

Date: 02.09.2025
Ref: ETL/BSE/INT/033/25-26

To,
The Corporate Relationship Department,
BSE Limited,
Floor 25, PJ Towers, Dalal Street,
Mumbai – 400001.

Scrip Code: 531346 **Scrip ID:** EASTRED

Sub: Newspaper Advertisement – Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI Listing Regulations”)

Sir/Madam,

Pursuant to Regulation 30 read with Schedule III Part A Para A of SEBI Listing Regulations, we hereby enclose the copies of newspaper advertisement published in ‘Business Line’ All India Edition (English) and ‘Deepika’ Kochi Edition (Malayalam) today, in compliance with Ministry of Corporate Affairs Circular No.09/2024 dated September 19, 2024 and other relevant circulars issued by MCA and SEBI from time to time, intimating that 32nd Annual General Meeting of the Company will be held on **Thursday, September 25, 2025 at 11.00 am IST** through Video Conferencing / Other Audio Visual Means.

Kindly take the same on record.

Thanking You
For **EASTERN TREADS LIMITED**

Abil Anil
Company Secretary



Encl: a/a

Eastern Treads Ltd.

CIN : L25119KL1993PLC007213

Reg. Office: 3 A, 3rd Floor, Eastern

Corporate Office, 34/137 E, N H Bye-Pass,
Edappally P.O., Kochi, Kerala - 682 024, India.

Phone : +91 484 7161234

E-mail : treads@easterntreads.com

Web : www.easterntreads.com

Factory : Oonnukal P.O, Kothamangalam

Ernakulam, Kerala - 686 693.

Phone : +91 485 2855 448

QUICKLY.

AXISCADES wins ₹150 cr
Su-30MKI contract

Mumbai: AXISCADES Technologies Ltd announced that its subsidiary Mistral Solutions has secured a development contract from CASDIC (Combat Aircraft System Development and Integration Centre) for Electronic Control Units in the Su-30MKI "Super-30" modernisation programme. This contract is expected to lead to a order for around 600 units valued at ₹150 crore over five years. OUR BUREAU

UBL starts Kingfisher beer production at AP brewery

Bengaluru: United Breweries Ltd (UBL), part of the Heineken Company, has commenced production of its brand Kingfisher at the recently leased Ilios Brewery in East Godavari, Andhra Pradesh. Ilios Brewery has a monthly capacity of up to 4.5 lakh cases of beer. OUR BUREAU

Beverage Association pitches for 18% GST slab on aerated drinks

Meenakshi Verma Ambwani
New Delhi

The Indian Beverage Association has urged the GST Council to reclassify aerated beverages as "food/merit" category and put them in 18 per cent GST slab.

Currently, aerated beverages are classified as 'sin/demerit goods', leading to 40 per cent taxation, which includes 28 per cent GST and 12 per cent compensation cess. It has also reiterated its demand of rationalising GST on fruit-based juices to 5 per cent from the current 12 per cent slab.

It added that lowering of tax rate to 18 per cent GST slab on aerated beverages

Buyers' choices driving FMCG firms to step up focus on quick commerce

TREND DRIVER: Online sale is led by the beauty and personal care segment, but shift is visible across categories

Aroosa Ahmed
Mumbai



INFLUENCERS. Consumers are embracing the model not just for discounts, but for its speed, assortment and convenience

Fast-moving consumer Goods (FMCG) companies are increasingly launching products for quick commerce and e-commerce platforms as they shift gears to stay profitable and relevant in a world of instant customer gratification. This is especially true for the beauty and personal care (BPC) segments. Product makers are launching dedicated premium products for quick commerce channels.

Kolkata-based Emami Ltd, whose product lineup includes Zandu, Boro Plus, Navratna, and Kesh King, retails 80 per cent of its products online. "Quick commerce remains a stra-

tegic growth channel, scaling up rapidly at nearly 3x year-on-year (y-o-y), further validating our omnichannel playbook," the company said recently.

Market leader Hindustan Unilever, which has a considerable offline presence, is also following the online strategy.

