

Branded realty beats the slowdown

Godrej Properties, Oberoi Realty and Lodha Developers have managed to sell their inventory despite a slump in the market; what are buyers looking for?

RAGHAVENDRA KAMATH
MUMBAI, 11 January

Recently, when Godrej Properties, the real estate arm of the Godrej group, launched its flagship project 'The Trees' in Vikhroli, in suburban Mumbai, many were skeptical about its success. Despite the city's fabled appetite for real estate, the past three years had done what many had deemed impossible: dampened real estate sales across the country, even Mumbai. And it did seem like Godrej was being overly optimistic, expecting to sell the 375 apartments under the project, at a minimum price tag of ₹1.6 crore (480 sq ft).

Proving its naysayers wrong, the company sold over 300 apartments and raked in more than ₹800 crore, within a week of the launch. Another Mumbai-based realty developer Oberoi Realty launched its new project 'Sky City' in Borivli, a western suburb of Mumbai late last year and sold 543 apartments within three days of the launch. Oberoi released 900 apartments in the first phase, making around ₹1,350 crore from sales. Most of the apartments were three-bedroom units with a price tag of ₹2.4 crore apiece. Earlier, the same developer had sold 300-odd apartments out of 563 apartments within four days of the launch in Mulund, a suburb teeming with unsold apartments. Oberoi realty, however, managed to make ₹850 crore from the sales.

Another example is the Lodha group, which sold over 1,500 units within nine days of the launch of its project in Thane in 2015 and got in orders worth another ₹500



crore for its premium project in Mumbai's Altamount Road within two-and-a-half months of its launch. Are we seeing the emergence of brand loyalty in the real estate market where location and price were all that buyers once cared about? Going by the numbers released by the companies cited above, the answer seems to be yes.

Drawn to the big names

Given the wariness exhibited by buyers and investors in recent years, these numbers are a big surprise. According to PropTiger's report, 'Realty Decoder Q2FY2016', the top nine cities have over three lakh unsold housing units. The total unsold stock in Mumbai is at around 1,50,000 units, Bengaluru has 1,00,000 units and NCR has 1,40,000 units in the cans.

"For most purchasers, associating with a brand with good track record is important," said Sanjay Dutt, managing director of property consultancy Cushman & Wakefield. He believes that buyers have been flocking to projects helmed by Godrej and Oberoi because they are assured of timely delivery, good construction and the safety of their investments.

Abhishek Lodha, managing director of Lodha Developers said, "When people buy from Lodha, they are assured of quality and a high level of service. Today, buyers are not looking for the lowest price but the highest value and lowest risk." This is especially true since the market is slow and stories of fraudulent

dealers are a dime a dozen. According to Samar Sarda, an analyst with Kotak Securities, the organised/branded players are continuing to gain market share and increase in business activity because, he writes in a report released towards the end of 2015, "As the Indian consumer becomes more educated on buying real estate, developers with good delivery track record and better business practices will outperform others as price premium drops to 10-20 per cent."

In fact, there has been a surge in small and even large developers in distress partnering with branded realtors to bring about a change in fortunes. Nearly 60 per cent of the tie-ups have happened in

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In fact, there has been a surge in small and even large developers in distress partnering with branded realtors to bring about a change in fortunes. Nearly 60 per cent of the tie-ups have happened in

FY2016 alone, compared to those between FY2004-15. Brand consultant, Harish Bijoor believes that this is because people are ready to pay more for good brands.

