

**Numaligarh Refinery Limited** **SYNISE**  
(A Government of India Enterprise)  
Ponkagranti, Dist. Golaghat, Assam PIN - 785603

**SALE OF PARAFFIN WAX**

	Auction Date	Time
1. Broken Scrap Wax - 30 MT	11.01.2016	11 AM to 1 PM
2. SlabWax (High Oil content) - 30 MT	11.01.2016	3 PM to 5 PM
3. Type - 2A - 500 MT	12.01.2016	11 AM to 1 PM
4. Type - 3 - 1500 MT	13.01.2016	11 AM to 1 PM

For more details bidders are requested to go through the Business Rule Document (BRD) available in the website

Contact Details  
Phone No. : 9163166805 , 8308810330  
E-mail id: Swaruph@synise.com  
Customers are requested to visit  
[www.nrl.co.in](http://www.nrl.co.in) &  
<https://www.indiaengineering.com/NRL>  
for regular auction of Paraffin wax & CPC.

**बिज़नेस स्टैंडर्ड** नई दिल्ली | 5 जनवरी 2016 मंगलवार

**INDAG**  
**INDAG RUBBER LIMITED**  
CIN : L74899DL1978PLC009038  
Regd. Office: 11 Community Centre, Saket, New Delhi - 110017  
Email: info@indagrubber.com; Website: www.indagrubber.com; Phone: 011-26963172

**NOTICE**  
Pursuant to Regulation 29 and Regulation 42 of the SEBI (Listing Obligations and Disclosure requirements) Regulations, 2015 notice is hereby given that the meeting of the Board of Directors of the Company is scheduled to be held on Wednesday, the 10th day of February, 2016 to consider the Audited Financial Results for the quarter and nine months ended on 31st December, 2015.  
Further, in pursuance of SEBI (Prohibition of Insider Trading) Regulations, 2015, the trading window has been closed on 1st January, 2016 and shall remain closed till 12th February, 2016.

By order of the Board  
For Indag Rubber Limited  
Sd/-  
Company Secretary

Date: January 04, 2016  
Place: New Delhi



This is an advertisement for information purposes only. This is not a Prospectus announcement, and does not constitute an invitation or offer to acquire, purchase or subscribe to securities. Not for, and not specifically defined here shall have the same meaning as ascribed to them in the Prospectus dated December 28, 2015.

**NH Narayana Health**  
**NARAYANA HRUDAYALAYA**

Our Company was incorporated as Narayana Hridayalaya Private Limited on July 19, 2000 at Bengaluru, Karnataka as a private limited company under the Companies Act, 1956. On August 29, 2015, our Company was converted into a public limited company and the name of our Company was changed to Narayana Hrudayalaya Limited. A fresh certificate of incorporation was issued on August 29, 2015. For details regarding change in the name and Registered Office of our Company, see section "History and Certain Corporate Matters" on page 144 of the Prospectus.  
Registered Office: No. 258/A, Bommasandra Industrial Area, Anekal Taluk, Bengaluru 562 158, Karnataka, India. Corporate Office: 2nd Floor, No. 261/A, Bommasandra Industrial Area, Bengaluru 562 158, Karnataka, India. Ashish Kumar, Company Secretary and Compliance Officer. Tel: +91 80 7122 2502; Fax: +91 80 7122 2611; Email: investorrelations@nhhospitals.org; Website: www.narayanahealth.com

**BASIS OF ALLOTMENT**

The Equity Shares are proposed to be listed on the BSE Limited ("BSE") and the National Stock Exchange of India Limited ("NSE") and the trading will commence on or about January 06, 2016.

OUR PROMOTERS: DR. DEVI PRASAD SHETTY AND SHAKUNTALA SHETTY.