"We are beginning to see the benefit of shifting our

portfolio to faster growth spaces in modern, e-commerce channels in more premium areas," said Rohit Jawa, Former MD and CEO of Hindustan Unilever (HUL) in a recent analyst call. Several of its legacy products such as Pond's, Lakme are doing well on online platforms.

"It's been a double-digit quarter for Pond's again. We

have gained market share in e-commerce and modern trade in the most competitive of marketplaces," Jawa added.

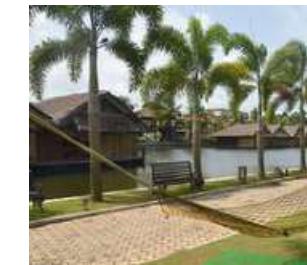
BUYERS GO Q-COMM

According to Kearney, India's quick commerce grocery market will triple between 2024 and 2027, reaching ₹1.5-1.7 lakh crore, with growth extending to cities with populations over 5 lakh.

Consumers are embracing the model not just for the discounts, but for its speed, assortment, and convenience, qualities that are increasingly influencing everyday and impulse purchasing. The shift is visible across categories such as snacking, gifting, personal care, and household essentials, with

premiumisation also on the rise," the report said.

Market leader in the face wash segment, Himalaya Wellness, which gets nearly 13 per cent of its overall sales from e-commerce, plans to introduce dedicated custom products on quick and e-commerce platforms. "In the last couple of years, the channel has grown faster. Quick commerce is largely prevalent in metro towns, urban consumers can spend more, and so, the premiumisation of our categories is happening a lot more in quick commerce. We plan to play not only in new brands, but sizes, flavours, and fragrances in quick commerce," Rajesh Krishnamurthy, Business Director- CPD, Himalaya Wellness, told businessline.



Kerala hotels witness demand pick up for Onam

Aneesh Phadnis
Mumbai

Hotels and travel companies have seen a pick up in demand for travel to Kerala during the Onam week leading to a rise in occupancies and room rates.

Akshay Thusoo, Senior Vice President (commercial), Sarovar Hotels said that occupancies at their Kerala properties have risen to 65 per cent compared to 35 per cent last year. Average room rates have increased 12 per cent over last year with guests opting for culturally immersive stays, he added.

"We are seeing a very strong performance in Kerala in both occupancy and average daily rates. This is further boosted by MICE (meetings, incentives, conferences and exhibitions) business in the region during this period," said a Hyatt Hotels spokesperson.

resulting in higher rates.

Last year there were no government-sponsored events during Onam as the State mourned the loss of lives in landslides in Wayanad district. This year celebrations are in full swing with the State tourism department organising events across districts as a part of a 10-day celebration.

WET BLANKET

However, the only dampener is persistent rain. "Tourism in Wayanad had come to a complete standstill after the landslide last July. There has been a pick up in demand.

Overall the situation is better now but it is still not at the same level as 2022 or 2023 because of heavy rains," said Soorajith Radhakrishnan, Secretary, Wayanad Tourism Organisation. Kerala received 56 lakh domestic and 2.74 lakh foreign tourists in the first quarter of CY 2025 an increase of 13 per cent and 9 per cent over the previous year, the State tourism department said.

According to Musafir.com, hotel occupancies at popular destinations such as Munnar, Thekkady and Alappuzha are at near peak levels

Malabar Regional Co-operative Milk Producers' Union Ltd.
milma® Malabarapura Dairy & Milk Powder Plant
E-mail: milma@milma.coop, Phone: 04933-211000-17

RETENDER NOTICE
Retenders are invited from eligible bidders through e procurement window of Government of Kerala (www.etenders.kerala.gov.in) for the following works for Malappuram Dairy.
Item: Supply of printed laminated multi layer film Re tender ID: 2025_KCMMF_788653_2 | Closing Date: 11/09/2025 | Dairy Manager

