# BAMBINO AGRO INDUSTRIES LIMITED

**06th December, 2022**

To,
The General Manager,
Listing Department,
BSE Limited,
1st Floor, New Trading Wing,
Rotunda Building, P.J. Towers,
Dalal Street Fort,
Mumbai-400001

Dear Sir/Madam,

**Scrip Code: 519295**

**Sub: Newspaper Advertisement.**

In continuation to our letter dated 05th December, 2022 regarding Notice of the 39th Annual General Meeting and pursuant to Regulation 47 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed the copies of the newspaper advertisements regarding Notice of the 39th Annual General Meeting of the Company, Cutoff Date and remote e-voting Information as appeared in Nava Telangana (Telugu) and Business Standard.

The above information will also be hosted on the website of the Company at: www.bambinoagro.com.

This is for your information.

Yours Faithfully,
**For BAMBINO AGRO INDUSTRIES LIMITED**

**Dinesh Vemula**
**Company Secretary & Legal**
**Encl.: a/a**

Bambino Agro Industries Ltd. ★ Secunderabad ★ 4th Floor, Surya Towers, S.P. Road

WE BRING HEALTH, TASTE AND CONVENIENCE TO LIFE

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# Free riders vs piggy-riders

### The debate over whether over-the-top services should pay telcos user revenues may overlap with the issue of net neutrality


NIVEDITA MOOKERJI
New Delhi, 5 December

On the face of it, New Delhi and Riga, capital of Latvia, may have little in common. But recently, over-the-top or OTT, has been a heavily debated point in the tech and media circles in both cities. The question being raised by the traditional telecom firms and related ecosystem is the unfairness of OTT firms having a "free ride" atop the infrastructure created and paid for by telcos. The other side's argument is that telecom operators have been piggy-riding on OTT content to drive their own data usage. And that telcos are able to garner substantial ARPUs (average revenue per user per month) derived from the wide popularity of content and communication services offered by OTTs.

At the recent 5G summit called "Techritory" in Riga, telcos argued with OTT participants on issues ranging from regulation to investments and innovations. Back home, angry letters and submissions have been sent to the government, keeping OTTs firmly in headlines.

Ultimately, it all boils down to money: Telcos want OTT firms to give them a part of their revenue for using their platform. Individually as well as through the Cellular Operators Association of India, they are quick to point out that OTT majors — from Skype to Google and Facebook to Microsoft — are neither sharing any revenue with the government nor are they spending anything to acquire spectrum. Their message underlines the fact that the OTT scene is quite a contrast to the telcos' revenue outgo, both to the government (for spectrum and licence fees) and towards building robust infrastructure. Meanwhile, in a high-pitched battle of words, the Broadband India Forum (BIF) has demanded that telcos must pay OTTs in return for higher data traffic across telecom networks. Telcos have laughed at the idea even as OTTs have rubbished the argument that they are free riders.

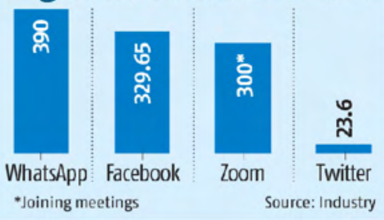
## THE BIG TOP

**OTT media market in India**

| | | |
|---|---|---|
| **$3 bn** Revenue in 2022* | **$7 bn** Projection for 2027 | **7-9%** Current share in entertainment industry |
| **45 mn** Subscribers in 2022 | **50 mn** Projection for 2023 | |

*Expected in '22
Source: Media Partners Asia

**Big tech user numbers** (mn)




*Joining meetings
Source: Industry

Tamali Sen Gupta, a corporate lawyer and independent board director, makes a distinction between content OTTs and those that are communication service providers on the issue of revenue-sharing. "Why should telcos want to take a portion of content fees... Content companies have only a single source of revenue," Sen Gupta said. However, on OTT communication services, she said they are competing with the carrier. "So there could be a case for revenue share."

