

INVITATION FOR SUBMISSION OF RESOLUTION PLAN

M/S NCML INDUSTRIES LTD.

(UNDER CORPORATE INSOLVENCY RESOLUTION PROCESS)

CORRIGENDUM IN RELATION TO THE PUBLIC ANNOUNCEMENT DATED 24-05-2018 AND CORRIGENDUM DATED 25-06-2018 PUBLISHED IN THIS NEWSPAPER. ALL PROSPECTIVE RESOLUTION APPLICANTS ARE APPRISED THAT LAST DATE FOR SUBMISSION OF RESOLUTION PLAN NOW STANDS EXTENDED UPTO 12-07-2018 INSTEAD OF 03-07-2018. EVALUATION MATRIX IS UPLOADED ON THE WEBSITE OF CORPORATE DEBTOR i.e. www.ncml.co.in SINCE 24-05-2018. FOR ANY DEVELOPMENTS/UPDATES PERTAINING TO PROCESS REFER TO WEBSITE i.e. www.arck.in

ALL OTHER PARTICULARS REMAIN THE SAME.

Glan Chand Narang
Resolution Professional - M/s NCML Industries Ltd.
IP Reg No. IBB/IPA-002/IP-N00362/2017-18/11031

Date : 05-07-2018
Place: New Delhi

E-mail ID: narangcg58@gmail.com ; Insolveny@arck.in
Tel: 011-45101111



Cash asanas for truckers while Gulf Oil has devellers with brand ambassador, MS Dhoni



urpose and not an Offer Document announcement

AGRO PRODUCT LIMITED

1956 in the name of 'Hatsun Foods Private Limited' vide a certificate of incorporation dated subsequently, the name of our Company changed to 'Hatsun Milk Food Private Limited' and a fresh converted into a public limited company and the name of our Company changed to 'Hatsun Milk 95. The name of our Company was further changed to 'Hatsun Agro Product Limited' pursuant to a

umber : L15499TN1986PLC012747
(OMR), Karapakkam, Chennai, Tamil Nadu, 600 097 Telephone: +91 44 2450 1622; and
ecretary and Compliance Officer E-mail: secretarial@hap.in, Website: www.hap.in

EQUITY SHAREHOLDERS OF OUR COMPANY ONLY
THA C, DOLLY SATHYAN, DEVIKA SURESH AND VIVIN SRINESH

EACH OF OUR COMPANY FOR CASH AT A PRICE OF ₹ 555 (INCLUDING A PREMIUM T AGGREGATING TO ₹ 52,783.38 LAKHS ON A RIGHTS BASIS TO THE ELIGIBLE UITY SHARES FOR EVERY 16 FULLY PAID-UP EQUITY SHARES HELD BY SUCH 1, 2018 (THE "ISSUE"). THE ISSUE PRICE OF EACH RIGHTS EQUITY SHARE IS 555

METHOD*

Face value (₹)	Premium (₹)	Total (₹)
0.80	443.20	444.00
0.20	110.80	111.00
		555.00

of the Letter of Offer.

SCHEDULE
SES TODAY

pplication - Make use of it !!!
t (ASBA) is a better way of applying to issues by simply blocking the fund ame. For further details check section on ASBA below.

11/29, 2011, QIBS, NON INSTITUTIONAL INVESTORS (INCLUDING ALL COMPANIES AND EEDS ₹ 200,000 CAN PARTICIPATE IN THE ISSUE ONLY THROUGH THE ASBA PROCESS. CFD/DIL/ASBA/1/2009/30/12 DATED DECEMBER 30, 2009. FURTHER, ALL QIBS AND NON-ILITY, EVEN IF APPLICATION AMOUNT DOES NOT EXCEED ₹ 200,000. THE INVESTORS WHOSE APPLICATION AMOUNT IS NOT MORE THAN ₹ 200,000, CAN PARTICIPATE IN THE NOUNCES (INCLUDING RENOUNCES WHO ARE INDIVIDUALS) MUST APPLY FOR THE APPLICATION VALUE. ASBA INVESTORS SHOULD NOTE THAT THE ASBA PROCESS DURE APPLICABLE TO NON ASBA PROCESS. ASBA INVESTORS SHOULD CAREFULLY IER APPLICATION THROUGH THE ASBA PROCESS. FOR DETAILS, PLEASE REFER TO RTED BY BLOCKED AMOUNT ("ASBA") PROCESS" ON PAGE 170 OF THE LETTER OF A PROCESS, PROVIDED THAT THEY ARE ELIGIBLE ASBA INVESTORS.
igh the ASBA process subject to the compliance of conditions for being an ASBA Investor. The amount in the account as per the authority contained in the CAF and undertake other tasks as Allotment shall be unblocked by the SCSBs on the basis of the instructions issued in this regard by ecess, please refer to the details given in the Abridged Letter of Offer and also please refer to the RTED BY BLOCKED AMOUNT ("ASBA") PROCESS" ON PAGE 170 of the Letter of Offer.
PLEASE NOTE THAT THE RIGHTS EQUITY SHARES UNDER THE ASBA PROCESS RY ACCOUNT IN WHICH THE EQUITY SHARES ARE HELD BY SUCH APPLICANT ON

