



**Crayons Advertising Limited**  
Formerly known as Crayons Advertising Pvt. Ltd.  
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CIN: U52109DL1986PLC024711

Date: 23.11.2023

M/s National Stock Exchange of India Ltd.  
Exchange Plaza  
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Bandra Kurla Complex  
Bandra (E), Mumbai-400051  
Ph.: 022-26598100-8114

**Scrip Code: CRAYONS**

**Sub: Newspaper Publication regarding the Extra-Ordinary General Meeting and E-voting information.**

Dear Sir/Ma'am,

This letter is in reference to the captioned subject in this regard we are enclosing herewith copy of Newspaper Publication regarding the **Extra-Ordinary General Meeting** of the Company to be held on **Thursday, 14<sup>th</sup> December, 2023** and e-voting information in terms of section 108 of the Companies Act, 2013 read with the Rule 20 of Companies (Management and Administration) Rules 2014 (as amended) and Regulation 44 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations 2015, published in the following newspapers:

1. Financial Express dated November 23, 2023 (Thursday) (English) Published from New Delhi.
2. Jansatta dated November 23, 2023 (Thursday) (Hindi) published from New Delhi.

Newspaper clippings are also enclosed herewith.

You are requested to please take the same in your record.

Thanking you,

Yours Sincerely,

For Crayons Advertising Limited

For **CRAYONS ADVERTISING LIMITED**

**COMPANY SECRETARY**

Gagan Mahajan  
Compliance Officer

# AIRBNB FASTEST-GROWING IN 2023

## Brand growth slows; Apple tops list for 11th time

**BMW enters top 10 for first time in Interbrand report**

**FE BUREAU**  
Mumbai, November 22

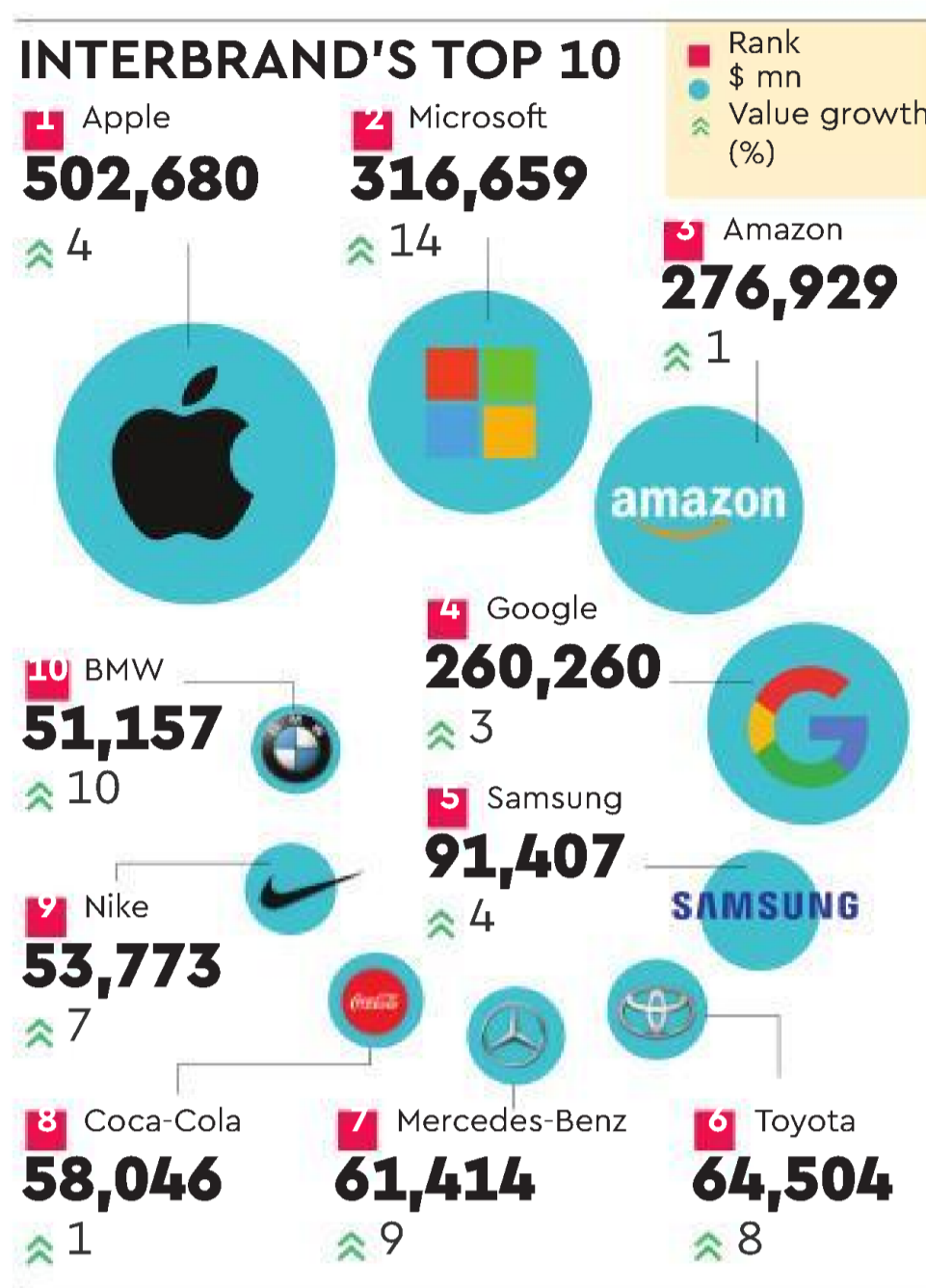
MANY OF THE world's top 100 brands are in a state of stagnation, according to Interbrand's Best Global Brand Report 2023. Brands grew 5.7% in value this year compared with 16% last year, taking the total brand value to \$3.3 trillion (it was \$3.1 trillion in 2022).

