

## EDITORIAL

### The Vision Thing

The whole point of being in public service is that you work for the nation and its people. The motivations for doing so, or the kind of India those belonging to disparate ideologies have in mind, is what makes the idea of India a contested one. The Rashtriya Swayamsewak Sangh (RSS), which has long been kept out of this national debate by an establishment dominated in the main by those with Leftist ideological inclinations, seems to have realised that it would be held guilty by history for doing exactly what it accused, with some justification it must be said, its ideological opponents of doing to it since Independence. It is, therefore, a very welcome move by the Sangh, which as an institution is today in the ascendant as a thought leader, to organise a three-day nation seminar to which 1,500 invitees representing various shades of opinion will be invited to present their views on the kind of India the RSS envisages for the 21st century. Included in the list of potential invitees, apparently, are Congress president Rahul Gandhi and CPI-M general secretary Sitaram Yechury.

Dyed-in the-wool critics of the Sangh will, naturally, paint this effort at samvaad or dialogue/conversation as an attempt by the Sangh to legitimise both its ideas and its role in Indian public life; indeed, they have already begun to do so. This is understandable because it is a mindset which is closed, doctrinaire and unwilling to engage with a different, even radically different, point of view and has internalised tactics of demonisation followed by condemnation as a substitute for serious debate. Our assessment is that neither of the two Opposition luminaries mentioned above will attend though we hope we are wrong. For, what they should do is send their best and brightest to the seminar to engage, debate and discuss the nuances in different narratives which are often elided in political discourse geared towards elections that all political parties are guilty of in contemporary India.

The motivations of the RSS in wanting to invite people from 'all walks of life, including from different political outfits, ideologies and religions' are not so hard to decipher. Never before in its history has the organisation held such a pivotal position as a shaper of national discourse. In seeking an outreach to those who may have different points of view, it is clearly marking out the clear blue water between itself and the ancien régime which barely gave the time of day to its ideological opponents. There is also an effort to project the Sangh as being above political party affiliations in as sense though that is unlikely to cut much ice given the contours of the Sangh Parivaar nowadays. In fact, it is the RSS too which needs to introspect on how and why it has morphed from what LK Advani famously termed as an organisation that held a kind of 'moral authority over the BJP' to having become in many ways the same corporation albeit with technical distinctions in terms of operating freedoms intact. The Sangh needs to seriously ponder whether that is indeed the best route for its hope for a 21st century Bharat to come to fruition. The planned outreach could be an apt way of beginning that process.

# Change management: Do it right

Change is the only constant. This adage cannot be more true in today's business world as markets, technologies and customer preferences keep shifting. These factors can have a significant impact on internal operations and at some point in time or other, all organisations must grapple with change. However, according to McKinsey and other studies, despite huge investments made by companies in tools, trainings and several publications of about 83,000 books on change management, as much as 70 per cent of change programmes fail to achieve their goals. So, is something wrong with the concept of change management or is it to do with its implementation?

Traditionally, there are several frameworks on change management, like Lewin's change management model, McKinsey's 7S model, Kotter's Eight Success Factors, Nudge theory, ADKAR, Bridges Transition Model, Kubler-Ross change curve and the Satir change management model, in addition to the best sellers like, Who Moved My Cheese? by Johnson Spencer that have guided organisations in their change management journeys.

Lewin's change management model is one of the popular approaches as it splits the change management process into three stages, which account for both the processes and people in any company. Lewin describes three stages of change management as Unfreeze, Change, Refreeze.

