

FESTIVE SEASON OFFERS

FMCG players rush to get best product display in stores

SHUBHRA TANDON
New Delhi, September 14

COMPETITIVE INTENSITY IS on the rise among FMCG players, who are offering steeper schemes than others to make their way prominently on the shelves of kirana stores as the first normal festive season after two years kicks in.

Categories like personal care and packaged foods have seen a higher build-up of stocks during the last week of the month consistently over the last two months as a run-up to the festival season. This has also helped these categories to show growth in August-2022, according to data sourced from Bizom.

Commodities have also seen no month-end stocking in August 2022. This is due to the ‘very high’ stock push in July 2022 ensuring that kiranas are focussing on consumer off-takes before picking up further stock.

Traditionally, FMCG companies offer attractive schemes to retailers around the peak seasons like festivals for stocking their products to get visibility and also to stock the store for the company’s products. This is done so that any consumer walking in makes the choice to buy their product and this helps the brand gain market share.

However, this year, FMCG players point out that not just general trade, but even modern trade and e-commerce platforms are very aggressive. “Amazon, for instance never bought so much from us, they are also loading up their warehouses. There is a euphoria going on, and a lot of revenue loading going on,” Sunil Agarwal, chairman, RSH Global — popularly known for its brand JOY in the personal care category with face wash, lotions and creams told FE.

TAKING STOCK

	July 2022	Aug 2022
Beverage	No dumping	Low
Commodity	Very High	No dumping
Confectionary	Moderate	Low
Dairy	Moderate	Understocking
Homecare	Moderate	Moderate
Packaged foods	High	High
Personal care	High	High

(Stocking over average in the last week)



Adani Wilmar, India’s largest edible oil company said the company did a tie-up with Reliance Retail recently where it offered combination packs of its edible oil and rice. “Usually around Diwali, we offer Quantity Purchase Schemes (QPS) where on purchase of a certain number of cartons, the company gives a few cartons for free to the retailers so that the off-take increases, and even we want to push our products,” said Angshu Mallick, MD & CEO, Adani Wilmar.

“Most of the brands have a 10-15% margin to the retailer on the MRP, so if a retailer buys ₹100 MRP product, he gets it for ₹85. During the festive season, we go with say additional 10% margin in the form of schemes, which are variable, and it varies from brand to brand. This enables retailers to maximise their margins when they sell the products,” Agarwal of RSH Global said.

Firms also keep reducing

the schemes by a few percentage points — offering maximum discounts in August and then lowering them every month. Retailers with deep pockets and those who can stock more, try to buy during August and September, so that they can have decent margins on the products once actual sales happen during the season.

At NextG Apex, makers of Mamafaast — a breakfast range and Naturefest, a daily staples range expect to see an upswing of about 25-30% in festivity-led sales. “To augment our sales, we will implement our strategies at both the trade and consumer levels as well,” said Amarnath Halembur, executive director and CEO, NextG Apex India.

Mostly, these schemes are prevalent in categories with a higher shelf life than in fresh categories it could result in wastage and returns if there is not enough consumption.

BMW denies plan to set up auto parts plant in Punjab

PRESS TRUST OF INDIA
Chandigarh, September 13

GERMANY’S LUXURY CAR-MAKER BMW on Wednesday said it has no plans to set up additional manufacturing operations in Punjab, a development which comes as an embarrassment to the state government.

The company’s statement came a day after the Punjab government claimed that BMW had agreed to set up its auto part manufacturing unit in the state.

A Punjab government release here had said that a decision to this effect was taken during the visit of chief minister Bhagwant Mann at BMW’s headquarters in Germany on Tuesday.

Mann is currently on a visit



A Punjab government release had earlier said a decision to set up the plant was taken during the visit of CM Bhagwant Mann at BMW’s headquarters in Germany

to Germany to attract industrial investments in Punjab.

No immediate reaction from

Billionaire Venture and DBS Bank form \$200-m JV to fund startups

FE BUREAU
Chennai, September 14

CHENNAI-BASED BILLIONAIRE Venture Incubation and DBS Bank have signed a memorandum of understanding (MoU) to facilitate investment in the fast-growing startups in India through a special purpose vehicle (SPV) formed by this joint venture, in the form of equity. Besides creating thousands of jobs through this initiative, the joint venture (JV) will also earmark about \$200 million in collaboration with DBS Bank to extend capital for about 150 startups.

“The newly formed JV will earmark about \$200 million in collaboration with DBS Bank to extend capital for about 150 startups in Tamil Nadu, Karnataka and Maharashtra initially. Plans are also underway to expand to the northern part of the country at a later date,” said Subhash Sukumar, board member of Billionaire Venture Incubation.

