

Don't use BARC viewership data for 6 weeks, ISA tells members

The advertiser body will work closely with TV rating agency on when data will become usable again

URVI MAJUMDAR
Mumbai, 7 February

While the debate on viewership data darkness during the transition to the new tariff order by the Telecom Regulatory Authority of India (Trai) continues, the Indian Society of Advertisers (ISA) has communicated to its members not to use viewership data for media planning and buying purposes during this time.

The advisory said that the ISA executive council and core media committee have been in touch with the Broadcast Audience Research Council of India (BARC), the agency which brings out weekly television (TV) ratings, the currency on which ad-sales is traded in the country.

"Considering the fact that the Trai NTO (new tariff order) is across India, its impact will be significantly different in each region given the varied distribution and broadcast landscape of each region. NTO, if implemented in true spirit, is likely to have shift in channel availability and hence, possibly consumption landscape also," it read.

As a result, the members of the advertiser body have been advised that viewership data during the transition period, which it estimates at six weeks, should not be used for media planning, evaluation, or buying. It added that the ISA will work closely with BARC to ascertain when the data will become usable again. As of now, data will be released every week however.

WHAT'S DELAYING THE SWITCH?

- The delay in communicating the impending change in tariff regime, both by broadcasters and DPOs, has led to a delay in execution of Trai order. Some delay has also been on account of litigation around the tariff order
- There has been some amount of consumer inertia as well
- Once the order was implemented, websites and mobile apps of DPOs had a surge in traffic as consumers tried to access them to exercise their right. As a result, the sites have



become slow, making it difficult for consumers to fill out the information required to make the shift

Meanwhile, teething problems continue a week into the implementation of the NTO for TV channels as mandated by the Trai. While most distribution platform operators (DPOs), including cable and direct-to-home (DTH) players, have made the switch to the new regime, uptake continues to be slow at the consumer's end.

According to Trai's intimation in the last week of January, 40 per cent of pay TV subscribers had exercised their choice to switch to the new regime. Industry experts and company executives now estimate that figure could be 50-55 per cent if actual conversion rates after the February 1 deadline to

switch (for cable/DTH operators and broadcasters) are taken into account. The deadline for the consumer to exercise his or her choice is February 13, after which, those who have not made the shift, will cease to receive signals on their set-top boxes.

Consequently, it is difficult to gauge whether average monthly cable bills have gone up, or reduced. Experts say that till things don't settle down, it is difficult to predict the impact on cable bills at the consumers' end, and average revenue per user at the distributors' and broadcasters' end.

While a CRISIL report predicts that the average monthly cable bill is expect-

ed to go up, the key point is that consumers will now pay for what they have wanted and have chosen. So, in the erstwhile regime, if consumers used to pay an average bill of ₹250 a month for 800-plus channels, now they may pay the same amount, but for far fewer channels, which they choose. Experts also believe that subscription patterns for certain genres, news, and sports for example, will become increasingly event-driven. So an election quarter may see surge in news channel subscriptions, while a cricket-heavy quarter will see sports channels in demand.

Currently, most DPOs have modified the interface on their platforms in line with the new regime. If a subscriber lands on a channel he/she has not chosen, a message appears on the screen stating the channel has not been subscribed by the viewer, and in order to see the content, they need to subscribe to it. Most platforms have also put brief instructions on how to subscribe to the channel as part of the message.

Experts believe that DPOs are doing their bit, albeit a little late in the game. "The work on educating and converting consumers has probably started a couple months late. Having said that, once everyone knew that the shift to the new regime is a reality, they did their best. It's going to take a while for the environment to stabilise though," says an executive from the TV industry.

More on www.business-standard.com

Plant 3,000 trees each: HC to 2G scam accused

AASHISH ARYAN
New Delhi, 7 February

In a unique 'cost' imposed for seeking more time to file response to the Enforcement Directorate's (ED's) plea chal-

lenging their acquittal in the 2G case, the Delhi High Court (HC) on Thursday asked Swan Telecom's promoter Shahid Balwa, the director of Kusegaon Fruits and Vegetables, Rajeev Agarwal, and three firms, namely Dynamic Realty, DB Realty, and Nihar Constructions, to plant 3,000 trees each in Delhi's South Ridge forest area.

The said plantation has to

be done before the next date of hearing. All the accused persons and companies have been directed by the court to appear before the Deputy Conservator of Forests on February 15 to get the land allocated for the planting of these trees. The people and the companies also have to ensure the upkeep of these plants until the monsoons, the court said. A single judge Bench of Justice Nazmi Waziri also granted them one final opportunity to file their responses by February 15.