Upon realising that the company needs to change, the first step is to "unfreeze" the current process and take a look at how things are done. This means an in-depth analysis of every step and human interaction for potential improvements,



thereby eliminating any existing bias and commonly accepted mistakes. Unfreezing prepares the company for any upcoming changes and, therefore, reduces natural resistance to it. Once the company is unfreezed, changes and adaptations can be pursued with proper communication, support and educating/training the team. Once the changes have been deployed, measured, and tweaked according to feedback, "refreeze" the new status quo. This is vital to any change management model — it is pointless if old habits resurface after this huge change management exercise. An organisation can use Lewin's change management model when the business needs to drastically change in order to succeed. However, it could be difficult and time-consuming to enact due to the scale of unfreezing process. It is only worthwhile to pursue if the business requires a complete overhaul. On the contrary,

instead of supporting deep analysis and large shifts, the McKinsey 7S model is good for analysing how coherent a company is. By analysing the following seven aspects of a company and how they affect each other, the model highlights the changes needed to create a united approach to business: Strategy, Structure, Systems, Shared values, Style, Staff and Skills. The model is best suited for those companies that want to know how they can change for the better. By creating an overview of how coherent and effective the various elements of the company are, one can then go on to analyse the current situation and draft changes to tackle the problem. In other words, this model is great if the organisation doesn't know where to start, but if the managers are just looking to assess the viability of a specific change, it might be best to use a model which has a smaller scope.

Kotter's theory is the one of the first approaches that

focussed less on the change itself and more on the people behind it, although in a top-down point of view. He developed an eight-step framework in a world of constant turbulence and disruption and suggested a more agile, network-like structure that operates in concert with the traditional hierarchy-based system to form a 'dual operating system'. By inspiring a sense of urgency for change and maintaining that momentum, Kotter's theory can be used to great effect in adapting the business to the current climate.

The Nudge theory is odd, in the sense that it really is just a theory: There's no set change management model but a mindset and tactic, which can be used to frame the changes in a more attractive and effective manner. The basic theory is that "nudging" change along is much more effective than trying to enforce it in a traditional sense. So, instead of telling the employees what

to do and how to change, the organisation paves the way for them to choose to do so by themselves. The trick is knowing how to present these nudges.

The ADKAR model (acronym for Awareness, Desire, Knowledge, Ability and Reinforcement) is a bottom-up method which focuses on the individuals behind the change. It's less of a sequential method and more of a set of goals to reach. ADKAR is a great model for cutting through any complicated setups and getting straight to the point with how to improve employees' reaction to change. However, this model severely lacks in terms of a high-level plan. If a manager does not have a set change in mind, it's best to analyse the company with something like the McKinsey model first.

Bridges model focuses on transition rather than change. While that might seem like a needless difference, this small factor alters the entire way that change management is approached. Change happens to people and this can be considered intrusive. It's usually pushed despite what the recipient wants and they're forced to adapt despite their feelings on the issue. Meanwhile, a transition is more of a journey over time than an abrupt alien shift. This makes this model helps in guiding the employees through the reaction and emotions they will encounter when dealing with the changes. It does so by detailing three stages of transition, each of which the employee must be guided through for the change to be successful: Ending, losing, and letting go; the neutral zone; and the new beginning.

This model is best for guiding the organisation through a period of slow improvement or transition. Unfortunately, when it comes to a large-scale change, this model is unable to match up. In other words, this model is fantastic to apply to the core employees, be it managers or

the entire team if the organization is small. Beyond that, Bridges' model can be useful for predicting the general effect of changes in your workforces' mood and, therefore, productivity.

The Satir model predicts and tracks the effect of changes on overall performance and is made up of five stages: Late Status Quo; resistance; chaos; integration and new status quo. Even though there are a number of change management models, there is only a 30 per cent chance that change management in an organisation is successful.

In addition, employee resistance is one of the major challenges in change management. So, is something wrong with the employees or the change management system? In reality, there has been no proper development of the capacity of managers to actually implement the change management programmes. Outsourcing of the change management process to consultants has been detrimental to the strengthening of managers' ability to manage change and be accountable for the same. This approach is the single largest determinant of the failure of the change management.