A prominent telecom watcher and analyst requesting anonymity said that from the India standpoint there should be some charge on the communication service OTTs for using telecom platforms. He was referring to OTTs such as Zoom, Microsoft Teams and Google Meet among others. A common argument is that OTTs are not charged in any other major country for riding the telecom infrastructure but that logic may not apply to India, the analyst said. "In most other geographies, the telecom tariffs are high, unlike in India. And the Indian telecom sector is in distress," he reasoned, adding that there must be some mechanism to charge these players. The other option is for telcos to impose high tariffs on consumers and come out of the distress, he added. He clarified, however, that there's no ground to charge content platforms. "Content is everywhere and everything. Even e-commerce firms should be charged in that case, but that's not desirable," he said.

In this chicken-and-egg tale on who should pay whom and who's exploiting whom, the regulator and the government have been in wait-and-watch mode — for years. This subject has kept the Telecom Regulatory Authority of India (Trai) and the Department of Telecommunications (DoT) engaged for at least eight years now.

In August 2014, Trai had organised a seminar on the regulatory framework for OTT services. That was the first time that representatives of telecom service providers, OTT providers and legal experts presented their views on a subject that would turn increasingly controversial. Then, in response to a DoT reference to bring out a consultation paper and subsequently a recommendation paper on the thorny issue, Trai said in September 2020 that telecom services have shown exponential growth in data traffic and service providers have launched tariff plans with unlimited voice usage as part of data plans. The Trai recommendation underlined the point that "with the increase in the usage of OTT, traffic of telecom service providers has also grown".

While pointing out that various studies on appropriate business models are under consideration in various jurisdictions, "any regulatory prescription in haste may leave an adverse impact on the industry as a whole". So, Trai's answer to the tricky question seemed to be: Don't meddle. To be specific, Trai said that market forces may be allowed to respond to the situation, and stayed away from prescribing any regulatory intervention. It added as an afterthought that at an appropriate time intervention will be done, if necessary.

Has that time come now? Another consultation paper is in the works at Trai to arrive at something more conclusive. In the meantime, other regulatory frameworks such as the proposed Telecom Bill would include communication OTTs as service providers, going by the draft legislation. The Personal Data Protection Bill could also bring under its ambit OTTs in some way. Even as the jury is out on this, experts believe it's tough to clearly define OTTs and get a fix on regulating them, especially in relation to imposing a financial charge. Tariff is under forbearance and Trai is unlikely to get into that space for OTTs.

As industry representatives and policymakers put their heads together to find a solution, from Latvia to India and elsewhere, all eyes are on what the International Telecom Union (ITU) may suggest on the subject. The expectation is that a technical report or guidelines would be issued by the ITU that could well become a blueprint for countries facing the telecom-versus-OTT fight. However, as telcos press for big tech platforms to contribute to network costs, there's a nagging fear of crossing the clearly drawn "net neutrality" line by governments including in India as against a "walled garden" theory. Differential pricing for different sets of consumers would violate the net neutrality principle, OTT backers point out. Against that backdrop, we could possibly be staring at a net neutrality 2.0 narrative —the first involving Facebook's controversial Basics offer some years ago — while trying to fix the OTT conundrum.

ON SENTIMENTS

# Rural sentiments upbeat in November

MAHESH VYAS

Rural India performed quite well in November. The labour participation rate inched up and the unemployment rate dropped. As a result, the employment rate increased from 37 per cent in October to 37.5 per cent in November 2022. The employment rate is the most important labour market indicator and its increase indicates that a larger proportion of the working age population is employed. Even a small increase in the employment rate translates into millions of jobs. For example, the 0.5 percentage point increase in November led to the addition of 4.3 million jobs in rural India.

Urban India did not do as well because while the labour participation rate increased, the unemployment rate also increased and as a result, the employment rate rose only marginally from 34.2 per cent to 34.4 per cent in November 2022.

The Index of Consumer Sentiments (ICS) shows a similar difference between rural and urban India's performance in November, although the divergence is larger in the case of consumer sentiments. The ICS fell by 1.5 per cent in urban India while it increased by 0.5 per cent in rural India. The overall ICS fell by 0.2 per cent.