Apple remains the top global brand 11 years in a row, the report said, while Airbnb is the fastest-growing.

Interbrand cited lack of growth mindset, conservative brand leadership and uncertain forecasting behind the slowdown. "There is a need for improved business cases and better brand management to drive future investment and sustain growth within traditional sectors and beyond," Gonzalo Brujo, global CEO, Interbrand, said.

While the top 5 spots on Interbrand's list have been taken by technology brands, there are three automobile brands and two consumer brands among the top 10.

This year's top rising brand, Airbnb, saw its value increasing 21.8%. It also jumped eight places on the table — from No. 54 to No. 46. "The brand's sig-



nificant increase in value is in part due to its strong investment in brand and solid financial outlook," the report said. Airbnb's revenue was up 40% in 2022 vis-a-vis 2021 and is expected to rise an additional 13% in 2023 (vs 2022).

The strongest performing sectors were automotive and luxury with sector value rising

9% and 6.5%, respectively. BMW entered the top 10 for the first time, with Porsche (at No. 47), Hyundai (at No. 32) and Ferrari (at No. 70) also performing well.

Zara at No. 43 and Sephora at No. 97 were the two retail stars on the table with brand value rising 10% and 15%, respectively.

# Low-key early audition for T20 World Cup

**TUSHAR BHADURI**  
New Delhi, November 22

PLAYERS AND FANS should be excited if they find it difficult to get excited about a five-match T20I series three days after the World Cup final. But such are the vagaries of the international cricket calendar that the two countries that contested the Grand Final of the 50-over format will face off in the shorter format, starting in Vizag on Thursday.

Though there may not be too many of the players who featured in Ahmedabad on Sunday in action in the first T20I, it reminds one of the ODI series England had to stay back in Australia for after winning last year's T20 World Cup.

With the next marquee world event, in the T20 format, just over six months away in the Caribbean and the United States, there's not much time to ponder, even though the Indian and Australian players that turned up at venues around the country would have craved some down time to reflect over everything that had taken place, get over the loss, or in the Aussies' case, celebrate properly.

But the upcoming series is important with the contours of the Indian T20 World Cup line-up yet to take shape. Hardik Pandya, who seems to be the captain-designate for the format, is out injured and apart from Suryakumar Yadav, who will be at the helm, Ishan Kishan and Shreyas Iyer are the only players in the squad who tasted action in the 50-over World Cup, with the latter only available for the last two games of the series.

Surya didn't set the world on fire in the World Cup but has



Captain Suryakumar Yadav (right) interacts with team coach VVS Laxman during a practice session on the eve of the first T20 match between India and Australia, in Visakhapatnam

now returned to his favourite format, in which he's the No. 1-ranked and arguably the most feared batsman in the world.

