



FMCG cos stock up on supplies in Ayodhya

Firms ramp up marketing campaigns, get ready with new products

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NEW DELHI

Makers of packaged foods and beverages are ramping up supplies of their products in Ayodhya, as well as activating on-ground marketing campaigns, to capitalize on the surge in footfalls the pilgrim town of north India is expected to see ahead of the temple inauguration on 22 January.

Bottled water brand Bisleri is augmenting supplies across all road routes leading to the city as well as key consumption centres in Ayodhya. The company is also setting up a plant in the city that is set to become operational over the next few months. "We are ensuring responsible consumption and disposal of used plastic in collaboration with municipal authorities. We have a new plant coming up in Ayodhya which will be operational in a few months," said Angelo George, CEO, Bisleri International.

The seven-day religious rituals for the Ayodhya Ram Temple 'Pran Pratistha' ceremony that commenced on 16 January and will continue till 22 January is expected to draw huge crowds. Prime minister Narendra Modi is expected to inaugurate the temple next week—that is likely to draw lakhs of daily visitors by the end of the year. Companies said they are expecting greater religious tourism in the city—that has seen an infrastructure upgrade in recent years with a swanky new airport and wider roads.

Makers of packaged goods use such occasions to sample new products as well as generate trials for existing brands. These events also translate into high footfalls, giving brands an opportunity to drive on-ground brand activations.

Packaged foods maker Parle Products said the days leading up to the 22 January



Ayodhya is expected to see huge footfalls ahead of the Ram temple inauguration. **AFF**

inauguration will be "massive". "We have significantly increased distribution across biscuits, confectionery and snacks across touch-points. Not just in Ayodhya, but even in nearby towns and cities. The company is also investing in marketing activities on-ground such as setting up of experience zones in the city for its brands like Realjuices, Dabur Amla hair oil and Dabur Vedic Tea, said Mohit Malhotra, CEO, Dabur India Ltd. Dabur has tied up with dhabas and eateries on the Lucknow, Gorakhpur and Varanasi highways leading up to Ayodhya. Dabur is brand-

ing these dhabas with key brands like Hajmola and Real, besides undertaking extensive sampling of its product range here, said a company spokesperson. Beverage maker Coca-Cola and its bottling partners in the state, is increasing the availability of vending machines in the area and working with retailers to stock up its low unit packs.

WELL PREPARED

COMPANIES said they are expecting greater religious tourism in the city

MAKERS of packaged goods use such occasions to sample new products

SUCH events give brands an opportunity to drive on-ground brand activation

Parle Products.

Buddha equated the intensity of the event to the Kumbh Mela, among the largest religious congregations seen in India, though the latter stretches over a longer duration and sees a more consistent flow of pilgrims. Parle has also been sponsoring the "Ayodhya ki Ram Leela" a two-hour play that stretches over 10 days over

the last two years. Homegrown fast moving consumer goods company Dabur India is ramping up distribution of its products in the city expecting a surge in demand for daily essentials. The company is also investing in marketing activities on-ground such as

setting up of experience zones in the city for its brands like Realjuices, Dabur Amla hair oil and Dabur Vedic Tea, said Mohit Malhotra, CEO, Dabur India Ltd. Dabur has tied up with dhabas and eateries on the Lucknow, Gorakhpur and Varanasi highways leading up to Ayodhya. Dabur is brand-

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पत्रांक : वाई.ई.ए./GM(P)/2024/869 दिनांक : 15/01/2024

ई-निविदा आमंत्रण सूचना

निम्नलिखित कार्य हेतु केन्द्र सरकार/राज्य सरकार/केन्द्र शासित/अर्द्धशासित/सार्वजनिक उपक्रमों के कार्यों का काम से कम चार वर्ष का अनुभव रखने वाले ठेकेदारों/फर्मों से ई-निविदाये आमन्त्रित की जाती है। ई-प्रोक्वोरमेंटसोल्यूशन द्वारा निविदाये डिजिटल पद्धति से खोली जायेगी।

