

MINT MEDIA MARKETING INITIATIVE

RE.IMAGINE: THE POWER OF MARKETING

An evening of empirical marketing insights, a pioneering partnership announcement and a fireside chat between spin twins Anil Kumble and Harbhajan Singh



Anil Kumble and Harbhajan Singh reliving some of the most iconic sporting moments



Prof Byron Sharp speaking about the power of reach



Star Sports CEO Gautam Thakar announcing the partnership with TVision



TVision Insights Co-founder & CEO Yan Liu speaking on 'power of attention'

Celebrating the spirit of innovative thinking and disruption, Star Sports held a thought leadership event Re. Imagine: The power of Marketing - a forum that saw attendance from marketing and media stalwarts in Mumbai and Delhi on the 29th and 30th of October 2018.

A first in the series, the event saw the presence of renowned speakers such as, leading Marketing Science Professor, Byron Sharp, who brought

the **Power of Reach** to life and Mr. Yan Liu, Co-founder and CEO TVision Insights, who spoke about the **Power of Attention**, both the sessions challenged prevalent marketing thought and practice.

In his session on the Power of Reach, Prof Byron Sharp laid out compelling empirical evidence to showcase that Brands can grow only if they focus their advertising on occasional and light buyers, hence reaching as many potential consumers

with an advertising message is a key imperative not to be compromised against the present trends to focus on core and smaller segments with an agenda of optimising on marketing spends.

Mr. Yan Liu, in his session on Power of Attention, brought alive the need to qualify whether the impressions and GRPs delivered with existing plans got the attention of the viewer and consumer. In the muddled and time-starved lives of consumers, grasping and holding on to consumer attention is becoming increasingly difficult. Marketers and media agencies have been striving to qualify the attention aspect but have been constrained by availability of a measurement system for the same. TVision now offers an attention measurement opportunity which can qualify existing TV rating with an attention index which can help marketers and media agencies differentiate amongst GRP/ impression delivery where consumers are actually engaging with the ad stimulus

Star Sports has always endeavoured to be the pioneer of new initiatives that

have been defining and shaping the sports broadcast industry.

Last year, Star India won the rights to the VIVO IPL and launched the platform Re.Imagine with a singular goal to reinvent an established property like the VIVO IPL and bring to fans a viewing experience that is unparalleled.

The platform Re.Imagine was then further expanded when Star India introduced the Re.Imagine Awards to encourage and recognise the efforts of marketers and advertisers for their impactful and innovative campaigns, which were showcased during the VIVO IPL.

In line with the theme of the platform, this time Re.Imagine: The Power of Marketing saw distinguished speakers put forward compelling and ground breaking facts and data to challenge the very foundations and conventional notions of when it comes to marketing and advertising practice.

Present at the event, Star Sports CEO Mr. Gautam Thakar also announced a partnership between Star Sports and TVision to bring the

pioneering attention measurement technology to India.

Mr. Gautam Thakar, CEO, Star Sports said, "Star Sports has always been challenging and shaping the broadcast landscape. In that same pioneering spirit, it gives me great pleasure to announce that Star Sports and TVision will be jointly developing a plan to build an attention measurement system here in India and evolve a mechanism to qualify the impressions that get delivered to the viewers. Over the next few months the TVision team and Star Sports team will be working together and we should definitely uncover some interesting narratives to

share with you all," he also brought alive the fact that on sports as a genre offered the unique distinction of delivering on reach as well as attention to consumers and was a very powerful medium for marketers to leverage their brand and business plans.

The event also witnessed a fireside chat between spin twins Harbhajan Singh and Anil Kumble as they discussed the power of many emotions that sports brings to both sportsmen and to fans. The duo recounted iconic moments on the field and shared anecdotes and intimate moments on and off the field with the audience.



An enthralled audience at Re.Imagine event



Amit Chopra, President & Head Sales, Star India: brought to the fore the big opportunity for brands during the upcoming Vivo IPL and the ICC Cricket World Cup.

Jubilant Industries Limited
CIN: L24100UP2007PLC032909
Registered Office: Bhartiagram, Gajraula, District Amroha - 244 223, Uttar Pradesh, India
Email : investors@jubil.com; Website: www.jubilantindustries.com
Phone: +91-5924-267200

NOTICE

Notice is hereby given pursuant to the provisions of Section 110 of the Companies Act, 2013 (the 'Act') read with Rule 22 of Companies (Management and Administration) Rules, 2014 (the 'Rules') and applicable provisions of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 that the Resolutions as set out in the Notice of Postal Ballot dated October 25, 2018, is proposed to be passed by way of Postal Ballot / Electronic Voting ('e-Voting').

Mr. Sanjay Grover, Managing Partner of Sanjay Grover & Associates (FCS No. 4223, C.P. No.: 3850), Practicing Company Secretaries, has been appointed as the Scrutinizer to scrutinize the e-Voting and Postal Ballot process in a fair and transparent manner.

