

₹5,000 AI-powered 5G smartphones on the horizon

SURAJEET DAS GUPTA
New Delhi, 29 June

Madhav Sheth, founder of NxtQuantum Shift Technologies and the man behind Realme's meteoric rise in India, is laying the groundwork to launch an ultra-affordable, AI-powered 5G smartphone, priced under ₹5,000.

Currently, the cheapest 5G smartphones in India are priced above ₹8,000. Sheth's latest offering promises not just affordability, but also compatibility with standalone and non-standalone 5G networks.

"We don't have a truly successful Indian smartphone brand today — that's the gap we're aiming to fill," Sheth told *Business Standard*, who after quizzing Realme tried bringing back the Honor brand to India with limited success.

"Our goal is to sell 2 million units in the first six months through our two models: The Pulse and the Nova 5G AI," he said.

Setting a tone

- To launch 5G phones under ₹5,000 with standalone & non-standalone networks
- These smartphones to be unveiled in first week of July
- Target is 2 million sales in 6 months, using UNISOC's 5G chipset
- Plan is to have 25-30% domestic value addition in 3-5 years

partnership with United Telelinks. Both these phones are expected to be launched in the country in the first week of July. By cutting out distributors and directly connecting with over 10,000 retailers, the company is also streamlining its supply chain. Online sales will be handled through a strategic partnership with Flipkart.

To power them, NxtQuantum is collaborating with Chinese chipmaker UNISOC, becoming the first brand in India to use its new 'T8200' chipset. This mid-range 5G platform supports high-definition features such as 4K video recording and advanced camera capabilities, competing with Qualcomm and MediaTek alternatives typically used by rival brands.

According to Sheth, while 2G phones average around ₹2,000, 4G smartphones remain in the ₹10,000 range — a gap foreign brands are unwilling to bridge. "We're building a product for the masses — something global players haven't prioritised," he explained. Sheth, who has a stake in NxtCell India through which Alactel phones are being launched in India, is bringing in Chinese company TCL's next-generation Nxt paper display technology through a transfer of technology. Mimicking the experience of reading on paper, the display reduces eye strain and enhances visual comfort.

"Instead of paying royalties, we're entering a barter-like arrangement where we help scale up sales of their displays in India and also use them to select NxtQuantum models," Sheth said. For the essence of the displays, it has already tied up with Dixon Technologies.

Going forward, Sheth envisions increasing domestic value addition to 25-30 per cent in 3-5 years.

The phones are being designed in-house, avoiding hefty royalties to foreign licensors. Assembly is being done in India through a part-



Madhav Sheth, founder of NxtQuantum

The times, they are a-changing: Mahindra flags geopolitical flux

ANJALI SINGH
Mumbai, 29 June

Mahindra group Chairman Anand Mahindra (*pictured*) on Sunday warned that the ongoing geopolitical and economic shifts may disrupt global trade and supply chains, urging India, Inc. to respond with strategic agility and investment in manufacturing.

In a note to shareholders, Mahindra compared the present global turbulence to the mythical 'Samudra Manthan', describing a period where long-standing global structures, social, political, and economic — are being shaken, but a new order is yet to solidify. "The times, they are a-changing," he said, pointing to growing global protectionism,

supply chain disruptions, and the recalibration of international alliances. Tariffs introduced by the US, tensions with China, and the rise of economic nationalism have created a fluid situation, he noted, where countries and companies alike are being forced to reassess dependencies and adapt to new dynamics.

"Many nations will have to swallow some poison," Mahindra said, referring to the immediate impact of disrupted trade on sectors such as electronics, steel, aluminium, and consumer goods. Countries deeply embedded in global supply chains will need to diversify sourcing and localise operations, he added.

For India, the fallout includes a rising trade deficit, external vulnerabilities, and competition in global markets.