कार्यालय आदेश संख्या : वाई.ई.ए./GM(P)/2024/868 दिनांक 15.01.2024 के अनुपालन में यमुना एक्सप्रेसवे औद्योगिक विकास प्राधिकरण की कार्यों में संविदाकार द्वारा बिल ऑफ क्वान्टिटी (बीओक्यू) पर डाले गये 10 प्रतिशत कम दरों तक 0.5 प्रतिशत प्रति एक प्रतिशत कम दर पर तथा उसके पश्चात 10 प्रतिशत से अधिक कम दरों पर 1.00 प्रतिशत प्रति एक प्रतिशत कम दर पर सिक्वोरिटी/परफॉर्मन्स गारन्टी प्राप्त की जायेगी तथा परफॉर्मन्स गारन्टी एफडीआर/सीडीआर/बैंक गारन्टी/एनओएससीओ के रूप में न्यूनतम संविदाकार द्वारा अनुबन्ध गठन से पूर्व देनी होगी, जो कार्य के अन्तिम बीजक होने के बाद वापिस होगी।

क्रम सं.	कार्य का नाम/वर्क सर्किल	अनुमानित लागत
1.	Supplying and Stacking of Bhusa for Jewar Bangar Gaushala yeida Wc-06	₹. 88.18 लाख
2.	P/o Trees shrubs on central verge and green belt towards sec 32 side and remaining length of 100 mtr road between sec 29 & 33 with two year maintenance for yeida Wc-Horti	₹. 19.27 लाख

जिन्हें दिनांक 18.01.2024 से 29.01.2024 को 5.00 बजे तक अपलोड किया जा सकता है। प्राप्त ई-निविदाओं की प्री-क्वालीफिकेशन दिनांक 30.01.2024 को प्रातः 11.00 बजे खोली जायेगी।

क्रम सं.	कार्य का नाम/वर्क सर्किल	अनुमानित लागत
3.	Supplying and Stacking of Khal Choker Chilka and Bhusa for Gaushala in Village-Faleda Bangar yea Wc-06	₹. 202.31 लाख
4.	C/o Service road on 45.0m wide road in Sector-18 (Node (455-458 1098-1105, 1106-1110, 1111-1114A and 1115-1122) Part in yea Wc-01	₹. 783.81 लाख

जिन्हें दिनांक 18.01.2024 से 05.02.2024 को 5.00 बजे तक अपलोड किया जा सकता है। प्राप्त ई-निविदाओं की प्री-क्वालीफिकेशन दिनांक 06.02.2024 को प्रातः 11.00 बजे खोली जायेगी।

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E-Tender Notice

Tender ID	Work Description	Last Date
34886	Civil Renovation work of Late Shri Mansinghbhai Patel and Motibhai Chaudhary Statue At DSD, Mehsana.	08/02/2024
34904	Supply, Installation, Commissioning and Testing of Hydraulic goods Lift for yogurt & paneer section at Dudhmotsagar Dairy, Dharuhera and UHT Plant at Dudhmotsagar Dairy, Manesar.	08/02/2024
35733	Supply of formal shoes for employees at Dudhsagar Dairy - Mehsana and Dudhmotsagar Dairy - Dharuhera.	08/02/2024
35947	Design, Supply, Installation, Testing and Commissioning of Standalone HVAC And FAV System (Clean Room) as Turn Key Project at Yogurt Packing Section of Dudhmotsagar Dairy, Dharuhera- Unit Of Dudhsagar Dairy, Mehsana.	08/02/2024
35988	Supply of modular belt conveyor for new UHT milk packing machine at Dudhmotsagar Dairy, Manesar.	08/02/2024
34211	ARC of various Consumables and Spares of Cattle feed Pellet Mill and Hammer Mill at Ubkhal CFP and Jagudan CFP.	07/02/2024
36061	Re-tender ARC for Refrigeration, Cooling Tower and Condensor Chemicals at Dudhmotsagar Dairy, Dharuhera.	01/02/2024

E-Tender Website: tender.nprocure.com

For details refer tender document available on e-tender website. We regularly publish e-tender on above website.
Date: 18/01/2024 I/C Managing Director

CHHATRAPATI SAMBHAJINAGAR MUNICIPAL CORPORATION
CORRIGENDUM

Please refer to the Chhatrapati Sambhajinagar Municipal Corporation Tender NIT No. - OC/CSMC/SWM/39/2024 on 17-01-2024. In the Notice, against the 'Date of opening of Technical bids', error in the mentioned date and time. The correct date for the event is 12/02/2024 at 15:30 hours. The above correction may please be noted. Other terms and conditions will remain the same.

