

Balaji Telefilms Ltd.

C-13, Balaji House, Dalia Industrial Estate, Opp. Laxmi Industries
New Link Road, Andheri (West), Mumbai - 400 053.
Tel.:40698000 • Fax : 40698181 / 82 / 83
Website : www.balajitelefilms.com
CIN No. : L99999MH1994PLC082802



November 17, 2021

To,

BSE Limited

Phiroze Jeejeebhoy Towers,

Dalal Street,

Mumbai - 400 001

Stock Code: 532382

National Stock Exchange of India Ltd.

"Exchange Plaza",

Bandra-Kurla Complex, Bandra (East),

Mumbai - 400 051

Stock Code: BALAJITELE

Sub: Submission of copies of Newspaper Advertisement for Notice of Postal Ballot

Dear Sir/Madam,

Pursuant to Regulation 30 and 47 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the copies of the notice of Postal Ballot published in 'Business Standard' an English Daily and 'Mumbai Lakshadeep', a Regional Daily, in Marathi today.

Kindly take the same on record.

Thanking you.

Yours truly,

For Balaji Telefilms Limited

Sanjay Dwivedi

Group Chief Financial Officer



Encl- a/a

New-gen issues in India's line of sight as it eyes trade deals

SHREYA NANDI
New Delhi, 16 November

As India goes into firming up trade deals with developed nations like Australia, the United Kingdom (UK) and the European Union (EU), it will have to be well prepared to negotiate on new-generation issues, such as data protection regulation, e-commerce, and environment.

India is yet to negotiate pacts with its trading partners on these evolving issues since discussions between them have until now been largely focused on tariff and non-tariff barriers and the rules of origin. "We can no longer look at trade just as trade. We have to look at it in totality of global and regional conditions. Today, international trade needs to be looked at inclusive of many issues, such as investment, clean energy, digitalisation, movement of people, intellectual property, and technology," said Amitendu Palit, senior research Fellow, Institute of South Asian Studies, National University of Singapore.

This is where India faces a challenge in negotiating free trade agreements (FTAs), said Palit.

"Today's FTAs, particularly those India is negotiating, will be more exhaustive and complex than the earlier ones," said Palit.

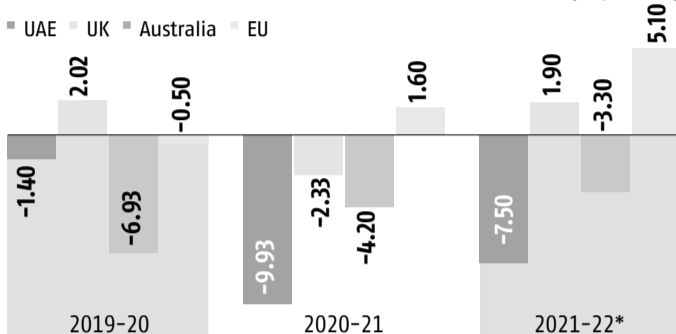
Elaborating, he said without any sustainable trade practices or clean energy practices, most trade agreements (with developed nations) may not be possible.

To buttress his point of view, he cited the example of the EU which has a 21st century template as far as FTAs are concerned. This template may include subjects like environment, labour, competition policy rules for state-owned public enterprises, among others, said Palit. Similarly, Australia may demand data protection for investors in India. The UK may want India to open up its domestic legal market (with reciprocity). "The concern is whether India is equipped to handle negotiations on these evolving issues, especially with stiff deadlines with respect to finalising these trade agreements," he said.

Over the past decade or more, India had signed trade agreements with countries on its east — Singapore, Thailand, Japan, trade blocs, such as the Association of Southeast Asian Nations, among others. However, there has been a visible shift now. India has been try-



TRADE BALANCE



Source: Department of Commerce

ing to look West for quite some time, but none of the deals have fructified so far. Now, India is girding up its loins to cement stronger strategic and economic ties with these nations.