Right brand at the right price

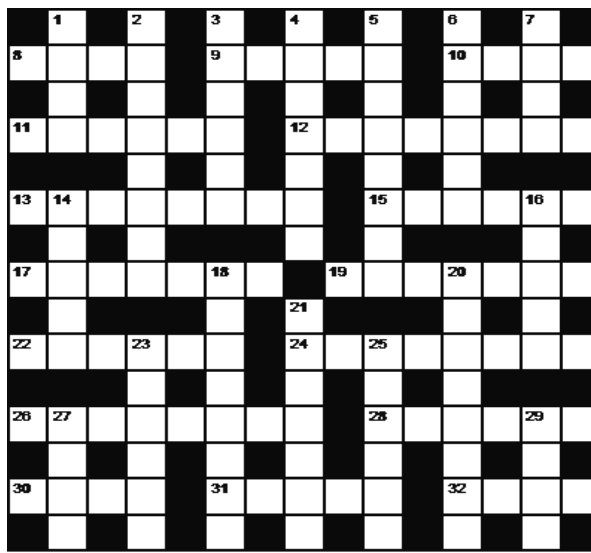
While big names draw in the buyers, many believe that they are also looking at picking up good brands on the cheap. It's value for money that the real estate investor is after. Ashwinder Singh, CEO, residential services at JLL said, "One of the reasons is the confidence that such investments will offer better returns when the markets will revive."

Sarda said that land owners, corporates and developers that tie up with big brands sell well. "Prestige (Lodha Developers) leads the industry on business development while Godrej has capitalised the most on its brand equity from FY2013 on the structure of projects added and sales velocity of launches," he added. What he means is that the new projects are not as capital heavy because they are joint ventures and this makes it easier to turn in the big numbers too.

"Brands certainly perform better during slowdowns, not just because they are brands but because they are the best value," Lodha said. The two are inextricably linked. Bijoor believes that good brands are better able to fight price-tumbles. Good brands establish a pricing policy that keeps them at a distance from the commodity offerings. This price-distance is the premium and this needs to be reasonable he said, adding, "A good number in real-estate is a low of 20 per cent and a high of even 35 per cent in a market like Mumbai."

It pays to be a trusted brand, but that is not enough. Dutt said brands are not insulated from market dynamics beyond a certain point. If the slowdown is deep and long term, even the best brands will be impacted. Brands have to work hard to keep the advantage. He said, "A good brand is resilient but only if it gets everything else right."

THE BS CROSSWORD



ACROSS

- A small cask transformed into a wind instrument (4)
- Round number in centre of door, perhaps (5)
- Declare centavo weak in the interior (4)
- Stiffened linen, mainly, for white man in West Indies (6)
- In favour of a fare increase? (8)
- Although I climb with ease, by the sound of it, I am certainly no genius (8)
- Hallway at the front is black with splashes of colour (6)
- Cruise with his namesakes and their drums (3-4)

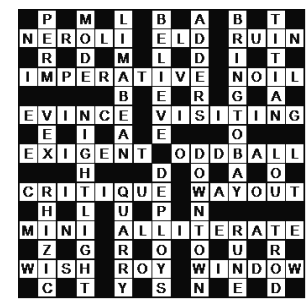
- Awful tripe; filthy ends can make unresponsive (7)
- A very short distance south, has penetrated the gorges (6)
- Creating a disaster? (3,2,3)
- Simply wizard girls? (8)
- Not one to encourage corruption in speech (6)
- Burrowing animal making a small hill (4)
- Luxembourg's a capital (5)
- So unpleasant to break the rules! (4)

DOWN

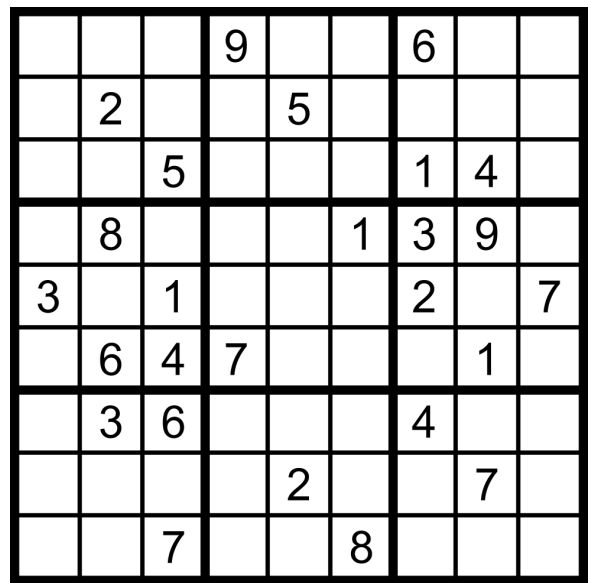
- University backing simple accommodation for Africans (4)
- One might be behind one

