

Cricket scores big in sponsorship, other sports also catching up

Business of sports in India grows 49 per cent in 2022 to ₹14,209 crore, finds GroupM



VANITA KOHLI-KHANDEKAR
Pune, 4 April

Football, kabaddi, kho kho and other sports got ₹2,094 crore, or 15 per cent, of the ₹14,209 crore that marketers spent on sports in 2022. As usual, the lion's share — 85 per cent (₹12,115 crore) — went to cricket. The good news, though, is that the share of emerging sports has gone up a bit — it was 13 per cent in 2021. These insights come from "Sporting Nation in the Making", GroupM's annual look at the sports sponsorship business.

The business of sports in India witnessed 49 per cent rise in 2022 to ₹14,209 crore; sponsorship is a subset and is worth ₹5,900 crore. The money that media companies spend on sports programming online, on TV and other media remains by far the biggest chunk of the ₹14,209 crore. Of

just a sport-watching one."

The growth in sponsorship, which has more than doubled after the pandemic, stands out. This is essentially the money spent on on-ground advertising, team sponsorship and franchise fees.

The growth in endorsements (20 per cent) shows that at least some money is going to celebrities in sports other than cricket. Celebrity endorsement for other sports grew by 30 per cent against 18 per cent for cricket.

Cricket, especially the Indian Premier League (IPL), dominates the sports economy in India. But is it just men's cricket, which has always been up there, or will the Women's Premier League also manage to make money?

"It is the first season. The very fact that ₹951 crore was paid for media rights, that 4-6 teams got ₹90 crore as franchise fee, and that there are huge crowds and corporate

Growth in endorsements (20%) shows that at least some money is going to celebrities in sports other than cricket

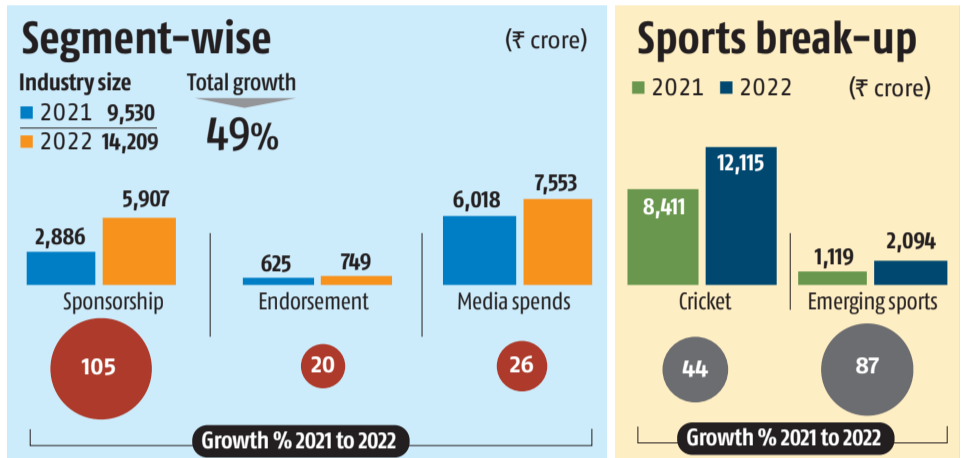
support shows that it is a dream beginning. The real impact will be known after 10 years," thinks Karnik.

On the subject of the exhaustion with IPL, a 15-year-old media property, and its ability to make a profit, he says the current season of the league, which began earlier this week, will be critical.

"Earlier, the revenues were camouflaged because TV and digital rights were sold together. This is a good year for the discovery of its real value since both the rights have been sold separately," says Karnik.

Disney has the linear TV rights, while Jio's Viacom18 has the digital ones. Each of them paid roughly ₹24,000 crore for a five-year term. Add to this the operating, production and marketing costs. Not surprisingly, most analysts do not expect this IPL to make a profit. Disney India had paid ₹16,347 crore for both TV and digital rights for five years for the last IPL, which ended in 2022. It made an operating profit of just about ₹2,300 crore, according to Media Partners Asia data.

SPORTS INDUSTRY SPENDS



TV and digital reach

Leagues	TV reach (avg) #	TV ratings	Social conversations	Search volume	Facebook	Twitter	Instagram
Indian Premier League	360,000	4.2	16,200	712,000	22,000	8,200	7,900
Indian Super League (till Dec 31, 2022)	84,000	0.3	1,200	16,000	4,500	838	1,600
Pro Kabaddi League	222,000	0.7	1,000	1,600	1,600	353	785

Note: # is number of people; all numbers are in thousands, except TV ratings; Facebook, Twitter and Instagram figures are number of posts Source: GroupM ESP, BARC



Rescue operations by the Army underway after an avalanche at Nathula in Sikkim on Tuesday

7 tourists killed, 23 rescued in massive Sikkim avalanche

PRESS TRUST OF INDIA
Gangtok, 4 April

those affected," Modi said in a tweet by his office.