"Today, India is looking at trade from a geostrategic, geoeconomic, and political perspective. As a result, it is looking to work out bilateral trade deals with its important strategic allies. Many of these allies are on India's west, some like Australia on its east," said Palit.

India has revamped its trade strategy and is in a rush to negotiate a spate of FTAs with its top trading partners — the UK, the EU, the United Arab Emirates (UAE), and Australia. This assumes more importance now since India is not a part of any major regional trade bloc. A year ago, India walked away from the China-backed Asian trade bloc Regional Comprehensive Economic Partnership (RCEP) after negotiating the deal for seven years, prioritising needs and demand of the domestic industry.

RCEP was signed by 15 nations in November last year to create the world's biggest free trade bloc.

Right now, the message India wants to send is clear — that it wants to engage with the rest of the

world, or else it will shut itself out from the global markets.

Over the past six months, countries have set ambitious deadlines to fructify them, and in most cases, India is strategising to first ink a mini trade or an early-harvest deal, which will be a precursor to an FTA that will be signed in a year or so.

With the stiff target of finalising early-harvest deals with Australia, the UAE, and the UK next month, these mini pacts have to be drafted carefully. India is also keen on inking a trade pact with Canada that got further delayed by the outbreak of the pandemic and elections in that country. Last month, India and Israel also decided to renew negotiations on an FTA and a deadline of mid-2022 has been set.

Arpita Mukherjee, professor at Indian Council for Research on International Economic Relations, said the priority should be to quickly focus on reducing tariffs on areas amicable to India and the country it is signing these deals with. "With stiff targets ahead, nations should not complicate early-harvest agreements by bringing in issues pertaining to non-tariff barriers, such as adhering to standards, or government procurement norms in these countries," he said.

India received record FDI in last 7 yrs: Goyal

SHREYA NANDI
New Delhi, 16 November

India attracted record foreign direct investment (FDI) over the last seven years and this trend is expected to continue, considering the major structural reforms being undertaken by the government, Commerce and Industry Minister Piyush Goyal said on Tuesday.

"As per a recent CII-Ernst & Young report, India is the next global investment hotspot and we have the potential to attract annual FDI (foreign direct investment) in the range of \$120-160 billion by 2025. In the last seven years, we have seen record FDI, breaking the previous record for seven years in a row. I hope to see that continue, looking at the major structural reforms being undertaken. This pickup in economic activity is here to stay and the future looks to be extremely bright," Goyal said at the Confederation of Indian Industry's (CII's) National Conference on MNCs 2021.

According to official data, India attracted FDI of \$22.53 billion during the April-June quarter, a 90 per cent jump year-on-year. This includes equity capital of unincorporated bodies, reinvested earnings, and other capital. Goyal cited the decision to privatise Air India as the latest example of policy and business reforms. Similarly, doing away with the retrospective tax law, and reforms in the mining and coal sectors, are some of the other reforms.

The minister urged multinational corporations to use India as a manufacturing base as they can capture the whole world from India. Apart from that, it's time that India starts focusing on integrating its quality standards with the world. The mind-set of a particular product being for the domestic market and others for the export market also needs to go, he said.

"We will have a free trade agreement (FTA) with UAE in the next 60-100 days, an interim agreement with Australia probably around the same time. With the EU, work should start soon (as) they have recently appointed a lead negotiator and we are working to start with Canada," he said.

WE WILL HAVE AN FTA WITH THE UAE IN THE NEXT 60-100 DAYS, AN INTERIM AGREEMENT WITH AUSTRALIA, PROBABLY AROUND THE SAME TIME"

PIYUSH GOYAL, COMMERCE AND INDUSTRY MINISTER



ELDECO HOUSING AND INDUSTRIES LIMITED
CIN: L45202UP1985PLC099376
Regd. Office: Eldeco Corporate Chamber-1, 2nd Floor, Vishuddi Khand (Opp. Mandi Parishad), Gomti Nagar, Lucknow-226010
Website: www.eldecogroup.com, Email: eldeco@eldecohousing.co.in, Ph. No.: 0522-4039999