There's even more fluidity in the Australian camp. They don't even have a designated captain for the format. Wicket-keeper-batsman Matthew Wade, who will lead the side in the series, is unsure of his place in the World Cup squad. Pat Cummins has won both the World Test Championship and the 50-over World Cup as skipper, and there will be a temptation to give him the reins of the T20 side as well. He is a calm and impressive individual, but the selectors will have to take a call whether that will be too much on the plate of arguably the most important current player in Australian cricket.

Hence, both sides have several holes to fill, and the series gives an opportunity to those on

the fringe to push their case.

Rohit Sharma, Virat Kohli and KL Rahul haven't played any T20Is since India's semifinal thrashing at the hands of England at last year's World Cup. Shubman Gill and Ravindra Jadeja have been rested, and the same is the case with Jasprit Bumrah, Mohammed Shami, Mohammed Siraj and Kuldeep Yadav.

### Chance to impress

Among those in the squad, Yashvi Jaiswal made a blockbuster start to his Test career, after being a consistent and prolific scorer in IPL, while Rinku Singh has indicated that he can make the transition from franchise cricket to the international stage. Tilak Varma has shown enviable talent and temperament, and Rituraj Gaikwad is good enough to be in the reckoning. Wicketkeeper Jitesh

Sharma has also got people talking about his finishing skills in the IPL. With many of them being left-handers, it gives selectors options in terms of matchups, which is a much-talked-about aspect of T20 cricket.

Pandya will return to the line-up after recovering from his ankle injury, and depending on which of the other seniors remain part of the T20 set-up, these players would think that a good run may result in a T20 World Cup spot. Shivam Dube may be used as a seam-walker all-rounder.

With the cream of India's seam-bowling crop taking time off, the likes of Prasad Krishna, Avesh Khan, Arshdeep Singh and Mukesh Kumar will be expected to throw their hats in the ring ahead of the marquee event.

Ravi Bishnoi is the only leg-spinner in the squad while Axar

Patel, who is coming off an injury, and Washington Sundar provide variety.

### Short turnaround

Travis Head, Steve Smith, Glenn Maxwell, Adam Zampa and Josh Inglis were constant through the Australian winning run in the World Cup, but it remains to be seen how many, if any, of them will take the field on Thursday. T20 cricket is not Smith's strongest format, and he didn't have a great World Cup with the bat either. But his inclusion in the squad, even while fellow veteran David Warner was subsequently withdrawn, shows that the Test legend remains in the scheme of things ahead of next year's event. The other four names made vital and match-winning contributions at some point of the recent World Cup.

Marcus Stoinis was not in the playing XI for the semifinal and final, but his power-hitting may come handy in the shorter format.

The pace bowling line-up of Kane Richardson, Sean Abbott, Nathan Ellis and Jason Behrendorff, apart from leg-spinner Tanveer Sangha, may not invoke awe, but know that they have to do in T20 cricket. Cummins, Mitchell Starc and Josh Hazlewood, as also Mitchell Marsh, were instrumental in Australia winning the T20 World Cup a couple of years ago, and are likely to be selected for the trip to the US and West Indies, if they make themselves available.

Apart from impressing national selectors, it's also a chance for the Australian players to catch the eye of franchisees ahead of the IPL auction next month. Head, for one, is likely to be a subject of hectic bidding.

## Income tax refund faster now: CII survey

AS MANY AS 89% of individuals and 88% of firms are of the view that there has been a greater reduction in waiting time to get an income tax refund in the last five years

between 2018-2023, a CII survey has said.

The CII Income Tax Refund Survey presented to finance minister Nirmala Sitharaman also found that 75.5% of

the individuals and 22.4% of the firm-level respondents did not pay TDS (tax deducted at source) over and above their estimated tax liability.

## Rohit Sharma unlikely to play T20Is in near future

**PRESS TRUST OF INDIA**  
New Delhi, November 22

INDIA'S ODI AND Test captain Rohit Sharma is unlikely to play T20 Internationals anymore and had discussed his future in the shortest format before the start of the 50-over World Cup,

according to sources in the BCCI.

Rohit hasn't played a single game in the format since India's T20 World Cup semifinal exit in November 2022. Hardik Pandya has mostly led the Indian team in T20Is since then. The 36-year-old India skipper has played 148 T20Is scoring 3,853 runs at a

strike rate of nearly 140 with four hundreds.