Seven tourists were killed in a massive avalanche that hit East Sikkim's Nathu La area on Tuesday morning, burying their vehicles under the snow, officials said.

The avalanche hit the arterial Jawaharlal Nehru Marg, which connects state capital Gangtok to Nathu La at the China border, around 11.30 am, trapping five-six vehicles with around 30 people under the snow, the Indian Army said in a statement.

Seven bodies were brought out of the snow and 23 people were rescued alive, including six tourists from a deep valley, a state government official said, quoting reports from the Army. Those injured were admitted to different hospitals in Gangtok, around 55 km away, he said.

Among those dead are a woman and a child, he added. The search operation was called off in the evening due to inclement weather, another official said.

Condoling the deaths, Prime Minister Narendra Modi said he hopes the injured recover soon. "Distressed by the avalanche in Sikkim. Condolences to those who have lost their loved ones. I hope the injured recover soon. Rescue ops are underway and all possible assistance is being provided to

Union Home Minister Amit Shah said the Centre was closely monitoring the situation. "My sincerest condolences to the families of those who have lost their lives in the tragic avalanche in Sikkim. We are closely monitoring the situation and the teams of NDRF will reach the affected area soon. I pray for the speedy recovery of those injured," he tweeted.

Nathu La, situated at 14,450 feet above sea level, is one of the three open trading border posts between India and China. It is a major tourist destination, and is a part of the centuries-old silk route. Several permits are required to visit the area.

The tourists were not permitted to travel beyond Milestone 13 due to inclement weather, but they forced the tour operators and the drivers to take them to the area — between milestones 13 and 17 — where the avalanche struck, a police officer said.

Some 350 people in 80 vehicles, stranded on the road because of the snow, were brought back to Gangtok after the snow was cleared in the afternoon, officials said.

"My heart goes out to the bereaved family and friends in this hour of grief and I pray that the departed souls rest in eternal peace," said Chief Minister Prem Singh Tamang.

FORM G INVITATION FOR EXPRESSION OF INTEREST FOR E VILLAGE KENDRA LIMITED OPERATING IN FINANCIAL INCLUSION SERVICES INDUSTRY AT PAN-INDIA PARTICULARLY ASSAM, BIHAR, ODISHA, TAMIL NADU, UP & WEST BENGAL
(Under Regulation 36A(1) of the Insolvency and Bankruptcy Board of India (Insolvency Resolution Process for Corporate Persons) Regulations, 2016)

RELEVANT PARTICULARS

1 Name of the Corporate Debtor along with PAN/CIN/LLP No.	E Village Kendra Limited PAN : AAHCS1333G CIN : U67190WB2002PLC095455
2 Address of the Registered Office	29/1B, Dr. Ambedkar Sarani, Kolkata-700046
3 URL of website	No website
4 Details of place where majority of fixed assets are located	At the Registered Office at Kolkata
5 Installed capacity of main Products / Services	NA
6 Quantity and value of main products/ services sold in last financial year	Quantity not applicable as the Corporate Debtor operates in the service sector. As per the latest available audited financial statements for FY 2021-22 revenue from operation was ₹2,507 lakh.
7 Number of Employees / Workmen	Seven
8 Further details including last available financial statements (with schedules) of two years, lists of creditors, relevant dates for subsequent events of the process are available at :	Details can be obtained on request by mail to evillagekendra.rp@gmail.com
9 Eligibility for Resolution Applicants under Section 25(2)(h) of the Code is available at :	Available on request by mail to evillagekendra.rp@gmail.com
10 Last date for receipt of expression of interest	21.04.2023
11 Date of issue of provisional list of prospective Resolution Applicants	03.05.2023
12 Last date for submission of objections to provisional list	09.05.2023
13 Process email id to submit EOI	evillagekendra.rp@gmail.com

For E Village Kendra Limited(In CIRP)
CA. Sanjay Kumar Poddar
Resolution Professional - E-Village Kendra Limited
Reg. No. - IBB/I/PA-001/IP-P01802/2019-2020/12759
Registered Office :
2, Lalbazar Street, 2nd Floor, Room #201-203, Kolkata - 700001
Email : evillagekendra.rp@gmail.com / poddar.sanjay@gmail.com

Place : Kolkata
Date : 5th April, 2023

Union Bank of India
Regional Office - Anand : 2nd Floor, Maruti Solaris, Near Madhubhan Resort, Anand - Sojitra Road, Anand - 388001.