The fall in the ICS in November 2022 comes after two months of robust increases. The ICS had risen somewhat sharply, by 11.4 per cent, in the preceding two months, which were the major festival months in India. A correction after the festivities is understandable. Interestingly, the correction is small (0.2 per cent) compared to the rise (11.4 per cent). It is good to learn that consumer sentiments in India consolidated almost all the gains made during the festival months of 2022.

The consolidation of consumer sentiments in November rests upon an expectation that the economy will do well in the near- and medium-term future. This is particularly true of rural India. Interestingly, it seems to depend less upon this expected improvement in the economic environment translating into a corresponding improvement in personal well-being. Households have scaled down their expectations of an increase in their incomes in the future. They have also reported a correction in their current economic conditions.

**The consolidation of consumer sentiments in November rests upon an expectation that the economy will do well in the near- and medium-term future. This is particularly true of rural India**

The Index of Current Economic Conditions (ICC) declined by 1.6 per cent in November. The fall was rather sharp in urban India where the ICC receded by 3.1 per cent. Rural ICC also contracted but more modestly.

Perhaps, one of the most useful components of the ICS is the perception of households regarding the purchase of consumer durables. This indicator held up well, in a way, even after the festive season had passed. The proportion of households that said in November 2022 that it was a better time to buy consumer durables was 18.6 per cent. This is a tad better than the 18.4 per cent proportion in October 2022. The proportion was 16.2 per cent in September and much lower before that.

Rural areas held up better than urban regions. Rural India has sustained the momentum of increasing positivity. The proportion of households that stated that it was a better time to buy consumer durables increased from 16.5 per cent in October to 18.2 per cent in November 2022.

However, the enthusiasm to buy consumer durables is higher in urban India than in the rural regions; 19.5 per cent of urban households believed that November 2022 was a better time to buy consumer durables than November 2021. This is higher than rural India's 18.2 per cent.

But, at the other end of the spectrum of consumers were those who said that November 2022 was a worse time than November 2021 to buy consumer durables. Their count has also increased. So, the improvement in perceptions to buy consumer durables is not across the board. The middle space — those who think it is neither a better nor worse time to buy consumer durables — has shrunk.

The proportion of households who believe that it was a worse time to buy consumer durables compared to a year ago had fallen sharply from over 33 per cent in August and September 2022 to 29 per cent in October. In November, it inched up again to 31 per cent. This is a significant jump but it is still clearly lower than the levels of August and September. It is possible that the enthusiasm to buy consumer durables in these households was strongly associated with the festival season, which scaled back a bit after the season.

Perceptions regarding incomes compared to a year ago have corrected a bit in November 2022 compared to October. Similarly, perceptions regarding household incomes a year into the future have also corrected. However, as seen in the discussion above, none of this impacted the increase in people who believed that this was a better time to buy consumer durables.

The ICS seems to have sustained its elevated levels after the festival months partly because of the wedding season that has commenced. This is expected to last for a few months and could keep the demand for consumer durables elevated. Rural India also holds out a promise because the rabi crop sowing seems to be progressing well. Higher output along with the elevated prices for most agricultural produce bodes well for the hinterlands. The rural Index of Consumer Expectations was up by 1.9 per cent in November 2022. This was the biggest contributor to the ICS holding up in November.

*The writer is MD & CEO, CMIE P Ltd*

# IIT Madras rides sea waves for power, aims to market it by 2024

### Innovation may help India's climate goal pursuit of 500 gigawatt RE by 2030

SHINE JACOB
Chennai, 5 December

In a development that might help India achieve its climate change-related goal of generating 500 Gw (gigawatt) of renewable energy by 2030, researchers at Indian Institute of Technology Madras (IIT Madras) have invented an "ocean wave energy converter" that can generate electricity from sea waves.

Researchers expect to commercialise the innovation by 2024, in a move that could offer substantial gains for islands such as Lakshadweep and Andaman and Nicobar, which can produce 40-50 Gw of wave energy. "India has a 7,500 km-long coastline capable of producing 54 Gw of power, satisfying a substantial amount of the country's energy requirement. Seawater stores tidal, wave and ocean thermal energy, making the harnessing of 40-Gw wave energy possible in India," said Abdus Samad, Department of Ocean Engineering, IIT Madras.

