

January 24, 2024

To,
Listing Compliance Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai - 400 001.
Scrip Code: 543280

Listing Compliance Department
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1. G Block,
Bandra -Kurla Complex, Bandra (East),
Mumbai- 400051.
Scrip Symbol: NAZARA

Dear Sir/Madam,

Sub: Newspaper Advertisement - Disclosure under Regulations 30 and 47 of the Securities and Exchange Board of India (Listing Obligations & Disclosure Requirements) Regulations, 2015 (“Listing Regulations”)

Pursuant to Regulations 30 and 47 of the Listing Regulations, please find enclosed herewith, a copy of Newspaper Advertisement published in “Financial Express” (English Newspaper) and “Loksatta” (Marathi Newspaper) on January 21, 2024 informing the Members’ of the Company regarding the dispatch of the Notice and e-voting information for the Extra-Ordinary General Meeting (“EGM”) of the Company scheduled to be held on Monday, February 12, 2024 at 11.00 A.M. IST. through Video Conferencing / Other Audio Visual Means.

This information is also being uploaded on the Company’s website at www.nazara.com.

Thanking You,

Yours Faithfully

For Nazara Technologies Limited

Varsha Vyas
Company Secretary and Compliance Officer
M. No.: 57238

Encl: a/a

India | Middle East | Africa | Europe

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FROM THE FRONT PAGE

ICICI Bank net up 24%

Net interest margin (NIM) contracted to 4.43% in the second quarter of current fiscal compared to 4.65% in the same quarter in previous fiscal and 4.53% in the second quarter of current fiscal. “We continue to see strong traction and momentum in retail term deposits resulting in a healthy growth in term deposits by 31.2% year-on-year. As far as Current Account-Savings Account (CASA) is concerned, lower growth is a trend across the banks. We would have to wait and see how CASA plays out over next year as we expect easing of monetary policy,” said Sandeep Batra, executive director, ICICI Bank, in an earnings call. The private lender witnessed strong loan growth as its total advances increased by 18.5% year-on-year and 3.9% sequentially to ₹11.53 trillion as of December 31, 2023. The retail loan portfolio grew by 21.4% year-on-year (YoY) and 4.5% sequentially, and comprised 54.3% of the total loan portfolio.

“Our deposit growth and loan growth has been quite balanced and we do not see any challenge in funding this level of loan growth,” said Anindya Banerjee, group CFO, ICICI Bank. “We do not see any constraint in our ability to garner deposits,” he added. Total period-end deposits increased by 18.7% year-on-year and 2.9% sequentially to ₹13.32 trillion as of December 31, 2023, while term deposits increased by 31.2% YoY and 4.9% sequentially to ₹8 trillion. Average savings account deposits increased by 2.8% YoY in Q3-2024. The non-interest income excluding treasury increased by 14% to ₹5,861 crore in the second quarter of current fiscal from ₹5,139 crore in the

Tatas retain IPL title rights for ₹2,500 cr

WHEN COMPARED WITH the amount of ₹670 crore for IPL title rights that the Tata group paid in 2022 and 2023, which is ₹335 crore per year, the group is paying nearly 50% more annually in the 2024-28 season, experts tracking the IPL said. The T20 league has emerged as a decacorn, with a brand value of \$10.7 billion in 2023. According to valuation firm Brand Finance, this is 28% higher than 2022. “We are elated to announce the partnership with the Tata group as the title sponsors of the IPL. The league has transcended borders, captivating audiences worldwide,” BCCI secretary Jay Shah said. “The collaboration with the Tata group for the title sponsorship of IPL 2024-28 is a significant milestone in IPL’s journey,” IPL chairman Arun Singh Dhu-



mal said, adding, “The record-breaking sum of ₹2,500 crore by the Tata group is a testament to the immense value of the IPL.”

The Tata group had

stepped in as the IPL title sponsors in 2022 for two years after Vivo, which is a Chinese smartphone company, decided to terminate its IPL contract mid-way. Vivo

had first temporarily paused its sponsorship of the IPL in 2020 following the attack on Indian soldiers by Chinese forces in Ladakh. At that time Dream11 had stepped in for a year as the IPL title sponsor with a winning bid of ₹222 crore. While Vivo came back in 2021 as the IPL title sponsor, it opted out the following year, paving the way for the Tata group as the title sponsor for two years.

The BCCI had included a right-to-match clause in its Invitation to Tender document in favour of the Tata group for the IPL title rights for the 2024-28 period, forcing prospective bidders to go slow with the bidding process.

