



04th May, 2024

To,

BSE Limited

The Corporate Relationship Department
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400001

**Sub: Newspaper Publication in respect of Audited Financial Results (Standalone & Consolidated)
for the quarter and year ended March 31, 2024.**

**Ref: BSE Scrip Code: 512463
BSE Scrip ID: LLOYDSENT**

Dear Sir/Madam,

Pursuant to Regulation 47(1)(b) and 47(3) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the newspaper clippings of the Audited (Standalone & Consolidated) Financial Results for the quarter and year ended 31st March, 2024, published in newspapers - Business Standard (English- All Editions) and Mumbai Lakshadweep (Marathi), on Saturday, 4th May, 2024.

The said advertisements will also be made available on the website of the company at www.lloydsenterprises.in

Kindly take note of the same.

Thanking You,
Yours Faithfully,

For Lloyds Enterprises Limited
(formerly known as Shree Global Tradefin Limited)

Pranjal Mahapure
Company Secretary & Compliance Officer
ACS: 69408

LLOYDS ENTERPRISES LIMITED

(Formerly known as- Shree Global Tradefin Limited)

Registered Address: A-2, 2nd Floor, Madhu Estate, Pandurang Budhkar Marg, Lower Parel, Mumbai – 400013
Tel: 022 - 6291 8111 Email: lloydsenterprises@lloyds.in www.lloydsenterprises.in (CIN) L27100MH1986PLC041252

PHOTOS: SHUTTERSTOCK



When ads cross the line

Why ads meant to cash in on a potentially viral moment require a long look

ANUSHKA BHARDWAJ
New Delhi, 3 May

Soon after the Uttar Pradesh state board declared its Class X results last month, the 15-year-old girl who scored 98.5 per cent marks started trending — unfortunately, more for her physical appearance than her academic achievement.

As internet trolls attacked her for her facial hair, a full-page advertisement by Gurugram-headquartered Bombay Shaving Company appeared on the front pages of some newspapers addressing her. “Dear xyz (name withheld), they are trolling your hair today, they’ll applaud your A.I.R. [all-India rank] tomorrow,” the ad read, in large font. A message, in much smaller font, on the right-hand corner, added, “We hope you never get bullied into using our razor.”

Bombay Shaving Company’s Founder and Chief Executive Officer, Shantanu Deshpande, also posted a picture of this ad on his LinkedIn page, describing it as “a simple message for an amazing young woman with such a bright future.”

Things soon went downhill. A number of people called out the company and accused it of “opportunistic branding”, insensitivity, and violating the girl’s right to privacy.

“Rather than focusing on highlighting the noteworthy achievement, the brand unknowingly contributed to the trolling culture,” says Shagun Gupta, a New Delhi-based brand strategist.

Navigating such situations can be challenging. In this case, it appears that the personal care and grooming company was so eager to align with the trend it may have overlooked how its full-page newspaper ad could be perceived, Gupta says.

Indeed, moment marketing — when a brand tries to cash in on a viral or potentially viral ‘moment’ — is a tricky space. Some brands, most notably Amul, have done it successfully for years. But many others have burned their fingers.

Individual vs incident
It “can often lead to significant missteps if not executed carefully,” wrote Manisha Kapoor, CEO and secretary general of the Advertising Standards Council of India (Asci), in a LinkedIn post while taking note of the Bombay Shaving Company’s ad.

It can get trickier when companies focus on the individual rather than the event. Take the ad Fiiitjee put out in March. Purportedly using the picture of one of its former students, Fiiitjee claimed she could have scored 100 and not 99.99, had she remained with the coaching institute rather than opting for another one. It described the other coaching centre as “the evil institute from Kota (now in Delhi) with a history of suicides”.

This ad, too, invited a good deal of criticism. Bombay Shaving Company and Fiiitjee declined to comment when Business Standard contacted them. “Social media platforms tend to show incidents that many people are talking about. It is easier for brands to be on top of them and use them,” says Bengaluru-based communication strategy consultant Karthik Srinivasan. “Usually, brands are cautious about using individuals who are trending, and prefer to use moments or incidents.”

