

● CURRENTLY PRESENT IN 4 CITIES

# ESDS to double data centre footprint in next two years

URVI MALVANIA  
Mumbai, September 12

**DATA CENTRE AND** cloud solutions provider ESDS Software Solutions plans to double its data centre footprint within the next two years. It currently has data centres in four cities and will add three more cities to its footprint.

The company, which provides end-to-end digital transformation solutions to both government and private enterprises, will establish new data centres in Delhi, Kolkata and Chennai and add another near its existing facility in Mumbai. ESDS currently operates data centres in Mumbai, Nashik, Bengaluru and Mohali.

"We will be adding four more data centres over the next two years, requiring an investment of around ₹600 crore. Half of this will be funded through internal accruals, and the other half through a PE fundraise,"

PIYUSH SOMANI, CHAIRMAN AND MD,  
ESDS SOFTWARE SOLUTIONS

WE ARE WITNESSING AN INCREASE IN THE SIZE OF DEALS YEAR-ON-YEAR, CONTRIBUTING TO OUR GROWTH MOMENTUM

WE ARE PUTTING AUTOMATION IN PLACE SO THAT IT CAN CONTINUE THE BUSINESS WITH THE CURRENT WORKFORCE



said Piyush Somani, chairman and managing director of ESDS Software Solutions.

The private equity (PE) backing for ESDS comes from Global Environment Fund (GEF Capital). "We will be offloading approximately 6-7% stake for

the ₹300 crore fundraise," Somani said.

In a bid to enhance sustainability at the upcoming data centres, ESDS is in discussions with green energy companies. Somani said that the new facilities will utilise 15-20

megawatts of green power.

In addition to expanding its data centre network, ESDS is focusing on its autonomous cloud product to drive its growth. Expected to launch by the end of this calendar year, the product aims to automate the planning and execution of digital transformation tasks for companies. Earlier, the company announced plans to hire 300 AI and ML engineers in India for this product.

However, Somani stated that following this recruitment drive, ESDS will focus on maintaining a workforce of 1,200-1,400 employees in order to drive margins. "We are putting automation in place so that we can continue the business with our current workforce and start driving operating leverage to drive margins," he said.

"We are witnessing an increase in the size of deals year-on-year, contributing to our growth momentum," he added.

# Amazon, Flipkart guilty of breach of laws: CCI probe

ADITYA KALRA  
New Delhi, September 12

**AN INVESTIGATION BY** the Competition Commission of India (CCI) has found US e-commerce giant Amazon and Walmart's Flipkart violated local competition laws by giving preference to select sellers on their shopping websites, according to confidential reports seen by *Reuters*.

CCI in 2020 ordered an investigation into Amazon and Flipkart for allegedly promoting certain sellers with which they had business arrangements and giving priority to certain listings.

In a 1,027-page report on Amazon and a separate 1,696-page report on Flipkart, both dated August 9, the CCI investigators said the two

companies were found to have created an ecosystem where preferred sellers appeared higher in search results, elbowing out other sellers.

"Each of the anti-competitive practices alleged... were investigated and found to be true," said both reports, which are not public and are being reported by *Reuters* for the first time.

"Ordinary sellers remained as mere database entries," the two reports said in identical conclusions on both companies.

Amazon and Flipkart, as well as the CCI, did not immediately respond to *Reuters* queries.

The two companies will now review the report and file any objections before CCI staff decide on any potential fines. —REUTERS

# Samsung strike enters fifth day

Talks between union, company & state govt end in deadlock

PRAVEEN PARAMASIVAM  
Sriperumbudur, Sept 12

**SAMSUNG ELECTRONICS EMPLOYEES** will continue their strike for the fifth day after a meeting on Thursday between their union, the company's management and the state government could not reach any settlement, a union leader told *Reuters*.

Appliances including televisions, refrigerators and washing machines are made at the plant, which contributes 20% to 30% of Samsung Electronics' annual revenue of \$12 billion in India. Tamil Nadu's labour minister CV Ganesan held talks with union repre-

sentatives and Samsung officials in a bid to resolve a strike which has disrupted the plant near Chennai for four days.

Hundreds of workers are seeking higher wages in one of the biggest incidents of industrial unrest in recent years. "They (Samsung management) asked us to stop striking, but wouldn't recognise the union or talk to us, so the strike continues," said union leader E Muthukumar.

Many workers wearing Samsung's blue uniform were seen sitting inside a makeshift tent near the factory, which employs around 1,800 people.