MPL MAITHON POWER LIMITED
MAITHON Power Limited, a joint venture between Tata Power and DVC invites expression of interest from eligible vendors for the following packages:
NOTICE INVITING EXPRESSION OF INTEREST
The Maithon Power Limited, a joint venture between Tata Power and DVC invites expression of interest from eligible vendors for the following packages:

S.No.	Ref. No.	Package Description
1	2000087487	3 years Outline agreement for Overhauling of 525Kw Mill Motors for MPL Plant, Jharkhand
2	1000072575	Procurement of Back Pass Bottom Rear Header to Maithon Power plant, Dhanbad

For details of pre-qualification requirements, bid security, purchasing of tender document etc., please visit our website URL-<https://www.tatapower.com/tender>. Eligible vendors willing to participate may submit their expression of interest along with the tender fee for issue of bid document latest by 10th Sep-25.

TATA POWER THE TATA POWER COMPANY LIMITED (Mundra Thermal Power Station - UMP)
Tunda Vardh Road, Tunda Village, Mundra, Kutch, Gujarat
Reg. Office: Bombay House, 24 Homi Modi Street, Mumbai - 400 001

NOTICE INVITING EXPRESSION OF INTEREST
The Tata Power Company Limited hereby invites Expression of Interest (EOI) from eligible bidders for the following requirement for 4150 MW UMP Mundra Thermal Power Station (MTPS)
1. Procurement of flue gas monitoring system for MTPS (Ref:4100052752)
2. Procurement of 11 kV EPR Cable for MTPS (Ref: 4100052753)
For prequalification requirements, tender fee, bid security etc., please visit Tender section of our website ([URL: https://www.tatapower.com/tender/tenders-listing](http://www.tatapower.com/tender/tenders-listing)) and refer detailed Tender Notice for subject tender. Eligible bidders willing to participate in this tender may submit their Expression of Interest along with the Tender Fee latest by 02/09/2025.

MALABAR CEMENTS LIMITED
(A Government of Kerala Undertaking)
An ISO 9001:2015, 14001:2015 Company, Walayar Post, Palakkad - 678624 - Kerala
Email: bulkmcl@malabarements.com / material@malabarements.com

TENDER NOTICE

Visit www.etenders.kerala.gov.in for Online Submission of Bids for:
Engagement of JCB/backhoe loader for material handling operation in CGU, Pallipuram, Cherthala. Sale of 50,000 MT overburden at mine site of Malabar Cement Ltd, Walayar. Design and engineering, manufacture and supply, installation, erection and commissioning of multichannel multifuel burner and additional coal mill bag filter including civil foundation and supporting structures at Walayar on turnkey basis. Supply, installation, erection, commissioning and synchronization of minimum 1 MW capacity solar power plant including DPR preparation and construction of new structure/strengthening existing structure at MCL, Walayar plant on BOOT basis. Design and engineering, manufacture and supply, installation, erection and commissioning of concrete paving blocks/concrete solid blocks manufacturing unit at MCL, Walayar plant including civil and structural works on turnkey basis.
Visit www.mstecommerce.com for the following E-Auctions:
E-Auction for Disposal of MS scrap Materials from CGU through MSTC.
E-Auction for Disposal of High Chromium Steel Scrap Materials from CGU through MSTC.
E-Auction for Disposal of MSC/CGI Alloy Scrap Items at MCL Mines, Walayar.
E-Auction for Disposal of MS/CI/GI & Ropeway Rope Scrap Items at MCL, Walayar.
E-Auction for Disposal of Rubber Scrap Materials at MCL, Walayar.

