

# PNB FINANCE AND INDUSTRIES LIMITED

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June 19, 2024

**The Secretary**  
**The Calcutta Stock Exchange Limited**  
**7, Lyons Range**  
**Kolkata – 700 001**

**Sub: Disclosure under Regulation 30 and Regulation 47 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

**Ref: Newspaper Advertisement regarding dispatch of notice of 129<sup>th</sup> Annual General Meeting (AGM) and Annual Report for financial year 2023-24**

Dear Sir,

Please note that the 129<sup>th</sup> AGM of P N B Finance and Industries Limited is to be held on Wednesday, July 10, 2024 at 10:30 A.M. IST through Video Conference (VC) and the same shall be conducted in compliance with circulars issued by Ministry of Company Affairs and Securities and Exchange Board of India.

Electronic copies of the Notice of AGM and Annual report for financial year 2023-24 have been sent to the members on June 18, 2024 whose email id's were registered with the Company or depository as on June 14, 2024.

Pursuant to the provisions of the Companies Act, 2013, the Company has published notice in this regard, in Financial Express (all edition) in English and in Pioneer (Delhi edition) in Hindi on June 19, 2024 with subject line "Notice of the 129<sup>th</sup> Annual General Meeting, Remote E voting information".

Please find enclosed the copies of the newspaper advertisement pursuant to Regulation 30 read with Schedule III Part A Para A and Regulation 47 of SEBI Listing Obligations and Disclosure Requirements) Regulations, 2015.

The advertisement copies are also available on the Company's website.

This is for your information and records.

**For PNB Finance and Industries Limited**



**Shweta Saxena**  
**Director & Company Secretary**  
**DIN: 03120958 & M. No. A18585**

● WAITING FOR THE KILL

How to bell the big cat



LEENA GUPTA Founding member & creative, Talented

METALS & SHORTLISTS SO FAR

At the time of this copy going to press, Indian agencies had bagged 1 Silver and 4 Bronze metals on Day 2, with 54 shortlists. This took India's total tally to 1 Gold, 2 Silvers and 6 Bronzes. McCann Worldgroup got the Gold metal on Day 1 for Buckaroo's 'Fit My Feet' campaign.



THE WINNERS

Table with 4 columns: Agency, Gold, Silver, Bronze. Rows include McCann Worldgroup, Ogilvy India, Leo Burnett India, Early Man Film, VML India.

inclusion isn't a box you tick after including a token gay character in your film, it's about solving nuanced problems for the community that can only come to light when you employ queer folks. It's also a good blueprint for clients — the folks at Vaseline didn't just buy this idea as a Pride month gimmick, they committed to developing this idea with trans beauty specialists through months of R&D.

Right after was a talk on decoding pricing models in the creative business by Gautam Reghunath and PG Aditiya, co-founders of my indie agency,



Talented. "Clients ask agencies for details like salary and overhead costs, and profit margins before onboarding them — isn't

that absurd? You don't go to a restaurant and ask the chef's salary before you pay for your Bolognese! Everything that's wrong with our industry — the hours, burnout, peanut salaries, can all be solved by pricing conversations where we see ourselves as equal to the client.

The next session I attended had a queue that would put Dadar station to shame — it was on the Return of Comedy by VML, Hellman's and SNL star Kenan Thompson. "85% of consumers say they are more likely to purchase a product after seeing a funny ad," they said — and

with the addition of 13 new categories at the Lions this year, it's safe to say the industry is ready to treat laughter as serious business. Humour tickles you, humour unifies you, for a brief moment in time it also disarms you.

Hellman's Mayo Cat, a funny no-brainer, was actually born out of a real problem to tackle food waste, which just goes on to show that purpose-led advertising can exist without black-and-white visuals and sarangi music.

My last panel for the day was the Indie Forum on the LBB Beach — executives from indie agencies across the world bearing what it means to be in the "people" business. With the looming irrelevance that we face in the wake of AI automation, Matt Reinhard of OKRP had a fun hack: "We use AI for every new business pitch. We go on to ChatGPT, and ask it to spit five ideas. And then we use those five as white space — if AI can think of it, anyone can, and we wouldn't even think in that direction."

So, until the next time the industry congregates along the opal waters over rose and our collective quasi-artistic rage, advertising will very much still be a people's business, solving real problems with real human creativity.