Not just brands, organisations and



MISSING THE MOMENT

Zomato Ad on World Environment Day (June 2023) showed actor Aditya Lakhia, who played the Dalit character Kachra in the film “Lagaan”, as items made of recycled waste. The National Commission for Scheduled Castes issued a notice to the restaurant aggregator

Bharat Matrimony’s Holi Ad (March 2023) featured a woman washing off Holi colours to reveal bruises on her face, aiming to convey a social message advocating for safer and more inclusive spaces for women. The ad was criticised for portraying a highly sensitive issue during a festival campaign

MakeMyTrip, during the Cricket World Cup (October 2023), in a full page print ad announced a discount offer for Pakistani cricket fans based on the number of runs their team lost by. It faced criticism for spoiling the sporting spirit

Dabur, during the festival season campaign (October 2021), launched an advertisement showing a same-sex couple celebrating the Hindu festival Karva Chauth. FabIndia named its Diwali clothing collection as ‘Jashn-e-Riwaaz’.

WATCH OUT CALL

Baseline Ventures, a sports marketing, entertainment and brand licensing company, considered suing multiple brands for unauthorised use of the name and pictures of their client, PV Sindhu for marketing purposes. The brands put out a “congratulatory message” when she became the first Indian woman to win two Olympic medals in 2021.

In another case, in 2018, Baseline Ventures sent notices to a few brands saying the social media posts congratulating their client cricketer Prithvi Shaw for his Test match debut century used creatives with Shaw’s name.

agencies, too, sometimes end up stumped in the moment marketing game. Roll back to 2017, when the Jaipur police invited Indian pacer Jasprit Bumrah’s displeasure. The police had used Bumrah’s infamous no-ball to Pakistan’s Fakhar Zaman during the final of the 2017 ICC Champions Trophy in an advertisement on road safety. “Don’t cross the line. You know it can be costly,” read its billboard featuring Bumrah’s overstepping, which was seen to have turned the match in Pakistan’s favour. The fast bowler was upset and took to Twitter (now X) to say so. The Jaipur police later offered an apology.

Legal landscape

The legal stakes are high. “Presumably, Bombay Shaving Company did not seek her permission for an ad that addressed the girl directly, and went on to use wordplay to insert the brand in the moment,” says Srinivasan. The better way, he says, is for brands to work with the individual officially.

Official is the route DSP Mutual Funds and Bajaj Allianz took to feature Sanjeev Shrivastava, better known as “Dancing Uncle” on the internet, in their ads.

Delhi-based lawyer Abhijat Bhardwaj says identities of organisations are legally protected through trademark and copyright, but in the case of individuals, it is a direct attack on the right to privacy accompanied with the right to live with dignity.

Back in 2022, Unacademy ended up using historian Manu S Pillai’s face in a “generic profile” advertisement under the name of Sagar Chauhan. “Not the first time this is happening. Somewhat miffed that I have such a generic face, it gets lifted for all kinds of random advertisements,” Pillai had tweeted after the advertisement went viral.

In the case of celebrities, Bhardwaj adds, “The right to publicity derived from the right to privacy protects against the misappropriation of a person’s name, likeness, or other identity — such as nickname, pseudonym, voice, signature, likeness, or photograph — for commercial benefit.”

FOMO fiascos

The 15-year-old Class X topper from Uttar Pradesh, meanwhile, expressed a strong disinterest in publicity. “If I had scored just one-two marks less, I wouldn’t have gained this social media popularity and wouldn’t have faced such trolling,” she said in an interview to BBC.

Bombay Shaving Company’s Deshpande had, in his LinkedIn post, emphasised that their full-page ad was not meant to benefit the company. He said there was no QR code or other sales tactic involved, hence the ad was non-profit in nature.

Mumbai-based cultural strategist and brand creative director Rupesh Kashyap disagrees with that argument. “Merely omitting a QR code does not necessarily signify a lack of intention to sell,” he says. “Rather than talking about the razor, they could have taken a higher ground by highlighting the importance of grooming, or taken the totally anti-conforming beauty approach and done something that celebrates real beauty.”

Kashyap adds that the challenge with moment marketing is that it is driven by the FOMO (fear of missing out) culture. “In fact, it is not just about the ‘moment’, but the cause of it. If brands don’t understand it well, chances are it’ll misfire,” he says.

Asci’s Kapoor agrees. Brands, she says, must exercise caution when incorporating real incidents or individuals into campaigns. “Without express consent, the advertisement can become exploitative or misleading.”