- giving support (4,4)
- In a flap under sleeve designer (6)
- Encourages productive labour (7)
- Henry or Gerald, competent but can be crossed (8)
- Top style of musical party (4,2)
- Beast making me all right inside (4)
- Loiter about and skulk? (5)
- Polish love this opera singer (5)
- Obscure about agreement not properly laid out (8)
- F-further f-forest flipped rabble (8)
- Arrange a star part in a western (7)
- Sees the right one is in the set of programs (6)
- Work in that? It's formal wear (3-3)
- Beastly part of what a dog might have to say (4)
- Broadcast as part of a farming programme? (4)

SOLUTION TO #2301



BS SUDOKU



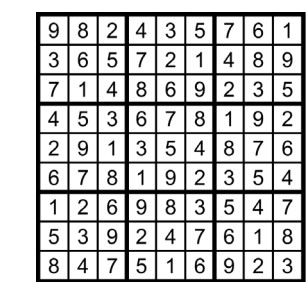
1885

Very Hard: ★★★★★
Solution tomorrow

HOW TO PLAY

Fill in the grid so that every row, every column and every 3x3 box contains the digits 1 to 9

SOLUTION TO #1884



VINYL CHEMICALS (INDIA) LIMITED
Regd. Office: Regent Chambers, 7th Floor, Jambhal Bajaj Marg, 208, Nariman Point, Mumbai 400 021. Tel: 22822708 Fax: 22043969.
Website: www.vinylchemicals.com
CIN: L24100MH1986PLC039837

NOTICE
NOTICE is hereby given pursuant to Regulation 29 read with Regulation 47(1) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 that a Meeting of the Board of Directors of the Company will be held on Thursday, 28th January, 2016, inter alia, to consider and take on record the Unaudited Financial Results (Provisional) for the third quarter and 9 months ended 31st December, 2015.

The information contained in this notice is also available on the Company's website www.vinylchemicals.com and also on the website of the BSE Ltd. www.bseindia.com and National Stock Exchange of India Ltd. www.nseindia.com.

Place: Mumbai
Date: 08/01/2016

for Vinyl Chemicals (India) Ltd.
P.C. Patel
Secretary

बैंक ऑफ इंडिया BOI
Bank of India
Relationship beyond banking
Khadodad Branch: B-2, Empress Mahal, 1st Floor, Dadar TT, Mumbai-400014.

POSESSION NOTICE (FOR IMMOVABLE PROPERTY)

Whereas
The undersigned being the authorised officer of the BANK OF INDIA, Khadodad Circle Branch, B-2, Empress Mahal, 1st Floor, Dadar TT, MUMBAI-400014, under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 and in exercise of powers conferred under Section 13(12) read with rule 8 of the Security Interest (Enforcement) Rules, 2002 issued a demand notice dated 06.01.2016 calling upon the borrower M/s. Navdurga Interior Décor, Proprietor: Mr. Sureshchandra Pandey to repay the amount mentioned in the notice being Rs.47,49,947 (Rupees Forty Seven Lakhs Forty Nine Thousand Nine Hundred Forty Seven) as on 30-09-2015 plus interest, incidental expenses, cost, charges, etc. with effect from 30.09.2015 within 60 days from the date of the said notice.

The borrower having failed to repay the amount, notice is hereby given to the borrower and the public in general that the undersigned has taken possession of the property described herein below in exercise of powers conferred on him/her under Section 13(4) of the said Act read with rule 8 of the said rules on this 6th day of January of the year 2016.

The borrower 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 Bank of India for an amount Rs.47,49,947 (Rupees Forty Seven Lakhs Forty Nine Thousand Nine Hundred Forty Seven) as on 30-09-2015 plus interest, incidental expenses, cost, charges, etc. with effect from 30.09.2015.

