

350 MILLION VIEWERS TUNE IN FOR FIRST 10 MATCHES ON DISNEY STAR

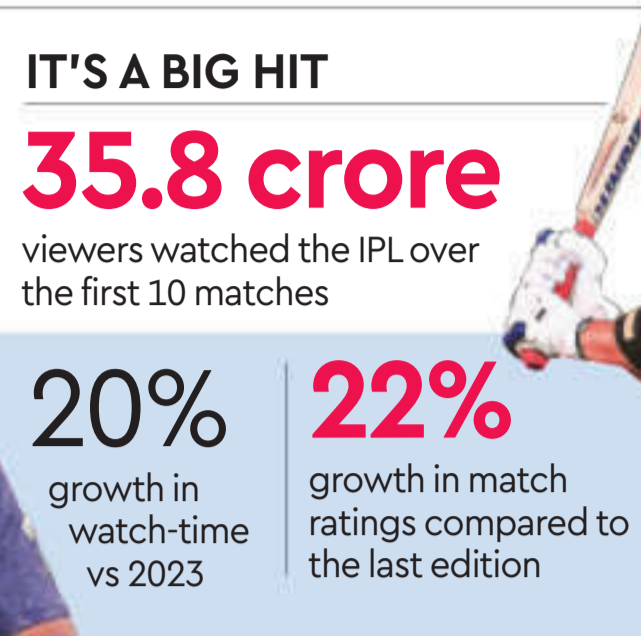
IPL smashes TV viewership records

The tournament watch-time spikes 20% from last year, show BARC data

FE BUREAU, New Delhi, April 4

DISNEY STAR, THE official broadcaster of the Indian Premier League, logged record-breaking viewership for the first 10 matches of the 2024 season.

Helped by a compelling marketing campaign and interesting programming, match ratings for the current season



Source: BARC; Age group: 2+, Urban +Rural

jumped 22% compared to the last edition. It has launched several new programming initiatives including custom highlights and activations to collaborate with the content creator ecosystem across platforms.

In a statement, Sanjog Gupta, head, sports, Disney Star,



said: "Disney Star has started the 17th season from where it left off last year, doubling down on fan-centred initiatives..."

Disney Star is broadcasting the tournament across 14 feeds in 10 languages with a special feed in ISL (Indian Sign Language for deaf, hard-of-hearing, and visually impaired) fans.

Not just viewership, ad volumes during the first seven matches of IPL 17 also saw a spike. According to a report by TAM, ad volumes during this period grew 4% in 2024 over 2023.

The TAM report said 30 new categories and 55 new brands were advertised in the first seven matches of IPL 17 compared to the same number of matches in IPL 16.

Sign language redefines IPL viewing for deaf fans



In a first for live sports broadcasting, Star Sports has added sign language interpretation to its IPL feed

VENKATA KRISHNA B Chennai, April 4

SECONDS AFTER VIRAT Kohli is dismissed during the Royal Challengers Bangalore match against Lucknow Super Giants on April 2, Kinjal Shah's expression on the bottom right-hand corner of the television screen catches the atmosphere at the M Chinnaswamy Stadium.

With her right index finger, she draws an imaginary circle, indicating the stadium, before making a screaming expression. The next moment, both her hands come down together, palms down, indicating the drop in noise levels.

This IPL, Star Sports 3 has joined hands with India Signing Hands (ISH), a Mumbai-based broadcast company, to add Indian Sign Language interpretation to its feed.

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in or the silence at the ground. Moreover, I'm able to watch it with everyone. These are new experiences...to watch it with friends and family. We sat as equals," says the 62-year-old.

Minutes before the match begins, the interpreter builds the excitement by starting with the countdown before the first ball is bowled. From there on, they translate every word of the Hindi commentary, providing insights that the deaf community probably never experienced during a cricket match.

