

Bids for IPL media rights could hit ₹50,000 crore

Experts say bump in sponsorships, increased viewership and larger number of matches justify the premium

AYUSHI KAR

Mumbai, March 31

The Board of Control for Cricket in India (BCCI), has set the combined base price for media rights of the Indian Premier League at ₹32,890 crore or \$4.35 billion.

This base price for the media rights for 2023-27 seasons of the premier cricket league is nearly double of the 2017 winning bid of Star. However experts believe that the bump in sponsorships, increased viewership through streaming and larger number of matches justify the premium.

The Board has based its reserve matches based on the current format with 10 teams and

74 games, although they have kept the option of increasing the number of games going forward.

Experts suggest that the BCCI has been accurate with its pricing of the media rights, as according to their estimates, premier cricket league will fetch an auction purse higher than the base price.

Santosh N, Managing Partner at D&P Advisory, said: "We anticipated that the league will fetch a price between ₹90 and ₹100 crore on a per match basis in the auction. BCCI has priced the league at ₹89 crore per match, therefore bids will certainly clear the threshold."

According to him, the addi-



The introduction of two new teams is also a major factor in the increase of base price

tional premium the league enjoys over 2017 is because there has been a major bump in advertisement, viewership, especially OTT (over the top) viewership.

The introduction of two new teams — Lucknow Super Giants and Gujarat Titans — is also a ma-

ajor factor in this price bump, as the number of matches goes up by nearly 20 per cent, increasing the league's run time. Bump in OTT viewership has also played a major role.

Ajimon Francis, Managing Director at Brand Finance India, explained, "The pandemic has

made streaming almost as important as television now, which was not the case last time. OTT platforms did not have the sort of user base that the lockdown created.

"Viewership for Disney Hotstar for this year was 5-6 million, which was not the case in 2017,

where they had around 2.5 million users." For the first time in history, BCCI will be holding an e-auction on June 12. Market watchers are expecting a wind-fall of nearly ₹50,000 crore.

Race heats up

IPL, a key mover in establishing market supremacy in the media space, will be a coveted property, and Disney Star will have to fight tooth and nail to retain its hold.

Tech majors such as Amazon, Meta (Facebook) have shown interest, and with the upcoming merger, Zee-Sony could also emerge as a contender. Reliance-Viacom 18 is also in the mix.

"With two new teams, more matches, more engagement, more venues, we are looking to take IPL to newer greater heights," said BCCI Secretary Jay Shah, while announcing the IPL tender on Tuesday.

TRAI amends monthly tariff pack order

Asks operators to offer one 'Plan Voucher', one 'Special Tariff Voucher' and one 'Combo Voucher' renewable on same date every month

OUR BUREAU

New Delhi, March 31

The Telecom Regulatory Authority of India (TRAI) on Thursday ordered that every telecom service provider (TSP) shall offer at least one 'Plan Voucher', one 'Special Tariff Voucher' (STV) and one 'Combo Voucher' renewable on the same date of every month.

If the date of such renewal is not available in a month, the renewal shall be the last date of that month.

After due consideration, the Authority has decided to issue the "Telecom Tariff (67th Amendment) Order, 2022 (02 of 2022)," after 60 days from the date of commencement of this Order.

In January, the TRAI had ordered this directive and had given 60 days for operators to implement the order, and modify their billing system.

Reliance Jio is the only operator to have commenced such tariff plans (30-day plan and calendar month validity).

Response from TSPs

TRAI had sought comments

from the TSPs. The regulator had received responses from Bharat Sanchar Nigam (BSNL), Vodafone-Idea (VIL) and industry body Cellular Operators Association of India (COAI).

BSNL in its correspondence asked, "If a customer recharges on January 29/30 or 31, what should be the next due date of recharge; If customer recharges on March 31, May 31, August and October 31, what should be the next due date for recharge."

VIL had stated that it would be meeting the requirements as prescribed under TIO (66th Amendment) Order. However, it had also given a tentative chart showing likely date of implementation for all LSAs, which may extend up to May 2023 and considering the issues it had requested for extension of time to meet the provisions of TIO 66th amendment (recharge with same date of every month), till technical feasibility issue is sorted out in balance 19 licensed service areas.