POSTAL BALLOT NOTICE TO MEMBERS & UPDATION OF EMAIL ADDRESSES OF SHAREHOLDERS

In continuation to our earlier advertisement published on November 13, 2021, members are hereby informed that pursuant to the provisions of Section 108, 110 and other applicable provisions, if any, of the Companies Act, 2013 ("the Act") read with Rule 20 and Rule 22 of the Companies (Management and Administration) Rules, 2014 (including any statutory modification(s) or enactment thereof for the time being in force) ("the Rules"), Regulation 44 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("the Listing Regulations"), Secretarial Standard on General Meetings ("SS-2") issued by the Institute of Company Secretaries of India, General Circular No. 14/2020 dated April 8, 2020, General Circular No. 17/2020 dated April 13, 2020, General Circular No. 22/2020 dated June 15, 2020, General Circular No. 33/2020 dated September 28, 2020, General Circular No. 39/2020 dated December 31, 2020 and General Circular No. 10/2021 dated June 23, 2021 issued by the Ministry of Corporate Affairs ("MCA") and SEBI Circular No. SEBI/HO/CFD/CMD1/CIR/P/2020/79 dated May 12, 2020 (hereinafter collectively referred to as "Circulars"), the Postal Ballot Notice seeking consent of members through voting by electronic mode (i.e. Remote e-Voting) has been sent by email to the members whose names appear in the Register of Members as on the **Cut-Off Date i.e. Friday, November 12, 2021** for obtaining the approval of the Shareholders in relation to the below mentioned resolutions:

- Approval for sub-division of equity shares of the Company having face value of Rs. 10/- per share to Rs. 2/- per share (**Ordinary Resolution**);
- Approval for alteration in the Memorandum of Association of the Company (**Ordinary Resolution**);
- Approval for alteration in the Articles of Association of the Company (**Special Resolution**);
- Approval for adoption of a new set of Memorandum of Association of the Company as per the Companies Act, 2013 (**Special Resolution**); and
- Approval for adoption of a new set of Articles of Association of the Company as per the Companies Act, 2013 (**Special Resolution**).

The detailed instructions and information relating to Remote e-Voting are set out in the Postal Ballot Notice sent to the Shareholders. The Company has completed dispatch of Notice of Postal Ballot on Tuesday, November 16, 2021.

The facility to exercise vote on the Postal Ballot by Remote e-Voting, will be available for the following period:

Commencement of Remote e-Voting	Wednesday, November 17, 2021 (9:00 A.M. IST)
End of Remote e-Voting	Thursday, December 16, 2021 (5:00 P.M. IST)

Remote e-Voting shall not be allowed after 5:00 P.M. IST on Thursday, December 16, 2021 and e-Voting module shall be disabled thereafter.

The voting rights of the Members shall be reckoned on the equity shares held by them as on the Cut-off Date as per the Register of Members / List of Beneficial Owners as received from National Securities Depository Limited ("NSDL") and Central Depository Services (India) Limited ("CDSL"). Further, the voting rights of the Members shall be in proportion to their share in the paid up equity share capital of the Company as on the Cut-off Date. Any person, who is not a Member as on the Cut-off date should treat this notice for information purpose only.

Pursuant to Regulation 44 of the Listing Regulations, the Company has engaged the services of CDSL for facilitating e-voting to enable the Shareholders to cast their votes electronically through Remote e-Voting Facility as per the details mentioned in the Notice of Postal Ballot.

In compliance with the requirements of the Circulars, hard copies of Postal Ballot Notice along with Postal Ballot Forms and Pre-paid Business Reply Envelope have not been sent to the members for this Postal Ballot and members are required to communicate their assent or dissent through the Remote e-Voting system only. The Notice of the Postal Ballot is placed on the Company's website at www.eldecogroup.com, website of Bombay Stock Exchange Limited ("BSE") at www.bseindia.com and also on the website of CDSL at www.evotingindia.com.