Details of the property:
Office No. 24,25,26, 2nd Floor, Gaodevi Shopping Centre, Near Model College,Village: Asade, Golavali, MIDC, Dombivli (East), Plot No. X-25/1 to X-25/11, Tal. Kalyan, Dist Thane - 421201.

All that part and parcel of the property consisting of Details of the property: Office No. 24,25,26, 2nd Floor, Gaodevi Shopping Centre, Near Model College,Village: Asade, Golavali, MIDC, Dombivli (East), Plot No. X-25/1 to X-25/11, Tal. Kalyan, Dist Thane - 421201.

Date: 12/01/2016
Place: Mumbai
Sd/-
Authorised Officer

VALIANT COMMUNICATIONS LIMITED
Regd. Office: 71/1, Shivaji Marg, New Delhi - 110 015
Corporate Identification No.: L74899DL1993PLC056652

PUBLIC NOTICE

Notice is hereby given that the following equity share certificate(s) have been reported lost / misplaced and the holders of the shares certificate(s) has applied to the Company for the issue of duplicate share certificate(s):

Name of Shareholder : N Suri Folio Number : 0008290
Certificate Numbers : 17318 to 17326, 21424 to 21453, 21475
Distinguish Numbers : 5221001 to 5221900, 5631601 to 5634600, 5636701 to 5636800

Total Equity Shares : 4000

If no counter-claim is received by the Company within 15 days, the Company will release the share certificates covering corresponding new shares.

For Valiant Communications Limited
Sd/-
Manish Kumar
Company Secretary

Date : 11.01.2016
Place : New Delhi

First American Securities Private Limited
(CIN: U67120MH1996PTC250182)

Registered office at Unit 601 & 602, 6th Floor, Raheja Titanium, Off Western Express Highway, Goregaon East Mumbai- 400063, Maharashtra.

BEFORE THE CENTRAL GOVERNMENT, WESTERN REGION

In the matter of the Companies Act, 2013, Section 13(4) of the Companies Act, 2013 and Rule 30 of the Companies (Incorporation) Rules, 2014

And

In the matter of First American Securities Private Limited having registered office at Unit 601 & 602, 6th Floor, Raheja Titanium, off Western Express Highway, Goregaon East Mumbai- 400063, Maharashtra

...Petitioner

NOTICE

Notice is hereby given to the General Public that the Company proposes to make an application to the Central Government under Section 13 of the Companies Act, 2013 seeking confirmation of alteration of the Memorandum of Association of the Company in terms of the Special resolution passed at Extra Ordinary General Meeting held on January 06, 2016 to enable the Company to change its registered office from "State of Maharashtra" to "National Capital Territory of Delhi".

Any person whose interest is likely to be affected by the proposed change of the registered office of the Company may deliver or cause to be delivered or send by registered post of his/ her objections supported by an affidavit stating the nature of his/ her interest and grounds of opposition to the Regional Director, Western Region, Everest 5th Floor, 100 Marine Drive, Mumbai-400002, within Fourteen days from the date of publication of this notice with a copy to the Applicant Company at its registered office at the address mentioned below:

Regd. Office Address: Unit 601 & 602, 6th Floor, Raheja Titanium, Off Western Express Highway, Goregaon East Mumbai-400063, Maharashtra.

For and on behalf of the
First American Securities Private Limited
Rahul Bhatnagar

Place: Mumbai
Date: January 11, 2016

Oil and Natural Gas Corporation Ltd.
Western Offshore Unit, Mumbai

NOTICE INVITING TENDER

Tender No.: P4CCC16001 for Procurement of SUBMERSIBLE PUMPS. Office of GGM./IC MM, Oil and Natural Gas Corporation Limited, Mumbai Region, Drilling Services, 3rd floor, "11-High" ONGC Office Complex, Sion-Bandra Link Road, Sion-West, Mumbai-400 017(India) invites bids under two bid system on ICB Open e-tender (electronic online) basis for Procurement of SUBMERSIBLE PUMPS. **Tender Fee:** INR 30000.00 (through electronic payment gateway). **Period of sale of Tender Document:** 12.01.2016 to tender closing date & time. **Tender Closing/Opening Date & Time:** 02.02.2016 at 16.00/17.00 Hrs.

