

Advertisers bask in moment-ary glory

In 2019, every event was distilled into pithy tweets, and memes as brands rushed in to be a part of the banter around these issues



SAMREEN AHMAD
Bengaluru, 26 December

From skyrocketing onion prices to sky-high prices for bananas in five-star hotels, everything that made the headlines in 2019 made it to the branding table. The trend, fuelled by the universal and ubiquitous nature of social media, blazed through the world of online campaigns by a slew of brands this year.

When onion prices were hovering around ₹150 a kg and Finance Minister Nirmala Sitharaman was being pilloried for her comments on the kitchen staple, food-delivery platforms put out clever one-liners. One said, 'there's a reason why it's called a cash crop' on its cash on delivery page. Grooming start-up The Bombay Shaving Company offered 10 per cent discount on its beard

growth oil that contains onion oil stating "the price of onion may be on the rise but our beard growth oil's price is slashed." Hyperlocal delivery start-up Dunzo asked customers to bank on them and 'wipe away their tears' by selling the crop at a discount. "Since we are also in the business of grocery delivery, it made sense to share our take on the onion prices," says the Bengaluru-based start-up. It claims it saw a 40 per cent jump in onion sales that day.

Topical marketing is critical for digital-first brands like Dunzo and Swiggy. The genesis of this approach lies in the fact that their audience consumes both news and entertainment through social media, and always knows what's trending. Experts say when brands focus on issues that have the

attention of consumers, it engages them, and not just them. That is a positive thing. Harish Bijoor, CEO of Bijoor Co.

When it comes to this issue, brands are part of a larger conversation. It's a great thing to see marketers who use price crisis" in India were attempted. Bijoor adds.

Not just start-ups, a string of brands has adopted its term play. "The way curry is without onions, complete without term



(From left) Pizza Arré, IndiGo have leveraged controversial celebratory moments of

SUDITI INDUSTRIES LIMITED
 Regd Off: A-2, SHAH & NAHAR INDL. ESTATE, UNIT NO. 23/26,
 LOWER PAREL, MUMBAI-400013. Tel: 67368600/10 Fax: 27683465
 E-mail: cs@suditi.in Website: www.suditi.in
 CIN: L19101MH1991PLC063245

PUBLIC NOTICE
Sub: Transfer of Shares of the Company.
 Pursuant to the circular no. SEBI/HO/MIRSD/DOS3/CIR/P/2018/139 dt.06/11/2018 issued by Securities and Exchange Board of India and also any other applicable provisions of the Acts/Regulations, it is hereby informed that the Company has received Transfer Application from the Investors given below:-

Sr No	Distinctive No(s)	Folio No	Share Certificate No.	Name of the Transferee	Name of Transferor as per Transfer form	No of shares
1	0008487501-0008487600	SHP025247	40620	Deva P. Gupta HUF	S.S. Sharma	100
2	0008517101-0008517200	SHP025543	40916	Deva P. Gupta HUF	Movini Bai	100

Accordingly we hereby bring to the notice of the General Public that any person/entity or authority who has objection to these transfer of securities as referred above shall intimate in writing to the attention of the Company Secretary of the Company or its Registrar & Transfer Agents within 30 days of publishing this Notice in the newspaper and if no objection is received or intimated to the Company or its Registrar & Transfer Agents within the stipulated period of 30 days, the Company shall forthwith proceed with the transfer of above said shares in their respective names. Further the Company or Registrar & Transfer Agents or any of its officers of both Company & Registrar & Transfer Agents will not be responsible for any claim whatsoever arising or lodged with the Company after period of 30 days from the date of this notice and no claim whatsoever will be entertained thereafter in connection with the above referred Transfer of Shares.

Place: Mumbai
 Date: 26.12.2019
 For Suditi Industries Limited
 Sd/-
 Registrar & Transfer Agents:
 Shares Dynamic (India) Pvt. Ltd.
 C-101-247 Park, LBS Marg, Vikhroli (West), Mumbai - 400 083.
 Tel: 28515606/28515644
 Email: support@sharesonline.com

RECOVERY OFFICER
C/o MARATHA SAHAKARI BANK LTD.
 HEAD OFFICE
 Mathushree CHS Ltd., 196, M.V. Road,
 Near Natraj Studio, Andheri (E),
 Mumbai - 400 069.
 Tel : 26848613 / 14 / 15

FORM 'Z'
 (See sub-rule 11(d-1) of rule 107 of MCS Rules 1961)
Possession Notice for Immovable Properties

Whereas the undersigned being The Recovery officer attached to Maratha Sahakari Bank Ltd., has issue Demand Notice dated 12.07.2017 U/S 156 of The Maharashtra Co-operative Societies Act 1960 read with Rule 107 of The MCS Rules 1961 calling upon the judgment debtor.

M/s. Raj Packaging (Prop & Guarantor Mr. Bhavesh N. Shah and Mrs. Mayana B. Shah) (HPLN - 300) asking to repay the amount mentioned in the notice being **Rs. 1,82,63,308/- (Rupees One Crore Eighty Two Lakh Sixty Three Thousand Three Hundred Eight Only)**, with in given date after receipt of the said notice. The judgment debtors having failed and neglected to repay the demanded amount. The undersigned has issued an attachment notice dated 12.12.2019 and attached the property described herein below on 20th Dec. 2019.

Description of the attached Immovable Property :

235, Narshi Natha Street, Shop No.13, 2nd floor, Bhat Bazar, Masjid Bunder, Mumbai-400009.

The judgment debtors having failed to repay the demanded amount. Notice is hereby given to the Judgement debtors and the Public In General that, the undersigned has taken Symbolic Possession of the property described herein above exercise of powers vested on him U/S 156 of MCS Act 1960 and U/R 107 11(d-1) of the MCS Rules 1961. The Judgment Debtors in particular and the Public In General is hereby cautioned not to deal with the property and any dealings with the property will be subject to the charge of The Recovery Officer, attached to Maratha Sahakari Bank Ltd., Andheri (E), Mumbai - 400 069 for an amount Rs. 1,82,63,308/- as on 30.11.2019 and further interest and charges thereof.

Dated : 26th Dec. 2019
 Andheri (E), Mumbai - 400 069.
 Mr. M. Z. Sawant
 Recovery Officer