The Central Bureau of Investigation (CBI) and ED had moved the Delhi HC in March 2018 challenging

the acquittal of all the accused by a lower court in Delhi. A special CBI court had in December 2017 acquitted all the accused in the case, stating that the blame for the "scam" could not be placed on any of the individuals or the companies due to "lack of clarity" in the telecom policy.

The CBI had, in its plea before the CBI court, alleged that telecom companies were given 2G spectrum and licences at throwaway prices during A Raja's second term as telecom minister in 2008. All the telecom licences granted in 2008 were quashed by the Supreme Court in 2008. The Comptroller and Auditor General had pegged at ₹1.76 trillion loss to the exchequer due to the giving away of telecom spectrum and licences at throwaway prices.

India jumps 8 ranks in International IP Index

SUDIPTO DEY
New Delhi, 7 February

For the second year in a row, India has maintained the upward trajectory in the International Intellectual Property (IP) Index ranking. In the latest edition of the International IP Index, India's rank moved up to 36 among 50 economies - jumping eight places - as against 44 in 2018.

India's overall score in the seventh edition of the US Chamber of Commerce's Global Innovation Policy Center's (GIPC's) annual International IP Index has increased substantially to 16.22 (out of maximum score of 45), against 12.03 (out of 40) in the sixth edition.

The latest report, Inspiring Tomorrow, analyses the IP climate in 50 world economies, based on 45 indicators critical to an innovation-led economy.

A GIPC statement said the improvement in India's performance reflects important reforms implemented by policymakers toward building an innovation ecosystem for domestic entrepreneurs and

foreign investors alike.

"India's performance on the Index finely captures the Government of India's incremental, consistent initiatives over time to improve the country's IP ecosystem, guided by the vision of the 2016 National IP Rights Policy," said Patrick Kilbride, senior vice-president, GIPC.

Kilbride said the improvement in performance is a result of specific reforms, including its accession to the WIPO Internet Treaties, the agreement to initiate a patent prosecution highway (PPH) with international patent offices, a dedicated set of IP incentives for small businesses, and administrative reforms to address the patent backlog.

Patting the Narendra Modi government's pro-IP policies, the GIPC release said these initiatives have the potential to transform the government's programmes such as 'Accelerating Growth for New India Innovations,' 'Startup India', and 'Digital India' to economic reality. "It presents an objective, data-driven view

of competitiveness in a global market, based on criteria used by the business community when determining where to invest," the release added.

Despite India's improved show in this year's Index, the report noted there were still substantial challenges regarding the country's patenting and IP enforcement environment. These included barriers to licensing and technology transfer, strict registration requirements, limited framework for the protection of pharmaceutical IP rights, patentability requirements outside international standards, among others.

Commenting on the enforcement environment, the report noted that rights holders continue to face challenges in enforcing their IP rights in India. "India has high rates of substandard and counterfeit medicines, online and physical piracy, and counterfeiting. One area of growing concern has been the long pendency times in the Indian court system," the report added.

TATA CAPITAL HOUSING FINANCE LIMITED

Read Office: 11th Floor, Tower A, Peninsula Business Park, Ganpatrao Kadam Marg, Lower Parel, Mumbai-400013. CIN No. U67190MH2008PLC187552

POSSESSION NOTICE (FOR IMMOVABLE PROPERTY)

(As per Appendix IV read with rule 8(1) of the Security Interest Enforcement Rules, 2002) Whereas, the undersigned being the Authorized Officer of the TATA Capital Housing Finance Limited, under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 and in exercise of powers conferred under section 13(2) read with rule 9 of the Security Interest Enforcement Rules, 2002, issued a demand notice as mentioned below calling upon the Borrowers to repay the amount mentioned in the notice within 60 days from the date of the said notice.

Loan A/c. No.	Name of Obligor(s)/ Legal Heir(s)/ Legal Representative(s)	Amount as per Demand Notice	Date of Possession
9668978	Mr. Santosh Kumar Kar (Borrower) & Mrs. Bharati Kar (Co Borrower)	Rs. 16,14,174/- as on 10-Oct 2018	05-Feb-19

Description of Secured Assets/Immovable Properties: All That Piece And Parcel Of Land With Structure Measuring An Area About More Or Less Ac.0.05 Decimals Situated At District, Tahasil, Ciltack Sadar, Mouza, Nupada, Khata No. 418, Plot No. 1802, Corresponding To Sakib Plot No. 1503, And 15 Butted And Bounded In The Following Manner: On The North: Hall Plot No. 1808; On The South: Hall Plot No. 1875; On The East: Hall Plot No. 1803; On The West: Hall Plot No. 1801 & 1800.

