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LA DELL businessline. FRIDAY - AUGUST 30 - 2024

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 21 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 percent of our users, who use Snapchat daily, don't use Facebook and 15 per cent of daily Snapchatters 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 skippable.

Advertisers care about this

MD, Soan 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 mental 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 nackaged goods (CPG). consumer tech, travel, make this mainstream (to Snapchat) 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?

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 community, so we consider it a very strategically important market

globe.

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

Our Bureau Kachi

Tyre exports recouped 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

for thin the Natice of the 40° AGM.

CDSI www.evotioninriis.com

of the 40" AGM.

Place: Chennai, Tamil Nadu

CM (

Date: August 30, 2024

CIR: L1110EGJ1956PLC0298E0

Cherral Office: Laistmi Charbert, 192, St. Marva Raad, Alwarber, Cherral - 500 018.

Ternil Nadu (Incle), Phone: 644-03229000, Pax: 944-06225011/12

Email: foecshaveghore com Website: www.hore.com

40^{TV} ANNUAL GENERAL MEETING OF THE COMPANY

Members are requested to note that the 40° Annual General Meeting (AGM) of the

Company will be held on Thursday, the 25th day of September 2024 at 10.30 a.m.

through Video Conferencing (VC) / Other Audio-Visual Means (DAVM), in

compliance with General Clicular 09/2023 dated Sectember 25, 2023 issued by the

Ministry of Corporate Attains (MCA) and SEBI/HO/CFD/PoD-2/P/CIP/2023/167

dated October 07, 2023 issued by SEBI mereinafter collectively reterred to as "the

Circulars") and all other applicable laws, to transact the businesses that will be set

In compliance 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

Members may note that the Notice and Annual Report of FY 2023-24 will also be

made available on the Company's website www.heec.com, websites of the Stock

Exchanges Le. BSE Limited and National Stock Exchange of India Limited at

www.heeladia.com and www.regindia.com respectively, and on the website of

Members who have not registered their e-mail addresses so far are requested to

registor the same in respect of shares held in domaterialized form with the

Depository through their Depository Participants (DP) and in respect of shares held

in physical form by writing to the Registrar & Share Transfer Agent (RTA) - Link Indime

India Private Limited, "Gestakuni", 1, Bhakti Napar Society, Behind ABS Tower, Old

Potra Road, Vadodara, Gujarat - 330015; Email id: vadodara@linkintima.co.in or

The Company will provide the facility to its Members to exercise their right to vote by

electronic means, both through remote e-woting and e-woting at the ASM. The

detailed instructions on the process of e-voting will be provided as part of the Notice

By order of the Board of Directors

G Josephin Daisy

Company Secretary

Hichaldembolam August 25, 2004

For HINDUSTAN OIL EXPLORATION COMPANY LIMITED

by submitting the KYC forms at https://fib/web.inkintime.co.in/KYC/index.html.

whosee-mail IDs are registered with the Company/ Depository Participants.

stered Office: 1906C House', Tandalja Road, Vadadara - 389 (22), Gujarat (India)

Commerce Ministry. Arnab Bancrice, 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 expected monetary easing also helped growth, he said. Bancrice added that the country's globally-aligned

dian-manufactured tyres are being exported to over 170 regulatory environment for countries. The US was the tyre manufacturing also augurs well for Indian-manuwith a 17 per cent share, folfactured tyres. In terms of lowed by Brazil, Germany, numbers, Passenger Car Ra-France, and Italy.

dial (PCR) tyres accounted In OI, motorcycle tyres for the largest exported catexperienced the highest egory from India, followed growth in export volumes. 38 per cent, followed by by Motorcycle and Farm/ Agri tyres in Q1FY25. In-Truck & Bus Radial (TBR) tyres, 31 per cent. According to Banerjee, downside risks to Indian tyre exports inlargest export destination, clude global supply chain disruptions, geopolitical risks, the West Asia crisis and rising shipping costs.