Members are informed that (a) the Company has completed dispatch of the Notice of Postal Ballot along with the Postal Ballot Forms and self-addressed business reply envelopes through permitted modes on **Monday, November 5, 2018**; (b) the voting period (through Postal Ballot Forms / e-Voting) commences at **9:00 am (IST) on Tuesday, November 6, 2018** and ends at **5:00 pm (IST) on Wednesday, December 5, 2018**; (c) a member, who has not received Postal Ballot Form may apply to the Company and request for a duplicate Postal Ballot Form; (d) in case a member, who has received a Postal Ballot Form, wishes to avail e-Voting facility, he can do so using the user name and password provided on the Postal Ballot Form; (e) a member who intends to vote through e-Voting should exercise his vote by **5:00 pm (IST) on Wednesday, December 5, 2018**; (f) the Postal Ballot Forms duly completed and signed should reach the Scrutinizer by **5:00 pm (IST) on Wednesday, December 5, 2018**; (g) any Postal Ballot Form received from the members after the said date will not be valid and voting, whether by way of physical Postal Ballot Form or e-Voting, shall not be allowed beyond the said date; (h) Voting rights shall be reckoned on the paid up value of the shares registered in the name of the Members of the Company as on the Cut-off Date i.e. **Friday, October 26, 2018**; (i) A person who is not a member as on the Cut-off Date should treat this notice for information purpose only; (j) Notice of Postal Ballot is also available at the Company's website www.jubilantindustries.com as well as on National Securities Depository Limited's website www.evoting.nsdl.com.

For e-Voting instructions, members are requested to go through the instructions given in the Notice of Postal Ballot and in case of any queries / grievances connected with e-Voting, members may refer "Frequently Asked Questions (FAQs) for members" and "e-Voting User manual for members" available at the Downloads section of www.evoting.nsdl.com or contact Mr. Amit Vishal, Senior Manager, National Securities Depository Limited, Trade World, 4th Floor, Kamala Mills Compound, Senapati Bapat Marg, Lower Parel, Mumbai - 400 013, India through e-mail at evoting@nsdl.co.in / amitv@nsdl.co.in or on Toll Free No.: 1800-222-990 / Telephone No.: 022 - 24994360 OR Mr. J. K. Singla, Senior Manager, Alankit Assignments Limited, Alankit Heights, 3E/7, Jhandewalan Extension, New Delhi - 110055, India through email at rta@alankit.com or on Telephone No.: 011-42541234.

The results of the Postal Ballot will be declared at **5:00 pm (IST) on Friday, December 7, 2018**. The result will be displayed at the Registered Office and the Corporate Office of the Company. The results of the Postal Ballot will also be announced through advertisement and communicated to the Stock Exchanges. The said results alongwith the Scrutinizer's Report will also be displayed on the Company's website www.jubilantindustries.com as well as on National Securities Depository Limited's website www.evoting.nsdl.com.

For Jubilant Industries Limited
Dated : November 5, 2018
Place : NOIDA
Abhishek Mishra
Company Secretary

EXTRACT OF UNAUDITED STANDALONE FINANCIAL RESULTS FOR THE QUARTER ENDED 30 SEPTEMBER 2018

PARTICULARS	3 MONTHS ENDED 30 SEPT. 2018 (UNAUDITED) Rs. Crores	YEAR ENDED 31 MAR. 2018 (AUDITED) Rs. Crores	3 MONTHS ENDED 30 SEPT. 2017 (UNAUDITED) Rs. Crores
1. Total Income	2,731.99	9,518.21	2,372.24
2. Net Profit before Exceptional Item and Tax	266.16	1,047.99	247.96
3. Net Profit before Tax	374.45	1,006.16	206.13
4. Net Profit after Tax	268.41	668.35	135.52
5. Total Comprehensive Income	271.27	671.25	133.69
6. Paid up Equity Share Capital (Face Value Re. 1)	85.00	85.00	85.00
7. Other Equity	5,304.31	5,304.31	4,878.59
8. Earnings per Share (Basic & Diluted) (Face Value Re. 1)	Rs. 3.16 #	Rs. 7.86	Rs. 1.60 #

* Exceptional Item for the quarter ended 30th September, 2018 represents profit on sale of property at Guindy, Tamil Nadu.
** As at March 31, 2018.
*** As at March 31, 2017.
Not annualised.

Note :
1. The above is an extract of the detailed format of Quarterly Financial 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 Financial Results are available on the websites of the Stock Exchange(s) (www.bseindia.com and www.nseindia.com) and Company's website www.exideindustries.com.

Mumbai
November 5, 2018

By Order of the Board
Gautam Chatterjee
Managing Director & Chief Executive Officer

EXIDE
EXIDE INDUSTRIES LIMITED
India's No.1 Storage Battery Company
CIN: L31402WB1947PLC014919
EXIDE HOUSE, 59E, CHOWRINGHEE ROAD, KOLKATA - 700020
www.exideindustries.com, e-mail: exideindustrieslimited@exide.co.in