

more relevant by democratising it among advertisers.

In an exclusive chat with *businessline*, Trivedi laid out Snap's proposition to make every ad content produced by brands "AR-ready".

"Trivedi comes to the social media platform with 12 years of experience across various roles in big tech firms."

of 13 and 30. Another interesting dimension is that our user base has very little overlap with other similar apps in the market.

This means almost 55 per cent of our users, who use Snapchat daily, don't use Facebook and 19 per cent of daily Snapchat users don't use Instagram.

Our camera is the most

described the advertising environment as TV plus digital, as digital was seen as an extension of television.

But now, things are the other way round.

The question now is how to make digital propositions engaging, not just a thirty-second property that is replaceable.

Advertisers care about this

MO, Snap Inc

In an environment that is highly cluttered at the moment, The digital advertising environment of today is very interruptive instead of being interactive. Snapchat has been offering this interactive ability to ads for a long time now, allowing

brands to create advertising campaigns by setting up special filters on the application.

What we are doing differently now is making all video assets AR (augmented reality)-ready.

This engagement will give

First and foremost, we want to bring education and awareness to creative agencies and brands. Because the central model of most advertisers today is I will just create video creatives that are optimised for reach and frequency on digital platforms.

We want them to add AR advertising into this model.

e-commerce, consumer packaged goods (CPG), consumer tech, travel, make this a must-read. (To know more, like the way we saw the transition from TV to digital video advertising.

How do you expect India's contribution to your global ad revenues grow?

globe.

Our digital advertising market, which was roughly about \$9 billion in 2023, will probably be \$20 billion by 2029-2030, driven by growing video and growing commerce. India is already a third of Snap's global commercial ad revenue. Every strategically important market.

Tyre exports surge 17% to ₹6,219 crore in first quarter

Our Bureau
Kolkata

Tyre exports recuperated in the first quarter of FY25 and increased by 17 per cent to ₹6,219 crore. Tyre exports had declined by 14 per cent in the corresponding quarter in the previous year, according to data released by the

Commerce Ministry. Anand Banerjee, Chairman of the Automotive Tyre Manufacturers Association (ATMA), said that sustained focus on R&D and development of advanced technology products aided by competitive pricing and branding efforts helped manufacturers drive growth in exports despite a challen-

ging environment. Improving demand prospects in key export destinations and exceptional growth in heavy-duty also helped growth, he said.

Banerjee added that the country's globally-aligned regulatory environment for tyre manufacturing also augurs well for Indian-manufactured tyres. In terms of numbers, Passenger Car Ra-

dial (PCR) tyres accounted for the largest exported category from India, followed by Motorcycle and Farm/Agri tyres in Q1FY25. Indian-manufactured tyres are being exported to over 170 countries. The US was the largest export destination, with a 17 per cent share, followed by Brazil, Germany, France, and Italy.

In Q1, motorcycle tyres experienced the highest growth in export volumes, 38 per cent, followed by Truck & Bus Radial (TBR) tyres, 31 per cent. According to Banerjee, downside risks to Indian tyre exports include global supply chain disruptions, geopolitical risks, the West Asia crisis and rising shipping costs.

S.I. CAPITAL & FINANCIAL SERVICES LIMITED

Regd. Office: No.28, Second Floor, New Scheme Road, Pollachi, Coimbatore 642001
Website: www.sicaptlpln.co.in Tel: 04259 55 23304/05
CIN: L67190TZ1994PLC040490

NOTICE OF THE 30th ANNUAL GENERAL MEETING AND INFORMATION REGARDING E-VOTING

The 30th Annual General Meeting (AGM) of the members of the Company is scheduled on Friday, September 20, 2024, at 11.30 AM (BST) through Video Conferencing / Other Audio Visual Means (VOC/VAM) and the Notice of the AGM is hereby issued to the Members of the Company in compliance with General Circular Numbers 14/2020, 17/2020, 20/2020, 23/2020, 30/2020, 10/2021, 10/2022, 10/2022, 11/2022, 12/2022 and all other applicable laws and circulars issued by the Ministry of Corporate Affairs (MCA), Government of India and Securities and Exchange Board of India (SEBI), without the physical presence of the members at a common venue. The Company has appointed Central Depository Services Limited (CDSL) to provide VOC/VAM facility along with the e-voting facility for the AGM.

The Company has duly sent the electronic copies of the Notice of the AGM containing detailed instructions and information relating to e-voting along with a weblink to access the Integrated Annual Report 2023-24 by email to those members whose email IDs are registered with the Company's Depositories. The said dispatch through email has been completed on August 29, 2024. The Company shall send a physical copy of the Integrated Annual Report 2023-24 to those Members who specifically request for the same at info@sicaptlpln.co.in mentioning their Folio No./ DP ID and Client ID. The Notice is also available on the website of the Company at www.sicaptlpln.co.in. DSE Limited at www.bseindia.com, and CDSL at www.evotingindia.com.