Anand Mahindra, Chairman of Mahindra Group

Pharma cos likely to climb US generics value chain

ANJALI SINGH
Mumbai, 29 June

The Indian pharmaceutical industry is likely to benefit from a major wave of patent expiries in the US, as small-molecule drugs worth \$63.7 billion are expected to go off-patent between 2025-29, a 66 per cent rise over the previous five years, according to a report by Antique stock broking limited.

The boost for the Indian drug-makers is also likely to be combined with a broader Loss of Exclusivity (LoE) opportunity across the US and EU projected to reach \$180 billion by 2035, the report said.

The shift is expected to drive a sharp increase in generic drug launches, positioning Indian drug-makers for strong growth, particularly those with emerging US operations and expertise in complex generics, such as injectables and respiratory therapies — well positioned to gain market share.

Indian players are also stepping up



Person in safety gear, likely related to pharmaceutical or industrial work.

to fill the volume gap, as global majors like Teva, Viatris and Sandoz have cut back operations and manufacturing footprints — each having shuttered dozens of sites since 2018.

However, this wave of opportunity is unfolding against a backdrop of strategic discipline. US Abbreviated New Drug Application (ANDA) filings have dropped 25 per cent year-on-year (Y-o-Y), with FY25 filings likely to close around \$50, down from 740 in FY24 and 857 in FY22. This suggests a strategic shift towards prioritising portfolio quality, regulatory compliance, and margin protection over volume.

Commenting on this shift, Nilaya Varma, group CEO and co-founder of Primus Partners, said, "India's pharma exports have grown from \$15

Growth pill

- \$63.7 bn: Worth of US small molecule drugs going off-patent between 2025 and 2029
- \$180 bn by 2035: Loss of exclusivity likely in the US and EU
- \$15 bn in FY14 to \$28 bn in FY24: Increase in India's pharma exports
- 750+ USFDA-approved plants in India

in 2013-14 to nearly \$28 billion in a decade. With 750+ USFDA-approved plants and rising strength in complex generics and biosimilars, India is primed to lead the next wave of affordable, high-quality medicines. Tapping the \$180 billion LoE opportunity will require continued focus on compliance and quality systems."

Regulatory headwinds that once plagued the Indian sector are also easing as the share of US FDA inspections resulting in Official Action Indicators (OAI) for Indian firms have dropped from 10 per cent in 2013 to 9 per cent in 2023.

Companies like Cipla are further de-risking US supply chains by adopting multi-site manufacturing and digital quality systems.

Cipla, with a robust US portfolio of 381 ANDA and NDME filings — 175 of which are approved and 3 under review — is sharpening its focus on commercialisation-ready products, including PEPFAR-approved generics. The company is also working on complex respiratory and injectable therapies to drive growth.

Pharma giant Lupin, which continues to benefit globally from its blockbuster autoimmune biologic, Etanercept, plans to finalise its US commercialisation strategy closer to the drug's 2029 patent expiry.

Similarly, Sun Pharma, despite a conservative FY26 outlook amid global uncertainties, is aggressively expanding its oncology portfolio. Its newly acquired UNILONCT (cosbi-mab) is expected to contribute significantly to US revenues, with the company clarifying that Keytruda's upcoming patent expiry was already factored into the acquisition.

UNILONCT targets only one of Keytruda's multiple indications, and Sun remains confident in its potential to become a meaningful contributor to the company's US specialty business. In parallel, Sun is also strengthening its immunotherapy pipeline through a global licensing agreement with Philegon.

Dubai courts Indian startups in push to become AI capital

PEERAZADA ABRAR
Bengaluru, 29 June

Dubai is positioning itself as a global hub for artificial intelligence (AI) — and it's looking to Indian entrepreneurs, startups and talent to help drive this transformation.

Younus AI Nasser, chief executive of Dubai Data & Statistics Establishment at Digital Dubai, outlined the Emirati's push to become the global leader in AI development and implementation by 2031.

"India is clearly becoming a leader in technology development across several sectors, including AI applications, clean mobility, semiconductors, space and satellite technology, e-commerce and fintech," he told *Business Standard*. He added that Dubai has adopted an "open-door policy of embracing innovation from across the globe."

