

Hamdard keeps the red spirit flowing

How its 111-year-old flagship brand, Rooh Afza, defies age and evolving tastes to stay on the table

TE NARASIMHAN
Chennai, 15 May

In recent weeks Rooh Afza, the ₹400-crore brand that began its journey as a medicinal drink to beat the dry heat of North India has found itself in the middle of an Internet storm. As stocks ran out across the country, rumours flew thick and fast ascribing the shortage to everything from a family feud to sabotage, earning the brand enviable traction in a medium that still gets a meagre fraction of its significant advertising budgets.

As social media buzzed with memes and jokes and cross-border tweets offering help, the company stepped in to say that there was nothing more to the mystery of the missing brand than an unexpected shortage of ingredients. Rooh Afza was not dying out, Hamdard reassured its legion of fans. "The speculations about family dispute are rumours and the reason for the scarcity was the temporary shortage of some herbal ingredients. The faith of the customers in us ensured that the brand is now back," said the company spokesperson.

Sandeep Goyal, chairman of Mogae Media who worked on the Rooh Afza account briefly, 33 years ago, says the brand has a huge emotional bond with consumers. This is why its disappearance created a social media dust storm, especially since it went off the shelves during Ramzaan when Rooh Afza sits at every Iftar (a meal to break the fast in the evening) table. Sales shoot up by at



The ads talk about the brand's strong ties with Indian families and have, in recent years, targeted the young consumer

least 25 per cent every year during this month.

Such was the frenzy that some customers said they spent three times the price (it sells at around ₹150 a bottle) to buy it off e-commerce platforms. Hamdard Pakistan, set up by the brother of Indian founder, Hakim Hafiz Abdul Majeed, even offered to help its Indian counterpart but that wasn't necessary in the end.

Medicine for the soul

With a share of over 40 per cent in the ₹1,000-odd crore herbal syrups, concentrates and powders market (close competitors would be fruit-based concentrates from private and state-run units) Rooh Afza started its life as a Unani medicinal drink to counter heat strokes, bring down palpitation and prevent water loss. In Urdu, the name means a refresher for the soul.

The herbal brew tasted success soon after its launch and within a couple of years, the Majeed family began packaging it for the market. Mirza Noor Ahmad, an artist, drew the labels of Rooh Afza in several colours in 1910. As

such colourful prints could not be processed in Delhi at the time, they were printed under special arrangement by the Bolton Press of the Parsees of Bombay. A few decades later, Abdul Majeed decided to turn into an everyday summer drink and the rest they say is history.

Early converts to the power of advertising, Hamdard is a big spender in language media and print. The company said that the brand has a healthy double-digit percentage in terms of advertising to sales ratio. Its digital spends are increasing and this will continue as a focus area.

Goyal says, "Its colour and the taste have remained unvarying. This is important and the biggest reason for it having retained customer loyalty." The Rooh Afza taste is branded into the childhood memories of many, although not all may love it, those that do are passionate about their drink.

Keeping with the times

The company said that while it is aware of its heritage, it has done everything to keep up with the times. "To ensure

that we keep on growing, we have always emphasised on investing more in direct distribution, activation in rural areas along with the urban parts and building communication strategies that interact with our potential consumers on their playing fields assuring that we are moving in-line with the changing times," says the spokesperson.

Without tinkering with taste, it has adopted newer forms of packaging and taken to smaller packs for greater penetration. The marketing strategy has also transformed into more insight based advertising to connect with the consumer at an emotive level, the company said.

Its campaigns reflect the vision of togetherness which is what the ads with the tagline, 'Laalach ek kala hai' (Greed is an art) attempt to convey the company said. Ditto for the ads around the tagline 'Ghulke jiyo' (live together). Recently, the brand piloted a ready-to-drink extension — Rooh Afza Fusion aimed at the young. For a brand that has weathered many summers, it still has some time in the sun.