CM(MM)/IC MM, Oil and Natural Gas Corporation Limited, Uran Plant, Uran, Maharashtra invites e-bids from domestic bidders, in e-form through ONGC's e-bidding engine under TWO BID SYSTEM in the prescribed tender form for the following: **Tender No.:** UA3RC16001, **Description:** Procurement of Ion Exchange Resins. **Quantity:** - Sl. No. 1. Description of Material(s): Cation Exchange Resin, Quantity(Liters): 7,922.00. Sl. No. 2. Description of Material(s): Anion Exchange Resin, Quantity(Liters): 6,666.00. **Delivery Period:** Purchase Order will be placed for full quantity. The material shall be offered for inspection within 45 days from the date of placement of LOA and the inspected and accepted material should be delivered to ONGC Uran within 75 days from the date of issue of satisfactory inspection report. **Tender Fee:** Rs. 5000/- (Rupees Five Hundred Only). **EMD Amount:** Rs. 39,128/- (Rupees Thirty Nine Thousand One Hundred Twenty Eight Only). **Period of Sale of Tender Document:** From 15.01.2016 at 10.00 Hrs. till tender closing date and time. **Tender Closing Date & Time:** 04.02.2016 at 16.00 Hrs. **Tender Opening Date & Time:** 04.02.2016 at 17.00 Hrs. For other details of this tender including corrigendum if any, please login to ONGC web site under e-procurement tenders. Tender is in downloadable form on web site.

In-Charge MM, ONGC, B & S Asset, 7th Floor, NBP Green Heights, BKC, Bandar(E), Number, invites Indigenous Open E-Tender under two bid system, as per detail given below: **Tender No.:** Q11PC16001 **Brief Description:** Procurement of life jacket, life jacket light and work vest for B & S, NH & MH Asset. **Delivery Period:** Within 90 days i.e. 03 months from the date of placement of LOA/NOA, at Have Stores of ONGC. **Tender Fee:** INR 500.00 (Rupees Five Hundred only) to be paid using credit card through Payment gateway provided in ONGC's E-Procurement Portal. **Period of Sale of Tender Document:** 02.02.2016 to 02.02.2016. **EMD:** S. No. 1. Description: Life Jacket, EMD Amount INR: 43,257.00. S. No. 2. Description: Life jacket Light, EMD Amount INR: 14,495.00. S. No. 3. Description: Work Vest, EMD Amount INR: 21,265.00 Total EMD INR: 79,017.00. Bidders may quote for one, two or all the three items and submit EMD accordingly as mentioned above. **Techno-commercial bid closing/opening date/time:** 02.02.2016 at 16.00 hrs. & 17.00 hrs. - IST respectively. For other details of this tender including corrigendum if any.

DGM (MM)-In charge MM, Nhava Business Unit, Nhava, invites indigenous bids for **Tender No.:** P71AC16002 in Two Bid System under e-procurement. Details are given as follows: Subject: Procurement of ATF for NSB and Helibase. **Tender Fee:** ₹ 1000/- Online sale of bidding document through ONGC's e-procurement payment gateway only. **Sale of Tenders:** From 12.01.2015 to 01.02.2016 (upto 16.00 hours). **Techno commercial bid Closing/opening date & time:** 01.02.2016 at 16.00 hrs/17.00 hours respectively.

Pls. see website: http://tenders.ongc.co.in & https://etender.ongc.co.in

औनजीसी ONGC
EASTERN OFFSHORE ASSET, KAKINADA (A.P.)