Many large organisations are not comfortable for any changes, as the main focus of organisations are controllability, routinisation, stability and risk-avoidance. How can employees who are used to these habits take to change easily? Change and stability do not go hand-in-hand and the result will be friction and organisational fatigue.

The traditional top-down approach does not take into account any suggestions from the general employees of the company and change management comes from the top. This needs to be changed to incorporate the ideas of employees. The organisational environment should be open to creativity and divergent thinking.

Critical feedback that endures detection of flaws and continuous learning and adaptation, should be the integral part of the process, otherwise, companies can fail big in their effort to bring about change. And most importantly, change management should be a continuous process and cannot be viewed as an intermittent project, with a beginning and an end.

In this continuously evolving business environment, change management is important. To make it effective, however, there needs to be a core competence of managers. Their role has changed from the ability to complete change projects to design the organisations in a way that enables continuous adaptation to an ever-evolving environment.

## J&K gets a seasoned Governor at the helm

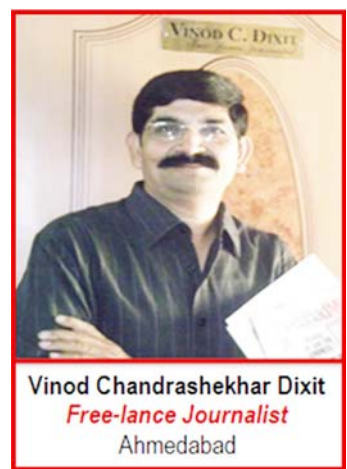
Jammu & Kashmir has got a politician as a Governor after five decades. Former Bihar Governor Satya Pal Malik, with a socialist background, took over the reins of the State last week (August 21). The last time Kashmir had a political Governor was when Karan Singh became the State's first Governor (1965-67). Earlier Governors had either been bureaucrats, like Jagmohan Malhotra, Girish Chandra Saxena, and NN Vohra or former Army officers, like KV Krishna Rao and SK Sinha.

Though Malik's name was surprising, the process had begun a month ago. Even when Peoples Democratic Party (PDP) founder Mufti Mohammed Sayeed led the PDP-BJP coalition, he had suggested Malik's name as the Governor. The fact that Prime Minister Narendra Modi thought of sending a political appointee to the State sends a clear signal that he is keen to start a political dialogue with stakeholders.

But why Malik? He has massive outreach across the political spectrum. Before joining the BJP, he was a member of the Bharatiya Kranti Dal, Indian National Congress, Janata Dal, Lok Dal and Samajwadi Party, where he maintained his contacts with all leaders. He was the vice president of the BJP before being appointed as the Governor of Bihar. Malik has served as the Union Minister of State, Parliamentary Affairs and Tourism and has also held

many important positions in Central and State Governments. He also has some administrative experience. He served under Mufti Mohammed Sayeed as Union Minister of the State earlier. He also has excellent equation with National Conference (NC) leader Farooq Abdullah. Being a Jat leader, he has some influence in western Uttar Pradesh and Haryana. Above all, Malik has excellent equation with both a majority of regional parties in the State as well as the PDP and the NC. The fact that both Mehbooba Mufti and Abdullah were present during his swearing-in ceremony shows that he might not have any difficulty with the two parties.

Despite all these, Malik will be wearing a crown of thorns. He has taken over the reins of the State when it is passing through a difficult phase. His immediate challenges would be to carefully handle Article 35A in the apex court as well as the Panchayat elections, which was last held in 2011. Ensuring peaceful and fair conduct of polls is a big responsibility. Prime Minister, during his Independence Day speech, indicated his hopes to conduct the local body polls soon. How will he deal with Article 35A, pertaining to non-locals buying property in the State, remains to be seen. Even a small change can set the valley on fire. His inclination should be on keeping controversy at bay.