The Company has appointed Mr. Mohit Maheshwari (Membership No. F9565 & Certificate of Practice No. 19946), Partner, M/s. MAKS & Co., Company Secretaries (FRN: P2018UP067700) as the Scrutinizer for conducting the Postal Ballot / Remote e-Voting process in a fair and transparent manner. The result of the Postal Ballot along with Report of Scrutinizer will be submitted to the BSE, where the shares of the Company are listed, on **Saturday, December 18, 2021** and will be posted on the Company's website at www.eldecogroup.com and website of CDSL at www.evotingindia.com. The Scrutinizer's decision on the validity of votes cast through Postal Ballot will be final.

Members who have not yet registered their email address are requested to get their email addresses registered, in respect of electronic holdings with the Depository (i.e. NSDL & CDSL) through the concerned Depository Participants ("DPs") and in respect of physical holdings by writing to the Company at chandni@eldecogroup.com or to the Registrar and Share Transfer Agent ("RTA") of the Company i.e. Skyline Financial Services Private Limited at admin@skylinetra.com.

Further, in light of the aforesaid Circulars, shareholders who have not registered their email address and in consequence could not receive the Postal Ballot Notice may temporarily get their email registered with the RTA by clicking the link: <http://www.skylinetra.com/EmailReg.php> and following the registration process as guided thereafter.

Post successful registration of the email, the shareholder would get soft copy of the Notice and the procedure for Remote e-Voting along with the User ID and the Password to enable Remote e-voting for this Postal Ballot. Those shareholders who have already registered their email address are requested to keep their email addresses validated with their DPs / the Company's RTA to enable servicing of notices / documents / Annual Reports electronically to their email address.

Any member who has any query/grievances connected with the voting by postal ballot including Remote e-Voting can contact Ms. Chandni Vij, Company Secretary, Contact No. 0522-4039999; Email ID: chandni@eldecogroup.com or Mr. Rakesh Dalvi, Sr. Manager (CDSL), Central Depository Services (India) Limited, A Wing, 25th Floor, Marathon Futrex, Marfatil Mill Compounds, N M Joshi Marg, Lower Parel (East), Mumbai - 400013 or send an email to helpdesk.evoting@cdsindia.com or call on 22-23058542-43.

By the order of the Board
Eldeco Housing and Industries Limited
Sd/-
Chandni Vij
Company Secretary

Date: 16.11.2021
Place: Lucknow

Balaji Telefilms Limited
CIN: L99999MH1994PLC082802
Registered Office: C-13, Balaji House, Dalia Industrial Estate, Opp. Laxmi Industrial Estate, New Link Road, Andheri (W), Mumbai - 400053, Maharashtra
Website: www.balajitelefilms.com, Email ID: investor@balajitelefilms.com
Tel: +91-022-40698000, Fax: +91-022-40698181

NOTICE OF POSTAL BALLOT

Members of the Company are hereby informed that a Postal Ballot Notice, seeking Members' consent on the resolution set out in the said Notice has been sent electronically to the members whose e-mail address is registered with the Company/ KFin Technologies Private Limited ("KFin Tech"), Company's Registrar and Transfer Agent/ Depository Participant(s), as on Friday, November 12, 2021, i.e. the Cut-Off Date. The Company has completed electronic dispatch of the Postal Ballot Notice on Monday, November 15, 2021.

The Postal Ballot Notice is available on the Company's website at www.balajitelefilms.com and on the website of the Stock Exchanges, that is, BSE Limited and National Stock Exchange of India Limited at www.bseindia.com and www.nseindia.com, respectively and on the website of KFin Tech, at <https://evoting.kfintech.com>. Members who do not receive the Postal Ballot Notice may download it from the above-mentioned websites.

The documents referred to in the Postal Ballot Notice are available for inspection electronically and members seeking to inspect such documents can send an email to investor@balajitelefilms.com.