REMOTE E-VOTING INFORMATION

Pursuant to the provisions of Section 108 of the Companies Act, 2013 read with Rule 20 of the Companies (Management and Administration) Rules, 2014 and Regulation 44 of the Securities (Disclosure and Disclosure Requirements) Regulations, 2015, as amended from time to time, the members whose names appear in the Register of Members/ beneficial owners as on the cut-off date, i.e. September 13, 2024, are eligible to exercise their voting rights through remote e-voting and e-voting during AGM, on the businesses to be transacted at the AGM of the Company. The detailed process of remote e-voting and e-voting during AGM is given in the Notes of the Notice of AGM.

Manner of registering / updating email IDs:

Members holding shares in dematerialized form, are requested to register their email addresses and mobile numbers with their relevant depositories through their depository participants.

Members holding shares in Physical mode, are requested to furnish their email addresses and mobile numbers with the Company's Registrar and Share Transfer Agent, Link Intime India Ltd. at complaints@linkintime.com.

The facility to cast votes remotely is arranged through Central Depository Services Limited (CDSL) and the remote e-voting facility will be available during the following time period:

Commencement of e-voting period: From 9.00 a.m. (IST) on September 17, 2024

End of e-voting: Up to 5.00 p.m. (IST) on September 18, 2024

The remote E-voting facility shall be blocked (DCL) on expiry of aforesaid date and time. Any person, who acquires shares of the Company by becoming a member after dispatch of the Notice of the meeting and holding shares as on the cut-off date, i.e. September 13, 2024, shall be ineligible to vote and password by sending a request to CDSL at helpdesk.evoting@cdslindia.com or to Link Intime India Ltd. at complaints@linkintime.com.

Members are permitted to join the AGM through VOC/VAM, 15 minutes before the scheduled time of commencement of AGM and 15 minutes after the commencement of the AGM through the facility provided by CDSL. Members who have voted through remote e-voting can attend the AGM but shall not be able to vote again through the facility provided by CDSL.

In case of any queries/questions regarding e-voting, members may contact the Company's Registrar and Share Transfer Agent, Link Intime India Pvt. Ltd., Phone: 0422 4958951, 2356351 / 6356 E-mail ID: complaints@linkintime.com or Mr. Rakesh Dhall, Manager, Central Depository Services Limited, 28th Floor, Marathon Runner, National Mill Complex, N.H. 50, Mang. Lower Panel (A), Mumbai - 400013 or send an email to helpdesk.evoting@cdslindia.com or call on 022-235654243.

For S.I Capital & Financial Services Limited

Pollachi: Sujith K Ravindranathan, Company Secretary

HINDUSTAN OIL EXPLORATION COMPANY LIMITED

Registered Office: 90/2, Main, Vaidhyanagar, Vadodra - 390 025, Gujarat (India)
Chartered Office: Eastern Chambers, 102, St. Marks Road, Bangalore, Chennai - 600 016, Tamil Nadu (India). Phone: 044-02205010, Fax: 044-022051177
E-mail: foia@hindustanoil.com Website: www.hindustanoil.com

40th ANNUAL GENERAL MEETING OF THE COMPANY

Members are requested to note that the 40th Annual General Meeting (AGM) of the Company will be held on Thursday, the 27th day of September 2024 at 10.30 a.m. through Video Conferencing (VC) / Other Audio Visual Means (OAVM), in compliance with General Circular 09/2023 dated September 25, 2023 issued by the Ministry of Corporate Affairs (MCA), and SEBI Circular DOP/CS/2023/01 dated 07/09/2023 issued by SEBI (containing collectively referred to as "the Circulars") and all other applicable laws, to transact the businesses that will be set forth in the Notice of the 40th AGM.

In concurrence with the above Circulars, the Notice of the AGM along with the Annual Report of FY 2023-24 will be sent only through electronic mode to those Members whose email IDs are registered with the Company's Depository Participants.

Members may note that the Notice and Annual Report of FY 2023-24 will also be made available on the Company's website www.hindustanoil.com, websites of the Stock Exchanges i.e. BSE Limited and National Stock Exchange of India Limited at www.bseindia.com and www.nseindia.com respectively, and on the website of CDSL, www.evotingindia.com.

Members who have not registered their e-mail addresses as on or are requested to register the same in respect of shares held in dematerialized form with the depository through their Depository Participants (DP) and in respect of shares held in physical form to register to the Registrar's Share Transfer Agent (RTA)-Link Intime India Private Limited, ("Linkintime"), 1, Bhand Nagar Tower, Sector 48B Tower, Old Ind. Road, Vadodra, Gujarat - 390015. Email ID: registrar@linkintime.com or by submitting the KYC forms to info@linkintime.com or info@linkintime.com.