IC/M:MM invites bids as per details given below: **Tender No. K07NC16001.** Description: Design, Engineering, Fabrication, Supply, Installation & Commissioning of Skid Mounted Early Production System at GCS, Odalarevu on LSTK basis. Completion Period: Within 180 Days from the date of Notification of Award (NOA). **Tender Fee:** Rs.60,000/- for Domestic and Foreign Bidders. Sale of Tender documents: 12-01-2016 to 08-03-2016. Receipt of Queries for Pre-Bid Conference: 01-02-2016. Pre-Bid Conference (1100 hrs): 08-02-2016. Tender Closing/Opening (1400/1500 hrs): 08-03-2016. For further details, please visit our website: <http://tenders.ongc.co.in> and <https://etender.ongc.co.in>

RAJAHMUNDRY ASSET, RAJAHMUNDRY (A.P.)

Dy.G.M. (MM) invites bids as per details given below: **Tender No. K16SC15028.** Description: Hiring of pumping unit 15000 PSI for HTHP Wells from experienced Service Provider. Type of Tender: ICB - Two Bid System. Mode of Tender: E-Tender. Tender Fee: Rs.60,000/- or USD 1000. Sale of Tender Document/Payment of tender fee through online: from 12-01-2016 (Time: 10:00:00) to 08-03-2016 (Time: 13:59:59). Receipt of Queries from Vendors from Pre-Bid Conference: 01-02-2016 (Time: 17:30:00). Pre-Bid Conference: 08-02-2016 (Time: 11:00:00). Tender Closing (Time: 14:00:00)/Opening (Time: 15:00:00): 08-03-2016. Submission (Time: 14:00:00)/Opening (Time: 15:00:00) of Physical Documents: 15-03-2016. (2) **Tender No. K11KC16001.** Description of Material: P of Pneumatic Level Controllers. Type of Tender: Indigenous. Mode of Tender: E-Tender. Tender Fee: Rs.500/- both Indigenous and Foreign Bidders Sale of Tender document: From 12-01-2016 @ 10:00:00 hrs. to 02-02-2016 @ 14:00:00hrs. Closing/Opening of Tender (1400/1500 hrs): 02-02-2016. Submission / Opening of Physical Document (1400/1500 hrs): 09-02-2016. (3) **Tender No. K11DC15077.** Description: For supply of multi Gas Detector. Type of Tender: ICB - Two Bid System. Mode of Tender: E-Tender. Tender Fee: Rs.500/- Sale of Tender document: From 11-01-2016 @ 10:00:00 hrs. to 02-02-2016 @ 14:00:00hrs. Closing/Opening of Tender (1400/1500 hrs): 02-02-2016. Submission / Opening of Physical Document (1400/1500 hrs): 09-02-2016. Bid Validity Period: 90 days. (4) **Tender No. K18DC16001.** Description: For supply of 32 & 35mm wire Ropes. Type of Tender: ICB - Two Bid System. Mode of Tender: E-Tender. Tender Fee: Rs.6000/- Sale of Tender document: From 11-01-2016 @ 10:00:00 hrs. to 02-02-2016 @ 14:00:00hrs. Closing/Opening of Tender (1400/1500 hrs): 02-02-2016. Submission / Opening of Physical Document (1400/1500 hrs): 09-02-2016. Bid Validity Period: 90 days. For further details of tender, may please visit our website: <http://tenders.ongc.co.in> and <https://etender.ongc.co.in>

STEEL AUTHORITY OF INDIA LIMITED
Bhilai Steel Plant
Bhilai, Dist.-Durg, Chhattisgarh, India, 490001

Notice for ONLINE FORWARD AUCTION

Online Forward Auction (OLFA) is to be organized for sale of **BF Granulated Slag** on "As is where is" and "No complaint" basis on auction platform of M/s junction services ltd as per the schedule detailed below:

BF GRANULATED SLAG:

OLFA details FA-10140209
OLFA date & day 16.01.2016 SATURDAY

Details of above OLFA's i.e. lot nos., quantity, date of inspection, submission of EMD, location of material etc. shall be made available on websites www.saitenders.co.in and www.metaljunction.com in due course of time. Customers intending to participate in Online Forward auction process for the above material may obtain the Forward Auction Documents from the offices of M/s junction services ltd