INITIAL PUBLIC OFFER OF 24,523,297 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH ("EQUITY SHARES") OF NARAYANA HRUDAYALAYA LIMITED ("COMPANY" OR "ISSUER") FOR CASH AT A PRICE OF ₹ 250 PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹ 240 PER EQUITY SHARE ("OFFER") AGGREGATING ₹ 6130.82 MILLION ("OFFER PRICE") THROUGH AN OFFER FOR SALE OF 6,287,978 EQUITY SHARES BY ASHOKA INVESTMENT HOLDINGS LIMITED, 1,886,455 EQUITY SHARES BY AMBADEVI MAURITIUS HOLDING LIMITED, 12,261,648 EQUITY SHARES BY JP MORGAN MAURITIUS HOLDINGS IV LIMITED (THE "INVESTOR SELLING SHAREHOLDERS"), 2,043,608 EQUITY SHARES BY DR. DEVI PRASAD SHETTY AND 2,043,608 EQUITY SHARES BY SHAKUNTALA SHETTY (THE "PROMOTER SELLING SHAREHOLDERS") (TOGETHER THE "SELLING SHAREHOLDERS") AGGREGATING TO ₹ 6130.82 MILLION ("OFFER FOR SALE"). THE OFFER CONSTITUTES APPROXIMATELY 12% OF OUR POST-OFFER PAID-UP SHARE CAPITAL.

**OFFER PRICE : ₹ 250 PER EQUITY SHARE OF FACE VALUE OF ₹ 10 EACH**  
**THE OFFER PRICE IS 25 TIMES THE FACE VALUE**

Please note that the Anchor Investor Offer Price is ₹ 250 per Equity Share.

**BID/OFFER PERIOD\*: OPENED ON THURSDAY, DECEMBER 17, 2015;**  
**CLOSED ON MONDAY, DECEMBER 21, 2015**

\*The Anchor Investor Bid/Offer Period was one working day prior to the Bid/Offer Opening Date i.e. Wednesday, December 16, 2015

In terms of Rule 19(2)(b)(iii) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR"), this is an Offer for at least 10% of the post-Offer paid-up Equity Share capital of our Company. The Offer is being made in accordance with Regulation 26(1) of the Securities and Exchange Board of India (Issue- of Capital and Disclosure Requirements) Regulations, 2009, as amended (the "SEBI ICDR Regulations"), through the Book Building Process wherein 50% of the Offer shall be allocated on a proportionate basis to Qualified Institutional Buyers ("QIBs"), provided that our Company and the Selling Shareholders have allocated 60% of the QIB Portion to Anchor Investors on a discretionary basis, out of which one-third was reserved for domestic Mutual Funds only, subject to valid Bids being received from domestic Mutual Funds at or above the Anchor Investor Offer Price, in accordance with the SEBI ICDR Regulations. 5% of the QIB Portion (excluding the Anchor Investor Portion) shall be available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the QIB Portion shall be available for allocation on a proportionate basis to all QIB Bidders (other than Anchor Investors), including Mutual Funds, subject to valid Bids being received at or above the Offer Price. Further, not less than 15% of the Offer shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 35% of the Offer shall be available for allocation to Retail Individual Bidders in accordance with the SEBI ICDR Regulations, subject to valid Bids being received at or above the Offer Price. All potential investors, other than Anchor Investors, may participate in this Offer through an Application Supported by Blocked Amount ("ASBA") process providing details of their respective bank accounts which will be blocked by the Self Certified Syndicate Banks ("SCSBs"). QIBs (except Anchor Investors) and Non-Institutional Bidders are mandatorily required to utilise the ASBA process to participate in this Offer. For details, see section "Offer Procedure" on page 479 of Prospectus.  
The Offer received 192,087 applications for 156,458,940 Equity Shares (prior to technical rejections) resulting in 6.38 times subscription. The details of the applications received in the Offer from various categories are as under: (before technical rejections):

Category	No. of Applications Received	% of Total
4980	1	0.60
6000	3	1.81
7980	1	0.60
8040	1	0.60
8400	1	0.60
9000	1	0.60
9960	4	2.41
10020	1	0.60
12060	1	0.60
14040	1	0.60
19500	1	0.60
19800	1	0.60
19980	4	2.41
20040	1	0.60
21000	1	0.60
21720	1	0.60
24000	1	0.60
27000	1	0.60
28020	2	1.20
31380	1	0.60
31980	1	0.60
36000	1	0.60
39960	5	3.01
42000	6	3.61
45600	1	0.60
55800	1	0.60
60000	2	1.20
62100	1	0.60
66000	1	0.60
79820	1	0.60
79980	4	2.41
84000	4	2.41
88020	1	0.60
99960	1	0.60
100000	1	0.60

# The art of winning customers

Faasos wants to be the Amazon of food, willing to go to any lengths to win customers as it seeks a pan-Indian status

PATANJALI PAHWA  
Mumbai, 4 January

At the Faasos Mumbai office, an array of brightly lit screens flashing green and red greets the rare visitor that crosses its portals. Red stands for a snapped internet connection and is a cause for huge alarm. In another room a bank of monitors tracks the heating and refrigeration processes across all centres and even the most minor divergence triggers off a rash of e-mails across the food start-up's network. Instead of large kitchens and white hats, Faasos is focusing on the heavy machinery and it is banking heavily on technology to build itself as a brand that delivers on-time, affordable meals to the urban Indian.