Kohli is most valued celebrity; King Khan makes a comeback

WITH HIS OVERALL brand value soaring by nearly 29% to \$227.9 million, cricketer Virat Kohli has replaced actor Ranveer Singh as India's most valued celebrity in 2023. Singh slipped to the second spot with a brand value of \$203.1 million, while actor Shah Rukh Khan jumped to the third place from 10th, with a total brand value of \$120.7 million, according to Kroll's Celebrity Brand Valuation Report. Khan was valued at \$55.7 million in 2022. — Agencies

Celebrity valuations: Virat Kohli 227.9, Ranveer Singh 203.1, Shah Rukh Khan 120.7, Akshay Kumar 111.7, Alia Bhatt 101.1, Deepika Padukone 96, MS Dhoni 95.8, Sachin Tendulkar 91.3, Amitabh Bachchan 83.6, Salman Khan 81.7.

Visual representation of celebrity valuations with portraits and names of the top 10 celebrities.

Fringes to Paris Olympics: How journeyman Balaji got his lucky break

NAMIT KUMAR New Delhi, June 18

EARLIER THIS MONTH, Sriram Balaji, the World No. 62 and the third-highest ranked Indian doubles tennis player, arrived in Paris uncertain if he was playing the French Open at all. Typically fickle Parisian weather meant there were enough withdrawals by singles players in doubles category for Balaji, alongside Mexican partner Miguel Reyes-Varola, to make it to the main draw.

ever finish at a Major, and more importantly, ensuring his return ticket to Paris next month.

Balaji has been picked by World No. 4 Rohan Bopanna to partner him in the men's doubles category for the upcoming Paris Olympics, ousting the higher-ranked Yuki Bhambri to make it to his first Games.

Perhaps it is strengths specific to Balaji's game, perhaps it was the match he played against Bopanna in Round 3. Perhaps Bopanna's decision was premeditated. Yet, there is little doubt that Balaji's leap of faith, to arrive at Roland Garros even

though he was uncertain to play when he could have earned prize money and ranking points elsewhere, paid off in extraordinary fashion. "When I got there, we were sixth out (as alternates) so I was not sure we'll get into the draw," he said from London, where he has travelled to play a Challenger event on grass. "And as soon as we got into the draw, it was like a bonus for us. We didn't have anything to lose. We were just playing free and just focusing on every point by point and then it worked actually."

For players outside the very elite, they often go through the



Sriram Balaji will partner Rohan Bopanna in Paris

dilemma of travelling to Majors despite being uncertain they will even play. The financial burdens can be high for your little return. But Balaji, currently based out of Frankfurt, Germany, says he did not mind the uncertainty, being able to experience the Grand Slam atmosphere was enough. "There's no 'faith' or anything, but that's the risky you're supposed to take. If it works, it works..." he added.

Now 34, Balaji had been somewhat of a promising junior before his career stalled off due to injuries and typical malaise of making the tough transition to

the seniors. Even as he accepted his limitations and switched track to doubles, his parents continued to provide support. His may seem like the case of a typical tennis journeyman; this is essentially a sport that only does enough to support its top 100 players. But his run at the French Open and Olympics call-up has renewed faith.

It was the third-round match against Bopanna that showed many of Balaji's strengths on clay; while Bopanna will claim didn't sway his decision, it's hard to think it did not have any impact. Balaji is quite certain it

wasn't the turning point though. "No, no, no, it wasn't just the match. He also told me, one or two weeks before, he hinted that I'm one of the potential partners, me or Yuki," he said.

Balaji insists it was his results on slow clay at Challenger events, and his consistency. He elaborates on how playing styles may also be complementary, which may be why Bopanna opted to partner him instead of Bhambri. "Both of us have big serves, so hopefully we make the maximum use of it. And then Bops has big returns also, an overall big game," he said.

NMDC Limited advertisement featuring a table of tenders with columns for SI, Tender No & Date, Description, Qty (No), Pre Bid Meeting, Display & Sale of Tender Documents Period, Last date & Time for submission of offer.

optimus OPTIEMUS INFRACOM LIMITED advertisement including company details and a table of share certificates with columns for S. No, Folio No, Name of Shareholder, Certificate No(s), Distinctive No(s), No. of Shares.

PNB Finance and Industries Limited advertisement regarding the 129th Annual General Meeting, Remote E-Voting Information, and Notice of the 129th Annual General Meeting (AGM).

XPRO INDIA LIMITED advertisement with company details and extensive information regarding the 27th Annual General Meeting, including registration details and voting procedures.

Large advertisement for TVS Excellence in Journalism Awards 2023, featuring the TVS logo, award details, and a prominent 'CALL FOR ENTRIES' text with a QR code and registration deadline.