KITEX HSPEC HINDUSTAN OIL EXPLORATION COMPANY LIMITED Nitex Garments Limited Div Lisi (1NL19829L000553 Rept Diffice : Skip, No. 19496, Kobalkamatarian, Vilanga P. O, Alana, Garala-67.2561 Matheweak/langamaria.com, E-mathanalgiptiangameria.com, No. 3444 268000, Ray, DRAV 268000 NOTICE OF THE 32^{er} ANNUAL GENERAL NEETING

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Members are requested to under their entail addresses and back account details in the following manager

Presse contact your CP and optime your email addresses and bank account details in your denial account, as on the process advised Denut Holding to your DP

Marrises are not asset to assessue the depth in prescribed here: 58-1 along with the supporting documents and other relevant term with RTA of the Company via their investor portial integra, livitation comeaning, and integrating a second result of the second rescind rescind result of th listing: Tel - 014.4/1/00/188

Shareholders may note that the presented forms are evaluate at the website of the Company at www.lobegaments.co

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To avoid delay in receiving divident, shareholders are requested to update their NVC with their depositories (where the shares are held in denatorialized meets) and with the NTA (where the shares are held is physical mode) to meeter divident directly into their hank account on the payout date.

Members may note that pursuant to the income Tax Act. 1961 ("Act") as amended by the Finance Act. 2020, dividend paid or distributed by the Company after April 01, 2020 shall be usuable in the hands of shareholders and therefore the Company is required to deduct "Social Source (TDS) at the time of making the payment of dividend.

In order to enable compliance with TDS requirements, Members are requested to complete and/or workets their residential status, FMN and category with their Depository Perticipant(s) in case shares are held in developing from the case shares are held in physical form, altermentised deals need to be possible with the FRA of the Company by quoting their name and tailo mones. To amail the benefit of mon-detectory have obtaction of DSs mentions are measured to action the monosary occuments (networks) portain of the held of the company occurs and the second of the company of the company occurs of the detectory of the first portain of the detectory of the company of the company of the company occurs of the detectory of the first portain of the interset portain of the detectory of the company of the detectory of th Ris al titos desident careconda conv or ela estali al necostribuarrecinda com. Menters can serei he las ecentation forms to Ris in

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30-08-2024

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S.I. CAPITAL & FINANCIAL SERVICES LIMITED

Read, Office: No.28, Second Floor, New Scheme Road, Pollachi, Coimbatore 642001 Website: www.sicapital.co.in Tel: 04259 - 233304/05

CIN: L67190TZ1994PLC040490

NOTICE OF THE 30[™] ANNUAL GENERAL MEETING AND INFORMATION **REGARDING E-VOTING**

The 30" Annual General Meeting (AGM) of the members of the Company is scheduled on Friday, September 20, 2024, at 11.30 AM (IST) through Video Conferencing / Other Audio Visual Means "VC/OAVM") to transact the business, as set out in the Notice of AGM ("Notice") in compliance with General Circular Numbers 14/2020, 17/2020, 20/2020 33/2020, 39/2020, 10/2021, 20/2021, 03/2022, 10/2022 11/2022 and 09/2023 and all other applicable laws and circulars issued by the Ministry of Corporate Affairs (MCA), Government of Incia 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 VC/OAVM facility along with the remote 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/ Depositories. The sold dispatch through smalls 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@sicapital co.in mentioning their Folio No./ DP ID and Client ID. The Notice is also available on the website of the Company at www.sicapital.co.in. BSE Limited atwww.bseindia.com, and CDSLatwww.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 Reg.44 of the SEBI (Listing Obligations 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 provided with the facility to cast their votes 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 mode, 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 Pvt. Ltd at coimbatore@linkintime.co.in.

The facility to cast votes remotely is arranged through Central Depository Services Limited (CDSL) and the remote e-voting facility will be evailable during the following time period: Commancement 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 19, 2024

The remote E-voting facility shall be blocked by CDSL on expiry of aforesaid date and time. Any person, who acquires shares of the Company and becomes a member after dispatch of the Notice of the meeting and holding shares as on the cut-off date, i.e., September 13, 2024 may obtain the User ID and password by sending a request to CDGL at helpdesk.evoting@cdslindia.com or to Link intime India Pvt. Ltd at coimbatore@linkintime.co.in.

Members are permitted to join the AGM through VC/O/VM, 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 entitled to cast their votes again through e-voting during AGM.

In case of any queriesigrievances regarding e-voting, members may contact the Company's Registrar and Share Transfer Agent: Link Intime India Pvt. Ltd, Phone: 0422 4958995, 2539835 / 636 E-mail ID: coimbatore@linkintime.co.in or Mr. Rekesh Delvi, Manager, Central Depository Services (India) Limited, A Wing, 25th Floor, Marsthon Futurex, Mafatial Mill Compounds, N M Joshi Marg, Lower Parel (East), Mumbai - 400013 or send an email to helpdesk.evoting@cdslindia.com or call on 022-23058542/43

For SI Capital & Financial Services Limited Sujith K Revindranath, **Company Secretary**

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