PREMISES REQUIRED ON LEASE

Union Bank of India requires a well-constructed commercial premise ready for possession or under construction on ground floor admeasuring 1700 ±10% sq.ft. carpet area on lease for its **Dohad Branch, Dist. Dahod - 389151**. Owner / representative owning suitable premises or property may collect the technical bid / price bid formats from **Union Bank of India, Regional Office, Anand, 2nd Floor Maruti Solaris, Near Madhubhan Resort, Anand-Sojitra Road, Anand - 388001** or Union Bank of India, Dohad Branch, during office hours from 05.04.2023. Technical bid and price bid can also download from Bank's website **www.unionbankofindia.co.in** and e-procurement portal **www.eprocure.gov.in**. Technical bid along with Rs. 1000/- DD/PO (non-refundable) in a sealed envelope and price bid in separate sealed envelope to be submitted at our Regional Office, **on or before 25.04.2023 by 3.00 pm**. The technical bids will be opened on **25.04.2023 by 03:30 pm**.

Note : The Bank reserves the right to reject any or all bids without assigning any reasons whatsoever.

Regional Head

S. E. POWER LIMITED
CIN: LAD10SG1201OPC091880
REGD. OFF: SURVEY NO. 54/B, PRATAPNAGAR, JAROD-SAVLI ROAD, SAMLAYA, VADODARA-391520 (GUJ.)
TEL: +91 2667 251566 E-MAIL: CS@SEPOWER.IN, WEB: WWW.SEPOWER.IN

NOTICE OF POSTAL BALLOT TO MEMBERS

Members are hereby informed that in compliance with the provisions of (i) Section 108, 110 and other applicable provisions of the Act read with Rule 20 and 22 of the Companies (Management and Administration) Rules, 2014 and amended; (ii) applicable provisions of Secretarial Standard-2 issued by the Institute of Company Secretaries of India from time to time; (iii) General Circular No. 14/2020, 17/2020, 20/2020, 22/2020, 33/2020, 39/2020, 10/2021, 20/2021, 03/2022 and 11/2022 dated April 08, 2020, April 13, 2020, May 5, 2020, June, 15, 2020, September 28, 2020, December 31, 2020, June 23, 2021, December 08, 2021, May 05, 2022 and December 28, 2022 respectively; and (iv) Regulation 44 and 47 of the SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, the Postal Ballot Notice is sent for seeking approval of the shareholders of the Company by Postal Ballot, i.e. voting by electronic means (e-voting), for (i) Ordinary Resolution to re-appoint Mr. Sachin Agarwal as Managing Director of the Company and to fix his remuneration; (ii) Ordinary Resolution to re-appoint Mr. Sanjeetkumar Gourishankar Rath as Executive Director of the Company and to fix his remuneration.

The Company has completed the dispatch of the aforementioned Postal Ballot Notice on April 4, 2023 to all the Members of the Company who have registered their email addresses with the Company/Registrar and Share Transfer Agent ("RTA"/ Depository Participant(s)) and are entitled to cast their votes as per Cut-off date March 31, 2023, for seeking their consent on the resolutions listed in the said notice (along with the explanatory statement thereto). Please treat this notice as our attempt to reach out to all the Members including those who have missed or not received other communication on this subject matter and intend to participate in proposed Postal Ballot/e-voting. Considering the current Covid-19 situation and the relaxations provided by the MCA in this regard, hard copy of the Postal Ballot Notice alongwith Postal Ballot forms and prepaid envelopes have not been sent to the members for this Postal Ballot.