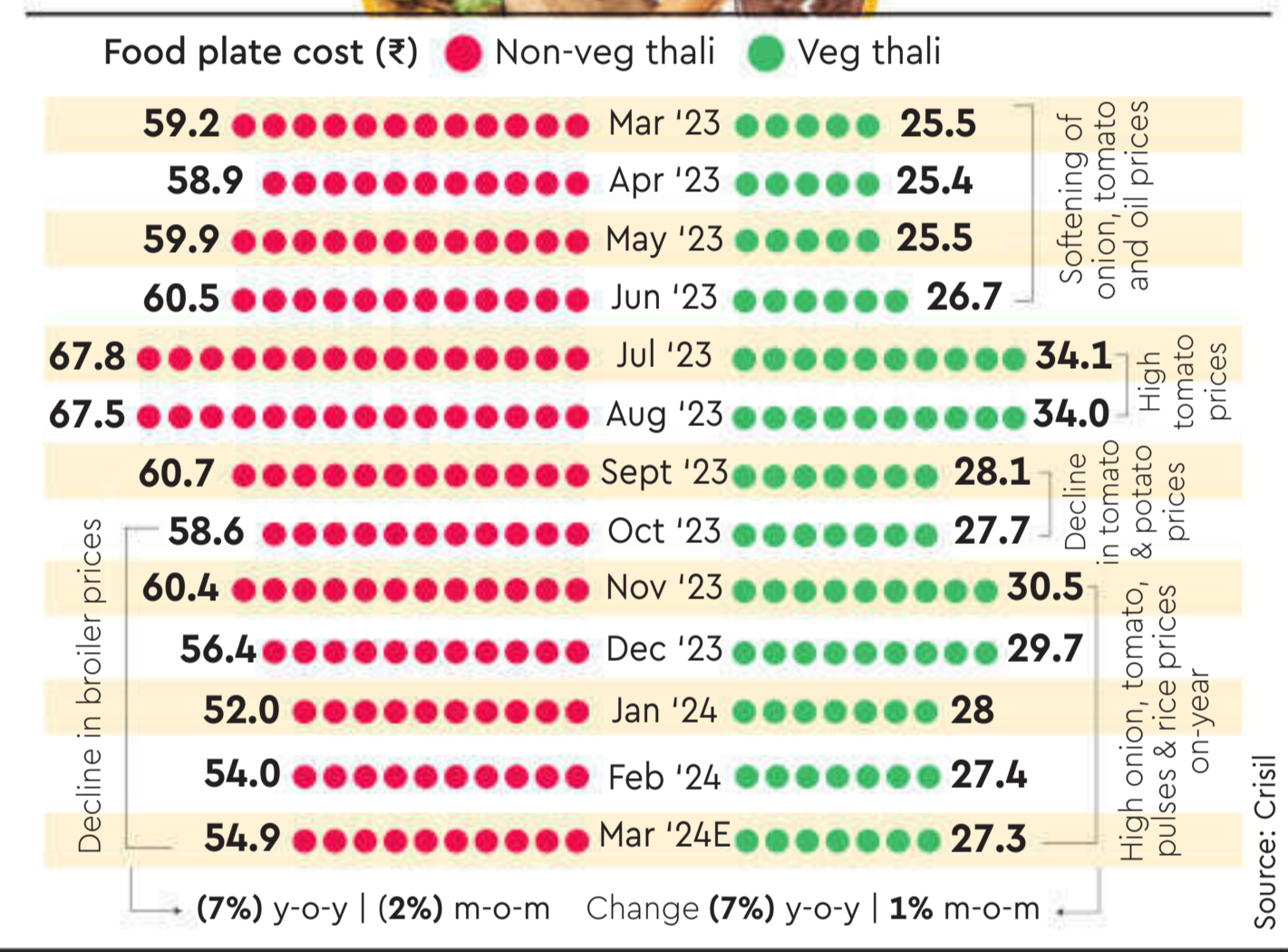
What stands out in their interpretation are the expressions that convey different emotions. For example, in case of a thrilling close call that is referred to the third umpire, the interpreters refer to the heart beat, indicating the tension in the air.

"When it comes to sign language, expressions are like grammar," says Mansi Dharmaraj Shah, an interpreter for the IPL. "Without the expressions, the deaf community will not experience the entire picture. It will look flat and the language will remain incomplete. It will only resemble a gesture. So expressions are important," she adds.

Veg thali cheaper in March, non-veg becomes costlier

THE COST OF household vegetarian thali saw a marginal sequential decline in March, due to a 2% fall in tomato prices compared to the previous month, reports Sandip Das. Non-vegetarian thali got costlier by 2% last month because of a 5% increase in broiler

meat prices, data from Crisil showed. The veg thali prices rose 7% each last month on year because of costlier onion, tomato and potato. The non-veg thali prices dropped by 7% last month because of a sharp 16% fall in poultry meat price on year.