NPAs have now become a matter of national urgency that need to be tackled here and now. Mounting bad loans is bad for several reasons. First, it makes banks unhealthy. There are a large number of PSBs in our country that are supposed to lead the way in the banking system and it does not bode well that they are overburdened. Second, if certain banks are suffering from fiscal ill-health or crippling bad health and are on the verge of collapsing, then they are hardly going to drive the economic growth of the country, which is the top priority of the Government.

In fact high level of NPAs in Indian banks is nothing but a reflection of the state of health of the industry and trade. It is a fact that the government also exerts pressure to prevent bank managements from taking punitive measures for recovery, which is also one of the greatest drawbacks of bank nationalisation. PSBs are guided by social objectives, lending to weaker sections at base rate or even

lower interest rates. Perhaps, the large volume of bank branches, low business volume per employee, slow progress in implementing technological innovations, helplessness in outsourcing time consuming procedures like loan processing and recovery are the main causes for banks' low profits. The very fact that private banks have urban, higher ticket-size assets and mostly do not tread in the muddy backwaters of the Indian economy - infrastructure and direct agriculture - helps keep their hands and credit portfolios dry. The rising NPA was mainly in sectors like highways, steel, state discoms and textiles.

The Indian banking system had acquired a large quantum of NPAs, which can be termed as legacy NPAs. The NPAs eat into profits and that is why banks hide them. In fact, banks further lend to corporates and help them service their past loans. High level of NPAs in Indian banks is nothing but a reflection of the state of health of the industry and trade. Credit is the backbone of the banking structure. Diminishing growth rates for credit with rising NPAs are not good news for the banking system in general. Measures need to be put in place to arrest this downward slide, and the deceleration of lending is definitely not the answer. PSBs are guided by social objectives, lending to weaker sections at base rate or even lower interest rates. Non-performing Asset (NPA) has emerged since over a decade as an alarming threat to the



banking industry in our country sending distressing signals on the sustainability and endurance of the affected banks.

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The NPAs eat into profits and that is why banks hide them. Credit is the backbone of the banking structure. Diminishing growth rates for credit with rising NPAs are not good news for the banking system in general. India's banking system, one of the largest banking networks in the world, has witnessed a dynamic period of growth and reform over the last ten years. Over the years, much has been talked about NPAs and the emphasis so far has been only on identification and quantification of NPAs rather than on ways to reduce and upgrade them. A strong banking sector is important for a flourishing economy. The failure of the banking sector may have an adverse impact on other sectors. There should be a monitoring agency to ensure that the directions of the RBI are obeyed scrupulously.

## 6TH RCEP Ministerial Meeting begins in Singapore

Union Minister of Commerce & Industry and Civil Aviation, Suresh Prabhu, is leading the Indian delegation for the 6th RCEP Trade Ministers' Meeting which begins in Singapore today.

The Minister will participate in the meeting consisting of 10 ASEAN countries and six ASEAN FTA partners namely, India, China, Japan, Korea, Australia and New Zealand. The meeting is being held on 30th-31st August 2018. India has been constructively engaged in the RCEP negotiations with an aim to work towards a high quality, balanced and inclusive outcomes that take into consideration sensitivities and interests of member

countries. The Ministers will give guidance to the Trade Negotiating Committee of RCEP to enable negotiations move forward.

On 1st September 2018, Suresh Prabhu will take part in the 6th East-Asia Economic Ministers' Meeting (EAS-EMM), attended by Trade and Economic Ministers of 10 ASEAN countries and 8 Dialogue Partners of ASEAN including India, China, US, Russia, Japan, South Korea, Australia and New Zealand. The Ministers will deliberate on the current global economic situation and exchange views on promotion of rule-based multilateral trading system and its importance to the stability and effective functioning of the global economic order.