Loan A/c. No.	Name of Obligor(s)/ Legal Heir(s)/ Legal Representative(s)	Amount as per Demand Notice	Date of Possession
9539861	Mrs. Vanita Khandelwal (Borrower) & Mr. Vivek Khandelwal (Co - Borrower)	Rs. 37,52,247/- as on 28-Nov 2018	06-Feb-19

Description of Secured Assets/Immovable Properties: District Khurda, P.S. Ballanta, P.S. No. 14 Tahasil-Bhubaneswar, Hal Tahasil-Ballanta, Tahasil No.301, Under The Jurisdiction Of Sub-Registrar, Ballanta, Mouza, Andilo, Khata No.615/566 (Six Hundred Sixteen / Five Hundred Sixty Six), Sthitiban, Plot No.333 (Three Hundred Thirty Three), Area Ac.0.400 Four Hundred Decimals Out Of Ac.0.600 Decimals And Plot No.335 (Three Hundred Thirty Five, Area Ac.0.368 (Three Hundred Sixty Eight) Decimals Out Of Ac.0.500 Decimals And Khata No.616/180 (Six Hundred Sixteen One Hundred Eighty, Sthitiban, Plot No.336 (Three Hundred Thirty Six) Corresponding To Mutation Khata No.616/228 (Six Hundred Sixteen/One Thousand Two Hundred Twenty Eight), Sthitiban, Mutation Plot No.336/2415 (Three Hundred Thirty Six/Two Thousand Four Hundred Fifteen), Area Ac.0.200 (Two Hundred Decimals, Full Plot, Total One Mouza, Two Khatas, Three Plots And Total Area Ac.0.968. The Area Transferred In Favour Of The Purchaser Measuring Ac.0.010 Decimals Of Undivided Impartible Interest Out Of Total Area Ac.0.968 Decimals With The Building Thereon Measuring 1375 Sqft Super Built Up area Signed As Flat No.503/D On Fifth Floor, Block-D, Including Car Parking Space On The Slit Of The Apartment Named And Styled As "Panchamukhi Regency", Bounded By: North- Part Of Rev.Plot No.333 & 336; South-40 Ft. Wide Road; East- Revenue Plot No.339 & 346; West- Revenue Plot No.301 & 302.

Date : 08.02.2019 Sd/- Authorised Officer
Place : Orrisa For Tata Capital Housing Finance Limited

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For Subscription and Circulation enquiries please contact: Ms. Mansi Singh Head-Customer Relations Business Standard private Limited. 3rd & 4th floor, Building H, Paragon Condominium, Opp Century Mills, P B Marg, Worli, Mumbai - 400 013 E-mail: subs_bs@bsmail.in "or sms, SUB BS to 57007"

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No Air Surcharge

UCO BANK ZONAL OFFICE: 18/1, Ainthapalli Road, Sambalpur, Ph: 0663-2540640, 2541443

POSSESSION NOTICE
Appendix - IV [See Rule 8(1)]
For Immovable Property
(Under Section 13(4) of the Securitization & Reconstruction of Financial Assets and Enforcement of Security Interest Act., 2002 read with Rule 8 of the Security Interest (Enforcement) Rules 2002 for Immovable Property) Whereas, the undersigned being the Authorized Officer of the UCO Bank, under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 and in exercise of powers conferred under section 13 (2) with Rule 8 of the Security Interest (Enforcement) Rules, 2002 issued Demand Notice under section 13(2) of the said Act, calling upon the borrower/Guarantor to repay the amount with interest at the contractual rate together with incidental expenses and costs within 60 days from the date of receipt of the said Notice.

The borrower/Guarantor having failed to repay the amount, notice is hereby given to the borrower/Guarantor and the public in general that the undersigned has taken POSSESSION of the property described here-in below in exercise of powers conferred on him/her under section 13 (4) of the said Act read with Rule 8 of the said Rules.

The borrower/Guarantor in particular and the public in general are hereby cautioned not to deal with the property and any dealing with the properties will be subject to the charge of the UCO Bank for an amount plus interest & expenses thereon.