"The government is sincere to resolve (the strike)," labour secretary K Veera Raghava Rao had told *Reuters* earlier. Later calls to Rao went unanswered.

Samsung officials did not immediately respond to a request for comment. —REUTERS

# WhatsApp Business gets new features

PALLABI DEY PURKAYASTHA  
New Delhi, September 12

**META, ON THURSDAY,** announced several new features and initiatives for small business owners using WhatsApp Business app. Available for a fee, the new features will allow these small businesses to send personalised messages with call-to-action buttons and schedule when these messages are sent.

Ravi Garg, country head for WhatsApp Business, says that the Meta-powered platform is targeting small businesses in India's smaller towns and is committed to educating non-tech-savvy entrepreneurs.

To achieve this, WhatsApp will soon launch the 'WhatsApp Bharat Yatra', an initiative aimed at visiting tier-II and tier-III cities across India to provide hands-on, in-person training to small business owners.

# Auto sector hails PM e-drive scheme

PRESS TRUST OF INDIA  
New Delhi, September 12

**HOME-GROWN AUTO MAJORS** Mahindra & Mahindra and Tata Motors on Thursday hailed the PM e-drive scheme, saying it would help in higher adoption of electric vehicles in the country.

On September 11, the Union Cabinet approved two major schemes with a total outlay of ₹14,335 crore to promote the use of electric vehicles, including buses, ambulances and trucks. The two schemes are the PM Electric Drive Revolution in Innovative Vehicle Enhancement (PM e-drive) scheme with an outlay of ₹10,900 crore over a period of two years, and the PM-eBus Sewa-Payment Security Mechanism (PSM)

ANISH SHAH, GROUP CEO, M&M

WITH PM E-DRIVE, INDIA CAN BECOME THE FIRST COUNTRY TO ACHIEVE 100% ELECTRIFICATION BY 2030

"With continued focused support on 2Ws, 3Ws, e-buses and the thoughtful addition of e-ambulances, the scheme will drive higher EV penetration in the country," Mahindra Group CEO Anish Shah said.

"With PM e-drive, we foresee India becoming the first country to achieve 100% electrification in this segment by 2030," he added.

Tata Motors executive director Girish Wagh said the scheme will accelerate India's journey towards zero-emission mobility with greater speed and rigour, especially in trucks, buses and the ambulance segment. "We continue to collaborate with the government and other stakeholders in this nation-building endeavour towards sustainable transportation," he added.



This is a public announcement for information purpose only and is not a Prospectus Announcement. Not for publication and distribution, directly or indirectly outside India.

**PUBLIC ANNOUNCEMENT**

**NHC FOODS LIMITED**

Our Company was incorporated in the name of "Midpoint Software & Electro Systems Limited" on August 04, 1992, in Mumbai, Maharashtra, as a Public Limited Company under the Companies Act, 1956, pursuant to a certificate of incorporation issued by the Registrar of Companies - Mumbai, Maharashtra. A certificate of commencement of business was granted to our Company on August 12, 1992 by Registrar of Companies - Mumbai, Maharashtra. Pursuant to the scheme of amalgamation under Section 391-394 and other relevant provisions of the Companies Act, 1956, NHC Industries Private Limited has been merged with our Company with effect from September 07, 2010. Subsequently, the name of our Company was changed to NHC Foods Limited pursuant to a certificate of incorporation dated October 15, 2010 issued by the Registrar of Companies - Mumbai, Maharashtra.

Regd. Off.: Survey No. 777, Umarsadi Desaiwad Road, Village Umarsadi, Taluka Pardi, Valsad - 396175, Gujarat, India  
Corp. Off.: C Wing, Atrium 215, Andheri-Kurla Road, Chakola, Andheri (E), J. B. Nagar, Mumbai - 400059, Maharashtra, India  
Contact Person: Mrs. Alesha Hakim Khan, Company Secretary & Compliance Officer; Tel No: +91 8104472565  
E-Mail ID: cs@nhcgroup.com; Website: www.nhcgroup.com  
CIN: L15122GJ1992PLC076277

