

From the Front Page

EVs get push despite crisis in auto sector

RAHIL ANSARI, HEAD, Audi India, said: "While these are great steps for the future, short-term measures supporting the overall industry, also the luxury segment, are required by the government. All players are struggling with declining sales, which, in turn, is leading to production cuts and may lead to job losses too. The draft notification on hiking the registration for ICE vehicles is detrimental to the overall development."

nis player Sania Mirza who peaked at world No 27 in 2007 was the face of Bournvita Li'l Champs and Hyunday Goot, whereas professional shooter Abhinav Bindra, who got India its first individual Olympic gold in 2008, endorsed Samsung immediately thereafter. At the peak of their game, non-cricket stars can command higher fees and in some cases, even match those of cricketers. Typically, non-cricket athletes tend to be cost-effective and charge between ₹30 lakh and ₹50 lakh per year for endorsements, as opposed to a per day rate of ₹6 crore charged by a Virat Kohli. "Price-sensitive marketers have begun to see these stars as viable and inexpensive endorsers in comparison to over-exposed cricketers," says Dheeraj Sinha, MD — India and chief strategy officer — south Asia, at Leo Burnett. Non-cricket athletes, though, don't have a universal appeal. "Most often the kind of brands that approach us for non-cricket athletes belong to the health and fitness category. Ever since Hima's five medal winning streak, we are seeing interest from categories like fitness watches, energy oils, two-wheelers, energy drinks, etc," says Trehan. But there are exceptions. Six-time boxing World Champion Mary Kom endorses brands like Nestlé's dairy whitener Everday, Puma and BSNL. Vineet Singh, director — Dairy, Nestlé India, says as a marketer he seeks inspirational ambassadors, independent of the sport.

the bank, admitted that from a macroeconomic perspective, there has been a slowdown both in consumption and auto sales. "However, the services sector continues to do well and we are seeing some improvement in capacity utilisation in the public sector," Batra said. He refused to offer any guidance on credit growth for the full year. "We are not targeting any particular level of loan growth. However, we are seeking to improve our share of the profitable market share by making our delivery to the customer service more seamless and frictionless through digitisation and charge between ₹30 lakh and ₹50 lakh per year for endorsements, as opposed to a per day rate of ₹6 crore charged by a Virat Kohli. "Price-sensitive marketers have begun to see these stars as viable and inexpensive endorsers in comparison to over-exposed cricketers," says Dheeraj Sinha, MD — India and chief strategy officer — south Asia, at Leo Burnett.

Total deposits increased by 21% y-o-y to ₹6.61 lakh crore and the bank's current account savings account (CASA) ratio stood at 45.2%, down from 50.5% a year ago. Average CASA deposits rose 12.3% y-o-y in Q1FY20. Term deposits increased 34% to ₹3.62 lakh crore. Batra said the bank is focused on the daily average balances of CASA deposits as that contributes to NII. "We have said that in this scenario, the growth in the average CASA deposits would be lower than the overall growth in deposits that we see and that is what was reflected in the current quarter," he said, adding that in the current environment, people are putting more money into fixed deposits and CA deposits are not growing as strongly for the banking system. The bank's total capital adequacy ratio (CAR) as per RBI guidelines (Basel III norms) was 16.19% and its tier-1 capital adequacy (CET-1) ratio stood at 14.6% in June 30, as compared to the minimum regulatory requirements of 11.08% and 9.08% respectively.

Will not allow any monopoly: Prasad

BUT THE MINISTER refused to comment, as there is already a system in place. A standing committee is looking into the issue after Trai refused to reduce the prices. The ministers said telecom operators have agreed to participate in the auction. "I highlighted to them the need for a robust involvement in 5G innovation, start-ups and creation of 5G products that can create India-specific patents. I said that in the \$5-trillion economy target, 25% should be telecom's contribution," Prasad said.

ICICI Bank posts

Q1 profit at ₹1,908 crore

THEY CONSTITUTED 3.5% of the bank's loan book. Recoveries and upgrades of NPAs were to the tune of ₹931 crore, while loans worth ₹2,200 crore were written off. The provision coverage ratio on NPAs, excluding cumulative technical write-offs, increased to 74% in June 2019 from 54% in June 2018. Total advances at the bank grew 15% y-o-y to ₹5.92 lakh crore. Retail assets saw a 22% y-o-y growth, with 8% of the bank's total loan book being made up of retail unsecured loans. Excluding non-performing and restructured loans, the growth in domestic corporate loans was about 13%. Sandeep Batra, executive director (designate) at

