

Sports sponsorship grows 12%, cricket gets the most

Media spending grows slower at 9% in 2018 over 15% in 2017; endorsements surge 22% vs a 17% drop: GroupM



Kohli valued at ₹200 crore tops the charts, with Dhoni at second spot (₹100 crore) and Tendulkar (five years into his retirement) is third-most valued sportsperson (₹40 crore)

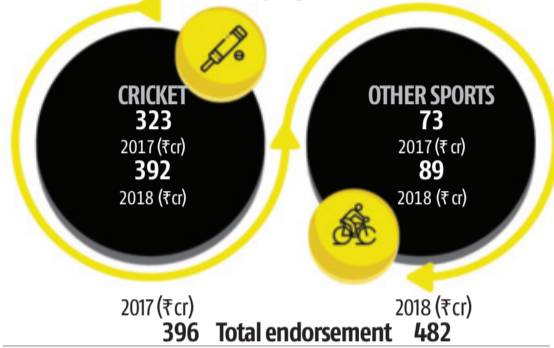
URVI MALWANIA
Mumbai, 4 April

Endorsements and on-ground advertising and promotions have been key to sports sponsorship ecosystem in 2018, even as media spending grew at a slower pace in a year that did not have a major international cricket tournament and a slack domestic calendar. According to GroupM ESP Properties' Sporting Nation in the Making-VI that was released today, the business of sports saw a growth of 12 per cent in 2018, if the numbers are adjusted for the IPL franchise fees. With the IPL completing 10 years in 2017, the franchise fee, amounting to approximately ₹291 crore ceased to be valid in 2018.

The sports industry was worth ₹7,762 crore in 2018 as against ₹7,300 crore in 2017. Without the adjustment, the growth is just six percent but as the report states, a year-on-year comparison would be irrelevant without netting off the anomaly.

As has been the trend thus

THE ENDORSEMENT TABLE



Source: GroupM ESP Properties' Sporting Nation in the Making-VI

far, cricket bagged the biggest deals across the sponsorship platter—be it in terms of media spending or endorsement fees. Stalwarts, Virat Kohli and MS Dhoni accounted for 66 per cent of overall endorsement value. But a true indicator of the country's fanatic obsession with cricket is that the player with the third highest endorsement value is someone who retired from the game in 2012: Sachin Tendulkar. Tendulkar's social media equity is at par with that of Kohli and Dhoni, an indica-

tion of his relevance among a demographic that is much sought after by brands of all shades.

The report said that a significantly higher number of brands opted for star endorsements even though the ratio of endorsement value to the number of brands being endorsed came down versus 2017.

Media spends on sports (advertising on TV, print, and digital) continued to be a big chunk of the revenue earned in sports at ₹4,432 crore. While 85 per cent of the spending is for TV, digital grew by 44 per

HIGHLIGHTS

■ Of the ₹482 crore spent by brands on sportstar acquisitions, 81% was accounted by cricketers alone

■ Two cricketers Virat Kohli and MS Dhoni pulled in 66% of all athlete endorsement monies last year

■ As many as 133 brands signed with cricketers for 2018, this was against a figure of 90 brands in 2017. For other sports, 86 brands signed up with non-cricketing stars in comparison with 78 the previous year

cent driven by OTT platforms while print spends halved.

The IPL team sponsorship tally touched ₹300 crore for the first time in 2018 registering growth of 20 per cent. IPL continues to be a star on TV even as digital moves up the ladder.

Vinit Karnik, business head, ESP Properties said, "2018 was a spectacular year for the business of sports and 2019 will be another power-packed year. There will be a significant rise in sports leagues and tournaments since IPL has inspired other sports leagues such as PKL, ISL, and PBL. From the IPL team sponsorship seeing a growth of 20 per cent or for the first time ever to kabaddi registering a growth of 31 per cent, factors like these have given sports sponsorship a boost. With IPL now and ICC Cricket World Cup coming up we also expect sports celebrities to be the talk of the town, monopolising consumer attention and advertising money."

FROM PAGE 1



Jet bidding starts tomorrow; banks ready Plan B

"Lenders are cognizant that the outcome of the efforts will depend on the interest shown by the parties in stake sale," the statement added in a sign of things to come.