**OUR PROMOTER: APOORVA HIMATLAL SHAH**

**FOR PRIVATE CIRCULATION TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY**

**THE ISSUE**

ISSUE OF UP TO [a] EQUITY SHARES OF FACE VALUE OF ₹ 1/- (RUPEES ONE ONLY) ("RIGHTS EQUITY SHARES") EACH AT A PRICE OF ₹ [a]- PER RIGHTS EQUITY SHARE (INCLUDING A PREMIUM OF ₹ [a]- PER RIGHTS EQUITY SHARE) AGGREGATING UP TO ₹ 4,900.00 LAKHS "ON A RIGHTS BASIS TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF [a] RIGHTS EQUITY SHARE FOR EVERY [a] FULLY PAID-UP EQUITY SHARE HELD BY THE ELIGIBLE EQUITY SHAREHOLDERS AS ON THE RECORD DATE, [a] ("THE ISSUE"). FOR FURTHER DETAILS, KINDLY REFER TO THE CHAPTER TITLED "TERMS OF THE ISSUE" BEGINNING ON PAGE 211 OF THE DRAFT LETTER OF OFFER ("DLOF").

(1) Assuming full subscription with respect to Rights Equity Shares

This Public Announcement is made in compliance with the provisions of Regulation 72 (2) of the Securities and Exchange Board of India (Issue of Capital & Disclosure Requirements) Regulations, 2018 (the "SEBI ICDR Regulations"), to inform the public that our Company is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, an issue of Equity Shares to its equity shareholders on rights basis and has filed a Draft Letter of Offer ("DLOF") dated 11<sup>th</sup> September, 2024 with BSE Limited ("Designated Stock Exchange" / "BSE"). Since the size of the Rights Issue is less than ₹ 50.00 Crores (Rupees Fifty Crores only), the DLOF has not been filed with the Securities and Exchange Board of India ("SEBI") nor SEBI shall issue any observation on the DLOF. The DLOF is available on the website of BSE at [www.bseindia.com](http://www.bseindia.com), the website of the Lead Manager to the Issue at [www.finshoregroup.com](http://www.finshoregroup.com) and the website of our Company at [www.nhcgroup.com](http://www.nhcgroup.com).

Investment in equity and equity-related securities involves a degree of risk and investors should not invest any funds in this offer unless they can afford to take the risk with such investment. Investors are advised to read the Risk Factors carefully before taking an investment decision in this offering. For taking an investment decision, investors shall rely on their own examination of the issuer and the offer including the risks involved. The Right Equity Shares being offered in this issue have not been recommended or approved by the SEBI nor does SEBI guarantee the accuracy or adequacy of the Offer Document.

Investors are advised to refer to the "Risk Factors" beginning on page 20 of the Draft Letter of Offer before making an investment in the Issue.

**LEAD MANAGER TO THE ISSUE** **REGISTRAR TO THE ISSUE**

**FINSHORE**  
Creating Enterprise Managing Values

**SKYLINE**  
Financial Services Pvt. Ltd.

**FINSHORE MANAGEMENT SERVICES LIMITED**  
"Anandlok", Block-A, 2nd Floor, Room No. 207, 227 A.J.C Bose Road, Kolkata-700020, West Bengal  
Telephone: +91 33 22895101 / +91 33 4603 2561  
Email ID: info@finshoregroup.com  
Website: www.finshoregroup.com  
Investor Grievance Email ID: investors@finshoregroup.com  
Contact Person: Mr. S. Ramakrishna Iyengar  
SEBI Registration No: INM000012185  
CIN No: U74900WB2011PLC169377

**SKYLINE FINANCIAL SERVICES PRIVATE LIMITED**  
D-153A, First Floor, Okhla Industrial Area, Phase-I, New Delhi-110020  
Telephone: 011-40450193-197 Fax: 011-26812683  
Email: ipo@skylinereta.com  
Website: https://www.skylinereta.com/  
Investor Grievance Email ID: grievances@skylinereta.com  
Contact Person: Mr. Anuj Rana  
SEBI Registration No: INR000003241  
CIN: U74899DL1995PTC071324

All capitalised terms used and not specifically defined herein shall have the same meaning ascribed to them in the DLOF.

For NHC Foods Limited  
On behalf of the Board of Directors  
Sd/-  
Alesha Hakim Khan  
Company Secretary & Compliance Officer

Date: 11<sup>th</sup> September, 2024  
Place : Mumbai

This Public Announcement has been prepared for publication in India and may not be released in any other jurisdiction. Please note that the distribution of the DLOF and the Issue of equity shares on a rights basis to persons in certain jurisdictions outside India may be restricted by legal requirements prevailing in those jurisdictions. Accordingly, any person who acquires Rights Entitlements or Rights Equity Shares will be deemed to have declared, warranted, and agreed that at the time of subscribing to the Rights Equity Shares or Rights Entitlements, such person is not and will not be in the United States Securities Act of 1933, as amended ("Securities Act"), or in any other jurisdiction which have any restrictions in connection with offering, issuing and allotting Rights Equity Shares within its jurisdiction and/or to its citizens. The offering to which the DLOF relates is not and under no circumstances is to be construed as, an offering of any Rights Equity Shares or Rights Entitlements for sale in the United States or any other jurisdiction other than India or as a solicitation therein of an offer to buy any of the said Rights Entitlements or Rights Equity Shares.