Detailed terms and conditions are available in the Forward Auction Document, which is also available on the websites of SAIL (www.saitenders.co.in) and junction services ltd. (www.metaljunction.com), which can be downloaded. - GM (Mktg & CS)

Advt.No. BSP- 260/15-16, Dt. 11/01/2016

YUVRAJ HYGIENE PRODUCTS LIMITED
CIN: L74999MH1995PLC220253

Regd. Office: Plot No. A- 650, 1st Floor, TTC Industrial Estate, MIDC, Pawane Village, Mahape, Navi Mumbai 400705. Tel No: 022-27784491 Email: yhp@nic.in Website: www.hic.in

Part I - Statement of Standalone Unaudited Financial Results for the Quarter and Nine Months ended 31st December, 2015

Particulars	₹ in Lacs (Except EPS)		
	Quarter ended 31-Dec-15	Year to Date Figures 31-Dec-15	Quarter ended 31-Dec-14
Total income from operations (net)	298.24	827.07	245.88
Net Profit/(Loss) from ordinary activities after tax	(23.51)	(43.05)	(14.87)
Net Profit / (Loss) for the period after tax (after Extraordinary items)	(23.51)	(43.05)	(14.87)
Equity Share Capital	692.18	692.18	692.18
Reserves (excluding Revaluation Reserve as shown in the Balance Sheet of previous year)	-	-	-
EPS (before extraordinary items) (of Re 1 each) (not annualised):			
(a) Basic	(0.04)	(0.06)	(0.02)
(b) Diluted	(0.04)	(0.06)	(0.02)
EPS (after extraordinary items) (of Re 1 each) (not annualised):			
(a) Basic	(0.04)	(0.06)	(0.02)
(b) Diluted	(0.04)	(0.06)	(0.02)

Note: The above is an extract of the detailed format of Quarterly Financial Results filed with the Stock Exchanges under Regulation 33 of the SEBI (Listing and Other Disclosure Requirements) Regulations, 2015. The full format of the Quarterly Financial Results are available on the Stock Exchange i.e. BSE website www.bseindia.com.

For Yuvraj Hygiene Products Limited
Sd/-
Benu Kampani
Whole Time Director

Place: Navi Mumbai
Date: 11/01/2016

MOTILAL OSWAL
Motilal Oswal Financial Services Limited

Regd. Office: Motilal Oswal Tower, Rahimullah Sayani Road, Opposite Parel S.T. Depot, Prabhadevi, Mumbai - 400 025.
Telephone No: +91 22 39804200; Fax No: +91 22 33124997;
CIN: L67190MH2005PLC153397
Website: www.motilaloswalgroup.com; Email: shareholders@motilaloswal.com

INTIMATION

Intimation is hereby given that as per the Motilal Oswal Financial Services Limited Code of Conduct to Regulate, Monitor and Report Trading by Insiders (referred to as Code of Conduct for Prevention of Insider Trading), framed by the Company pursuant to the Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015, the trading window for dealing in securities of the Company shall remain closed from 12th January, 2016 for the consideration of unaudited financial results of the Company for the third quarter and nine months ended 31st December, 2015. The trading window will open 48 hours after the declaration of unaudited financial results of the Company for the third quarter and nine months ended 31st December, 2015.

Accordingly, all designated employees, promoters, employees of the Company and also the employees of the Holding Company, Subsidiary Company, Directors of Material Subsidiary Company along with their respective immediate relatives, persons having contractual and fiduciary relation with the Company including but not limited to Auditors, accountancy firm, law firms, analysts, consultants, etc., assisting or advising the Company, shall not involve in any transaction for dealing/trading in the securities of the Company during the period when Trading Window is closed.

By Order of the Board
Motilal Oswal Financial Services Limited
Sd/-
Motilal Oswal
Chairman and Managing Director
(DIN: 00024503)

Mumbai
11th January, 2016