Asci has intervened in some cases, such as when edtechs used images of or made references to known individuals without their permission. “These ads eventually had to be pulled down,” says Kapoor.

Moment marketing needs to be sensitively thought through and carefully executed. The rush to catch the fleeting moment is known to do more damage than good.

ELNET TECHNOLOGIES LIMITED
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Email: elnetcity@gmail.com Website: www.elnettechnologies.com
CIN : L72300TN1990PLC019458

NOTICE TO SHAREHOLDERS
Transfer of Equity Shares of the Company to Investor Education and Protection Fund Authority

NOTICE is hereby given that pursuant to provision of Section 124(6) of the Companies Act, 2013 (“Act”) read with Rule 6 of the Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and Refund) Rules, 2016 as amended from time to time (the “Rules”), the equity shares of the Company in respect of which dividend amounts have remained unclaimed for seven consecutive years or more are required to be transferred by the Company to the demat account of the Investor Education & Protection Fund Authority (IEPF).

Accordingly, the due date for transfer of shares held by the shareholders in the Company, wherein the dividend(s) remain unpaid on such shares, for the last seven years from the final dividend declared by the Company in the Financial year 2016-17, to IEPF Authority is August 08, 2024.

To claim the said shares and unclaimed dividend amount before it is transferred to the credit of IEPF, shareholders may forward to M/s. Cameco Corporate Services Limited, the Registrar and Share Transfer Agent (RTA) of the company with the copies of the relevant documents such as:

- Copy of Share Certificate;
- Request letter for “not to transfer the shares to IEPF Authorities”;
- Copy of the Demat Account Statement (Client master list) showing your name, address, demat and bank account details registered against the demat account. (For shares held in demat form)
- Investor Service Request Form SR - 1, Form SR - 2 and Form No. SH 13 (Nomination Form) duly filled as per the instructions stated therein along with the supporting documents including original cancelled cheque stating your name as the Account holder. (Can download the form from Company’s website www.elnettechnologies.com under the following path Investors → Shareholders communications → Investor services → Formats). (For shares held in physical form)

In Compliance with the above provision, individual notices are being sent to the registered address of the shareholders whose dividends are lying unclaimed for seven consecutive years and whose shares are liable to be transferred to IEPF. The complete details of these shareholders to be made available on the Company’s website www.elnettechnologies.com in the following category i.e., investor/compliance/unpaid dividend data/year 2024/Details of shares proposed to be transferred to IEPF 2016-17.

All the concerned shareholders, whose folio and other particulars are reflected in the said file on the website of the company are requested to note that in terms of the above stated provisions, the company shall be obliged to transfer the shares to the IEPF.

Hence, if the dividends are not claimed by the concerned shareholders by the above-mentioned due date, necessary steps will be initiated by the company to transfer the shares held by the concerned shareholder to IEPF without any further notice in the following matter.

In case the shares are held:

- In physical form: New share certificate(s) will be issued and transferred in favour of IEPF on completion of necessary formalities. The original share certificate(s) which stand registered in the name of shareholder will be deemed cancelled and non-negotiable.
- In demat form: The Company shall inform the Depository by way of corporate action for transfer of shares lying in the shareholder’s demat account in favour of IEPF.

The shareholders may note that in the event of transfer of shares and the unclaimed dividends to IEPF, concerned shareholder(s) are entitled to claim the same from IEPF authority by submitting an online application in the prescribed form IEPF-5 available on the website www.iepf.gov.in

The shareholders may further note that the details of unclaimed dividends and shares of the concerned shareholder(s) uploaded by the Company on its website www.elnettechnologies.com shall be treated as adequate notice in respect of issue of new share certificate(s) by the Company for the purpose of transfer of shares to IEPF pursuant to the Rules. Please note that no claim shall be made against the Company in respect of unclaimed dividend and equity shares transferred to the IEPF.