When brands see beyond cricketers

THIS IS WHY Das' association with brands covers the Olympics season and ends in December 2020. "Brands want to be able to leverage the success of the player during the course of the athletic event and for a few months after the event ends," says Rahul Trehan, VP, IOS sports and entertainment. While cricketers have a more iconic status among Indian consumers and brands, historically, non-cricket athletes have, at the peak of their career, been picked by advertisers as brand ambassadors. Chess champion Viswanathan Anand has been NIFT's brand ambassador since 2000 when he won the FIDE World Chess Championship. Ten-

GURUKULA KANGRI VISHWAVIDYALAYA, HARIDWAR (NAAC 'A' Grade Accredited Deemed to be University U S 3 of UGC act 1956) Adv. No. GKV/Estt./02/2019 VACANCIES

Online applications are invited in the prescribed Application Form from eligible candidates for appointment to the faculty positions of Assistant Professor/ Associate Professor/ Professor in various Subjects/Departments of the Vishwavidyalaya and administrative posts of Registrar and Finance Officer. Application form is to be submitted online along with application fee of Rs. 550/- (Rs. 150/- for SC/ST/PWD). The details of the posts/minimum eligibility/ educational qualifications/ pay levels/ reservation/ general conditions & information etc. are available on the website www.gkv.ac.in. The Last date for receipt of application is 26.08.2019 or 10 days from the date of publication of the advertisement in the Employment News, whichever is later. Registrar

ESCORTS FINANCE LIMITED

Regd. Office : SCO 64-65, Third Floor, Sector-17A, Chandigarh-160017 CIN : L65910CH1987PLC033652, Website: www.escortsfinance.com; Email: escortsfinance@escorts.co.in; Phone: 0129-2564116 EXTRACT OF STATEMENT OF STANDALONE UNAUDITED FINANCIAL RESULTS FOR THE QUARTER ENDED JUNE 30, 2019

Table with 4 columns: Particulars, Quarter Ended (30/06/2019 Unaudited, 30/06/2018 Unaudited), and Year Ended (31/03/2019 Audited). Rows include Total Income from Operations, Net Profit/Loss, Total Comprehensive Income, etc.

- Notes: 1 The above Standalone Financial were reviewed by the Audit committee and approved and taken on record by the Board of Directors in their meeting held on 26 July 2019. 2 The above results are in compliance with Indian Accounting Standards ("Ind AS") notified by the Ministry of Corporate Affairs. 3 M/s Escorts Benefit Trust (EBT) in terms of the directions of Hon'ble Delhi High Court to repay the unpaid fixed deposit liability...

By Order of the Board For Escorts Finance Limited Sd/- Rajeev Khanna Whole Time Director DIN 08471497

Place: Faridabad Date: 26 July, 2019

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EXTRACT OF UNAUDITED STANDALONE AND CONSOLIDATED FINANCIAL RESULTS FOR THE QUARTER ENDED 30th JUNE , 2019

(₹ in lacs except EPS)

Table with 8 columns: S. No., Particulars, Standalone Results (Quarter Ended, Year ended), Consolidated Results (Quarter Ended, Year ended). Rows include Total Income from Operations, Net Profit/Loss, Total Comprehensive Income, etc.

- Notes: 1 The above is an extract of the detailed format of the Unaudited Standalone and Consolidated Financial Results for the quarter ended on 30th June, 2019 filed with the Stock Exchange under Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. 2 The Standalone Results of the Company comprise of only one segment i.e. Yamuna Expressway Project...

Place : Noida Date : 27th July, 2019

For Jaypee Infratech Limited

(Manoj Gaur) Chairman-cum-Managing Director DIN: 00008480 Taken on Record Anuj Jain (Interim Resolution Professional)

IP Registration No. IBBI/IPA-001/IP-P00142/2017-18/10306



Extract of Standalone And Consolidated Unaudited Financial Results For The Quarter ended June 30, 2019

Table with 8 columns: Sl. No., Particulars, Standalone Results (3 Months ended, Year Ended), Consolidated Results (3 Months ended, Year Ended). Rows include Total revenue from continuing operations, Net Profit/Loss, Total Comprehensive Income, etc.

- Notes: 1 The above standalone and consolidated financial results for the quarter ended June 30, 2019 were reviewed by the Audit Committee and approved by the Board of Directors of the Company at their meetings held on July 27, 2019. 2 In standalone results figures for the quarter ended March 31, 2019 are the balancing figures between audited figures in respect of the full financial year and published year to date figures upto the third quarter of the year ended March 31, 2019.

Place : Faridabad Date : 27/07/2019

Escorts Limited

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(NIKHIL NANDA) (CHAIRMAN AND MANAGING DIRECTOR)

For ESCORTS LIMITED