The initiative gained momentum in June 2023, when Crown Prince Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum launched the Dubai Centre for Artificial Intelligence. The centre's mandate includes training 1,000 government employees from more than 30 entities on generative AI, supporting 20-plus technology startups, and driving government service efficiency. This was followed by the launch of Dubai Universal Blueprint for Artificial Intelligence — a recurring annual plan designed to align AI adoption with the city's economic goals.

A key benchmark will be contributing UAE Dirham (AED) 100 billion annually to Dubai's economic through digital innovation. It would lift productivity by 50 per cent through digital innovation. As of June 2024, 22 chief AI

Ascendas Firstspace targets qcom logistics warehousing mkt space

GULVEEN AULAKH
New Delhi, 29 June

Singapore-based Capitaland-backed Ascendas Firstspace is aggressively looking to gain a foothold in the quick-commerce logistics warehousing market, where dark stores consumption trends were ranging between 2,000-3,000 sq ft sporadically located across urban centers are in high demand.

"We don't have any in-city developments right now but we're actively looking out. We haven't found the right piece of land for the right price for us to invest, which made sense for us from a return perspective, but we've definitely seen," Alok Bhuniya, chief executive officer at Ascendas Firstspace Development Management, told *Business Standard*.

The company has nearly \$6 billion in assets under management in India, the top executive noted that the company had not lost out on the

Ascendas Firstspace targets qcom logistics warehousing mkt space

GULVEEN AULAKH
New Delhi, 29 June

first mover advantage, despite players like Everstone Group, InoSpace and Weisup Group. One thing established themselves in this segment, as there was more than enough room to grow as quick commerce consumption trends were only seeing an uptick.

"When q-commerce started, the market was dominated by e-commerce guys. So, for a Mumbai, 10-metric tonne delivery has the potential to do hundreds of thousands of orders. The smaller in-city dark stores no bigger than 3,000 sq ft (some companies) have found the A, B and C spots (first movers), but the D, E, F and more are still open," Bhuniya said.

Warehouses or dark stores larger than 3,000 sq ft would lead to longer time durations for quick commerce deliveries, affecting the business cases for players like Blinkit, Zepto.

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Dubai courts Indian startups in push to become AI capital

officers had been appointed across government bodies. And, dedicated incubators such as the Dubai AI Campus had been launched to foster Web3 and AI startups. Indian businesses are responding to the opportunity. "In 2024, over 73,000 new Indian companies joined the Dubai Chamber of Commerce," AI Nasser said.

He attributed this surge to proactive reforms. He added, "We are building the latest infrastructure and regularly updating our technology regulations. This will ensure any new companies wanting to expand to Dubai have their base already set up and face no regulatory hurdles or bureaucracy."

The long-standing cultural and economic ties between India and the UAE also help smooth the path. "Today, Indians make over 40 per cent of the UAE's population. Therefore, you can find an essence of Indian culture in almost every vicinity of Dubai and the UAE," AI Nasser said.

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EMPALEMENT NOTICE FOR CONCURRENCE AUDITORS

Bank of India invites online application from eligible CA firms as concurrent auditors for empowerment. For more details kindly visit Bank of India's official Website: www.bankofindia.co.in under BOI Online > Online Services > Other Services. Last date of submission of application is 08 July 2025 (17:00 IST).

MCL Mahanadi Coalfields Limited
(A Subsidiary of Coal India Limited)
Jagrupal Bhawan, 1st Floor, D-1, Sector-10, Gandhinagar, Odisha
(Ph: 06743-252461 to 489 | Email: www.mahanadicoal.in)

Notice

"All the tenders issued by CIL and its Subsidiaries for procurement of Goods, Works and Services are available on website of Coal India Ltd., www.coalindia.in, respective subsidiary Company, (MCL, www.mahanadicoal.in), CIL e-procurement portal https://coalindiatenders.nic.in and Central Public Procurement Portal https://procure.gov.in. In addition, procurement is also done through GeM portal https://gem.gov.in".