Instructions for e-voting:
In accordance with the applicable circulars issued by the Ministry of Corporate Affairs, the Company is providing the facility to exercise their right to vote on the resolution proposed in the said Postal Ballot Notice only by electronic means ("e-voting") to its Members. The communication of the assent or dissent of the members would take place through e-voting process only. The Company has engaged the Services of KFin Tech as the agency to provide e-voting facility. Members may cast their votes during the period mentioned herein below:

Commencement of e-voting: 09:00 a.m. (IST) on Wednesday, November 17, 2021
End of e-voting: 05:00 p.m. (IST) on Thursday, December 16, 2021

E-voting will not be allowed beyond the aforesaid date of time and the e-voting modules shall be forthwith disabled by KFinTech upon expiry of the aforesaid period.

Manner of e-voting by Members holding shares in dematerialized mode, physical mode and members who have not registered their email address has been provided in the Postal Ballot Notice. The manner in which persons who have forgotten the User ID and Password, can obtain/ generate the same, has also been provided in the said Notice.

A person, whose name is recorded in the Register of Members/List of Beneficial Owners as on the Cut-Off Date shall only be considered eligible for the purpose of e-voting. Voting rights of a member/beneficial owner (in case of electronic shareholding) shall be in proportion to his/her/its shareholding in the paid-up equity share capital of the Company as on the Cut-Off Date. **A person who becomes a member after the Cut-Off date should treat this notice for information purpose only.**

Manner of registering/updating e-mail address:

- Members who hold the shares in physical mode and have not registered/ updated their email address with the Company, can register / update the same by sending the request letter mentioning details of folio number, e-mail address and self-attested copy of PAN card to KFinTech@inward.ris@kfintech.com
- Members holding shares in dematerialized mode and have not registered/updated their email address, can register/ update their email address with the Depository Participant(s) where they maintain demat accounts.

The resolution if approved shall be deemed to have been passed on the last date of e-voting i.e. Thursday, December 16, 2021. The results of evoting shall be announced on or before Saturday, December 18, 2021 and will be displayed on the Company's website at www.balajitelefilms.com and communicated to the Stock Exchanges and National Securities Depository Limited and Central Depository Services (India) Limited and KFinTech. The Company will also display results of the Postal ballot at its Registered Office.

In case of any query on voting, members may refer to the Help and FAQs sections/ Evoting user manual available through a drop down menu in the "Downloads" section of KFinTech's website for [evoting https://evoting.kfintech.com/](https://evoting.kfintech.com/)

Contact details for addressing e-voting related queries/ Grievances, if any:

Mr. Konijeti Suman
Deputy Manager
KFin Technologies Private Limited
Selenium Tower B, Plot Nos. 31 & 32 | Financial District
Nanakramguda | Serilingampally Mandal | Hyderabad - 500032
Email: inward.ris@kfintech.com
Toll Free Number: 040-79611000

By Order of the Board
For Balaji Telefilms Limited
Sd/-
Sanjay Dwivedi
Group Chief Financial Officer

Date: November 16, 2021
Place: Mumbai

JOINT MEETING OF NCR STATES ON POLLUTION

Delhi suggests WFH policy, ban on industries

PRESS TRUST OF INDIA
New Delhi, 16 November

Implementing work from home policy in Delhi-NCR and closing down industries are some of the steps suggested by the Delhi government in a meeting of the Commission for Air Quality Management held on Tuesday, Delhi Environment Minister Gopal Rai said.

Chief Minister Arvind Kejriwal on Saturday had announced various emergency measures, including the closure of schools for a week, a ban on construction activities and work from home for government employees, to deal with the pollution crisis faced by the city. "On Monday, the Delhi Pollution Control Committee teams went to see whether the measures are being imple-

mented and they found that the construction work has been stopped," Rai told reporters.

The Supreme Court on Monday had directed the Commission for Air Quality Management to hold a joint meeting and on Tuesday, the states of Punjab, Rajasthan, Haryana and Uttar Pradesh participated in the meeting.

"In the meeting, Delhi government officials suggested implementing work from home policy in Delhi-NCR, ban on construction work and ban on industries so that pollution levels can be controlled. The other states have also put forth their views and we are waiting for an official notification from the commission," Rai said.