The Company will provide the facility to its Members to exercise their rights by electronic means, both through remote e-voting and e-voting at the AGM. The related instructions on the process of e-voting will be provided as part of the Notice of the 40th AGM.

On order of the Board of Directors

For HINDUSTAN OIL EXPLORATION COMPANY LIMITED

Place: Chennai, Tamil Nadu
Date: August 29, 2024
B. Josephine David
Company Secretary

KITEK

NOTICE OF THE 32nd ANNUAL GENERAL MEETING
Regd. Office: Plot No. 19/9A, Kulkarninagar, Marg Road, Goregaon (West), Mumbai - 400 073
Website: www.kitek.co.in Email: info@kitek.co.in Tel: 022-288004

Notice is hereby given that the 32nd Annual General Meeting (AGM) of the Members of the Company will be held on Saturday, September 28, 2024 through Video Conferencing (VC) / Other Audio Visual Means (OAVM) at 11.30 AM (IST) in presence of the Members of the Company and the Notice of the AGM in compliance with the applicable provisions of Companies Act, 2013 ("Act") and the Regulations of the Central Board of Direct Taxes, Income Tax Department, Government of India and Securities Regulations (Regulations), 2015 ("Regulations") issued with General Circular No. 14/2020 dated 10/09/2020, 17/2020 dated 20/09/2020, 20/2020 dated 30/09/2020, 10/2021 dated 10/09/2021, 10/2022 dated 10/09/2022 and all other applicable laws and circulars issued by the Ministry of Corporate Affairs (MCA) and Securities and Exchange Board of India (SEBI) without the physical presence of the members at a common venue. The Company has appointed Central Depository Services Limited (CDSL) to provide VOC/VAM facility along with the e-voting facility for the AGM.

The Company has duly sent the electronic copies of the Notice of the AGM containing detailed instructions and information relating to e-voting along with a weblink to access the Integrated Annual Report 2023-24 by email to those members whose email IDs are registered with the Company's Depositories. The said dispatch through email has been completed on August 29, 2024. The Company shall send a physical copy of the Integrated Annual Report 2023-24 to those Members who specifically request for the same at info@kitek.co.in mentioning their Folio No./ DP ID and Client ID. The Notice is also available on the website of the Company at www.kitek.co.in, DSE Limited at www.bseindia.com, and CDSL at www.evotingindia.com.

The facility of casting the votes by Members ("e-voting") will be provided to CDSL. The remote e-voting facility commences on September 25, 2024 at 9.00 a.m. (IST) and shall continue till September 27, 2024 at 5.00 p.m. (IST). The Members of the Company are requested to register their email addresses and mobile numbers with their relevant depositories through their depository participants. Members holding shares in Physical mode, are requested to furnish their email addresses and mobile numbers with the Company's Registrar and Share Transfer Agent, Link Intime India Ltd. at complaints@linkintime.com.

The facility to cast votes remotely is arranged through Central Depository Services Limited (CDSL) and the remote e-voting facility will be available during the following time period:

Commencement of e-voting period: From 9.00 a.m. (IST) on September 17, 2024

End of e-voting: Up to 5.00 p.m. (IST) on September 18, 2024

The remote E-voting facility shall be blocked (DCL) on expiry of aforesaid date and time. Any person, who acquires shares of the Company by becoming a member after dispatch of the Notice of the meeting and holding shares as on the cut-off date, i.e. September 13, 2024, shall be ineligible to vote and password by sending a request to CDSL at helpdesk.evoting@cdslindia.com or to Link Intime India Pvt. Ltd. at complaints@linkintime.com.

Members are permitted to join the AGM through VOC/VAM, 15 minutes before the scheduled time of commencement of AGM and 15 minutes after the commencement of the AGM through the facility provided by CDSL. Members who have voted through remote e-voting can attend the AGM but shall not be able to vote again through the facility provided by CDSL.

In case of any queries/questions regarding e-voting, members may contact the Company's Registrar and Share Transfer Agent, Link Intime India Pvt. Ltd., Phone: 0422 4958951, 2356351 / 6356 E-mail ID: complaints@linkintime.com or Mr. Rakesh Dhall, Manager, Central Depository Services Limited, 28th Floor, Marathon Runner, National Mill Complex, N.H. 50, Mang. Lower Panel (A), Mumbai - 400013 or send an email to helpdesk.evoting@cdslindia.com or call on 022-235654243.

On the Order of the Board

For KITEK

Place: Mumbai, Maharashtra
Date: August 29, 2024
Bhavna Bhatnagar
Company Secretary