A senior public sector bank executive associated with the Jet Airways rescue plan said lenders were trying to give support but the financial situation was grim. "It is already operating with a small fleet. We had prepared an estimate of Rs 1,500 crore for interim funding. It was a preliminary figure and that keeps increas-

ing. Unless there is a concrete investment proposal, it will be a difficult situation."

Another banker pointed out that not all lenders are willing to release more funds into the company, not even priority funding. "The resolution plan involved funding from the original promoters, and in the absence of that there should be a commitment from a new investor for further funds to be released," said a bank executive.

In an indication that the crisis is getting bigger, Jet Airways CEO Vinay Dube and CFO Amit Agarwal briefed civil aviation secretary Pradeep Singh Kharola on the current state of operations. State Bank of India chairman Rajnish Kumar too briefed the secretary. "Jet Airways has assured that its fleet size will not go down below 26 planes. Safety and convenience of passengers will be kept in mind before any decision on Jet Airways is taken," Kharola said.

Lessors have been grounding Jet's fleet over non-payment of dues. Other suppliers and vendors too are stepping up pressure. On Thursday, oil marketing companies briefly stopped fuel supply to the airline over non-payment. However, operations resumed soon after. "Jet Airways continues to operate as per schedule," the airline said in a statement.

(Additional reporting by Abhijit Lele)

BS SUDOKU # 2708

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Easy: ★★
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

BJP leads others in social media campaigning

Facebook, which began releasing its political ad spending data since February 21, has recorded cumulative spends of over ₹10 crore ahead of the elections. As of last week's data, all of five

top-spending pages promote the BJP, and these five alone account for over 40 per cent of the Facebook political ad spends.

The next highest spender is Naveen Patnaik, Odisha's Biju Janata Dal chief. The cumulative figure of ₹10 crore in political ads on Facebook spent so far shows a 22.9 per cent rise over the previous week. The number of ads is up from 41,514 to 51,810.

"Advertising should align with the objective that each party is looking at. Parties want to get more and more people into the conversion funnel. The targeting option is much higher on Facebook," said Harjot Singh Narang, president, Dentsu One Pvt. Ltd.

He added that the Congress could be waiting to spend heavily when the elections come closer, but if that doesn't happen, regional parties competing with the BJP for top social media ad spend could potentially change the narrative of the election.

With the role of social media and technology giants in influencing elections becoming a talking-point the world over, Facebook, Google and Twitter have released ad transparency reports for political ads for India after doing so for the US and the EU.

The top spends by the BJP seem to have some impact, at least if one goes by search terms on Facebook. Four of the top five most searched terms relate to the ruling party. They include 'bjp', 'bharatiya janata party (bjp)', 'modi' and 'narendra modi'. The word 'congress' does make one appearance, at number four.

Facebook had announced new rules on political and other advertisements in December 2018. They said such advertisements would have disclaimers. Google and Twitter have launched similar disclaimers.

The platforms are also adopting policies that require advertisers running election ads in India to provide a pre-certificate issued by the Election Commission of India (ECI), or anyone authorised by the ECI, for each ad they wish to run.

Meanwhile, Twitter's Ads Transparency Centre showed some tweets promoted by those involved in the ruling party, though a consolidated figure was not clearly visible.

"As online platforms have different products and display features, information is showcased differently. For political campaigning ads, Twitter's Ads Transparency Center (ATC) shows billing information, spend, and impression data for each Promoted Tweet. Additionally, the ATC shows demographic targeting data by impression, both intended by the advertiser and actually delivered by Twitter," said a spokesperson in response to a query by Business Standard.

EAST COAST RAILWAY CONSTRUCTION WORK

e-Tender Notice No. ETCECONIBS2019013
Dated : 02.04.2019

NAME OF THE WORK : CONSTRUCTION OF ROAD OVER BRIDGE OF SPAN (1X54M BOW STRING STEEL GIRDER) AT RAILWAY KM.293.874 (293/35-37) IN LIEU OF LEVEL CROSSING NO.119 IN BETWEEN STATIONS BHADRAK AND BOUDPUR ON HOWRAH-VISAKHAPATNAM MAIN LINE OF KHURDA ROAD DIVISION.