Sd/-
Deputy Commissioner - 5
For Chhatrapati Sambhajinagar Municipal Corporation

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1. Reserve Bank of India, Mumbai Regional Office invites E-tenders under Two - Bid system (Technical Bid & Financial Bid) for "DEPLOYMENT OF FIREMAN AT VARIOUS PREMISES OF RESERVE BANK OF INDIA, MUMBAI" for estimated cost of ₹.92,00,000/- (excluding GST). The period of contract will be up to March 31, 2025 from the date of award of work. For full details of eligibility as well as for downloading the tender-form, please visit our website <https://www.rbi.org.in>.
2. Online tenders will be available for viewing/download from **11.00 AM on 18-01-2024** from the website www.mstcecommerce.com.
3. The last date for submission of E-tender on MSTC portal (www.mstcecommerce.com) is till **12.00 Noon on 26-02-2024**.
4. The Bank reserves the right to reject any tender without assigning any reason thereof.

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Statement of unaudited consolidated financial results for the quarter and nine months ended December 31, 2023

Particulars	(INR in Lacs except Earnings per share data)					
	Quarter ended		Nine months ended			Year ended
	December 31, 2023 (Unaudited)	September 30, 2023 (Unaudited)	December 31, 2022 (Unaudited)	December 31, 2023 (Unaudited)	December 31, 2022 (Unaudited)	March 31, 2023 (Audited)
Revenue from operations	1,055	809	1,035	2,761	2,622	3,625
Loss before exceptional items and tax	(588)	(720)	(505)	(1,988)	(1,833)	(2,433)
Loss before tax after exceptional items	(588)	(1,156)	(505)	(2,424)	(1,833)	(2,433)
Loss after tax after Non-Controlling Interest for the period (after exceptional items)	(358)	(647)	(303)	(1,408)	(1,049)	(1,415)
Total Comprehensive loss after Non-Controlling Interest	(356)	(641)	(303)	(1,402)	(1,050)	(1,424)
Paid-up Equity Share Capital (Face Value - INR 10/- per share)	6,689	6,689	6,689	6,689	6,689	6,689
Other Equity excluding Revaluation Reserves as per the audited balance sheet	-	-	-	-	-	(13,264)
Loss Per Share (of INR 10/- each)	Not Annualised	Not Annualised	Not Annualised	Not Annualised	Not Annualised	Not Annualised
Basic and Diluted	(0.54)	(0.97)	(0.45)	(2.10)	(1.57)	(2.12)

Notes:

1. The above unaudited consolidated financial results for the quarter and nine months ended December 31, 2023 were reviewed and recommended by the Audit Committee and were approved by the Board of Directors at their respective meetings held on January 16, 2024. The Statutory Auditors of the Company have conducted "Limited Review" of these results in terms of Regulation 33 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, "SEBI (LODR)" as amended and have issued an unmodified review opinion.
2. The consolidated financial results have been prepared in accordance with the Indian Accounting Standards ("Ind-AS") prescribed under Section 133 of the Companies Act, 2013 read with Companies (Indian Accounting Standards) Rules as amended from time to time.
3. Additional Information on Standalone financial results is as follows :-

Particulars	(INR in Lacs except Earnings per share data)					
	Quarter ended		Nine months ended			Year ended
	December 31, 2023 (Unaudited)	September 30, 2023 (Unaudited)	December 31, 2022 (Unaudited)	December 31, 2023 (Unaudited)	December 31, 2022 (Unaudited)	March 31, 2023 (Audited)
Revenue from operations	-	-	-	-	-	-
Loss before tax	(114)	(885)	(90)	(1,110)	(223)	(1,724)
Loss after tax	(114)	(885)	(90)	(1,110)	(223)	(1,731)
Total Comprehensive Loss	(114)	(885)	(90)	(1,110)	(223)	(1,731)

For and on behalf of the Board of Directors
Praveen Someshwar
Chairman
Date: January 16, 2024
DIN: 01802656