The Aditya Birla group was the only company to have put in a bid for the IPL title rights, which was matched by the Tata group on Friday, the last day to do so.

2024 won’t be better than 2023,” he said.

Ayodhya to NYC, mandir opening catches global fancy

Mostly organised by the VHP and Hindu diaspora, the celebrations will happen in Kenya, Tanzania, Uganda, Mauritius, Ghana, Nigeria and Mozambique, besides Bangkok, Singapore, Kuala Lumpur, Jakarta, and Bali too, marked by religious events. Back home, the image of Ram is dominating the country, with flags, posters and cutouts seen everywhere. The fervour is widespread, from homes to the streets. Residential complexes are lit

up, with ceremonies being organised inside homes and complexes. Ram flags are doing brisk business, with several public transport like autos, e-rickshaws and even motorcyclists displaying the orange flags.

Meanwhile, Monday’s inauguration will see a congregation of the who’s who of the country.

While about 8,000 people are in the long list of invitees, the select list features 506 A-listers, including prominent politicians, leading industrialists, top film stars, sportspersons, diplomats, judges and high priests. Mukesh Ambani, Ratan N Tata, Tata Sons chairperson N Chandrasekaran, Gautam Adani and Anil Agarwal are among the businessmen invited.

— With inputs from agencies

‘The Tricolour has become a symbol of everyday patriotism’

When Naveen Jindal returned to India after completing his MBA in the US in 1992, the then-existing Flag Code of India limited the display of the national flag to special occasions. This sparked a quiet rebellion in the young industrialist’s mind, setting in motion a legal battle that would span 10 years. The chairman of Jindal Steel and Power argued that the flag wasn’t just a cloth but a symbol of identity, a unifying force in a diverse nation. On January 23, 2004, the Supreme Court delivered its verdict — a landmark decision resonating nationwide. The right to display the Tricolour by all citizens throughout the year was upheld, enshrined as a fundamental right under Article 19(1)(a) of the Constitution. Ahead of its 20th anniversary, Kunal Doley spoke with Jindal to know what the Tricolour means to him, why he fought the legal battle, the changes that he has noticed over the years, and more. Edited excerpts:



The Tricolour is not merely a flag but a timeless embodiment of our collective aspirations. Its beauty lies in its simplicity, yet it carries profound meaning

What changes have you noticed over the years since the historic SC judgment?

The historic 2004 Supreme Court judgment was a turning point in our nation’s narrative. Over the years, I’ve witnessed a remarkable transformation in how Indians embrace our national flag. From a limited display on specific occasions, the Tiranga now proudly adorns homes, institutions, and public spaces throughout the year. It has become a symbol of everyday patriotism, a testament to the resilience of our people. This positive shift in mindset fills me with pride and optimism, signalling a deeper connection between citizens and our national identity.

What made you fight the legal battle for the Tricolour?

My legal battle for the right to fly the Tiranga was rooted in the conviction that every Indian should have the freedom to express their love for the country without hindrance. It was about breaking down bureaucratic barriers that stifled the very essence of patriotism. The flag, a symbol of unity, was unfairly restricted by certain rules at that time, not allowing common citizens to hoist it 365 days of the year. It was a fight for the fundamental right to uphold our national identity, not just for me but for every citizen who desired to display the Tricolour with pride and without constraint.

What does the Tiranga mean to you?

Tiranga, our cherished national flag, is more than a symbol; it’s a living testament to the indomitable spirit of India. To me, it represents the collective dreams, struggles, and triumphs of our people. It stands tall as a beacon of unity, reminding us of our shared heritage and the incredible diversity that makes our nation unique. Each hue in the Tricolour tells a story, and for me, it symbolises the unwavering commitment to the ideals of courage, peace, and vibrancy that define the essence of India.

Do campaigns like Har Ghar Tiranga help in

instilling patriotic fervour?

Absolutely. Initiatives like Har Ghar Tiranga play a pivotal role in fostering a deeper sense of national pride and belonging. However common citizens still had some information gaps about if they should hoist the flag 365 days. Thus now we have launched the Har Din Tiranga campaign under Flag Foundation India to fill this information void. The visual spectacle of Tiranga adorning countless homes creates a powerful sense of unity and shared purpose. That is why we call it Har Din Tiranga — Har Ghar Tiranga. Beyond symbolism, these campaigns spark conversations, instil a sense of responsibility, and inspire a commitment to contribute to the nation’s growth. They serve as a reminder that our strength lies in our unity, diversity, and our shared allegiance to the sacred Tricolour.