Greenko raises ₹5,700 crore via green bond

OUR BUREAU

Mumbai, March 31

Greenko Group, a leading renewable energy and energy transition company, has raised \$750 million (₹5,700 crore) through green bond issuance to repay existing debt and fund the construction of an off-stream closed-loop standalone pumped storage project at Kurnool in Andhra Pradesh.

The three-year secured green bond has been priced at 5.50 per cent. Greenko is building 30 giga watt hours (GWh) of storage capacity by 2025 as part of its plan for an energy storage cloud platform of 100 GWh. The fund raising provides an alternative pool of international liquidity to such projects, the company said.

The company engaged with investors across Asia, Europe and the US. The deal attracted an order book of over \$2 billion.

Barclays, DBS, Deutsche Bank (B&D) and JP Morgan acted as joint bookrunners and lead managers and JP Morgan also acted as the lead green structuring agent.

Airtel, Tech Mahindra to develop 5G use cases

OUR BUREAU

New Delhi, March 31

The country's second largest telecom operator, Bharti Airtel (Airtel) on Thursday said it has entered into a strategic partnership with Tech Mahindra to co-develop and market 5G use cases in India.

The companies will build and market innovative solutions for India's digital economy by bringing together their core strengths, Airtel said in a statement.

Airtel has been spearheading 5G demos and testing in India, while Tech Mahindra has developed world-class 5G applications and platforms.

Airtel and Tech Mahindra will jointly set up a 5G innovation lab for developing 'Make in India' use cases for the Indian and global markets.

Through partnership, they intend to bring out a customised Enterprise Grade Private Networks, a core of the digital economy.

These solutions will focus on combining Airtel's integrated connectivity portfolio of

5G ready mobile network, Fiber, SDWAN, and IoT along with Tech Mahindra's proven system integration capabilities.

Focus areas

The companies would initially focus on segments such as automobiles, aviation, ports, utilities, chemicals, Oil and Gas and expand to other industries going forward, it said.

Airtel and Tech Mahindra will also offer secure Cloud and Content Delivery Network (CDN) solutions to businesses.

With 7.7% growth, direct selling industry topped ₹18,000 crore in FY21, says report

OUR BUREAU

New Delhi, March 31

The direct selling industry in the country clocked a growth rate of 7.7 per cent, crossing the ₹18,000-crore mark in FY20-21 despite pandemic-induced restrictions.

According to a survey report released by the Indian Direct Selling Association (IDSA), the industry's size was pegged at ₹18,067 crore in 2020-21 — up over ₹16,776 crore in the previous fiscal.

In a statement, Rajat Banerji, Chairman of IDSA, said, "Direct selling has provided sustainable self-employment & micro-entrepreneurship opportunities to nearly eight million Indians. Wellness & Nutraceutical



products category accounted for 58 per cent of the Indian direct selling sales, followed by cosmetics and personal care which contributed 22 per cent."

According to the report, the northern region contributed around 29 per cent of the direct selling sales in the country for 2020-21. This was followed by the eastern region with ap-

proximately 26 per cent of the direct selling sales.

Resilient sector

This survey has been carried out by IPSOS Strategy 3. Minister of State for Consumer Affairs, Food and Public Distribution, Ashwini Kumar Choubey, who released the report, said: "The Government has given policy clarity to this industry, by way of the Consumer Protection (Direct Selling) Rules 2021. I am confident that this will pave the way for the industry's further growth."

The survey added that the direct selling industry has the potential to grow to ₹50,000 crore in gross revenues by 2030.

NON-GOVT NPS SUBSCRIBERS

PFRDA Board okays removal of automatic taper of equity

Also hikes 75% cap on equity under NPS Tier II to 100%

KR SRIVATS

New Delhi, March 31

Non-government NPS subscribers may have cause for cheer with pension regulator PFRDA's Board deciding to do away with the current norm stipulating automatic taper of equity exposure to Tier-I account once they cross the age of 50.

It has also decided to hike the 75 per cent limit on equity under NPS Tier II to 100 per cent, Supratim Bandopadhyay, Chairman, Pension Fund Regulatory & Development Authority (PFRDA), told *BusinessLine* here.

Once the taper norm gets removed — the decision is expected to be notified and implemented soon — the non-government NPS subscribers who had opted for 75 per cent equity in Tier I will not be required to pare their equity component on the stipulated age. In June 2018, the PFRDA had



enhanced the limit for NPS under its Active Choice to invest in Asset Class E (equity) to a maximum of 75 per cent from its earlier limit of 50 per cent.