Very little is being left to human oversight, this is the point that the team at Faasos is eager to make clear from the get go. They don't want to be called a quick service restaurant (QSR), it's the food tech moniker they are after. But in the flood of food-tech companies struggling to stay afloat, what makes them aspire to be one? Well, simply because for brands like Faasos, technology is the key to survival. Data, not discounts, powers food brands in India according to a recent industry report.

The endeavor is to use technology to get up close and personal with customers, however scattered they may be. Faasos is currently in 15 cities, Vishakhapatnam, Coimbatore, Nagpur, Jalpur and Bhopal are the latest to be added to the list. Reports said that the company has raised ₹200 crore in a fresh round of funding. Most of the money that Faasos raised (about \$50 million) has gone into technology upgrades. Until recently, the company relied on social media and word-of-mouth recommendations to penetrate the market, but a few months back, it launched TVCs where it positioned the brand as a replacement for a home-cooked meal. But to get into the customer's call logs, Faasos needs to build its brand first.

## On call, everywhere

Faasos currently follows pizza chain, Domino's, model. It is in every neighbourhood, ensuring a standardised prod-



attuned to their taste buds and daily needs. Bhate says that Faasos, to optimise orders during off-peak hours, has introduced breakfast and chai-snacks as a category. The company claims it processes 3,50,000 orders per month and plans to cross a million orders by the next financial year. "Each customer orders at least 1.9 times a month," Bhate says. The company aims to get up to five orders a month.

## Creating a buzz

In recent months, several mobile handset makers have launched their phones through invitation-only sales initiatives on online stores. Faasos is taking a leaf out of their book. It has launched an app, Faasos Daily, for its Gurgaon-based outlets. Around 300 people, chosen by the company, can pre-order their meals up to three days in advance. Faasos plans to expand this into a full-fledged subscription service in the next six months. A similar initiative will be launched

"What we (recently launched app) to be just like GrubHub originally everyone has an account"

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By order of the Board  
For Indag Rubber Limited  
Sd/-  
Date: January 04, 2016  
Place: New Delhi  
Company Secretary

## PUBLIC NOTICE

This is to inform the subscribers of 'DEN Networks Limited', that after the expiry of three weeks, we will not re-transmit the below mentioned channels at our Platform on account of financial non-viability.

Channel Name	Areas Affected
Magic of Cinema, Care World, M Tunes, Shalim TV, Mahua TV, Dangal, Sadhna, God TV, Bhakti Sagar	Delhi
Magic Of cinema, care World, Live India, Samay, M Tunes, Chardikala Time TV, Tara TV, Shalom TV, Mega 24, Mahua TV, Dangal, Sadhna, God TV, Bhakti Sagar	Rajasthan
Aalami Samay, BBC World, Bhakti Sagar, Chardikala Time TV, God TV, Ishwar TV, Janta TV, MTUNES, Munsif TV, Neo Prime, Neo Sports, Sahara Filmy, Samay, Sony Kix, Toonami, TV5 Monde, Vrinda, Zee 24 Taas, Zee Talkies	Agra
Care World, Dangal, God TV, Mahua TV, M TUNES, Sadhna, Shalom TV	Faridabad

Issued in public interest by:

**DEN Networks Limited**  
236, Okhla Industrial Estate Phase III,  
New Delhi - 110020

## Commercial Feature

OBC has launched "Oriental YUVA Account" - A Special Account for Children between 10-18 years. The scheme was launched at Salwan Public School, Sector 15, Gurgaon: Seen in the picture launching the scheme are Shri Ravi Taneja, DGM of the Bank and Ms. Sandhya Awasthi, Principal of the School.

Director and CEO digital @PNB with indicated the digital experience. She intro-