"It is not a new development.

Rohit hasn't played any T20Is in past one year as the focus was on ODI World Cup. He had extensive discussions with chairman of selectors Ajit Agarkar in this regard. He has himself volun-

teered to stay away from T20Is. It has completely been Rohit's call," a BCCI source told PTI.

After Rohit, India has four openers — Shubman Gill, Yashasvi Jaiswal, Ishan Kishan and Rituraj Gaikwad — and all of them are proven IPL performers. If the younger crop does not

perform, the selectors or the BCCI brass might just ask Rohit to reconsider his current stand.

It is understandable that at this stage of his career, Rohit would like to manage his workload and ensure he remains mostly injury free for remainder of his career.

**RP - Sanjiv Goenka Group**  
**firstsource**  
**Firstsource Solutions Limited**  
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Web: www.firstsource.com Email: compliance@firstsource.com

**NOTICE**

Notice pursuant to Section 201 of the Companies Act, 2013, is hereby given to the members of Firstsource Solutions Limited ("the Company") that the Company intends to make application to Central Government for:

- The approval under section 196, 197 read with Schedule V and other applicable provisions, if any of the Companies Act, 2013 for appointment of Mr. Ritesh Idnani (DIN: 06403188), non-resident Indian as Managing Director and CEO of the Company for the period of five (5) years with effect from 01<sup>st</sup> September, 2023.

The aforesaid appointment of Mr. Ritesh Idnani (DIN: 06403188), non-resident Indian as Managing Director and CEO of the Company has been approved by the shareholders of the Company through postal ballot on 27<sup>th</sup> October, 2023.

By the order of the Board  
For Firstsource Solutions Limited  
Sd/-  
Pooja Nambiar  
Company Secretary

Place: Mumbai  
Date: November 22, 2023

**FORM A**  
Public Announcement  
(Under Regulation 6 of the Insolvency and Bankruptcy Board of India (Insolvency Resolution Process for Corporate Persons) Regulations, 2016)  
**FOR THE ATTENTION OF THE CREDITORS OF**  
**M/s SUDHA SIVA TRADERS PRIVATE LIMITED**  
**RELEVANT PARTICULARS**

|  |   |
|--|---|
| 1. Name of Corporate Debtor  | SUDHA SIVA TRADERS PRIVATE LIMITED  |
| 2. Date of incorporation of Corporate Debtor   | 23/12/2011  |
| 3. Authority under which Corporate Debtor is incorporated/registered   | Register Of Companies (ROC) - Chennai   |
| 4. Corporate Identity Number of Corporate Debtor   | U51909TN2011PTC083725   |
| 5. Address of Registered Office and Principal Office (if any) of the Corporate Debtor  | No.602, Laxmipuram, Sembarambakkam, Chennai, Tamilnadu  |
| 6. Insolvency Commencement Date in respect of the Corporate Debtor   | 17-11-2023 (Order copy made available on 21-11-2023)  |
| 7. Estimated date of closure of Insolvency Resolution Process  | 14-05-2024  |
| 8. Name and registration number of the Insolvency Professional acting as interim resolution professional                                 | Mummaneni Vazra Laxmi<br>IBBI/PA-001/IP-P00919/2017-2018/11526  |
| 9. Address and e-mail of the interim resolution professional, as registered with the Board   | Flat No.107, V.V.Vintage Residency, Somajiguda, Hyderabad-500082<br>Email id: emailtolak@gmail.com and cirsudhasiva@gmail.com |
| 10. Address and e-mail to be used for correspondence with the Interim Resolution Professional  | Flat No.503, Sri Aditya Land Mark Somajiguda, Hyderabad-500082<br>Email id: emailtolak@gmail.com and cirsudhasiva@gmail.com   |
| 11. Last date for submission of claims   | 06-12-2023  |
| 12. Classes of creditors, if any, under clause (b) of sub-section (6A) of section 21, ascertained by the Interim Resolution Professional | Will identify on verification of books of accounts  |
| 13. Name of Insolvency Professionals identified to act as Authorized Representative of Creditors in a class (Three names for each class) | Not available at present  |
| 14. (a) Relevant Forms and (b) Details of Authorized Representatives are available at:   | Web link: https://www.ibbi.gov.in/home/downloads<br>Physical Address: Not applicable  |