FORM ("CAF"): The dispatch of the ALOF along with CAF for the Issue has been completed by Speed Post on June 9, 2018 to the Eligible Equity Shareholders of the Company whose names June 1, 2018.
With the collecting bank indicated on the reverse of the CAF, and not with the Lead Manager or the by July 05, 2018. A separate cheque or bank draft must accompany each CAF. Eligible Equity (tribution basis) residing at places other than the cities where the branches of Escrow Collection CAF by registered post/speed post to the Registrar to the Issue, Karyu Computershare Private IAPL-Rights Issue-R" crossed "A/c Payee only" so that the same are received on or before the Man-Resident, Chennai, India, on Non-Resident basis. In case of Non-Resident

The customer rks

Log new age tools to give fresh impetus to old cogies, but how relevant are these today

AMR in 2016, had asked
Mum upload images and
ome of the real-life
ons that they were
o. A short list of sto-
eward and aired
The idea is to use
com to build a commu-
Oil, a sense of pride in
usin
to efrom inculcating a
tomchievement among
drivho spend long hours
appd and are prone to
metdepression, lubes
hopis are also keen to
cal useense of well-being.
tiatilia, for instance has
great a yoga regimen for
maring community, for
cal. fering on account of
newhours they spend
is weheel.
Gold and well-known
the- Indian marketer's
beinto reach out to truck-
Indidlers with direct pro-
medeven while spending
yearnumercials. It helps
meadine in a highly com-
edvarket. Industry offi-
garadia's lubricants mar-
time) at 2 to 3 per cent
was ind market leaders
that istrol India say they
vast d on retaining their

the bazaar market. Overall, the
Indian lubricant market, the
world's third-largest, is esti-
mated to be worth \$4.5 billion,
at about 2,500 million litres.
Ambi Parameswaran, CEO
of Brand-Building.com says,
"Lubricant makers have been
trying to reach the truck driver
population through unique
media for a long time. In the
past they used to distribute
audio cassettes with film songs
that could be used by truckers
on their long drives. These cas-
settes used to have jingles inter-
persed with popu-
lar songs. Later they
used radio as a crit-
ical medium."
Currently envi-
ronment, ecology
and health are popu-
lar narratives in
brand communica-
tion. In June Castrol
India unveiled a
marketing cam-
paign titled 'Beach'. The ads
revolve around a bunch of
young bikers undertaking a
beach-cleaning drive. Castrol
also, in partnership with Kantar
IMRB, has looked into the
health issues that truckers face.
As a result of this study, "Castrol

ing the lubricants) and truck
drivers. "So I am a little sur-
prised that lubricant brands are
back to giving back rub to truck
drivers. Given the move
towards large fleets, consoli-
dated go-downs and ware-
houses, we should be seeing
lubricants being sold more on a
B2B basis and not in the
bazaar," he adds.
Castrol is not the only brand
on the truckers' trail. Gulf Oil
has steadily increased spend on
on-the-ground branding in
India. According to company
officials, about
eight years back,
the company spent
three percent of its
topline on such ini-
tiatives. Today, this
percentage has
risen to seven.
The invest-
ments have paid
off according to
Gulf Oil. "In the
market if you take feedback, in
the last three to five years, you
will hear "Abhi Gulf ka aadmi
dikhta hai (We see Gulf Oil rep-
resentative now)," says Ravi
Chawla, managing director for
Gulf Oil, explaining how the
company improved its on

"Lubricant makers have been trying to reach the truck driver population through unique media for a long time"

AMBI PARAMESWARAN
CEO, BRAND-BUILDING.COM