Approx. Cost of the Work (₹) : 901.93 Lakhs, EMD (₹) : 6,01,000/-, Cost of Tender Document (₹) : 11,800/-, Completion Period of the Work : 12 (Twelve) Months.

Tender Closing Date & Time : At 1200 Hrs. of 25.04.2019.

No manual offers sent by Post / Courier / Fax or in person shall be accepted against such e-tenders even if these are submitted on firm's letter head and received in time. All such manual offers shall be considered invalid and shall be rejected summarily without any consideration.

Complete information including e-tender documents of the above e-tender is available in website : <http://www.ireps.gov.in>

Note : The prospective tenderers are advised to revisit the website 15 (Fifteen) days before the date of closing of tender to note any changes / corrigenda issued for this tender.

Chief Administrative Officer (Con),
PR-03/CC/19-20
Bhubaneswar

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No Air Surcharge

EAST COAST RAILWAY SIGNALLING WORK

(01) Tender Notice No. ST-OT-OS-CENTRE-KUR-141, Dt. 01.04.2019

NAME OF WORK : (1) MAINTENANCE AND REPAIRING OF SIGNALLING GEARS BY OUTSOURCING AGENCY CONSISTING OF 6 NOS. OF STAFF (WIREMAN-2, BLACKSMITH/FITTER - 1, HELPER - 3) WITH EACH SSE / SIGNAL INCHARGE SSE (SIG) / BHUBANESWAR, SSE (SIG) / CUTTACK OF KHURDA ROAD DIVISION FOR A PERIOD OF 24 MONTHS. (2) MAINTENANCE AND REPAIRING OF SIGNALLING GEARS BY OUTSOURCING AGENCY CONSISTING OF 6 NOS. OF STAFF (WIREMAN - 2, BLACKSMITH / FITTER - 1, HELPER - 3) WITH EACH SSE / SIGNAL INCHARGE SSE (SIG) / DHENKANAL, SSE (SIG) / TALCHER OF KHURDA ROAD DIVISION FOR A PERIOD OF 24 MONTHS.

Tender Value in (₹) : 1,18,06,804.98, EMD (₹) : 2,09,000/-, Cost of Tender Document (₹) : (Including 18% GST) : 5,900/-

Bidding Start Date : 08.04.2019, **Date and Time of Closing of Tender :** At 1500 Hrs. of 22.04.2019.

(02) Tender Notice No. ST-OT-SIGZONAL-BAM-19.142, Dt. 02.04.2019

NAME OF WORK : SIGNALLING ZONAL WORK EACH COSTING RS. 5,00,000/- OR LESS IN THE SECTION UNDER JURISDICTION OF SSES / BRAHMAPUR OF KHURDA ROAD DIVISION, EAST COAST RAILWAY FOR ONE YEAR.

Tender Value in (₹) : 68,66,634.80, EMD (₹) : 1,37,300/-, Cost of Tender Document (₹) : (Including 18% GST) : 5,900/-

Bidding Start Date : 10.04.2019, **Date and Time of Closing of Tender :** At 1500 Hrs. of 24.04.2019.

No manual offers sent by Post / Courier/ Fax or in person shall be accepted against such e-tenders even if these are submitted on firm's letter head and received in time. All such manual offers shall be rejected summarily without any consideration.

Complete information including e-tender documents of the above e-tender is available in website : <https://www.ireps.gov.in>

Note : The prospective tenderers are advised to revisit the website 15 (Fifteen) days before the date of closing of tender to note any changes /Corrigendum issued for this tender.

Divisional Railway Manager (S&T) /
PR-06/K/19-20
Khurda Road

OFFER OPENING PUBLIC ANNOUNCEMENT UNDER REGULATION 18(7) OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011, AS AMENDED, FOR THE ATTENTION OF THE SHAREHOLDERS OF

GRANDEUR PRODUCTS LIMITED

(CIN: L15500TG1983PLC110115)
Registered Office: H No.1-62-192, 3rd Floor, Dwaraka Avenue, Kavuri Hills, Madhapur, Hyderabad-500 033. Tel. No.: +91 40 4852 6655; E-Mail ID: info@grandeurproducts.com; Website: www.grandeurproducts.com