Notice is hereby given that the National Company Law Tribunal has ordered the commencement of a corporate insolvency resolution process of the Corporate Debtor M/s.SUDHA SIVA TRADERS PRIVATE LIMITED on 17-11-2023 (Order copy made available on 21-11-2023). The creditors of M/s.SUDHA SIVA TRADERS PRIVATE LIMITED are hereby called upon to submit their claims with proof on or before 06-12-2023 to the interim resolution professional at the address mentioned against entry No. 10. The financial creditors shall submit their claims with proof by electronic means only. All other creditors may submit the claims with proof in person, by post or by electronic means. A financial creditor belonging to a class as listed against the entry No. 12, shall indicate its choice of authorized representative from among the three insolvency professionals listed against entry No. 13 to act as authorized representative of the class (specify class) in Form CA-Not Applicable. Submission of false or misleading proofs of claims shall attract penalties.

Sd/-  
Mummaneni Vazra Laxmi  
Interim Resolution Professional,  
Date: 22-11-2023  
Place: Hyderabad  
Ph: 9848448727

**HSBC MUTUAL FUND**  
**NOTICE**

Notice is hereby given that the Trustees of HSBC Mutual Fund have approved the declaration of dividends under the Income Distribution cum Capital Withdrawal (IDCW) option of the following schemes of HSBC Mutual Fund:

| Sr. No. | Scheme/ Plan/ Option                                      | Quantum of Dividend (in ₹ per unit) | NAV of the IDCW Option (as on November 21, 2023) (in ₹ per unit) |
|---------|---|-------------------------------------|--|
| 1.      | HSBC Credit Risk Fund - Regular Plan - IDCW Option        | 0.060                               | 10.3113  |
| 2.      | HSBC Credit Risk Fund - Direct Plan - IDCW Option         | 0.070                               | 11.1272  |
| 3.      | HSBC Medium Duration Fund - Regular Plan - IDCW Option    | 0.070                               | 10.5622  |
| 4.      | HSBC Medium Duration Fund - Pooja Nambiar - IDCW Option   | 0.075                               | 11.4664  |
| 5.      | HSBC Aggressive Hybrid Fund - Regular Plan - IDCW Option  | 0.160                               | 25.3160  |
| 6.      | HSBC Aggressive Hybrid Fund - Direct Plan - IDCW Option   | 0.185                               | 29.4244  |
| 7.      | HSBC Balanced Advantage Fund - Regular Plan - IDCW Option | 0.110                               | 18.2567  |
| 8.      | HSBC Balanced Advantage Fund - Direct Plan - IDCW Option  | 0.130                               | 21.1363  |
| 9.      | HSBC ELSS Tax saver Fund - Regular Plan - IDCW Option     | 2.00                                | 25.9239  |
| 10.     | HSBC ELSS Tax saver Fund - Direct Plan - IDCW Option      | 2.00                                | 35.8615  |

Record Date: November 28, 2023. Face Value: Rs 10 per unit

The above dividend is subject to availability of distributable surplus and may be lower to the extent of distributable surplus available on the record date. **Pursuant to payment of dividend, the NAV of the IDCW option of the above-mentioned schemes will fall to the extent of dividend distribution and statutory levy, if any.**

All the unitholders of the above schemes whose names appear on the register of unitholders as on the record date will be eligible to receive the dividend.

**For & on behalf of HSBC Asset Management (India) Private Limited (Investment Manager to HSBC Mutual Fund)**  
Sd/-  
**Authorised Signatory**  
Mumbai, November 22, 2023

**HSBC**  
Asset Management

**Mutual Fund investments are subject to market risks, read all scheme related documents carefully.**

HSBC Asset Management India Private Limited, 9-11th Floor, NESCO - IT Park Bldg. 3, Nesco Complex, Western Express Highway, Goregaon East, Mumbai 400063.  
e-mail: investor.line@mutualfunds.hsbc.co.in, website: www.assetmanagement.hsbc.co.in  
Issued by HSBC Asset Management (India) Private Limited  
CIN-U74140MH2001PTC134220

**THE CRAYONS NETWORK**  
**CRAYONS ADVERTISING LIMITED**  
CIN: U52109DL1986PLC024711  
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E-mail: cs@thecrayonsnetwork.com; Website: www.thecrayonsnetwork.com

