mahindra MUTUAL FUND

MAHINDRA MANULIFE INVESTMENT MANAGEMENT

(Formerly known as Mahindra Asset Management Company Private Limited Corporate Identity Number: U65900MH2013PTC244758 Registered Office: "A" Wing, 4th Floor, Mahindra Towers, Dr. G.M Bhosale Marg, P.K. Kurne Chowk, Worli, Mumbai 400 018 Corporate Office: 1st Floor, Sadhana House, 570, P.B Marg.

Tel: 1800 4196244; website: www.mahindramutualfund.com email id: mfinyestors@mahindra.com

### **NOTICE NO. 22/2020**

Notice is hereby given to the Investor(s)/Unit holder(s) of the scheme(s) of Mahindra Mutual Fund ("the Fund") that in accordance with Regulation 59 of SEBI (Mutual Funds) Regulations, 1996 read with SEBI Circular Nos. CIR/IMD/DF/21/2012 dated September 13, 2012 and SEBI/HO/IMD/DF3/CIR/P/2020/47 dated March 23, 2020, the unaudited half yearly financial results of all the scheme(s) of the Fund for the period ended March 31, 2020, is hosted on the Fund's website www.mahindramutualfund.com in a user - friendly and downloadable format.

Investor(s)/ Unit holder(s) are requested to take a note of the same.

For Mahindra Manulife Investment Management Private Limited (Formerly known as Mahindra Asset Management Company Private Limited)

Place: Mumbai Date: May 19, 2020

**Authorised Signatory** 

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.



The Karur Vysya Bank Limited Regd. & Central Office, No. 20, Erode Road, LNS, KARUR 639002 [CIN No: L65110TN1916PLC001295] [E-mail: kvbiepf@kvbmail.com] [Website: www.kvb.co.in [Tel No: 04324-269431,37,40,41,42,43] [Fax No: 04324-225700]

TRANSFER OF EQUITY SHARES IN RESPECT OF WHICH DIVIDEND HAS NOT BEEN CLAIMED FOR SEVEN CONSECUTIVE YEARS TO INVESTOR EDUCATION AND PROTECTION FUND (IEPF) FOR FY 2012 – 13

Notice is hereby given that in accordance with the provisions of Section 124(6) of the Companies Act, 2013 read with the Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and Refund) Rules, 2016 (IEPF Rules), as amended from time to time, the Bank is required to transfer all shares in respect of which dividend has been unclaimed by the shareholders for a period of 7 (Seven) consecutive years to the Investor Education and Protection Fund (IEPF)

A List of such shareholders, whose dividends remained unclaimed for seven consecutive years from the financial year 2012-13 are available in the website www.kvb.co.in.

Bank has sent individual communications to the concerned shareholders whose shares are liable to be transferred to IEPF Account. In the absence of receipt of a valid claim from the concerned shareholders on or before 18th August, 2020 to Bank's Registrar and Share Transfer Agent M/s SKDC Consultants Limited or the Bank at its Registered & Central office, the Bank would proceed to transfer the said shares to IEPF account without further notice. All future benefits including dividends arising out of such shares would also be transferred to IEPF thereafter. Bank will not transfer any shares to the IEPF where there is a specific order of court / tribunal restraining any transfer of such shares

Further as per the said Rules, the unclaimed dividend for a period of 7 (seven) years from the Financial Year 2012-13 i.e. fo the year ended 31st March, 2013 lying with the Bank would also be transferred to IEPF on or after 18th August, 2020. Please note that no claim shall lie against the Bank in respect of unclaimed dividend amounts and such shares which are being

transferred to IEPF account pursuant to the said IEPF Rules. In respect of the unclaimed dividends and shares transferred to IEPF, shareholders may follow procedure as mentioned

a) Make an online application in Form IEPF-5 available on the website www.iepf.gov.in along with the fee as

- may be prescribed by the Central Government from time to time: Send a copy of the online application duly signed by him/her along with all documents mentioned in Form IEPF-5 to the Investor Relations Cell, Registered & Central Office, No. 20, Erode Road, Vadivel Nagar, L.N.S., Karur - 639002
- The Bank shall, within 30 days of receipt of the documents, file a verification report to the IEPF Authority along with all documents submitted by the claimant:
- On verification, the IEPF Authority may release the shares directly to the claimant.