He said that this meeting will lead to the emergence of a joint action plan.

Air quality drops again to 'severe'

Delhi's air quality was again in the severe category with the 24-hour average AQI recorded at 403 after remaining in the 'very poor' category till Tuesday morning, when the AQI was recorded at 396. The air quality index in neighbouring cities was also in the

'very poor category' — Ghaziabad (356), Greater Noida (361), Gurugram (369) and Noida (397) — at 4 PM. According to the Ministry of Earth Sciences' air quality monitor SAFAR, the AQI will likely remain at the lower end of 'severe' on Wednesday. **PTI**

The Delhi minister asked the Union environment minister to clear confusion over the contribution of stubble burning in Delhi's pollution so as to effectively control it.

"On Monday, the Centre filed an affidavit in the Supreme Court stating that stubble burning contributes

four per cent to pollution in the national capital. In the same affidavit, the Centre mentioned that in a meeting held with experts it was said that it contributes 35-40 per cent in the pollution levels. I want to urge the Union environment minister to clear the facts. The same affidavit has two facts. Which

is the correct figure," he asked.

The minister said that with the correct figures, they will be able to frame a strategy to curb pollution. "The strategy that will be formed on the basis of the four per cent figure will yield different results and the strategy formed seeing the 35 per cent figure will have a different outcome," he added.

Rai also cited the figures made public by the Ministry of Earth Sciences' air quality monitor SAFAR, which showed the fire contribution to pollution from November 4 to 14.

"Going by these figures, the average comes to 31 per cent. This is also data by the central government. We urge the Union environment minister to clear the air on the figures so that a correct strategy can be formulated," he added.

'ESG, financial performances highly correlated'

As the globe battles climate change and its adverse effects on the sustainability of life and business on the planet, investors and lenders now want to know a company's performance on environmental, social and governance (ESG) factors besides financial ratings. This has turned ESG ratings into a new growth opportunity for rating agencies. **SANKAR CHAKRABORTI**, chairman, ESGRisk.ai & group CEO, Acuité Ratings & Research, tells Krishna Kant on why ESG scores matter to investors. Edited excerpts:

Why should investors now bother about ESG scores of companies besides financial ratings?

It has become increasingly evident in recent years that a company's performance on ESG factors are highly correlated with its financial performance. This is because various components of the ESG highlight the risk a company faces. Secondly, both investors and lenders are gravitating towards responsible investing and lending, thereby focusing on ESG assessments. ESG ratings, in essence, focus on an organisation's long-term sustainability

and capacity to carry out its operations and grow. The ratings use a detailed set of factors that have material impact on financial performance of the organisation.

Q&A

How does ESG score reflect in the financial metrics of companies?

There is an evident correlation between financial performance and ESG scores. A study by ESGRisk.ai shows that since the pandemic began, returns from top 50 ESG companies are 131 per cent compared with the 117 per cent yield on Nifty 50, for the period of April, 2020 to October 10, 2021. During



the Covid-related selloff that began in Q1 of 2020, ESG companies outshone broader benchmarks, making investments in ESG-compliant companies more stable. Organisations committed to satisfying multiple stakeholder interests and improving sustainability practices invariably have high ESG scores and superior financial performance. A strong ESG strategy enhances brand reputation, contributes to the company's top-line growth and drives shareholder engagement.

All of these affect return on investment (ROI) besides reducing revenue risks.

Many agencies have forayed into ESG Ratings. How does Acuité ESG's rating compare with competitors?

Our uniqueness lies in our framework that is India focused. There are many factors where India stands apart and such differences are considered in our methodology. Also, our methodology and data collection are extremely comprehensive. Our ESG scores are based on a wide range of 739 data points and 525 indicators that have been selected and assigned weights based on their materiality and relevance to specific industries. Each score provides a summary of the corporate's ESG strategy, initiatives, results, and negative news across 19 critical themes. They include energy, emissions, water, environmental management, ESG reporting, human rights, community, supply chain and shareholders' rights, among others.