For further clarifications, the concerned shareholders are requested to contact the Registrar and Share Transfer Agent (RTA) of the company at the following address: M/s. Cameco Corporate Services Limited, Unit: Elnet Technologies Limited “Subramanian Building”, 5th Floor No. 1, Club House Road, Chennai- 600002, Tel: 91-44-28460390; Fax: 91-44-28460129; e-mail: investor@camecoindia.com

Yours Faithfully
Ritesh Shivkumar Mishra
Sd/-
Company Secretary and Compliance Officer

Place : Chennai Date : 04-05-2024

GOVERNMENT OF TAMIL NADU
FINANCE DEPARTMENT,
CHENNAI-9

Dated : May 03, 2024

PRESS COMMUNIQUE

It is notified for general information that the outstanding balance of **5.46% Tamil Nadu SDL, 2024** issued in terms of the Government of Tamil Nadu, Finance Department, Notification No.483(L)/W&M-II/2020, dated May 29, 2020 will be repaid at par on **June 03, 2024** with interest due up to and including **June 02, 2024**. In the event of a holiday being declared on the aforesaid date by any State Government under the Negotiable Instruments Act, 1881, the loan will be repaid by the paying offices in that State on the previous working day. **No interest will accrue on the loan from and after June 03, 2024.**

2. As per sub-regulation 24(2) and 24(3) of Government Securities Regulations, 2007 payment of maturity proceeds to the registered holder of Government Security held in the form of Subsidiary General Ledger or Constituent Subsidiary General Ledger account or Stock Certificate shall be made by a pay order incorporating the relevant particulars of his bank account or by credit to the account of the holder in any bank having facility of receipt of funds through electronic means. For the purpose of making payment in respect of the securities, the original subscriber or the subsequent holders of such a Government Securities, as the case may be, shall submit to the Bank or Treasury and Sub-Treasury or branch of State Bank of India, where they are encased / registered for payment of interest, as the case may be, the relevant particulars of their bank account.

3. However, in the absence of relevant particulars of bank account/mandate for receipt of funds through electronic means, to facilitate repayment on the due date, holders of **5.46% Tamil Nadu SDL, 2024**, should tender their securities at the Public Debt Office, 20 days in advance. The securities should be tendered for repayment, duly discharged on the reverse thereof as under-
“Received the Principal due on the Certificate”.

4. It should be particularly noted that at places where the treasury work is done by a branch of the State Bank of India, the securities, if they are in the form of Stock Certificates, should be tendered at the branch of the bank concerned and not at the Treasury or Sub-Treasury.

5. Holders who wish to receive payment at places other than those where the securities have been encased for payment should send them duly discharged to the Public Debt Office concerned by Registered and Insured Post. The Public Debt Office will make payment by issuing a draft payable at any Treasury/Sub-Treasury or branch of State Bank of India conducting Government Treasury work in the State of Tamil Nadu.

T.Udhayachandran
Principal Secretary to Government,
Finance Department, Chennai-9.

DIPR/ 466 /DISPLAY/2024

R SYSTEMS INTERNATIONAL LIMITED

CIN : L74899DL1993PLC053579
Registered Office: GF-1-A, 6, Devika Tower, Nehru Place, New Delhi-110019
Tel : +91 120 4303500; Website : www.rsystems.com; Email : rsil@rsystems.com

Extract of Consolidated Financial Results for the quarter ended March 31, 2024
(Rs. in million, except per share data)

Particulars	Three months ended		Year ended
	31.03.2024 (Unaudited)	31.03.2023 (Unaudited)	31.12.2023 (Audited)
Revenue from operations	4,166.41	4,040.71	16,845.18
Profit before tax*	363.85	478.00	2,000.22
Net profit after tax for the period*	274.87	358.35	1,401.06
Total comprehensive income for the period [comprising profit for the period (after tax) and other comprehensive income / (loss) (after tax)]	238.01	363.99	1,464.14
Paid - up equity share capital (Face value of Re. 1/- each)	118.31	118.31	118.31
Reserves excluding Revaluation Reserve as at December 31, 2023			5,996.06
Earnings per share (Equity share of par value of Re. 1/- each)			
Basic	2.32	3.03	11.84
Diluted	2.32	3.03	11.84

* The Company does not have any exceptional and extraordinary item to report for the above periods.

Notes:

- The consolidated financial results for the quarter ended March 31, 2024 were reviewed by the Audit Committee and have been approved by the Board of Directors at their meeting held on May 02, 2024.
- Extract of standalone financial results for the quarter ended March 31, 2024:

Particulars	Three months ended		Year ended
	31.03.2024 (Audited)	31.03.2023 (Audited)	31.12.2023 (Audited)
Revenue from operations	2,088.60	2,247.07	9,038.87
Profit before tax*	354.68	423.86	2,181.88
Net profit after tax for the period*	315.79	327.14	1,734.57
Total comprehensive income for the period [comprising profit for the period (after tax) and other comprehensive income / (loss) (after tax)]	315.14	321.94	1,729.96

* The Company does not have any exceptional and extraordinary item to report for the above periods.