## Amazon India Launches Bill Payments, powered by Amazon Pay

**Bangalore,** Amazon India has launched Bill Payments facility that allows customers to pay Electricity, Landline, Broadband, Gas & Postpaid bills across 100+ billers on Amazon India. Customers on mobile form factors can make these bill payments in a fast, convenient and secure manner. In addition, customers using Amazon Pay can pay these bills via one-click experience. Customers can access these categories via the Amazon Pay dashboard and the Amazon home page on the mobile app/website. The service enables bill payments through most of the major billers across various cities in India. These include billers like BSES, Tata Power, BESCOM, BSNL, Airtel, Vodafone, Reliance Jio, ACT, Hathway, IGL and MGL.

Amazon drives customers to utilize their Amazon Pay account beyond the marketplace, to categories like Mobile Recharges, DTH Recharges, bill payments, travel, and movie booking use cases. Customers can now do mobile recharge or pay bills using their credit and debit cards, UPI, net banking and Amazon Pay balance. Digital transformation in India has influenced the way India is engaging with brands, with more customers choosing to make regular payments through digital platforms. Augmenting the push for Digital India, the country has seen a significant upturn in electronic transactions. With this announcement, Amazon will drive many customers to use Amazon Pay to complete their recharge or bill payments requirements online. (20-4)

## Five exotic skin care ingredients that will transform your skin for real

Let's face it – we are always on the lookout for new products to improve the health of our skin. Trending right now in the Indian skin care market are a number of exotic ingredients sourced from around the world that are sure to up your skincare game. So go ahead and pick products infused with these super ingredients to get that beautiful, flawless skin that you have always been dreaming of.

**Yuzu lemon**  
Packed with the goodness of Vitamin C, Yuzu Lemons are not your regular lemons. These lemons are native to Japan and are known for their distinct fragrance. Their high Vitamin C concentration helps brighten your skin and reduce spots. It also has strong anti-

ageing properties. In fact, Garnier Skin Naturals has recently launched a Yuzu infused serum cream – Garnier Light Complete UV.

**Volcanic Clay**  
Volcanic Clay from Korea has numerous skin benefits; it has strong sebum control power. Regular use of Volcanic clay face masks or scrubs will help you get rid of dead skin and will also purify your pores.

**Charcoal**  
Activated charcoal in face wash and face packs have remarkable properties to improve your complexion. This miracle ingredient is known for its good oil control. And its extra-ordinary detoxifying power not only reduces skin dullness but also acne. (19-10)

## Timken Completes Acquisition of ABC Bearings

Timken India Ltd., a subsidiary of The Timken Company, a global leader in engineered bearings and power transmission products, has completed the previously announced acquisition of ABC Bearings Ltd., a manufacturer of tapered, cylindrical and spherical roller bearings and slewing rings based in India. "The acquisition of ABC Bearings furthers Timken's global leadership position in tapered roller bearings by expanding our presence in India and enhancing our export capabilities to serve global markets," said Richard G. Kyle, Timken president and chief executive officer. "With its strong operations

and talented team, ABC Bearings will allow us to competitively serve our customers and accelerate growth opportunities across our core bearing product lines."

"We are excited to welcome ABC Bearings' shareholders, employees and customers to Timken," said Sanjay Koul, chairman and managing director of Timken India. "The addition of ABC Bearings is an important milestone for our business in India and provides our customers with an expanded offering of innovative and competitive solutions for their friction management and mechanical power transmission needs." (1-7)

## 15 Institutions Paid Posthumous Homage To Manubhai Shah



Textile Industrialist, Social Worker and Philanthropist Late ShriManharlal (Manubhai)Chunilal Shah was paid rich tributes posthumously by 15 leading institutions during 'BhavanjaliSabha' held in Mumbai on 25th August 2018.