GATEWAY DISTRI PARKS LIMITED

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EXTRACT OF AUDITED FINANCIAL RESULTS FOR THE QUARTER AND YEAR ENDED MARCH 31, 2019

	Standalone			Consolidated		
	Quarter ended 31/03/2019	Year ending 31/03/2019	Corresponding 3 months ended 31/03/2018 in the previous year	Quarter ended 31/03/2019	Year ending 31/03/2019	Corresponding 3 months ended 31/03/2018 in the previous year
1. Total income from operations	10,175.35	36,670.76	8,649.75	11,993.98	43,061.22	10,216.75
2. Net Profit / (Loss) for the period (before tax, exceptional and / or extraordinary items)	4,174.70	10,470.33	1,197.75	3,947.04	11,466.84	3,507.73
3. Net Profit / (Loss) for the period after tax (after exceptional and / or extraordinary items)	3,490.30	8,816.47	804.22	30,077.21	36,519.43	3,245.15
4. Total Comprehensive Income for the period (comprising Profit / (Loss) for the period (after tax) and other comprehensive Income (after tax))	3,470.66	8,807.43	824.63	30,052.84	36,505.76	3,267.63
5. Equity Share Capital	10,872.80	10,872.80	10,872.80	10,872.80	10,872.80	10,872.80
6. Reserves (excluding Revaluation Reserve as shown in the Audited Balance Sheet of previous year)		64,389.98	60,661.20		121,307.50	90,051.49
7. Earnings Per Share of Rs. 10/- each (for continuing and discontinued operations)						
8. Basic :	3.21	8.11	0.74	27.66	33.58	2.95
9. Diluted:	3.21	8.11	0.74	27.66	33.58	2.95

Notes : 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 and Other Disclosure Requirements) Regulations, 2015. The full format of the Financial Results are available on the Stock Exchange websites - www.bseindia.com and www.nseindia.com and on the Company's website - www.gateway-distriparks.com. 2. The above audited financial results for the quarter and year ended March 31, 2019, have been reviewed by the Audit Committee and taken on record by the Board of Directors of the Company at their respective meetings held on May 14, 2019. The Statutory Auditors have given an unqualified report on the above results.

On behalf of the Board of Directors
For Gateway Distriparks Limited
Prem Kishan Dass Gupta
Chairman and Managing Director

Place: New Delhi
Dated: May 14, 2019



ANJANI PORTLAND CEMENT LIMITED

CIN: L26942MH1983PLC265166

Regd Office : A-610, Kanakia Wall Street, 6th Floor, Andheri Kurla Road, Chakala Junction, Andheri (East), Mumbai - 400093 Tel No: +91-22-62396051 Website: www.anjanacement.com

Extract of Audited Financial Results for the Quarter and Year ended 31 st March, 2019

(Rs in Lakhs except for EPS)

Sl.No	Particulars	Three Months Ended			Year Ended	
		31.03.2019	31.12.2018	31.03.2018	31.03.2019	31.03.2018
		Audited	Unaudited	Audited	Audited	Audited
1	Total income from Operations	12,024	11,005	9,915	43,747	37,359
2	Net Profit for the period (before tax, Exceptional/ Extraordinary Items)	1,853	372	946	3,665	3,568
3	Net Profit for the period Before Tax, (after Exceptional/Extraordinary Items)	1,853	372	946	3,665	3,568
4	Net Profit for the period After Tax (after Exceptional/Extraordinary Items)	1,151	237	620	2,316	2,344
5	Total Comprehensive Income for the period (Comprising Profit for the period after tax and Other comprehensive income after tax)	1,154	227	644	2,302	2,354
6	Paid up Equity Share Capital	2,529	2,529	2,529	2,529	2,529
7	Reserves Excluding Revaluation Reserve	21,636	20,481	19,944	21,636	19,944
8	Earnings per Share (EPS) (Basic & Diluted)	4.55	0.94	2.45	9.16	9.27

Notes:

1 The above is an extract of the detailed format of Quarterly and Year ended Financial Results filed with the BSE Ltd and NSE Ltd under Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. The full format of the Results is available on the Stock Exchange website (www.bseindia.com & www.nseindia.com) and the Company's website (www.anjanacement.com).