ODAPARA BRANCH / Name and address of the Borrower/Guarantor	Amount Outstanding as on Specified Date	Date of Demand / Possession Notice	Description of the Immovable property
Borrower: Mr. Babula Mohapatra, S/o: Purna Chandra Mohapatra, / Guarantor: Purna Chandra Mohapatra, S/o: Trilochan Mohapatra, At: Mrudangapali, P.O.: Balaramprasad, Via: Hindolroad, Dist.: Dhenkanal, Odisha, Pin-759019	₹ 1,81,737.73 as on 31.03.2018 + interest & other expenses thereon	22.08.2018 / 04.02.2019	All that part and parcel of the immovable property consisting of land & building situated at Mouza: Mrudangapali, P.S.: Motanga (No.-18), Tahasil: Odapara (No.-23), Sub-Registry/Dist.: Dhenkanal, Khata No.: 115/54, Plot No.: 135/465 (Gharabari), Area: Ac.0.40dec., standing in the name of Mr. Purnachandra Mohapatra

Place: Sambalpur Date : 07.02.2019 Authorised Officer UCO BANK

UCO BANK ZONAL OFFICE: 18/1, Ainthapalli Road, Sambalpur [Rule 8(1)] For Immovable Property

(Under Section 13(4) of the Securitization & Reconstruction of Financial Assets and Enforcement of Security Interest Act., 2002 read with Rule 8 of the Security Interest (Enforcement) Rules, 2002 for Immovable Property) Whereas, the undersigned being the authorized officer of the UCO Bank under the securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (No. 54 of 2002) and in exercise of powers conferred under section 13(2) read with rule 8 of the security interest (Enforcement) Rules 2002, issued a Demand Notice under section 13(2) of the Act, calling upon the Borrower/Guarantor to repay the amount mentioned in the notice plus further interest at contractual rate with incidental expenses, cost, charges etc. within 60 days from the date of receipt of the said Notice. The Borrower having failed to repay the amount, notice is hereby given to the Borrower/Guarantor and the public in general that the undersigned has taken POSSESSION of the property described here-in below in exercise of powers conferred on him/her under section 13 (4) of the said Act read with Rule 8 of the said Rules. The Borrower/Guarantor in particular and the public in general is hereby cautioned not to deal with the property and any dealings with the property will be subject to the charge of the UCO Bank, Sector-5 Branch for an amount plus further interest, cost, expenses and other charges thereon. The Borrower's attention is invited to provisions of sub-section (8) of section 13 of the Act, in respect of the time available, to redeem the secured assets.

SECTOR-5 BRANCH Name and address of the Borrower / Guarantor	Amount Outstanding as on Specified Date	Date of Demand / Possession Notice	Description of the Immovable property
Borrower: Mrs. Pratikshya Mohanty, W/o: Mr. Radhashyam Mohanty, Qtr. No.: A 202, Sector-20, Rourkela-769005 / Guarantor: Mr. Radhashyam Mohanty, S/o: Trailokyanath Mohanty	₹ 11,54,448/- as on 31.12.2007 plus interest plus expenses thereon.	04.02.2008 / 05.02.2019	Equitable mortgage of Land situated at Khata No: 20/297, Plot No.: 55/543, Mouza: Bartoli, Tahasil: Panposh, P.S.: Bondamunda, Dist.: Sundargarh (Odisha), Total Area: Ac.0.05, standing in the name of Mr. Radhashyam Mohanty, S/o.: Trailokyanath Mohanty

Place : Rourkela, Date : 07.02.2019 Authorised Officer, UCO Bank

Khadim's

KHADIM INDIA LIMITED

Registered Office: Kankaria Estate, 5th Floor, 6, Little Russell Street, Kolkata - 700071, West Bengal, India
Website: www.khadims.com
Tel No: +91 33 4009 0501; Fax No: +91 33 4009 0500
e-mail: compliance@khadims.com
CIN: L19129WB1981PLC034337

Extract of Standalone Unaudited Financial Results for the Quarter and Nine Months ended 31st Dec, 2018

Sl. No.	Particulars	(Rs. in millions)		
		3 months ended 31st Dec 2018	9 months ended 31st Dec 2018	Corresponding 3 months ended 31st Dec 2017
1.	Total Income from Operations	1,783.00	5,979.81	2,056.61
2.	Net Profit for the period (before Tax, Exceptional and/or Extraordinary Items)	62.40	310.42	137.35
3.	Net Profit for the period before Tax (after Exceptional and/or Extraordinary Items)	62.40	310.42	137.35
4.	Net Profit for the period after Tax (after Exceptional and/or Extraordinary Items)	39.69	199.66	88.72
5.	Total Comprehensive Income for the period [Comprising Profit for the period(after tax) and Other Comprehensive Income (after tax)]	38.97	197.50	88.65
6.	Equity Share Capital	179.70	179.70	179.65
7.	Earnings per equity share (of Rs. 10/- each) (not annualised)			
	1. Basic (Rs.)	2.21	11.11	5.03
	2. Diluted (Rs.)	2.20	11.09	5.02