ShriManubhai Shah was born on 22nd May 1934 and expired on 21st July 2018 at the age of 84 years, in Mumbai. He was Chairman Emeritus of The Ruby Mills Ltd. He has been the

Chairman of The Bombay Mill Owners Association as well as Chairman of The Bombay Textile Research Association. On social front, he was Chairman of three hospitals, which included Smt. SR Mehta & Sir KP Cardiac Institute -Sion, Conwest&Manjula S. Badani Jain Hospital and Ruxmani Lying-In Hospital. He was President of BhagwanMahavir Memorial Samiti (New Delhi) as well as Shri Saurashtra Dasha Shrimali Seva Sangh (Mumbai). (1-7)

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# Gold firms up on jewellers' buying, global cues

**New Delhi,** Gold shot up by Rs 120 to Rs 31,200 per 10 gram at the bullion market today due to increased buying by local jewellers amid a firm global trend.

However, silver held steady at Rs 38,300 per kg on scattered enquiries from

industrial units and coin makers. Traders said gold rose on increased buying by local jewellers to meet the ongoing festive season demand and a firm global trend.

Globally, gold was up by 0.48 per cent to USD

1,206.30 an ounce and silver by 0.24 per cent to USD 14.73 an ounce in New York in

yesterday's trade. Moreover, a depreciating rupee which plunged to a

## The Oberoi Group commences selection process for its 'Post Graduate Management Programmes'



**New Delhi,** The Oberoi Group has commenced the selection process for its two year 'Post Graduate Management Programme' at The Oberoi Centre of Learning Development (OCLD). The Oberoi Centre of Learning and Development is in its 52nd year and the Guest Service Programme is not just a stepping stone to a job in hospitality but a firm foundation of a distinguished career with The Oberoi Group.

The Oberoi Centre of Learning and Development has an 18-month Sales Management programme for graduates looking for a long term career in hospitality sales, as well.

In 1966, when Rai

Bahadur M.S. Oberoi, Founder Chairman, The Oberoi Group established The Oberoi School of Hotel Management (OSHM) or The Oberoi Centre of Learning and Development (OCLD) as it is now known, he recognised that the key to his philosophy of hotel keeping would be carefully selected and groomed managers who shared his obsession for guest satisfaction. In order to achieve this objective, he established The Oberoi School of Hotel Management as a corporate institution of learning, where young people could be groomed through a combination of academic instruction and comprehensive on-the-job experience. (20-4)

## HDFC Bank to adopt 30 flood-hit villages in Kerala



HDFC Bank today announced that it will adopt 30 villages in Kerala. As part of its long-term relief and rehabilitation efforts, this initiative is aimed at helping people in the worst-hit parts of the state recover, and encompasses the following:

setting up medical camps and rebuild health centres affected in the flood, supporting the renovation/ reconstruction of local schools, imparting skills training to families to restore livelihood

These measures will be finalised in consultation with the state government and will be a long-term plan. The Bank's local NGO partners will help provide on-ground help in the process.

Additionally, the Bank has contributed Rs 10 crore to the Chief Minister's Distress Relief Fund as an immediate relief measure. The Bank employees contributed a day's salary with the Bank bringing in the balance. (19-10)

### Zodiac Energy Limited

**CIN: U51909GJ1992PLC017694**  
**Regd. Off: A-1204, Siddhi Vinayak Towers, off S G Highway, Makarba, Vejalpur, Ahmedabad -380051**

#### Notice of the 26<sup>th</sup> Annual General Meeting of the Company and Book Closure

Notice is hereby given that the 26<sup>th</sup> (Twenty Sixth) Annual General Meeting (AGM) of Zodiac Energy Limited ("The Company") will be held on Saturday, September 22, 2018 at 03.00 P.M. at Seminar Room, Ahmedabad Management Association, Torrent-AMA Management Centre, Core-AMA Management House, Atira Campus, AMA Complex, Dr. V S Marg, Vastrapur, Ahmedabad 380 015 to transact the Ordinary and Special Businesses as set out in the notice of 26<sup>th</sup> Annual General Meeting.

The Register of Members and Share Transfer Books of the Company will remain closed from Saturday, September 15, 2018 to Saturday, September 22, 2018 (both days inclusive) for the purpose of 26<sup>th</sup> Annual General Meeting of the Company.