This is only an advertisement for information purpose and not for publication, distribution or release directly or indirectly outside India. This notice does not constitute an offer or invitation or inducement to purchase or sell or to subscribe for, any new securities at the Company. All capitalized terms used and not defined here shall have a meaning assigned to them in the Letter of Offer dated 25th May, 2024 filed with BSE Limited the stock exchange where the Equity Shares of the company are, presently listed and with SEBI for information and dissemination purposes.

**VSF PROJECTS LIMITED**  
(Corporate Identification Number: L05005AP1992PLC014326)  
Registered Office: Sy.No.782 to 1236, Ankulapatur Village, Chillakur Mandal, Tirupati District, Andhra Pradesh, 524 412;  
Tel: + 040-40102929; E-mail: vsfprojects1td91@gmail.com; Website: www.vsfproject.com;  
Contact Person: Ms. Himabindu Nandigam, Company Secretary and Compliance Officer

**FOR THE ATTENTION OF REGISTERED MEMBERS OF PARTLY PAID-UP SHARES (ISIN: IN9923K01012) HELD AS ON THE RECORD DATE I.E., 6TH SEPTEMBER, 2024.**

In terms of the Letter of Offer, the Company had issued partly paid-up Equity Shares of face value of Rs 10/- each on a rights basis, to its existing eligible shareholders at an issue price of 50/- per share including a share premium of 40/- per rights equity share. In the ratio of 3 (Three) right equity share for every 2 (Two) fully paid-up equity share held as on the record date i.e. 24th May, 2024.

In accordance with the terms of the issue as mentioned in the Letter of Offer, the Company had received Rs. 25/- (comprising Rs.5/- towards face value and Rs.20/- towards share premium) per partly paid-up equity share as application money and 98.65,121 partly paid-up equity shares were allotted on 25th June 2024 to applicants. The balance amount of Rs.25/- per partly paid equity share (comprising Rs. 5/- towards face value and Rs. 20/- towards share premium) is payable in one or more subsequent call(s) as determined by the Board of Directors of the Company at its sole discretion.

The Board of Directors of the Company ("Board") at its meeting held on 14th August, 2024 decided to make the First and Final Call of Rs. 25/- per partly paid-up equity share (comprising Rs.5/- towards face value and Rs.20/- towards security premium) in respect of 98.65,121 outstanding partly paid-up equity shares of the face value of Rs.10/- each, issued by the Company on rights basis pursuant to the Letter of Offer.

The Company had fixed Friday, 6th September, 2024 as record date (First and Final Call Record date) for the purpose of determining the holders of partly paid-up equity shares, to whom the notice for the First and Final Call (the First and Final Call Notice) will be sent. The Company has intimated the Call Record Date to the BSE Limited ("BSE") on 14th August, 2024.

In terms of the provisions of the Companies Act, 2013 (Act) read with the relevant rules made thereunder, the First and Final Call Notice is being sent in electronic mode to holders of partly paid-up equity shares, whose e-mail address is registered with the Company or its Registrar and Transfer Agent-M/s. Aarthi Consultants private Limited. or the Depository Participants) as on the Call Record Date. The First and Final Call Notice along with the instructions and ASBA Form are also available on the Company's website at <https://www.vsfproject.com>.

Physical copy of the First and final Call Notice along with the detailed instructions and payment slip are being sent to those shareholders:

a. Who has not registered their e-mail address with the Company or its RTA or Depository Participant(s); or  
b. Who has specifically registered their request for the hard copy of the same.

**Details of First and final Call Money:**

First and Final Call Payment Period	From	To	Duration
	Monday, 16th September, 2024	Monday, 30th September, 2024	15 Days
Mode of payment	a) Online ASBA	Through the website of the SCSBs.	
	b) Physical ASBA	By submitting physical application to the Designated Branch of SCSBs.	
	c) Online	Using the 3-in-1 online trading-demat-bank account whenever offered by brokers.	