This advertisement is issued by Mark Corporate Advisors Private Limited ("Manager to the Offer") for and on behalf of Mr. Suresh Atluri ("Acquirer 1"), Mr. Surinder Kumar Tikoo ("Acquirer 2"), Mr. Parthasarathi Bhattacharya ("Acquirer 3"), Mr. Satish Kumar Tondapu ("Acquirer 4"), Mrs. Sailaja Mannepalii ("PAC 1") and Mr. Srinivasa Rao Paturi ("PAC 2") pursuant to Regulation 18(7) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, as amended ("SEBI (SAST) Regulations, 2011"/"Regulations"), in respect of the Open Offer to acquire upto 58,01,200 Equity Shares of ₹10.00 each of Grandeur Products Limited ("GPL"/"Target Company") representing 26% of the Equity Share Capital/Voting Capital of the Target Company. The Detailed Public Statement ("DPS") with respect to the Offer was published on January 17, 2019 (Thursday) in the following newspapers:

Publication	Language	Edition(s)
Business Standard	English	All Editions
Business Standard	Hindi	All Editions
Mumbai Lakshadweep	Marathi	Mumbai Edition
Nav Telangana	Telugu	Hyderabad Edition

1) The Committee of Independent Directors ("IDC") of the Target Company has issued the following recommendation (relevant extract) on the Offer, which was published on April 04, 2019 (Thursday) in the above mentioned newspapers:

Recommendation on the Open offer, as to whether the offer is fair and reasonable	IDC is of the view that Open Offer is fair and reasonable.
Summary of reasons for recommendation	IDC has taken into consideration the following for making the recommendation: IDC has reviewed (a) The Public Announcement ("PA") dated January 10, 2019 in connection with the Offer issued on behalf of the Acquirers/PACs (b) The Detailed Public Statement ("DPS") which was published on January 17, 2019 and (c) The Letter of Offer ("LoF") dated March 28, 2019. Based on the review of PA, DPS and LoF, the IDC is of the opinion that the Offer Price of ₹40.00 (Rupees Forty only) per Equity Share offered by the Acquirers/PACs (more than the highest price amongst the selective criteria mentioned under Justification of Offer Price) is in line with the regulation prescribed by SEBI under the Regulations and prima facie appears to be justified.

- There was no Competitive Bid.
- Venture Capital & Corporate Investments Private Limited, Registrar to the Offer, has confirmed that the Letter of Offer to the shareholders of the Target Company whose name appears as on the Identified Date i.e. March 25, 2019 have been dispatched on March 30, 2019 (Saturday). However, accidental omission to dispatch or non-receipt of this LoF to or by any eligible shareholder entitled to this Open Offer shall not invalidate the Open Offer in any manner whatsoever.
- Please note that a copy of the LoF is also available on the website of SEBI.
- The Letter of Offer had been dispatched through electronic mode to the Shareholders holding Equity Shares in Demat Mode on their registered e-mail id and in physical mode in accordance with the provisions of the Companies Act, 2013. Further, on receipt of request from any Shareholder to receive a copy of the Letter of Offer in physical form, the same will be provided.
- As on date, the Target Company is fully compliant with the listing requirements and there has not been any penal/punitive action taken by the Stock Exchange(s). Further, there are no non-listing of Equity Shares on any of the Stock Exchange(s).
- In the event, Selling Broker of the Public Shareholder is not registered with BSE then that Shareholder can approach the Buying Broker and tender his/her Equity Shares through the Buying Broker viz. Sparkle Securities Solutions Private Limited to tender his/her Equity Shares under the Offer.
- We have included Share Purchase Agreement ("SPA") in Documents for Inspection in the Letter of Offer.
- The Final Observation Letter from SEBI was received on March 20, 2019 and the Observations have been duly incorporated in the Letter of Offer.
- For Equity Shares held in dematerialized form:** The Seller Member would be required to transfer the number of Equity Shares by using the settlement number and the procedure prescribed by the Clearing Corporation of India Ltd. (Clearing Corporation) for the transfer of Equity Shares to the Special Account of the Clearing corporation before placing the bids/order and the same shall be validated at the time of order entry. The details of the Special Account of Clearing Corporation shall be informed in the issue opening circular issued by BSE/Clearing Corporation.