Electronic copies of the Notice of the Twenty Sixth (26<sup>th</sup>) Annual General Meeting and the Annual Report of the Company for the financial year 2017-18 were sent to all the members whose email IDs are registered with the Company / Depository Participant(s). Physical copies of the same were sent to all other members at their registered address in the permitted mode.

Members of the Company is requested to take note that in pursuance of the provisions of Section 108 of the Act and the Rules framed there under, as amended from time to time, the Company is exempted from giving the Members the facility to cast their vote electronically, through the remote e-voting services on the resolutions set forth in Notice of Twenty Sixth (26<sup>th</sup>) Annual General Meeting. However, voting through permitted mode under the Companies Act, 2013 will be allowed at the venue of Annual General Meeting.

The Notice of the 26<sup>th</sup> Annual General Meeting as well as Annual Report for the financial year 2017-18 is also Available on the Company's website [www.zodiacenergy.com](http://www.zodiacenergy.com)

In case you have any queries regarding Annual General Meeting, you may write an email to [cs@zodiacenergy.com](mailto:cs@zodiacenergy.com)

**For, Zodiac Energy Limited**  
**Sd/-**  
**Kunjbihari Shah**  
**Managing Director**  
**DIN 00622460**

**Place : Ahmedabad**  
**Date : August 28, 2018**

fresh record low of 70.82 against the dollar (intra-day), making imports costlier, supported the upmove, they said. In the national capital, gold of 99.9 per cent and 99.5 per cent purity rebounded by

Rs 120 each to Rs 31,200 and Rs 31,050 per 10 gram, respectively. It had shed Rs 70 in yesterday's trade. Sovereign gold however remained flat at Rs 24,500 per piece of eight gram.

## Kajal Maheriya is a queen of Gujarati folklore and known for her Raas-Garba

Kajal Maheriya (also known as Kinjal Maheriya) is a queen of Gujarati folklore and known for her Raas-Garba singing in Gujarati music fraternity. Kajal first introduced in Jignesh Kaviraj Na Tale Album & Song Palodarma Besna Tara (2004). Kajal Maheriya has huge fan following on social media and her songs in YouTube capturing millions of views. She has given beautiful songs in all categories like devotional, folk, wedding and raas-garba songs.

Early in life: Kajal was born on November 21, 1992 in Gothava village of Mehesana District, Gujarat, India. Her father Naginbhai Maheriya is a farmer in Nugur town which is near to Mahesana. She developed singing style at very early in



the life. During school time she started taking part in singing competitions at School's Annual Function and later on in different singing competitions, that developed her passion for singing. She is married to Umang Gosai.

She is inspired by Bollywood Actress Anushka Sharma and Actor Salman Khan. (13-9)

### BLOOM DEKOR LIMITED

**CIN: L20210GJ1992PLC017341**  
**Regd. Off: Block No 267 Village Oran, Tal: Prantij, Sabarkantha, North Gujarat – 383 205**  
Corp. Off: 2/F, Sumel, Sarkhej-Gandhinagar Highway Road, Opp. GNFC Info Tower, Thalpet, Ahmedabad – 380 059  
**Tel: +91 2770 – 250 110; Fax: +91 2770 – 250 101;**  
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**Tel: +91 – 79 – 2684 1916/ 17/ 18;**  
**Fax: + 91 – 79 – 2684 1914; Web: [www.bloomdekor.com](http://www.bloomdekor.com)**

#### Notice of the 27<sup>th</sup> Annual General Meeting of the Company, Book Closure and E-voting

Notice is hereby given that the 27<sup>th</sup> (Twenty-Seventh) Annual General Meeting (AGM) of Bloom Dekor Limited ("The Company") will be held on Saturday, September 22, 2018 at 11.00 a.m. at the registered office of the Company situated at Block No. 267, Village: Oran, Tal: Prantij, N.H.8, Dist. Sabarkantha, Gujarat – 383 205 to transact the Ordinary Businesses and Special Business as set out in the notice of 27<sup>th</sup> AGM.