Three riders

This was allowed with three riders. The first was that it applied only to the non-government subscribers of NPS. The second, when the subscriber turns 50, the equity portion will taper off according to a fixed schedule set by PFRDA. The equity allocation reduces 2.5 per cent each year till it reaches 50 per cent by the age of 60 years.

Third, when someone joins NPS beyond 50, the maximum cap will start according to a specified table. To put it simply, for someone joining at the age of

54, the maximum cap will start from 65 per cent and will taper off with age.

Tier II equity cap hike

In the case of Tier II accounts, basically, an investment option given to a person to be attached to his pension account, the maximum equity cap has been hiked from 75 per cent to 100 per cent.

"We were getting feedback from corporate subscribers that those who understand equities should be allowed to go up to 100 per cent. We felt that if they want to take that kind of risk let them take, let them do it", Bandopadhyay said.

The PFRDA Chairman also said that the Board has stipulated that for keeping Tier I equity cap at 75 per cent without taper and Tier 2 accounts at 100 per cent equity, there will have to be a riskometer in place. "The board suggested you put a riskometer. It will be designed by Crisil and be on the lines of the riskometer in use in the mutual fund industry", he said.

DELHI JAL BOARD: GOVT. OF N.C.T. OF DELHI OFFICE OF THE CHIEF ENGINEER (W) PROJECT-I THROUGH OFFICE OF THE EXECUTIVE ENGINEER (PROJECT) W-II ROOM NO. 402 VARUNALAYA PHASE I, KAROL BAGH NEW DELHI-110005 N.I.T. NO. 05 (2021-22) Re-invite "STOP CORONA; Wear Mask, Follow Physical Distancing, Maintain Hand Hygiene"					
S. No.	Name of work	Amount Put to Tender (Rs.)	Earnest Money (in Rs.)	Date of Published on e-procurement portal/ Tender ID	Last date and Time of Tender
1.	Replacement of damaged portion of 800 mm dia. Ranney Well rising main emanating from P-series Ranney wells at NH-24 near Nizamuddin Bridge	1,33,56,206/-	2,67,500/-	31.03.2022 2022_DJB_219973_1	13.04.2022 up to 3:00 PM

Further details in this regard can be seen at <https://govtprocurement.delhi.gov.in/>
ISSUED BY P.R.O. (WATER)
Advt. No. J.S.V. 1338(2021-22)

Executive Engineer (Project) W-II

INTELLECT DESIGN ARENA LIMITED (CIN: L72900TN2011PLC080183) Registered Office : No.244, Anna Salai, Chennai-600 006. Corporate Office : Plot No.3/G-3, SIPCOT IT Park, Siruseri, Chennai – 600 130 Email : shareholder.query@intellectdesign.com , company.secretary@intellectdesign.com Website : www.intellectdesign.com Phone : 044 - 6700 8000 Fax : 044 - 6700 8874					
NOTICE TO SHAREHOLDERS					
Notice is hereby given that following share certificates has been reported lost/untraceable by the shareholder, who has applied to the Company through Registrar and Share Transfer Agent viz., Cameo Corporate Services Ltd. for issuance of duplicate share certificates. The details of the same are as follows:					
Sl. No.	Name of shareholder	Folio No.	No. of equity shares	Distinctive Nos.	Certificate No.
1	VIPUL P CHHEDA JT. HLD. - VARSHA V CHHEDA	00000456	300	188604 to 188903	456
2	VISHANJI L CHHEDA JT. HLD. - PRAVIN V CHHEDA	00000455	300	188304 to 188603	455
Any person who has claims in respect to the above specified share certificates should lodge their claims with all supporting documents with the Registrar and Share Transfer agent viz., Cameo Corporate Services Ltd. at their registered office situated at Subramanian Building, No.1, Club House Road, Chennai – 600 002. If no legitimate claim is received within 15 days from the date of this notice, the Company will initiate to proceed for issuance of duplicate share certificates to the prescribed shareholders as mentioned above.					
The above information has been disseminated to the stock exchanges and available at the Company's website viz., www.intellectdesign.com					
For Intellect Design Arena Limited Sd/- V V Nares Company Secretary & Compliance Officer					
Place : Chennai Date : March 31, 2022					



बोपासक लि

BPSCL

Bokaro Power Supply Co. (P) Ltd.