PLEASE NOTE THAT NO SHARES WILL BE ACCEPTED IN PHYSICAL MODE PURSUANT TO PR NO.: 51/2018 DATED DECEMBER 03, 2018 ISSUED BY SEBI WHEREIN REQUESTS FOR EFFECTING TRANSFER OF SECURITIES SHALL NOT BE PROCESSED AFTER MARCH 31, 2019 UNLESS THE SECURITIES ARE HELD IN THE DEMATERIALIZED FORM WITH A DEPOSITORY.

11) **Schedule of Activities:**
The Schedule of Activities has been revised and the necessary changes have been incorporated in the LoF at all the relevant places. The Revised Schedule of Activities is in compliance with the applicable provisions of SEBI (SAST) Regulations, 2011 and the same is as under:

Nature of Activity	Original Schedule		Revised Schedule	
	Date	Day	Date	Day
Date of the PA	January 10, 2019	Thursday	January 10, 2019	Thursday
Date of publishing the Detailed Public Statement	January 17, 2019	Thursday	January 17, 2019	Thursday
Last date for filing of Draft Letter of Offer with SEBI	January 22, 2019	Tuesday	January 22, 2019	Tuesday
Last date of a competing offer	February 07, 2019	Thursday	February 07, 2019	Thursday
Latest date by which SEBI's observations will be received	February 12, 2019	Tuesday	March 20, 2019	Wednesday
Identified Date*	February 14, 2019	Thursday	March 25, 2019	Monday
Last date by which the Letter of Offer will be dispatched to the Shareholders (Except the Acquirers, the PACs and the Selling Shareholder) as on the identified date	February 22, 2019	Friday	April 01, 2019	Monday
Last date by which the recommendation of the committee of Independent Directors of the Target Company will be given and published	February 27, 2019	Wednesday	April 04, 2019	Thursday
Last Date for revising the Offer Price/number of shares	February 28, 2019	Thursday	April 05, 2019	Friday
Date of Public Announcement for Opening the Offer	February 28, 2019	Thursday	April 05, 2019	Friday
Date of Commencement of the Tendering Period ("Offer Opening date")	March 01, 2019	Friday	April 08, 2019	Monday
Date of Closing of the Tendering Period ("Offer Closing date")	March 15, 2019	Friday	April 23, 2019	Tuesday
Last date for communicating Rejection/acceptance and payment of consideration for accepted equity shares or equity share certificate/return of unaccepted share certificates/credit of unaccepted shares to demat account	March 27, 2019	Wednesday	May 08, 2019	Wednesday

* Identified Date is only for the purpose of determining the names of the shareholders as on such date to whom the Letter of Offer will be sent. It is clarified that all the Shareholders (registered or unregistered) of the Target Company (except the Acquirers, PACs and the Sellers) are eligible to participate in this Offer any time during the tendering period of the Offer.

Capitalized terms used in this advertisement, but not defined herein, shall have the same meanings assigned to such terms in the PA, DPS and the Letter of Offer. This advertisement will be available on the website of SEBI i.e. www.sebi.gov.in.

Issued by the Manager to the Offer for and on behalf of the Acquirers and PACs:

MARK CORPORATE ADVISORS PRIVATE LIMITED
CIN:U67190MH2008PTC181996
404/1, The Summit Business Bay, Sant Janabai Road (Service Lane), Off W. E. Highway, Vile Parle (East), Mumbai- 400 057
Tel. No.: +91 22 2612 3207/08
Contact Person: Mr. Manish Gaur
Email ID: openoffer@markcorporateadvisors.com
SEBI Registration No.: INM000012128

Sd/- Suresh Atluri ("Acquirer 1")	Sd/- Surinder Kumar Tikoo* ("Acquirer 2")	Sd/- Parthasarathi Bhattacharya* ("Acquirer 3")
Sd/- Satish Kumar Tondapu* ("Acquirer 4")	Sd/- Sailaja Mannepalii* ("PAC 1")	Sd/- Srinivasa Rao Paturi* ("PAC 2")

* Signed by duly constituted Power of Attorney holder, Mr. Suresh Atluri

Date : April 05, 2019
Place : Hyderabad