Please note that –

- For Shareholders who have not received that notice due to change/ non-registration for their e-mail address with the Company/RTA/Depository Participants, they may request for the notice by sending an email at cs@sepower.in along with a scanned copy of Share Certificate/Client Master. On receipt of such request, the Shareholder would be provided soft copy of the notice and the procedure for e-voting along with the User ID and the Password to enable e-voting for this Postal Ballot. It is clarified that for registration/ updation of email address, the Shareholders who are holding the shares in dematerialized form are requested to contact their respective Depository Participants and the Shareholders who are holding shares in physical form are requested to submit the duly executed form with the RTA. The Shareholders who wish to obtain the e-mail registration/ updation form can send an email at "ramap@alankit.com". Those Shareholders who have already registered their email addresses are requested to keep their email addresses validated with their Depository Participants/RTA/Company to enable servicing of notices/documents/Annual Reports electronically to their email address.
- The Company has engaged the services of National Securities Depository Limited (NSDL) for the purpose of providing e-voting facility to all its Members. Members are requested to note that the voting through electronic mode shall commence from Wednesday, April 5, 2023 (09:00 A.M. IST) and shall end on Thursday, May 4, 2023 (5:00 P.M. IST).
- The members whose names appeared on the Register of Members/List of Beneficial Owners as on the Cut-off date i.e. March 31, 2023 shall be only eligible to vote by way of Postal Ballot/e-voting.
- The Board of Directors of the Company have appointed CS Shubham Arora Proprietor of M/s Shubham Arora & Associates, Company Secretaries as a Scrutinizer to scrutinize the remote e-voting process in a fair and transparent manner. Members are requested to note that the e-voting platform shall not be available to the Members after 5:00 P.M. on May 4, 2023.
- The Postal Ballot Notice along with the explanatory statement and other annexure can be downloaded from the Company's website i.e. www.sepower.in or from the website of NSDL, i.e. www.evoting.nsdl.com or the website of BSE Limited (BSE) and National Stock Exchange of India Limited (NSE), where the equity shares of the Company are listed.
- The results of postal ballot will be declared/announced at the Registered Office of the Company with in 48 hours from the conclusion of the voting and will be intimated to BSE and NSE and will also be placed on the website of the Company at www.sepower.in and NSDL at www.evoting.nsdl.com, along with the scrutinizer's report.
- In case of any queries, you may refer the Frequently Asked Questions (FAQs) for Shareholders and e-voting user manual for Shareholders available at the download section of www.evoting.nsdl.com or call on toll free no. 022-48867000 and 022-24997000 or send a request to Ms. Prajakta Pawle, Assistant Manager, at evoting@nsdl.co.in. Members may also write to Company Secretary of the Company at the E-mail ID - cs@sepower.in.

By Order of the Board of Directors
For S. E. Power Limited
Sd/-
Saurabh Agrawal
(Company Secretary)

Place : Vadodara
Date : 04-04-2023

FORM G INVITATION FOR EXPRESSION OF INTEREST FOR ROLTA INDIA LIMITED OPERATING IN INFORMATION TECHNOLOGY & INFORMATION TECHNOLOGY ENABLED SERVICES AT PRIMARILY IN MUMBAI
(Under Regulation 36A(1) of the Insolvency and Bankruptcy (Insolvency Resolution Process for Corporate Persons) Regulations, 2016)

RELEVANT PARTICULARS

1. Name of the corporate debtor along with PAN/CIN/LLP No.	Rolta India Limited CIN: L74999MH1989PLC052384
2. Address of the registered office	Registrar of Companies, Mumbai
3. URL of website	http://www.rolta.com/
4. Details of place where majority of fixed assets are located	Mumbai, Maharashtra
5. Installed capacity of main products/ services	IT & IT Enabled Services
6. Quantity and value of main products/ services sold in last financial year	Revenue from operations: INR 7.53 Crores in Financial Year 2021-2022; INR 28.81 Crores in Financial Year 2020-2021
7. Number of employees/workmen	Active Employees: 15
8. Further details including last available financial statements (with schedules) of two years, lists of creditors, relevant dates for subsequent events of the process are available at :	For financials of previous years- http://www.rolta.com/investors/annual-reports/ For process related documents- http://www.rolta.com/cirp-process/
9. Eligibility for resolution applicants under section 25(2)(h) of the Code is available at :	For process related documents- http://www.rolta.com/cirp-process/ (Document Title: Detailed Invitation for Expression of Interest)
10. Last date for receipt of expression of interest	20.04.2023, Thursday
11. Date of issue of provisional list of prospective resolution applicants	30.04.2023, Sunday
12. Last date for submission of objections to provisional list	05.05.2023, Friday
13. Process email id to submit EOI	roltaintdia.cirp@gmail.com

Sd/-
Dr. CS Adv Mamta Binani
Resolution Professional (RP)
Registration No.: IBB/I/PA-002/IP-N00086/2017-18/10227
Registered Address: Second Floor, Nicco House, 2 Hare Street
Kolkata 700001, West Bengal
For Rolta India Limited

Date: 05.04.2023
Place: Mumbai

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