Sd/-, MANAGING DIRECTOR

VIKAS WSP LIMITED
Regd. Office: Railway Road Siwan, Haryana, India, 127046,
Corporate Office: Udyog Vihar RICO, Industrial Area, Sri Ganganganagar,
Rajasthan, India, 335002
CIN: L24139HR1988PLC030300
Email : csvikaswpltd@gmail.com Website : <http://www.vikaswpltd.in>

NOTICE OF THE ADJOURNED 36TH ANNUAL GENERAL MEETING

Notice is hereby given that the Adjourned 36th Annual General Meeting of the members of the company which was convened on 30 August, 2025 could not be held for want of quorum and therefore has been adjourned as per Section 103 of the Company Act, 2013. Accordingly, the Adjourned AGM will now be held on Monday, 09th September, 2025 at 12:05 P.M. through Video Conferencing/Other Audio Visual Means ("VC/OAVM") from the Project Office of the Company at 310, New Delhi House, 27, Barakpur Road, New Delhi - 110001 to transact the business as specified in the earlier notice dated 05.08.2025 for convening the AGM which was sent to the eligible shareholders through the permitted mode, as per the provisions of the Company Act, 2013 and rules made thereunder.

The Agenda and Link to attend the Adjourned 36th AGM will remain same and all the details including the link are available on the website of the company, for the reference of the shareholders.

Place: Sri Ganganganagar
Date: 02/09/2025
By Order of the Board
For Shriram Properties Limited
Sd/-
K. Ramaswamy
Company Secretary and Compliance Officer
A28580

Saroj Kumar Senapati,
Company Secretary cum Compliance Officer
M.No.: F-2898
By order of the Resolution Professional
Mr. Darshan Singh Anand- Resolution Professional
IBBI Reg. No.: IBBI/IPA-002/IP-N00326/2017-18/10931

+ 'Centre to involve ICAO in height norms around airports'

Rohit Vaid
New Delhi

The Centre will conduct a study led by international experts on the height restriction scenario around airports to accelerate urban development under the concept of 'Aerotropolis'.

Speaking to businessline, on the sidelines of NAREDCO's 17th National Convention, Union Civil Aviation Minister Ram Mohan Naidu said the government wants the international civil aviation body ICAO to play a central role in this study.

At present, height restrictions around airports pose a challenge for urbanisation in several metropolises, including Mumbai, Hyderabad and Kolkata.

ICAO TO STUDY
"If some countries are able to do it, then we should also



will also touch upon technology upgrades and such a review is in line with the 'Viksit Bharat' vision.

"Sometimes there are very old systems that we are using. If we can upgrade them to the latest technology, that gives us a certain leverage," he said. He emphasised that airports should not be viewed in isolation, but rather as economic hubs, such as Aerotropolis.

"Aerotropolis is a city which surrounds the airport... all different kinds of concepts come in," he said, adding that the Centre may call on States to hold joint consultations to develop detailed plans.

While addressing the convention, Naidu announced that the government would make efforts to amplify real estate activities within close proximity to upcoming airports in order to ensure safety standards.

Minister Naidu said the government is setting up a committee that will work closely with ICAO, but the primary responsibility of the study will rest with the international civil aviation body.

According to Minister Naidu, the scope of the study

Spices exports from Mehsana down 3% to ₹3,995 cr in FY25

Avinash Nair
Ahmedabad

Cumin, Isabgol and fennel seeds were among the ₹3,995 crore worth of spice seeds that were exported from Mehsana in Gujarat during financial year 2024-25.

Of the total exports, 25 per cent of the spices was shipped to China and an additional 16 per cent to Bangladesh, figures shared by the Gujarat government stated.

The same year 10 per cent of the total exports were to the United Arab Emirates (UAE), 5 per cent to the US and an additional 4 per cent to Morocco.

Between February 15 and April 10, 2025, the Unjha APMC (Agricultural Produce Market Committee) in Mehsana



to ₹4,127 crore (\$498.95 million) during 2023-24.

However, the exports declined slightly by three per cent to ₹3,395 crore in 2024-25. Adverse weather conditions last year had impacted the cumin production and exports during FY25, said officials.

During last rabi season, cumin was sown on 4.76 lakh hectares which was 25 per cent more than the three-year sowing average of the state.

OUTLOOK BUOYANT
Similarly, fennel was sown in 57,000 hectares, while isabgol was sown in 27,000 hectares. According to the officials from the State agriculture department, a good monsoon this year will provide a fillip to the sowing area under spices.