The Register of Members and Share Transfer Books of the Company will remain closed from Sunday, September 16, 2018 to Saturday, September 22, 2018 (both days inclusive) for the purpose of 27<sup>th</sup> Annual General Meeting of the Company.

- Electronic copies of the Notice of the 27<sup>th</sup> AGM and the Annual Report of the Company for the financial year 2017-18 have been sent to all the members whose email IDs are registered with the Company / Depository Participant(s). Physical copies of the same have been sent to all other members at their registered address in the permitted mode.
- As per Section 108 of the Companies Act, 2013 read with rule 20 of the Companies (Management and Administration) Rules, 2014 as amended and Regulation 44 of SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015, the Company is pleased to provide the members the facility to cast their votes electronically from a place other than the venue of the AGM (remote E-voting) on all resolutions set forth in the Notice of 27<sup>th</sup> AGM. The Company has engaged the services of National Securities Depository Limited as the E-voting agency. All the members are informed that;

- The Ordinary Businesses and Special Business as set out in the notice of 27<sup>th</sup> AGM may be transacted through voting by electronic means.
- The Remote E-voting will begin on Wednesday, September 19, 2018 (09:00 a.m.) and ends on Friday, September 21, 2018 (05:00 p.m.)
- The cut-off date for determining the eligibility to vote by electronic means or at 27<sup>th</sup> AGM is Saturday, September 15, 2018.
- Any person, who acquires shares of the Company and become member of the Company after dispatch of the Notice of AGM and holding shares as on the cut-off date i.e. Saturday, September 15, 2018, may obtain the login ID and password by sending a request at [evoting@nsdl.co.in](mailto:evoting@nsdl.co.in). However, if you are already registered with NSDL for remote e-voting then you can use your existing user ID and password for casting your vote. If you forgot your password, you can reset your password by using "Forgot User Details/Password" option available on [www.evoting.nsdl.com](http://www.evoting.nsdl.com).
- Members may note that a) the remote e-voting module shall be disabled by NSDL after the aforesaid date and time for voting and once the vote on a resolution is cast by the member, the member shall not be allowed to change it subsequently; b) the facility for voting through polling paper shall be made available at the 27<sup>th</sup> AGM; c) the members who have cast their vote by remote e-voting prior to the 27<sup>th</sup> AGM may also attend the 27<sup>th</sup> AGM but shall not be entitled to cast their vote again; and d) a person whose name is recorded in the register of members or in the register of beneficial owners maintained by the depositories as on the cut-off date shall only be entitled to avail the facility of remote e-voting as well as voting in the Annual General Meeting.
- The Notice of the 27<sup>th</sup> AGM as well as Annual Report for the financial year 2017-18 is also available on the Company's website [www.bloomdekor.com](http://www.bloomdekor.com) and the notice of 27<sup>th</sup> AGM on website of e-voting agency [www.evoting.nsdl.com](http://www.evoting.nsdl.com).
- In case of any queries, you may refer the Frequently Asked Questions (FAQs) for Members and remote e-voting user manual for Members available at the download section of [www.evoting.nsdl.com](http://www.evoting.nsdl.com) or call on toll free no.: 1800-222-990. Members may also contact Mr. Tushar Donda, Company Secretary of the Company at the Corporate Office of the Company or may write an e-mail to [redressal@bloomdekor.com](mailto:redressal@bloomdekor.com) or may call on +91 – 79 – 2684 1916 / 17 / 18 for any further clarification.

**For, Bloom Dekor Limited**  
**Sd/-**  
**Dr. Sunil Gupta**  
**Managing Director**  
**DIN: 00012572**

**Place: Ahmedabad**  
**Date: September 1, 2018**