Please Visit <https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmid=35> to refer to the list of existing SCSBs [Self-Certified Syndicate Banks]

**Payment Modes**

1. For payment through physical / Online ASBA Shareholders may pay the First and Final Call Money through:  
a. Online Mode, by visiting the Website of SCSBs, to block the First and Final Call Money payable in their ASBA Account  
b. Physical Mode by submitting the physical application form to the designated branch of the SCSBs, to block the First and final Call Money payable in their ASBA Account

2. For payment through 3-in-1 Account  
a. In accordance with the SEBI circular no SEBI/HO/CFD/DIL1/CIR/238/2020 dated 8th December, 2020, shareholders can also make the First and final Call Money payment by using the facility of linked online trading —Demat Bank Account (3-in-1 type accounts), provided by some of the brokers;  
b. Shareholders must log into their demat account and under the relevant section proceed with payment for First and Final Call Money of VSF Projects Limited  
c. Shareholders are requested to check with their respective brokers for exact process to be followed.  
d. Shareholders may please note that this payment method can be used only if the concerned broker has made this facility available to their customer. The Company or Registrar will not be responsible for non-availability of this payment method to the shareholders.

**Non-payment - Please also note the consequences of failure to pay First and Final Call, given below:**  
Interest @ 12.00% (Twelve Percent only) p.a. will be payable for delay in payment of First and Final call beyond Monday, 30th September, 2024, till the actual date of Payment.  
The Company shall be entitled to deduct from any dividend payable to you, all sums of money outstanding on account of calls and interest due thereon in relation to the partly paid-up equity shares of the Company; and The partly paid-up equity shares of the Company currently held by you, including the amount already paid thereon are liable to be forfeited in accordance with the Articles of Association of the Company and the LOF.

**Other information**

i. The trading in ISIN: IN9923K01012 representing partly paid-up Equity shares of Rs. 25/- has been suspended by the stock exchanges effective from Friday, 6th September, 2024 on account of the first and final call. Further the ISIN: IN9923K01012 representing partly paid-up equity shares has been suspended by National Securities Depository Limited (NSDL) and Central Depository Services (India) Limited (CDSL) effective from Friday, 6th September, 2024.  
ii. The process of corporate action for converting the partly paid-up Rights shares to the fully paid-up Equity shares under the present IN9923K01014 for the existing equity shares, allotted by the Depositories, is estimated to be completed within a period of 2 weeks from the last date for making the payment of First and Final call i.e., within 2 weeks from 30th September, 2024, as stipulated under this notice.  
iii. In case of non-receipt of the First and Final Call Notice, Eligible shareholders can request by e-mail or letter, for the duplicate First and Final call notice to the Registrar to the issue or may also download the same from the Company's website: **RIGHTS ISSUE | VSF PROJECTS** or the Registrar's Website: [www.purvashare.com](http://www.purvashare.com). In such a case, however, the shareholder need to fill the DP-Client ID, number of partly paid-up equity shares held and amount payable towards the First and Final Call Money.  
iv. The Eligible Shareholders must mention in the Application his/her PAN number allotted under the Income Tax Act, 1961. Eligible Shareholders must ensure that their PAN is linked with Aadhaar and are in compliance with the notification dated February 13, 2020 issued by Central Board of Direct Taxes and press release dated June 25, 2021.  
v. This intimation does not constitute an offer or a solicitation of an offer to purchase, any securities of VSF Projects Limited in any jurisdiction where offers or solicitations are not permitted by Law. The information is solely intended for distribution to, and use by, the Eligible Shareholders only and is not to be reproduced, transmitted or distributed to any other Person.

**All correspondence in this Regard may be addressed to:**

**PURVA SHAREGISTRY (INDIA) PRIVATE LIMITED**  
Address: Unit no. 9, Shiv Shakti Industrial Estate, J.R. Boricha Marg, Lower Parel East, Mumbai - 400 011, Maharashtra, India; Tel: +91 22-3522 0056 / 4961 4132  
Investors Grievance E-mail: newissue@purvashare.com; Website: www.purvashare.com;  
Contact Person: Ms. Deepali Dhuri  
SEBI Registration Number: INR000001112

Date: 12-09-2024  
Place: Hyderabad

For VSF PROJECTS LIMITED  
Sd/-  
Himabindu Nandigam  
Company Secretary and Compliance Officer

financialexp.eapapr.in

HYDERABAD