Additional thoughts or observations regarding the Tricolour?

The Tricolour is not merely a flag but a timeless embodiment of our collective aspirations. Its beauty lies in its simplicity, yet it carries profound meaning. Let’s not only unfurl the Tiranga with pride but internalise the values it represents. We should do our bit to achieve such unparalleled landmarks which make our Tiranga fly in all valuable arenas of the world. If I fulfill my responsibilities with integrity, and if every Indian diligently performs their duties with sincerity, we can collectively shape the India we aspire to see. May the Tiranga inspire us to build a nation that reflects the ideals of tolerance, brotherhood, and progress. Every day is an opportunity to reaffirm our commitment to making India a nation worthy of the resplendent Tiranga.

ADVERTISERS IN AYODHYA

Outdoor ad rates up 3X for premium sites

CHRISTINA MONIZ
Mumbai, January 20

ADVERTISERS ACROSS THE FMCG sector are scrambling to leverage outdoor and BTL advertising ahead of the Ram Mandir inauguration. While typically, high profile events like these draw brands to TV channels, experts note that outdoor and consumer activations are preferred routes for advertisers this week in Ayodhya. Anticipating an increase in visitors, outdoor media sites are commanding a premium in and around the temple town. As per Amarjeet Singh Hudda, COO of Laqshya Media, OOH media prices have increased 3-4x due to increased advertiser interest and competition for premium outdoor hoarding sites. “There is a significant spike in the market, with an anticipated increase of more than 20 times in ad spending in the short run. This surge is expected to settle in the coming months,” explains Hudda.

Strategic spots like Saryu Ghat, Lata Mangeshkar Chowk, and routes leading to the Ram Temple are in high demand. A handful of premium sites might have even seen an 80% hike in rates in the run-up to Monday. On an average, a hoarding in Ayodhya costs around ₹1,000 a day but a few have been sold at close to ₹2,000 a day with stiff competition for the best sites.

National TV news channels are said to have hiked ad rates by around 20% for brands looking to buy spots next week. Most brands are targeting local news channels in the north, which are now charging around ₹8,000 per 10 seconds, compared to less than ₹1,000 on a regular day. But these are not long-standing

rates, warn advertisers; these rates would apply for a three-day (Sunday, Monday, Tuesday) period at best.

Mayank Shah, VP, Parle Products explains that the brand’s advertising has largely been on outdoor and LED screens around the Ayodhya area. It is sponsoring events, conducting sampling exercises and advertising through wall paintings. TV is not a big focus since the brand is targeting local as well as a ‘floating population’, referring to visitors in the city. “Ayodhya’s population is around 5 lakh but now with the new Mandir, we will see a floating population of over 40 lakh every month. With connectivity improving, highways will need to have

enough volume of products to cater to visitors driving into Ayodhya. We are ensuring that our distribution is ramped up to meet growing demand,” explains Shah, asserting that advertising efforts need to be supported by effective distribution too.

Marketers are optimistic about the growth potential from Ayodhya. Though the exact volume of ad spending remains unknown, advertising agencies estimate that brands are spending up to ₹50 lakh in the small city for the big temple ceremony.

One of the most active brands ahead of the inauguration has been Dabur. The company has tied up with dhabas on the Lucknow, Gorakhpur and Varanasi highways leading to Ayodhya. It is creating experiential zones in the Ayodhya region for its products. Even brands like PVR INOX are leveraging the ceremony by screening it across their cinemas, offering free popcorn to devotees who attend.

Creator of Rashmika deepfake arrested

DELHI POLICE ON Saturday said it has arrested a B-Tech graduate from Andhra Pradesh in connection with a deepfake video of actor Rashmika Mandanna that was widely circulated on social media. The accused identified as 23-year-old Eemani Naveen, a native of Guntur, Andhra Pradesh, had created the video to increase the followers on his fan page of Rashmika Mandanna on Instagram, an official said. On November 10, an FIR

was registered under sections 465 (punishment for forgery) and 469 (forgery for purpose of harming reputation) of the Indian Penal Code (IPC) and sections 66C and 66E of the Information Technology Act at the Intelligence Fusion and Strategic Operations (IFSO) Unit of the Delhi Police’s Special Cell.