**NOTICE OF EXTRA ORDINARY GENERAL MEETING AND INFORMATION REGARDING E-VOTING**

Notice is hereby given that the Extra Ordinary General Meeting ("EGM") of the Company is scheduled to be held on Thursday, December 14, 2023 at 04:00 PM IST through Video Conference ("VC")/ Other Audio-Visual Means ("OAVM") without physical presence of the member at a common venue, in compliance with the provisions of the Companies Act, 2013 ("Act") and allowed by circular No. 20/2020 dated May 05, 2020 read with circular no. 14/2020 dated April 08, 2020 circular no. 17/2020 dated April 13, 2020 circular no. 33/2020 dated September 28, 2020, circular No. 39/2020 dated December 31, 2020, circular no. 20/2021 dated December 08, 2021, circular no. 03/2022 dated, May 05, 2022, circular no. 11/2022, December 28, 2022 and circular no. 09/2023 dated September 25, 2023 issued by the Ministry Of Corporate Affairs (MCA) and circular dated May 12, 2020, January 15, 2021 and May 13, 2022 issued by SEBI ("Circulars"). In accordance with the aforesaid Circulars, notice of EGM is sent only to those members whose E-mail addresses are registered with the Company/ Depositories. The dispatch of notice of EGM through E-mail has been completed on 22.11.2023. The notice of EGM is also available on Company's website https://thecrayonsnetwork.com/ and website of Stock Exchange i.e. National Stock Exchange Of India Limited at www.nseindia.com and website of Central Depository Services (India) Limited ("CDSL") at https://www.cdslindia.com/. In compliance with the provisions of Sec 108 of the Act read with rules made thereunder, as amended from time to time and regulation 44 of SEBI (LODR) Regulations, 2015, the company is providing E-voting facility (remote E-voting and E-voting during EGM) to members to cast their votes electronically through electronic voting system of NSDL. All members are informed that:

- All the businesses as stated in the Notice of EGM may be transacted through voting by electronic means;
- The remote e-voting will commence at 09:00 AM (IST) on Monday, December 11, 2023 and will end at 5:00 PM (IST) on Wednesday, December 13, 2023. The remote e-voting module shall be disabled by CDSL for voting thereafter.
- The cut-off date for determining the eligibility to vote by electronic means or to attend EGM is Friday, December 08, 2023 ("Cut-off date").
- In case a person has become a member of the Company after dispatch (only via mail) of EGM Notice, but on or before the cut-off date, such person may obtain the User ID and Password for e-voting from CDSL by sending an e-mail request on helpdesk.evoting@cdslindia.com or call at 022-23023333 may cast the vote by following the instructions and process of e-voting as provided in the notice of EGM and on website of CDSL i.e. https://www.evotingindia.com/.
- In case of any queries relating to e-voting, members/ beneficial owners may refer the Frequently Asked Question (FAQs) and e-voting user manual available for them at the download section of https://www.evotingindia.com/ or call at the above mentioned toll free number or send request to Mr. Nitin Kunder (022-23058738) or Mr. Bhavesh Pimpulkar (022-23058543) or Mr. Rakesh Dalvi (022-23058542) or helpdesk.evoting@cdslindia.com the undersigned on the above mentioned contact details who is responsible to address the grievances connected with facility for voting by electronic means.
- The members may note that:
  - Once the e-vote on the resolution is cast by the members, they shall not be allowed to change it subsequently.
  - The facility for e-voting during EGM is made available for the members who have not cast their vote by remote e-voting;
  - The members who have cast their vote by remote e-voting may also attend the EGM through VC/ OAVM but shall not be entitled to cast their vote again and;
  - the person whose name is recorded in the register of members or in the register of beneficial owners maintained by the depositories as on cut-off date only shall be entitled to avail the facility of remote e-voting as well as e-voting during EGM;

The members who have not registered their e-mail address with the Company or Depository are requested to register it by following the procedure as mentioned in the Notice of EGM. The manner of remote e-voting and e-voting during EGM for the members who hold shares in physical mode or demat mode or those who have not registered their e-mail addresses with the Company/ Depository Participant are provided in the Notice of EGM.

By order of the Board of Directors of  
**CRAYONS ADVERTISING LIMITED**  
Sd/-  
Kunal Lalani  
Chairman and Managing Director

Date: November 22, 2023  
Place: New Delhi