R-260

Beware of Fraudulent Videos and Images Circulated on Social Media

It has come to our notice that certain misleading videos and images are being circulated on social media platforms, falsely impersonating NJ Group (or NJ Wealth) and promoting unauthorized investment programs that claim to offer guaranteed or abnormally high returns.

We wish to categorically clarify that NJ Group has no connection whatsoever with these fake videos, images, or any such fraudulent investment programs. NJ Group does not offer or guarantee assured or abnormal returns on any of its financial products or services. Promoters, directors or any officers of NJ Group never offer any stock recommendations. Any such claims are completely false and misleading.

NJ Group operates only through the official and verified social media handles. For authentic information about our official social media handles, products, services and latest updates, please visit our official website www.njgroup.in.

We strongly urge our clients and the public to remain cautious and not fall prey to such deceptive claims. NJ Group shall not be liable for any loss or damage arising from reliance on such fraudulent content or from participation in fake investment programs, including those circulated through fake WhatsApp groups or other unofficial channels impersonating NJ Group.

-NJ India Invest Private Limited

TVS MOTOR COMPANY LIMITED
Registered Office: "Chaitanya", No. 12, Khader Nawaz Khan Road, Nungambakkam, Chennai - 600 006.
Website: www.tvsmotor.com | e-mail: contactus@tvsmotor.com
Tel: 044-2833 2115 | CIN: L35921TN1992PL028245

Dear Member(s),

- It is hereby informed that the 33rd Annual General Meeting of the Company will be convened on Friday, 27th August 2025 at 12:15 PM (IST) through Video Conferencing ("VC") / Other Audio Visual Means ("OAVM") in compliance with the applicable provisions of the Companies Act, 2013 and Rules framed thereunder and the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with Ministry of Corporate Affairs and SEBI Circulars issued from time to time, without the physical presence of the Members at a common venue.
- The Notice of the 33rd AGM and the financial statements for the year ended 31st March 2025 (Annual Report) will be sent only by email to those Members, whose email IDs are registered with the Company or with their respective Depository Participants ("Depository"), in accordance with MCA and SEBI Circulars. Members can join and participate in the AGM through VC / OAVM only. The instructions for joining the AGM and the manner of participation in the remote electronic voting or casting vote through the e-voting system during the AGM will be provided in the Notice of the AGM. Members participating through the VC/OAVM shall be counted for the purpose of reckoning the quorum under Section 103 of the Companies Act, 2013. The Notice will also be made available on the website of the Company viz., www.tvsmotor.com and also on the websites of Stock Exchanges i.e. BSE Limited and National Stock Exchange of India Limited at www.bseindia.com and www.nseindia.com respectively and on the website of National Securities Depository Limited (NSDL) (agency for providing the Remote e-Voting facility) i.e. www.evoting.nsdl.com.
- Members holding shares in physical form who have not registered their email IDs with the Company / Depository can register for obtaining soft copies of the Notice of the 33rd AGM, Annual Report and / or login details for joining the AGM through VC / OAVM including e-voting, by sending scanned copy of the following documents by email to eteward@integratedindia.in:
 - signed request letter mentioning your name, folio number, complete address, email ID to be registered;
 - scanned copy of the share certificate (front and back);
 - self-attested scanned copy of PAN; and
 - self-attested scanned copy of Driving Licence / Passport / Bank Statement / AADHAAR, supporting the registered address of the Member.
- A letter providing the weblink for accessing the Annual Report for the Financial Year 2024-25 will be sent to those shareholders who have not registered their e-mail ID with the Company/Depository.
- Members holding shares in physical form who have not updated their mandate for receiving the dividends directly in their bank accounts through Electronic Clearing Service or any other means ("Electronic Bank mandate"), can register their Electronic Bank mandate to receive dividends directly into their bank account electronically, by sending following details / documents in addition to the documents mentioned in para 3 above by e-mail to eteward@integratedindia.in:
 - Name and branch of the bank in which dividend is to be received and the bank account type;
 - Bank account number allotted by your bank after implementation of Core Banking Solutions;
 - 11 digit IFSC code; and
 - self-attested scanned copy of cancelled cheque bearing the name of the Member or first holder, in case shares are held jointly.
- Members holding shares in demat form are requested to update their e-mail IDs with their Depository.
- Members holding equity shares of the Company in physical form are requested to kindly get their equity shares converted into demat / electronic form for availing inherent benefits of dematerialisation.
- The Company has also made arrangements through NSDL CDSL for sending SMS to shareholders on their registered mobile numbers in the demat account to initiate the process of email ID update. Members are requested to avail this facility and update their e-mail addresses accordingly.