Notes:
a) The above is an extract of the detailed format of the Statement of Standalone Unaudited Financial Results filed with the Stock Exchanges under Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. The detailed financial results and this extract were reviewed by the Audit Committee and approved by the Board of Directors at the meeting held on 7th February, 2019. The full format of the Statement of Standalone Audited Financial Results are available on the Company's website (www.khadims.com) and on the websites of the National Stock Exchange of India Limited (www.nseindia.com) and BSE Limited (www.bseindia.com)
b) A Limited Review as required under Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 has been completed on the detailed financial results for the Quarter and Nine Months ended 31st December, 2018 filed with the Stock Exchanges. This Report does not have any impact on the 'Results and Notes' for the Quarter and Nine Months ended 31st December, 2018 which needs to be explained.

For and on behalf of the Board of Directors
Siddhartha Roy Burman
Chairman and Managing Director
DIN : 00043715

ACE STONE CRAFT LIMITED

Registered office: Plot No.1210, Mahanadiwihar P.O. Nayabazar, Cuttack Orissa-753004
Corporate Office: 03rd Floor, Plot No. B- 103, South City I, Gurugram, Haryana- 122001
CIN No.: L26994OR1992PLC030322, Email: contact@acestonecraft.com, Ph. No. 0124-4577338

Statement of Un- Audited Financial Results for the 03rd Quarter and Nine months of the FY 2018-19 ended on 31.12.2018 (Figures in Lakh)

S. No	Particulars	Quarter Ended			Nine months ended on		Year Ended
		31.12.2018 Unaudited	31.12.2017 Unaudited	30.09.2018 Unaudited	31.12.2018 Unaudited	31.03.2018 Unaudited	
I	Revenue from Operations	0.00	0.00	0.00	0.00	0.00	0.00
II	Other Income:	57.82	31.10	33.33	119.43	96.98	215.41
III	Total Income (I + II)	57.82	31.10	33.33	119.43	96.98	215.41
IV	Expenses						
	(a) Cost of Materials consumed	0.00	0.00	0.00	0.00	0.00	0.00
	(b) Purchase of stock-in-trade	0.00	0.00	0.00	0.00	0.00	0.00
	(c) Changes in inventories of finished goods, work-in-progress and stock-in-trade	0.00	0.00	0.00	0.00	0.00	0.00
	(d) Employee benefits expense	13.06	11.55	11.5	35.06	36.56	51.72
	(e) Finance Costs	0.00	0.57	15.64	4.97	41.13	56.43
	(f) Depreciation and amortization expense	0.00	0.29	0.00	0.29	0.00	0.06
	(g) Other expenses	36.05	18.62	2.00	69.83	9.35	51.20
	Total Expenses	49.11	31.03	29.14	110.15	87.04	159.41
V	Profit before exceptional items and tax (III - IV)	8.71	0.07	4.19	9.28	9.94	56.00
VI	Exceptional items	0.00	0.00	0.00	0.00	0.00	0.00
VII	Profit before tax (V - VI)	8.71	0.07	4.19	9.28	9.94	56.00
VIII	Tax expense:	2.60	0.02	1.25	2.77	2.99	17.95
	(1) Current Tax	2.60	0.02	1.25	2.77	2.99	14.77
	(2) Earlier Period Tax	0.00	0.00	0.00	0.00	0.00	3.17
	(3) Deferred Tax	0.00	0.00	0.00	0.00	0.00	0.01
IX	Profit (Loss) for the period from continuing operations (VII - VIII)	6.11	0.05	2.94	6.51	6.95	38.05
X	Profit/(loss) from discontinuing operations	0.00	0.00	0.00	0.00	0.00	0.00
XI	Tax expense of discontinuing operations	0.00	0.00	0.00	0.00	0.00	0.00
XII	Profit/(loss) from Discontinuing operations (after tax) (X-XI)	0.00	0.00	0.00	0.00	0.00	0.00
XIII	Profit (Loss) for the period (IX + XII)	6.11	0.05	2.94	6.51	6.95	38.05
XIV	Other Comprehensive Income						
	A. (i) Items that will not be reclassified to profit or loss	0.00	0.00	0.00	0.00	0.00	0.00
	(ii) Income tax relating to items that will not be reclassified to profit or loss	0.00	0.00	0.00	0.00	0.00	0.00
	B. (i) Items that will be reclassified to profit or loss	0.00	0.00	0.00	0.00	0.00	0.00
	(ii) Income tax relating to items that will be reclassified to profit or loss	0.00	0.00	0.00	0.00	0.00	0.00
XV	Total Comprehensive Income for the period (XIII+XIV)	6.11					