3. The above is an extract of the detailed format of Quarterly Financial Results filed with the Stock Exchanges under Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended. The full format of the Quarterly Financial Results are available on the Stock Exchange websites i.e. www.bseindia.com, www.nseindia.com and Company’s website at www.rsystems.com.

For and on behalf of the Board of Directors of
R SYSTEMS INTERNATIONAL LIMITED

Nitesh Bansal
Managing Director & Chief Executive Officer
DIN: 10170738

Place : Frisco Tx, USA
Date : May 02, 2024

LLOYDS ENTERPRISES LIMITED

(formerly known as SHREE GLOBAL TRADEFIN LIMITED)

Regd. Office : A2, 2nd Floor, Madhu Estate, Pandurang Budhkar Marg, Lower Parsi, Mumbai 400013
CIN : L27100MH1988PLC041252 Website: www.lloydsenterprises.in Email: lloydsenterprises@lloyds.in

EXTRACT OF STATEMENT OF STANDALONE AND CONSOLIDATED AUDITED RESULTS FOR THE QUARTER AND YEAR ENDED 31ST MARCH, 2024
(Rs. in lakhs, except per share data)

Sr. No.	Particulars	Standalone						Consolidated					
		Quarter ended		Year ended		Quarter ended		Year ended					
		31st March, 2024 (Audited)	31st December, 2023 (Unaudited)	31st March, 2023 (Audited)	31st March, 2024 (Audited)	31st March, 2023 (Audited)	31st December, 2023 (Unaudited)	31st March, 2024 (Audited)	31st March, 2023 (Audited)				
1	Total income from Operations	13,365.93	18,498.55	6,904.78	40,896.29	8,106.45	38,244.06	38,760.62	24,174.90	109,375.41	39,707.14		
2	Net Profit / (Loss) for the period (Before tax, Exceptional and/or Extraordinary Items)	513.17	6,386.77	621.00	9,027.65	1,060.51	5,910.67	9,896.86	1,592.57	21,275.24	5,992.53		
3	Net Profit / (Loss) for the period before tax (after Exceptional and/or Extraordinary Items)	513.17	6,386.77	621.00	9,027.65	1,060.51	5,910.67	9,896.86	1,592.57	21,275.24	5,742.53		
4	Net Profit / (Loss) for the period after tax (after Exceptional and/or Extraordinary Items)	409.75	4,820.20	621.00	7,223.66	1,060.51	5,275.37	7,527.83	1,022.93	17,479.92	4,502.89		
5	Total Comprehensive Income for the period [Comprising Profit / (Loss) for the period (after tax) and Other Comprehensive income (after tax)]	37,280.54	6,679.11	15,330.88	206,843.73	43,800.99	4,929.19	17,365.48	9,481.04	67,715.37	30,880.55		
6	Equity Share Capital (Face Value Re.1/- per share)	12,721.26	12,721.26	12,721.26	12,721.26	12,721.26	12,721.26	12,721.26	12,721.26	12,721.26	12,721.26		
7	Other Equity as shown in the Audited Balance Sheet	-	-	-	370,622.65	165,051.06	-	-	-	190,486.20	97,612.10		
8	Basic & Diluted Earnings Per share (not annualised) (in Rs.)	0.03	0.38	0.05	0.67	0.08	0.38	0.69	0.27	1.37	0.63		

Notes:

- The above is an extract of the detailed format of Audited Standalone and Consolidated Financial Results filed with the Stock Exchanges under Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 as modified by circular No. CIR/CFD/FAC/2016. The full format of the Audited Financial Results are available on the website of the Stock Exchange at www.bseindia.com and also on company’s website at www.lloydsenterprises.in.
- The above Financial Results were reviewed and recommended by the Audit Committee and have been approved and taken on record by the Board of Directors at its meeting held on 3rd May, 2024.

FOR LLOYDS ENTERPRISES LIMITED
(Formerly Known as Shree Global Tradefin Limited)
Sd/-
Babulal Agarwal
Chairman & Managing Director
DIN: 90223808

DATE: 03RD MAY, 2024
PLACE: MUMBAI