For and on behalf of the Board of Directors of
Anjani Portland Cement Ltd.,

A. Subramanian
Managing Director
(DIN: 06693209)

Place : Chennai
Date : 15.05.2019

▶ FROM PAGE 1

Tata Chemicals transfers consumer biz to Tata Global

Also, Tata Chemicals will see its revenue (including inter-segment sales) decline by 15 per cent to ₹10,336 crore.

Apart from Tata Salt and Tata Sampann, which is into spices, pulses and snacks, the demerger will see the transfer of a little-known brand called Tata Dx, a detergent powder, to Tata Global. Launched by Tata Chemicals on a pilot basis in West Bengal in the March quarter, this brand is likely to get an aggressive push from Tata Global in future as it eyes a foray into home care. Top sources in the group say this is one of the key legs of the consolidation drive in consumer, which will unfold in the months ahead.

Tata Global will also be able to extract nearly ₹150 crore of synergies from the transaction over the next 18-24 months, which is 2-3 per cent of the combined branded business, the company said during a conference call after the announcement. These synergies will improve Ebitda of the combined business.

Bank of America Merrill Lynch advised Tata Global on the deal, while Tata Chemicals was advised by JP Morgan. On Wednesday, the stocks of Tata Global and Tata Chemicals were down 0.8 per cent and 2.9 per cent to ₹198.75 and ₹557.40 per share, respectively,

on the BSE, even as the broader market remained weak. Investors are likely to react positively to the news on Thursday, sector analysts said.

"This is the first step in our endeavour to grow in a broader set of categories. In addition to tea, coffee and water, we will now have food brands such as Tata Salt and Tata Sampann as part of our portfolio, giving us a presence in segments such as salt, spices, pulses and snacks," Ajoy Mishra, MD & CEO, Tata Global, said during the call.

Tata Chemicals will continue to manufacture Tata Salt, while the brand will now be owned and marketed by Tata Global, the group clarified on Wednesday. Tata Chemicals will also have a smaller but "focused" portfolio, including a presence in chemistry and specialty products such as soda ash, bicarbonate and silica.

"This is an amalgamation of the fast-moving consumer goods businesses of the two companies (Tata Global and Tata Chemicals) and the idea was to ensure that synergistic units came together," said Harish Bhat, brand custodian, Tata Sons.

The ₹1,847-crore consumer products business of Tata Chemicals contributed 15 per cent to the company's top line (including inter-segment revenue) in 2018-19 (FY19). Contribution to the profit before interest and tax was nearly 18 per cent at ₹314 crore in the year under review.

The coming together of food and beverages under Tata Global will lend a significant heft to the latter and will see it compete with the likes of Hindustan Unilever, Nestle and Britannia, said Abneesh Roy, senior vice-president, research, institutional equities, Edelweiss. "The company may also look at acquisitions in the space like it has in beverages," he added.

The move to get into foods was first mooted during Ratan Tata's chairmanship, but was never executed as Tata Global chose to consolidate its core beverage business after a string of acquisitions between 2000 and 2010, largely in foreign markets.

Tata Global closed FY19 with a top line of ₹7,252 crore, a year-on-year growth of 6.4 per cent, while profit after tax declined 16.4 per cent from a year earlier to ₹474 crore due to exceptional items. Under Chandrasekaran, it has switched focus to its India business, which contributes 49 per cent to its branded business. The overall branded business gave the company nearly 89 per cent of its revenue in FY19. This contribution is expected to go up in the next few years as it gets out of tea estates, which make up its

non-branded operations in addition to its subsidiary Tata Coffee.

Jet lenders...