(A Joint Venture of SAIL & DVC)

Hall No. : M-01, Old Administrative Building

Ispat Bhavan, Bokaro Steel City-827001(Jharkhand)

CIN No. : U40300DL2001PTC112074

NOTICE INVITING TENDER				
Ref No: BPSC/MM/21-22/Paper Advt./910			Dated 30/03/2022	
Sl. No.	NIT No. / Date	Description	BOB & Time	
1.	BPSC/MM/21-22/PUR-162/ NIT-1108/336 dt.23/03/2022	Procurement of Hydrazine Hydrate.	22/04/2022 at 12:15 Hrs.	
2.	BPSC/MM/21-22/PUR-163/ NIT-1109/337 dt.23/03/2022	Procurement of LT Cables.	22/04/2022 at 12:15 Hrs.	
3.	BPSC/MM/21-22/PUR-176/ NIT-1110/338 dt.23/03/2022	Procurement of Admiralty Brass Tubes & Cupro Nickel Tubes.	22/04/2022 at 12:15 Hrs.	
4.	BPSC/MM/21-22/PUR-178/ NIT-1111/343 dt.24/03/2022	Procurement of Protection Sleeve for Air Preheater Tubes.	26/04/2022 at 12:15 Hrs.	
5.	BPSC/MM/21-22/PUR-180/ NIT-1112/344 dt.24/03/2022	Procurement of Thermal Mass Flow Meters for CO, BF and LD Gas.	26/04/2022 at 12:15 Hrs.	
6.	BPSC/MM/21-22/PUR-183/ NIT-1113/345 dt.24/03/2022	Procurement of Aluminum Sheet.	26/04/2022 at 12:15 Hrs.	
7.	BPSC/MM/21-22/PUR-189/ NIT-1114/382 dt.26/03/2022	Procurement of Sulphuric Acid.	26/04/2022 at 12:15 Hrs.	

For Tender documents kindly visit Website : www.bpscl.com. Bidders are requested to visit website regularly.

RELIEF FOR PMC BANK RETAIL DEPOSITORS

DICGC settles main claim of ₹3,792 crore

OUR BUREAU

Mumbai, March 31

The Deposit Insurance and Credit Guarantee Corporation (DICGC) on Thursday said it has settled the main claim aggregating ₹3,791.55 crore of Punjab & Maharashtra Cooperative Bank Ltd (PMCBL) for 8,47,506 traceable depositors.

DICGC asked depositors of the erstwhile PMCBL (transferor bank) to contact the transferee bank (Unity Small Finance Bank) for receipt of their claim amount.

Scam-hit PMCBL was merged with Unity SFB with effect from January 25, 2022 (the appointed date for the merger), as per a scheme of amalgamation.

Chander Purswani, President, PMC Depositors' Forum, said the settlement of the deposit insurance amount will come as a relief for PMCBL depositors.

Under the scheme of amalgamation, Unity SFB will pay the amount it receives from DICGC to all the eligible retail depositors of PMCBL (transferor bank), which would be an



amount equal to the balance in their deposit accounts or ₹5 lakh, whichever is less.

Depositors with deposits over ₹5 lakh will get their monies, depending on their balances, over 10 years from the appointed date. No interest on any of the interest bearing deposits with the transferor bank will accrue after March 31, 2021 for a period of five years from the appointed date.

Thereafter, simple interest at 2.75 per cent per annum will be paid at the end of each year for the amounts outstanding which will be payable after five years from the appointed date.

As at March-end 2021, PMC Bank had deposits aggregating ₹10,535 crore. Of this, about 70 per cent are retail deposits and the rest are institutional deposits.

TRCMPU Ltd Ksheera Bhavan, Pattom, Thiruvananthapuram – 695 004. PH : 0471 – 2447109, Email : trcmpuproj@gmail.com 649,643/TRU/PC/2022 TENDER NOTICE 30.03.2022	
E-tenders are invited for the following. Visit the e-procurement portal (www.etenders.kerala.gov.in) or TRCMPU website (www.milmatrcmpu.com) for details.	
Particulars of Supply	Tender ID
Aspirating Aerator	2022_KCMMF_481556_2
Puff Insulated Container	2022_KCMMF_484511_1
Contact : 9656800640	Managing Director