Source: Crisil

Centre Court Capital launches ₹350-cr maiden fund for sports, gaming

RAJESH KURUP Mumbai, April 4

CENTRE COURT CAPITAL, a venture capital firm backed by Sajjan Jindal and founded by former JSW Sports CEO Mustafa Ghouse, plans to raise about ₹350 crore for its maiden fund.

The fund, having secured commitments of ₹200 crore from investors and athletes, plans to launch an offshore feeder fund in GIFT City to raise capital from global investors.

fund for follow-on investments, it said in a statement.

The VC fund, founded by Ghouse and Alok Samtaney, a former investment director with TVS Capital and Sabre Partners, has the Sajjan Jindal Family Trust as anchor investor.

"We have seen a tremendous rise in both public and private investment in sports, which has more than quadrupled since 2020. As a result, we're seeing an acceleration in the number of startups that are building from India for India and the world," Ghouse said.

YES BANK logo and registered office information.

NOTICE Transfer of Equity Shares of the Bank to Investor Education and Protection Fund (IEPF) Authority

Notice is hereby given that pursuant to the provisions of Section 124 of the Companies Act, 2013 (the Act) read with the Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and Refund) Rules, 2016 ("the Rules"), as amended, the Equity Shares of the Company ("Bank") in respect of which dividend has remained unclaimed or unpaid for a period of seven consecutive years are required to be transfer by the Bank to the demat account of the IEPF Authority.

The Bank has sent communications to the concerned shareholders whose shares are liable to be transfer to the IEPF Authority at their registered email IDs or latest available address, advising them to claim their unclaimed dividends.

The concerned shareholder(s) holding shares in physical form and whose shares are liable to be transfer to the IEPF Authority, may note that upon transfer of shares to IEPF Authority, the original share certificate(s) which are registered in their name will stand automatically cancelled and be deemed non-negotiable.

The shareholders may note that upon transfer of the shares to IEPF Authority, including all benefits accruing on such shares, if any, the same can be claimed only from the IEPF Authority by submitting an online application to the IEPF Authority in Form IEPF-5 available on the website www.iepf.gov.in along with fee specified by the Authority.

For any queries in respect of the above matter, shareholders may contact KFin Technologies Limited, the Registrar & Transfer Agent of the Bank to, Ms. Shobha Anand, Deputy Vice President at Unit: YES BANK Limited, Karvy Selenium Tower B, Plot 31-32, Gachibowli, Financial District, Nanakramguda, Hyderabad - 500032, Tel: +91- 40 - 6716 2222 e-mail ID: einward.ris@kfinetech.com.

For YES BANK Limited Sd/- Shivanand Shettigar Company Secretary Place: Mumbai Date: April 05, 2024

ACE SOFTWARE EXPORTS LIMITED. Recommendations of the Committee of Independent Directors (CID) of Ace Software Exports Limited ("Target Company") under Regulation 26(7) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, as amended ("SEBI SAST Regulations") in relation to the open offer to the public shareholders of the Target Company ("Open Offer") made by Amit Mansukhlal Mehta ("Acquirer") together with Vaishali Amit Mehta ("PAC").

KOHINOOR PULP & PAPER PRIVATE LIMITED (IN LIQUIDATION). Notice is given to the public in general that the following Asset Lot of KOHINOOR PULP & PAPER PRIVATE LIMITED (in Liquidation) ("Corporate Debtor") (in liquidation vide order of Hon'ble NCLT dated 01.07.2019) is proposed to be sold in accordance with clause (c) of regulation 32, sub-regulation (1) of regulation 33 and Schedule I of the Insolvency and Bankruptcy Board of India (Liquidation Process) Regulations, 2016 through e-auction platform.

FORM A PUBLIC ANNOUNCEMENT (Under Regulation 6 of the Insolvency and Bankruptcy Board of India (Insolvency Resolution Process for Corporate Persons) Regulations, 2016) FOR THE ATTENTION OF THE CREDITORS OF TIMBLO DRYDOCKS PRIVATE LIMITED. RELEVANT PARTICULARS table with columns for S.No., Name of Corporate Debtor, and details.