The trials on the converter were completed in the second week of November. The device was deployed at a location about six km off the coast of Tuticorin, Tamil Nadu, at a site with a depth of 20 metres. IIT Madras aims to use the converter to generate 1 Mw of power from ocean waves in the next three years.

If successful, this project will help fulfil several objectives such as the UN Ocean Decade and sustainable development targets, and India's own goals such as deep water missions, clean energy and blue economy. "Many countries and companies globally have done this before. Nations like the US, UK and Israel are generating energy through this route. However, this is for the first time that the technology is in the process of being proven in India. We are planning to go commercial by 2024," Samad, who leads the mission, told *Business Standard*.

## MAKING WAVES

- The 'ocean wave energy converter' was deployed at a location about 6 km off the coast of Tuticorin, and with a depth of 20 metres
- IIT Madras aims to use the device to generate 1 Mw power from ocean waves in the next three years
- The device is targeted at remote offshore locations that require reliable electricity and communication
- Its targeted stakeholders are oil & gas, defence and security installations and communication sectors

The device is targeted at remote offshore locations that require reliable electricity and communication either through the supply of electric power to payloads that are integrated directly in the device, or located in its vicinity, such as on the seabed and in the water column. The targeted stakeholders are oil and gas, defence and security installations and communication sectors.

**'Even single devices in locations along the Indian coastline can generate large quantities of clean power,' said Abdus Samad, who leads the project**

Samad has been working for over a decade on wave energy and has established a state-of-the-art Wave Energy and Fluids Engineering Laboratory at IIT Madras. The lab is also researching other applications for this technology such as producing power for smaller devices like navigational and data buoys.

"Even single devices in different locations along the Indian coastline can generate large quantities of clean power. We are also contemplating placing multiple devices in an array of configuration for maximum wave power extraction from the location. Our vision is to make India sustainable by tapping marine energy and net-zero carbon emission to mitigate climate impact," Samad said.

The project received funding support through the "Innovative Research Project" of IIT Madras, TBI-KIET under the Department of Science and Technology's Nidhi Prayas Scheme and Australian Alumni Grant Scheme 2022 of the Department of Foreign Affairs and Trade, Australia, a statement said.

IIT Madras partnered with a start-up, Virya Paramita Energy, and Motilal Nehru National Institute of Technology Allahabad for the test. The electrical storage system was designed by GKC Institute of Engineering and Technology and MCKV Institute of Engineering, West Bengal. Waterfront Engineering and Infrastructure Pvt Ltd assisted in deploying the system in the ocean. Samad said Virya Paramita Energy may be looking into the project's commercial aspects.

# ద.మ.రైల్వే నవంబర్ ఆదాయం 1,519.29 కోట్లు

నవతెలంగాణ-హైదరాబాద్‌బ్యూరో

దక్షిణ మధ్య రైల్వే నవంబర్ నెలలో రికార్డు స్థాయి ఆదాయాన్ని సాధించింది. ఈ ఒక్క నెలలోనే ప్రయాణీకుల రవాణా ద్వారా రూ.435.66 కోట్లు, సరుకు రవాణా ద్వారా రూ.1,083.63 కోట్ల ఆదాయాన్ని ఆర్జించింది. ఇంతటి ఆదాయం గత సంవత్సరాలతో పోల్చితే ఒకే నెలలో ఎన్నడూ రాలేదని దక్షిణ మధ్య రైల్వే జనరల్ మేనేజర్ అరుణ్‌కుమార్ జైన్ వివరించారు. ఈ సందర్భంగా ఆయన జోన్ పరిధిలో రైల్వే ఉద్యోగులను అభినందనలు తెలిపారు. జోన్ పరిధిలో 93 ప్రత్యేక రైళ్లను 460 ట్రిప్పులు నడిపామన్నారు. ఈ నెలలో మొత్తం 2.82 లక్షల మంది ప్రయాణీకులకు ప్రత్యేక సేవలు అందించామన్నారు. 625 అదనపు బోగీల ఏర్పాటు ద్వారా 42,757 మంది ప్రయాణీకులను గమ్యస్థానాలకు చేర్చినట్టు వివరించారు. సరుకు రవాణాలో 10,481