In case of any queries on the subject matter, concerned shareholder may write to The Karur Vysya bank Limited, Investor Relations Cell, Regd & Central Office, No. 20, Erode Road, Vadivel Nagar, L.N.S., Karur- 639002 or send e-mail to kvbiepf@kvbmail.com or contact the Bank's Registrar and Share Transfer Agent M/s SKDC Consultants Limited, PB No. 2016, "Kanapathy Towers", 3rd Floor, 1391/A1, Sathy Road, Ganapathy Post, Coimbatore – 641006 (e-Mail: info@skdc-consultants.com)

> For The Karur Vysya Bank Limited Srinivasarao M COMPANY SECRETARY



MAHINDRA MANULIFE INVESTMENT MANAGEMENT (Formerly known as Mahindra Asset Management Company Private Limited Corporate Identity Number: U65900MH2013PTC244758

Registered Office: "A" Wing, 4th Floor, Mahindra Towers, Dr. G.M Bhosale Marg, P.K. Kurne Chowk, Worli, Mumbai 400 018 Corporate Office: 1st Floor, Sadhana House, 570, P.B Marg, Worli, Mumbai – 400 018

email id: mfinvestors@mahindra.com

Tel: 1800 4196244; website: www.mahindramutualfund.com;

### **NOTICE - CUM - ADDENDUM NO. 21/2020**

THIS NOTICE - CUM - ADDENDUM SETS OUT CHANGES TO BE MADE IN THE STATEMENT OF ADDITIONAL INFORMATION (SAI), SCHEME INFORMATION DOCUMENT(SID) AND KEY INFORMATION MEMORANDUM (KIM) OF THE SCHEMES OF MAHINDRA MUTUAL FUND

Notice is hereby given to the unitholders of the schemes of Mahindra Mutual Fund ("Fund") that pursuant to tificate of Incorporation by Registrar of Companies, Mahar of the Asset Management Company of the Fund has been changed from Mahindra Asset Management Company Private Limited to "Mahindra Manulife Investment Management Private Limited" and the name of the Trustee Company of the Fund has been changed from Mahindra Trustee Company Private Limited to "Mahindra Manulife Trustee Private Limited" w.e.f. May 19, 2020.

The SAI, SID and KIM of the schemes of the Fund shall be suitably amended to incorporate the above changes and the necessary/incidental changes arising out of the aforesaid changes, wherever applicable

All other terms and conditions of the SAI, SID and KIM of the schemes the Fund will remain unchanged.

This notice-cum- addendum shall form an integral part of the SAI, SID and KIM of the schemes of the Fund as 5

For Mahindra Manulife Investment Management Private Limited (Formerly known as Mahindra Asset Management Company Private Limited)

Date: May 19, 2020

**Authorised Signatory** 

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

Place: Mumbai



Declaration of Dividend under Monthly Dividend Option and Bimonthly Dividend Option of Kotak Equity Arbitrage Fund and under Dividend Option of Kotak Equity Opportunities Fund. Notice is hereby given that Kotak Mahindra Trustee Company Limited; the Trustee to Kotak Mahindra Mutual Fund has approved

declaration of dividend under the Monthly Dividend Option and Bimonthly Dividend Option of Kotak Equity Arbitrage Fund, an open ended scheme investing in arbitrage opportunities and dividend under Dividend Option of Kotak Equity Opportunities Fund, Large & Midcap Fund-an open ended equity scheme investing in both large cap and mid cap stocks. The details are as under:

Name of the Schemes	Quantum of dividend per unit #	Record Date	Face Value per unit	NAVs as on May 20, 2020
Kotak Equity Arbitrage Scheme - Regular Plan - Monthly Dividend Option	Re. 0.0541	May 26, 2020	Rs. 10	Rs. 10.7353
Kotak Equity Arbitrage Scheme - Direct Plan - Monthly Dividend Option	Re. 0.0613			Rs. 11.2197
Kotak Equity Arbitrage Scheme - Regular Plan - Bimonthly Dividend Option	Re. 0.1520			Rs. 20.0793
Kotak Equity Arbitrage Scheme - Direct Plan - Bimonthly Dividend Option	Re. 0.1727			Rs. 20.2891
Kotak Equity Opportunities - Regular Plan - Dividend Option	Re. 0.387			Rs. 18.6930
Kotak Equity Opportunities - Direct Plan - Dividend Option	Re. 0.423			Rs. 20.4390

# Distribution of the above dividend is subject to the availability and adequacy of distributable surplus. Note: The Payment of Dividend will be subject to deduction of applicable statutory Levy.

Pursuant to payment of dividend, the NAVs of the Dividend Options of the Schemes would

fall to the extent of payout and statutory levy if any. All Unit Holders / Beneficial Owners of the above mentioned Dividend Options of the schemes, whose names appear in the records of the Registrar, Computer Age Management Services Pvt. Ltd. / Depositories as on May 26, 2020 will be eligible to receive

For Kotak Mahindra Asset Management Company Limited

Investment Manager - Kotak Mahindra Mutual Fund Sd/-

**Managing Director** 

Any queries / clarifications in this regard may be addressed to: Kotak Mahindra Asset Management Company Limited

CIN: U65991MH1994PLC080009 (Investment Manager for Kotak Mahindra Mutual Fund) 6th Floor, Kotak Towers, Building No. 21, Infinity Park, Off: Western Express Highway, Goregaon - Mulund Link Road, Malad (East), Mumbai 400097. Phone Number: 022 - 66056825 ● Email: mutual@kotak.com ● Website: assetmanagement.kotak.com Mutual Fund investments are subject to market risks, read all scheme related documents carefully.







Place: Karur









the dividend.

May 20, 2020