"There are quite a few interested parties who have evinced interest to invest in the company. Etihad's bid to acquire 24 per cent can form the basis for guidance and can be treated as some sort of a floor for other investors," he said. However, the authenticity of the bids needs to be checked before taking a decision, sources close to the development said. "The situation looks to be extremely difficult with Etihad unwilling to relax its conditions. While NCLT is not a favoured route, there will be no other option left," the bank executive said. Jet Airways has a liability of around Rs 15,000 crore, including a bank debt of Rs 8,500 crore. Etihad, in its conditions, asked for a write off of 80 per cent of the bank debt. As part of the process, SBI Caps, the investment banking subsidiary of SBI, has reached out to various Indian conglomerates and government-owned National Infrastructure Investment Fund . It has also started discussion with unsolicited bidders like London-based Adi Partners and Darwin Platform Group, which has investments across various sectors including oil and gas, hospitality and realty. "SBI Caps called us. We wanted to understand the liability and assets of Jet Airways," Darwin Group's CEO Rahul Ganpule said, adding that he has offered to invest ₹14,000 crore to acquire the grounded airline. Sanjay Viswanthan, chairman of AdiGroup, had earlier told Business Standard that the venture is willing to acquire up to 24 percent stake in the airline. "We will be bidding for 24 per cent stake because we don't want to trigger an open offer as it will cause a big-value leakage. The 24 per cent stake will be good enough to run the company if we get a right partner," he had said. An executive of SBI Caps confirmed that discussions have started with the unsolicited bidders. "Discussions are going on but we need to ascertain their seriousness and capability to invest. We have asked them for documents and proofs of investible funds," the executive said. An executive of a company which has done due diligence for Jet Airways said it would be difficult to find a single entity which has the capability and willingness to acquire Jet Airways. "The cost of recapitalising Jet Airways is increasing every day. Despite grounding operations, the airline has an expenditure of at least Rs 120-130 crore per month where as it is not earning anything. So there should be a large anchor investor willing to take the bet and also amenable to work with Etihad. I don't think it will be easy," the person said.

Indian rules don't allow foreign aviation companies to hold more than 49 per cent, making things more complex. "I can count on my fingers the number of Indian conglomerates capable of taking such a large bet," he said.

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Website: www.talbro.com
E-mail: seema_narang@talbro.com, Phone No: 0129 2251482

NOTICE
Notice is hereby given pursuant to Regulation 47 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 that a meeting of the Board of Directors of the Company will be held on **Wednesday, 29th May, 2019** inter alia to consider, approve and take on record the Audited Financial Results of the Company for the quarter and financial year ended March 31, 2019 and to consider the recommendation of Dividend for the financial year ended March 31, 2019, if any.

Further as per the Company's Code of Conduct for Prohibition of Insider Trading, the "Trading Window" for the above purpose will continue to remain closed till May 31, 2019.

The Notice is also available on the Company's website www.talbro.com and on the website of the stock exchanges where the Company's shares are listed viz: www.bseindia.com and www.nseindia.com.

For Talbros Automotive Components Limited
Sd/-
Seema Narang
Company Secretary
Place: Faridabad
Date: 15.05.2019

DIXON TECHNOLOGIES (INDIA) LIMITED
Registered Office: B-14 & 15, Phase-II, Noida, Gautam Buddha Nagar, UP-201305
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NOTICE
Pursuant to Regulation 47 read with Regulation 29 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, notice is hereby given that a meeting of the Board of Directors of the Company is scheduled to be held on Friday, 24th May, 2019, at the Registered Office of the Company to inter-alia, consider and approve the Audited Financial Results (Standalone and Consolidated) of the Company for the Quarter and Financial Year ended March 31, 2019 along with statement of Assets and Liabilities as on March 31, 2019.

Further, in accordance to the Reg. 46 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, the details of the aforesaid meeting are available on the website of the Company i.e. www.dixoninfo.com and the website of the Stock Exchanges where the Company's shares are listed viz. BSE Limited (www.bseindia.com) and the National Stock Exchange of India Limited (www.nseindia.com).

For Dixon Technologies (India) Limited
Sd/-
Ashish Kumar
Gr. Company Secretary & Compliance Officer
Place: Noida
Date: May 15, 2019

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