మెట్రిక్ టన్నులు వేర్వేరు ప్రాంతాలకు రవాణా చేసి, రూ.1,083.63 కోట్ల ఆదాయం సాధించినట్టు తెలిపారు. గత ఆర్థిక సంవత్సరం ఇదే నెలతో పోల్చితే 15 శాతం అదనపు ఆదాయం సమకూరిందన్నారు. ఆపరేషన్స్, కమర్షియల్ సిబ్బంది ఇదే ఒరవడిని కొనసాగిస్తూ, సంస్థ ఆదాయం మరింత పెరిగేలా కృషి చేయాలని కోరారు.



# ఆర్ఎంసీ నివేదికను నిలిపేయాలి

- కేఆర్ఎంబీకి రజత్‌కుమార్ లేఖ

నవతెలంగాణ ప్రత్యేక ప్రతినిధి-హైదరాబాద్

కేఆర్ఎంబీ, ఆర్ఎంసీ భేటీ సోమవారం హైదరాబాద్‌లోని జలసౌధలో జరిగింది. ఈ సమావేశానికి తెలంగాణ సభ్యులు హాజరుకాలేదు. ఏపీ అధికారులు వచ్చారు. జలవిద్యుత్ ఉత్పత్తి, వరద జలాల వినియోగంపై చర్చ, రూల్ కర్వ్ కోసం సిఫారసులతో కూడిన ముసాయిదా నివేదికపై చర్చించేందుకు కృష్ణా నది యాజమాన్య బోర్డు(కేఆర్ఎంబీ), రిజర్వాయర్ మేనేజ్‌మెంట్ కమిటీ(ఆర్ఎంసీ) భేటీ కొనసాగుతోంది. కన్వీనర్ రవికుమార్ పిళ్లై నేతృత్వంలో నిర్వహించిన ఈ భేటికి ఏపీ నుంచి ఇంజినీర్ ఇన్ చీఫ్ నారాయణరెడ్డి హాజరయ్యారు. నివేదికపై ఏపీ సభ్యుల సంతకాలు తీసుకున్న ఆర్ఎంసీ, కేఆర్ఎంబీకి నివేదిక సమర్పించనుంది. మరోవైపు ఆర్ఎంసీ ముసాయిదా రాష్ట్ర ప్రయోజనాలకు విరుద్ధంగా ఉందంటూ కేఆర్ఎంబీ ఛైర్మన్‌కు తెలంగాణ నీటిపారుదల శాఖ ప్రత్యేక ప్రధాన కార్యదర్శి రజత్‌కుమార్ లేఖ రాశారు. ఆర్ఎంసీ నివేదికలోని అంశాలు, తమకు ఆమోదయోగ్యం కాదని అందులో పేర్కొన్నారు. ఈ నివేదికను నిలిపేయాలని, మీడియాకు సరైన వివరణ ఇవ్వాలని కోరారు.