The case was registered on the complaint of the Delhi Commission for Women (DCW). Soon after registering

the FIR, the IFSO Unit wrote to Meta to get the URL and other details to identify the accused who made the video and put it on the social media, the official added.

Deputy Commissioner of Police (DCP), IFSO, Dr Hemant Tiwari, said that Naveen created the deepfake video of the actress just to increase the followers and posted it on the fan page on October 13.

—PTI

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NOTICE OF EXTRA ORDINARY GENERAL MEETING AND E-VOTING INFORMATION

NOTICE is hereby given that the Extra ordinary general meeting ("EGM") of the Members of the **NAZARA TECHNOLOGIES LIMITED** ("the Company") will be held on Monday, February 12, 2024 at 11:00 a.m. (IST), through Video Conferencing (VC) or Other Audio Visual Means (OAVM), to transact the businesses as set out in the Notice of the EGM.

In compliance with the applicable circulars issued by the Ministry of Corporate Affairs and the Securities and Exchange Board of India ("Circulars"), the Company has completed the dispatch of the Notice convening the EGM through electronic mode to all those eligible shareholders whose email addresses are registered with the Company/Registrar and Share Transfer Agents or with their Depository Participants (DP), whose names appear in the Register of Members/Registrar of Beneficial Owners as on **Friday, January 12, 2024**. Further, in compliance with the above Circulars, the EGM of the Company will be held through VC or OAVM without the physical presence of members at a common venue.

Members may note that Notice of EGM is available on the website of the Company www.nazara.com and on the website of the Stock exchanges i.e., BSE Limited and the National Stock Exchange of India Limited at www.bseindia.com and www.nseindia.com respectively and on the website of the Central Depository Services (India) Limited ("CDSL") at www.evotingindia.com.

In terms of the provisions of Section 108 of the Companies Act, 2013 ("Act") read with Rule 20 of the Companies (Management and Administration) Rules, 2014 (as amended from time to time) and Regulation 44 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and the Secretarial Standards of General Meetings (SS-2) issued by the Institute of the Company Secretaries of India read with the applicable MCA Circulars, the Company is providing the facility of "e-voting" to its Members, to enable them to cast their votes on the resolutions set forth in the Notice of the EGM, by electronic means ("e-voting") by using electronic voting system provided by CDSL either by (a) remote e-voting system prior to the EGM or (b) remote e-voting during the EGM.

The Company has fixed **Monday, February 05, 2024** as the "cut-off date" to determine the eligibility of Members for voting by remote e-voting or e-voting at the EGM. Voting rights of the Members shall be in the same proportion to their shares in the paid-up equity share capital of the Company as on the cut-off date.

The remote e-voting period commences on **Wednesday, February 07, 2024 at 9:00 A.M. (IST)** and ends on **Sunday, February 11, 2024 at 5:00 P.M. (IST)** and the remote e-voting module shall be disabled by CDSL for voting thereafter. Members may please note that once the vote on the resolutions is cast by a Member through remote e-voting/ e-voting, he/she shall not be allowed to change it subsequently.

Any person, who acquires shares of the Company and becomes a member of the Company after dispatch of the Notice of the EGM and holding shares as on the cut-off date i.e. **Monday, February 05, 2024**, may view the Notice of the EGM on the website of the Company at www.nazara.com or on the website of CDSL www.evotingindia.com. Such persons may obtain the login ID and password by sending a request at helpdesk.evoting@cdslindia.com. However, if he/she is already registered with CDSL for remote e-voting then he/she can cast his/her vote by using existing User ID and password and by following the procedure as mentioned in the Notes to EGM Notice or by voting at the EGM.

The Members can opt for only one mode of remote e-voting i.e. either prior to the EGM or during the EGM. However, the members who have cast their vote by remote e-voting prior to EGM may also attend/participate in the EGM through VC/OAVM but shall not be entitled to cast their vote again.

Members are requested to carefully read the Notes set out in the Notice of the EGM and in particular, the detailed procedure for manner of joining EGM, manner of casting vote through remote e-voting / e-voting at the EGM. The same also contains details of process to be followed to retrieve the password for e-voting.

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 www.evotingindia.com or you may write an email to helpdesk.evoting@cdslindia.com or call on toll free no: 1800 22 55 33 or send the request to Mr. Rakesh Dalvi, Sr. Manager.

For Nazara Technologies Limited
Sd/-
Varsha Vyas
Company Secretary and
Compliance Officer
Place: Mumbai
Date: January 20, 2024
M. No. 57238

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