IDFC FIRST Bank IDFC FIRST Bank Limited CIN: L65110TN2014PLC097792 Website: www.idfcfirstbank.com ; E-mail: bank.info@idfcfirstbank.com Registered Office: KRM Towers, 7 th Floor, No. 1, Harrington Road, Chetpet, Chennai - 600 031, Tamil Nadu, India Tel: + 91 44 4564 4000; Corporate Office: Naman Chambers, C-32, G-Block, Bandra-Kurla Complex, Bandra (East), Mumbai - 400 051, Maharashtra, India Tel: + 91 22 7132 5500	
POSTAL BALLOT NOTICE	
Notice is hereby given that pursuant to and in compliance with Sections 108 & 110 of the Companies Act, 2013 (the "Act") read with Rules 20 & 22 of the Companies (Management and Administration) Rules, 2014, Regulation 44 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, Secretarial Standard on General Meetings ("SS-2"), read with General Circulars No. 14/2020 dated April 08, 2020, No. 17/2020 dated April 13, 2020, No. 22/2020 dated June 15, 2020, No. 33/2020 dated September 28, 2020, No. 39/2020 dated December 31, 2020, No. 10/2021 dated June 23, 2021 and No. 20/2021 dated December 08, 2021 issued by the Ministry of Corporate Affairs of India (the "MCA Circulars") including any statutory modification(s) or re-enactment(s) thereof, for the time being in force and all other applicable laws and regulations, if any, the approval of the Members of IDFC FIRST Bank Limited (the "Bank") is being sought for the following ordinary resolution as mentioned in the Postal Ballot Notice dated March 30, 2022 ("Notice"), through remote electronic voting ("E-voting") only.	
Item No.	Description of the Resolution
1	To approve the appointment of Dr. Jaimini Bhagwati (DIN : 07274047) as a Non-Executive Non-Independent Director of the Bank.

Pursuant to MCA Circulars, the Bank has completed the dispatch of Postal Ballot Notice on Thursday, March 31, 2022, through electronic mode to the Members of the Bank whose names appear in the Register of Members/ List of Beneficial Owners as received from Depositories i.e. National Securities Depository Limited ("NSDL") and Central Depository Services (India) Limited ("CDSL") as on cut-off date i.e. Friday, March 25, 2022 and who have registered their e-mail addresses with the Depositories through the concerned Depository Participants and/or with the Bank's Registrar and Share Transfer Agent ("RTA") i.e. KFin Technologies Limited ("KFin").

The Postal Ballot Notice, together with the Explanatory Statement and instructions for E-voting is available on website of the Bank viz. www.idfcfirstbank.com, on the website of RTA viz. <https://evoting.kfintech.com> and at relevant sections of the websites of the Stock Exchanges on which the shares of the Bank are listed i.e. BSE Limited ("BSE") and National Stock Exchange of India Limited ("NSE").

In compliance with the guidelines and requirements of the MCA Circulars, kindly note that no hard copy of Postal Ballot Notice along with Postal Ballot Forms and pre-paid business reply envelope will be sent to the Members and Members are required to communicate their assent or dissent through 'E-voting' system only.

Members whose names appear on the Register of Members/ List of Beneficial Owners as on Friday, March 25, 2022, will be considered for the purpose of E-voting and the voting rights shall be reckoned on the paid-up Equity Share registered in the name of the Members as on that date. A person who is not a Member as on the cut-off date shall treat this Notice for information purpose only.

The Bank has engaged the services of KFin for facilitating E-voting system, to enable the Members to cast their votes electronically.

The E-voting period commences on Friday, April 01, 2022 at 9:00 a.m. IST and ends on Saturday, April 30, 2022 at 5:00 p.m. IST. The E-voting shall not be allowed beyond the said date and time and the E-voting module shall be disabled for voting thereafter. Once vote on a resolution is cast by the member, he/she shall not be allowed to change it subsequently or cast the vote again.

The Bank has made temporary arrangements for registration of e-mail addresses and receipt of postal ballot notice for the members whose e-mail addresses are not registered with the Depositories or with KFin. For detailed information in relation to e-mail registration and E-voting, you may refer to the Notes of E-voting instruction provided in Postal Ballot Notice. The members can access the said facility by visiting the link <https://ris.kfintech.com/client/services/postalballot/registration.aspx> and follow the process mentioned therein.

The Board of Directors of the Bank has appointed Ms. Manisha Maheshwari, Practicing Company Secretary [Membership No. ACS 30224 and CP: 11031] of M/s. Bhandari & Associates, Company Secretaries or failing