# రోడ్లు, కల్వర్టు మరమ్మత్తులకు రూ.2500 కోట్లు

- యుద్ధ ప్రాతిపదికన పునరుద్ధరించాలి : మంత్రి ప్రశాంత్ రెడ్డి

నవతెలంగాణ ప్రత్యేక ప్రతినిధి-హైదరాబాద్

రాష్ట్రంలో రోడ్ల అభివృద్ధిలో ఉందిలని ముఖ్యమంత్రి కేసీఆర్ ఆదేశించారని రాష్ట్ర రోడ్లు భవనాలు శాఖ మంత్రి వేముల ప్రశాంత్ రెడ్డి గుర్తు చేశారు. ఎర్రమంజిల్‌లోని ఆర్ అండ్ బీ కార్యాలయంలో అన్ని జిల్లాల ఎస్ఈలు, ఈఈలతో మంత్రి వేముల వీడియో కాన్ఫరెన్స్ నిర్వహించారు. గత రెండు సీజన్లలో అధిక వర్షాల వల్ల దెబ్బతిన్న రోడ్లు, కల్వర్టులు యుద్ధ ప్రాతిపదికన పునరుద్ధరించాలని అధికారులను దిశా నిర్దేశం చేశారు. నియోజకవర్గాల వారీగా ఎమ్మెల్యేలతో సమన్వయం చేసుకోవాలని, వారు ప్రతిపాదించిన రోడ్లను పరిగణనలోకి తీసుకుని బాగు చేయాలన్నారు. రాష్ట్ర వ్యాప్తంగా సాధారణ పునరుద్ధరణ, వరదల కారణంగా దెబ్బతిన్న రోడ్ల కోసం ముఖ్యమంత్రి కేసీఆర్ రూ. 2,500 కోట్ల మంజూరు చేశారని ప్రకటించారు. ఈ నెల 15 లోపు టెండర్లు పూర్తిచేసి పనులు ప్రారంభం కావాలని అధికారులను ఆదేశించారు. కేసీఆర్ ఆదేశాల ప్రకారం వర్షాల వల్ల దెబ్బతిన్న రోడ్లు, కల్వర్టుల పునరుద్ధరణ పనులు వేగంగా నిర్దేశిత సమయంలో పూర్తి చేయాలని స్పష్టం చేశారు. ఈ వీడియో కాన్ఫరెన్స్ లో రోడ్లు భవనాలు శాఖ కార్యదర్శి శ్రీనివాసరాజు, ఇంజినీర్ ఇన్ చీఫ్ రవీందర్‌రావు వలువురు ఆర్ అండ్ బీ అధికారులు పాల్గొన్నారు.

# ఇంటర్ ఫీజు గడువును 15 రోజులు పొడిగించాలి

- విద్యామంత్రి సబితకు టీపీజేఏంఏ వినతి

నవతెలంగాణ బ్యూరో - హైదరాబాద్

రాష్ట్రంలో ఇంటర్ విద్యార్థుల పరీక్ష ఫీజు చెల్లించే గడువును ఆలస్య రుసుం లేకుండా 15 రోజులు పొడిగించాలని తెలంగాణ ప్రయివేటు జూనియర్ కాలేజీ యాజమాన్యాల సంఘం (టీపీజేఏంఏ) ప్రభుత్వాన్ని డిమాండ్ చేసింది. ఈ మేరకు విద్యాశాఖ మంత్రి పి సబితా ఇంద్రారెడ్డిని సోమవారం హైదరాబాద్‌లో ఆ సంఘం రాష్ట్ర అధ్యక్షులు గౌరి సతీశ్ నేతృత్వంలో కలిసి వినతిపత్రం సమర్పించారు. రాష్ట్రంలో జూనియర్ కాలేజీల్లో ప్రథమ సంవత్సరంలో చేరిన విద్యార్థుల్లో 30 నుంచి 40 శాతం వరకు ఫీజును చెల్లించలేదని తెలిపారు. ఆర్థిక, ఇతర వ్యక్తిగత కారణాలతో కట్టలేదని పేర్కొన్నారు. అయితే వంద రూపాయల ఆలస్య రుసుంతో చెల్లించే అవకాశాన్ని ఇంటర్ బోర్డు కల్పించడం సరైంది కాదని తెలిపారు. ఆలస్య రుసుం లేకుండానే మంత్రి సానుకూలంగా స్పందించారని, పరీక్ష ఫీజు గడువును పెంచుతామంటూ హామీ ఇచ్చారని పేర్కొన్నారు. జూనియర్ కాలేజీల అనుబంధ గుర్తింపును 2023-24 విద్యాసంవత్సరం నుంచి ఒకటి, మూడు, ఐదేళ్ల వరకు పెంచాలంటూ నోటిఫికేషన్ జారీ చేయాలన్న విజ్ఞప్తిపై మంత్రి స్పందిస్తూ విద్యాశాఖ కార్యదర్శితో సంప్రదిస్తానని హామీ ఇచ్చారని తెలిపారు. ఈ కార్యక్రమంలో టీపీజేఏంఏ ఉపాధ్యక్షులు పార్థసారథి, హైదరాబాద్ నాయకులు ఉస్మాన్‌అలీ, హైదర్, రుక్మాన్ తదితరులు పాల్గొన్నారు.