The above information is being issued for the information and benefit of all the Members of the Company and is in compliance with the MCA and SEBI Circulars as stated above.

Chennai
30th June 2025

For TVS Motor Company Limited
K Srinivasan
Company Secretary

TVS HOLDINGS LIMITED
(Formerly known as Sundaram-Clayton Limited)
Regd. office: "Chaitanya", No. 12, Khader Nawaz Khan Road, Nungambakkam, Chennai 600 006.
Tel: 044-2833 2115 | Website: www.tvsholdings.com | Email: corpsec@tvsholdings.com
CIN: L64200TN1992PL004792

Dear Member(s),

- It is hereby informed that the 63rd Annual General Meeting ("AGM") of the Company will be convened on Friday, 22nd August 2025 at 3:30 PM (IST) through Video Conferencing ("VC") / Other Audio Visual Means ("OAVM") in compliance with the applicable provisions of the Companies Act, 2013 and Rules framed thereunder and the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with Ministry of Corporate Affairs and SEBI Circulars issued from time to time without the physical presence of the Members at a common venue.
- The Notice of the 63rd AGM and the financial statements for the year ended 31st March 2025 ("Annual Report") will be sent only by email to all those Members, whose email addresses are registered with the Company or with their respective Depository Participants ("Depository"), in accordance with MCA and SEBI Circulars. Members can join and participate in the AGM through VC / OAVM only. The instructions for joining the AGM and the manner of participation in the remote electronic voting or casting vote through the e-voting system during the AGM will be provided in the Notice of the AGM. Members participating through the VC / OAVM shall be counted for the purpose of reckoning the quorum under Section 103 of the Companies Act, 2013. The Notice and Annual Report will also be made available on the websites of the Company viz., www.tvsholdings.com and also on the website of Stock Exchanges i.e. BSE Limited and National Stock Exchange of India Limited at www.bseindia.com and www.nseindia.com respectively and on the website of National Securities Depository Limited (NSDL) (agency for providing the Remote e-Voting facility) i.e. www.evoting.nsdl.com.
- Members holding shares in physical form who have not registered their email addresses with the Company can register for obtaining soft copies of the Notice of the 63rd AGM, Annual Report and / or login details for joining the AGM through VC / OAVM including e-voting, by sending scanned copy of the following documents by email to eteward@integratedindia.in:
 - signed request letter mentioning your name, folio number / DP / Client ID, complete address, email address to be registered;
 - scanned copy of the share certificate (front and back), as applicable;
 - self-attested scanned copy of PAN; and
 - self-attested scanned copy of Driving Licence / Passport / Bank Statement, etc. supporting the registered address of the Member.
- A letter providing the weblink for accessing the annual report for the financial year 2024-25 will be sent to those shareholders who have not registered their email ID with the Company/Depository.
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 - Name and branch of bank in which dividend is to be received and the bank account type;
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The above information is being issued for the information and benefit of all the Members of the Company and is in compliance with the MCA and SEBI Circulars as issued from time to time.

Chennai
30th June 2025

For TVS Holdings Limited
K Srinivasan
Company Secretary