The JV will immediately focus on certain verticals such as fintech, edutech and other critical areas. Apart from extending capital, the JV would provide technology and education related to

THE BLUEPRINT

■ The JV will immediately focus on certain verticals such as fintech, edutech and other critical areas

■ The system of funding has been designed in a way to safeguard the JV as well as startups

■ Plans are also underway to introduce more verticals for widening the operations of the initiative

the business of new entrants.

Charan Kumar, regional segment head (South India) of DBS Bank said, “The JV will facilitate the knowledge sustenance within our country and additional contribution to GDP as more entrepreneurs including IIT graduates are eager to promote startups. The encouragement given by both the Centre and state governments in the form of subsidy on investment will also encourage new entrants.”

The system of funding has

been designed in a way to safeguard the JV as well as startups. The JV would waive dividends for the first two years but will monitor the functioning of the startups during that period.

Even if there is a disruption in functioning, the JV will take over and transfer the operations to other successful startups, though it will offer profit sharing during the remaining period. This protection in the initial period will attract more startups, Kumar said.

Plans are also underway to introduce more verticals for widening the operations of the new initiative of Billionaire Venture and DBS Bank.

Billionaire Venture Incubation is engaged in partnering with early-stage startups and bringing entrepreneurs and investors together to build groundbreaking businesses and offer the right combination of investment, intelligence and global network.

DBS Bank is a leading financial services group in Asia with a presence in 18 markets. It is headquartered & listed in Singapore and is in the three key Asian axes of growth — Greater China, Southeast Asia and South Asia.

ED conducts fresh searches on Paytm, PayU premises

FE BUREAU
New Delhi, September 14

THE ENFORCEMENT DIRECTORATE (ED) on Wednesday carried out fresh raids on online payment gateway firm Paytm and some other agencies in connection with an ongoing money laundering probe linked to alleged financial irregularities by instant app-based loan companies “controlled” by Chinese persons, agencies reported, quoting official sources. They said premises linked to certain payment gateway operators, some companies engaged in these loan app transactions and operators in around three states are being searched.

A spokesperson for Paytm said the action was linked to the



same matter where the agency had undertaken searches earlier this month.

Reuters reported searches were conducted on the premises of PayU, as well, but said the firm and ED did not immediately respond to its request for comment.

“As we have mentioned before, ED continues to seek

information about certain merchants from various payment service providers, we have shared the required information,” Paytm said.

Earlier this month, the probe agency had raided offices of Paytm and two more payment solutions providers — Razorpay and Cashfree — in Bengaluru, as part of a money laundering case against some instant app-based loan discharging entities “controlled” by Chinese persons.

The ED then said that during the raids, it seized ₹17 crore worth of funds kept in “merchant IDs and bank accounts of these Chinese persons-controlled entities”.

The three companies then responded by saying they were cooperating with the agency.

(This is only an advertisement for information purposes and not a prospectus announcement)

CONTAINTE TECHNOLOGIES LIMITED

Our Company was originally incorporated as a Private Limited Company in the name of **"Containte Technologies Private Limited"** on September 16, 2008 under the provisions of the Companies Act, 1956 bearing Corporate Identification Number U72200TG2008PTC061063 issued by the Registrar of Companies – Hyderabad. Further, our company was converted into Public Limited Company under the provisions of the Companies Act, 2013 and the name of our Company was changed to **"Containte Technologies Limited"** vide a fresh Certificate of Incorporation consequent upon conversion from Private Company to Public Company dated March 21, 2022 bearing Corporate Identification Number U72200TG2008PLC061063 issued by the Registrar of Companies - Hyderabad. For further details of change in name and registered office of our Company, please refer to section titled "Our History and Certain Corporate Matters" beginning on page no 108 of the Prospectus

Registered & Corporate office: H. No. 3-13-142/ 341P, 342, Gokul Nagar Marriguda, Mallapur, Secunderabad, Hyderabad – 500076, Telangana, India

Contact Person: Mrs. Nikitha Sarda, Company Secretary & Compliance Officer;
Tel No: +91 81432 24767 **E-Mail ID:** cs@containte.in; **Website:** www.containte.in;

OUR PROMOTERS: (I) MR. ANAND KUMAR SEETHALA, (II) MRS. BOTCHA BHAVANI

INITIAL PUBLIC OFFER OF 17,44,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH ("EQUITY SHARES") CONTAINTE TECHNOLOGIES LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ 15/- PER EQUITY SHARE, INCLUDING A SHARE PREMIUM OF ₹5/- PER EQUITY SHARE (THE "ISSUE PRICE"), AGGREGATING TO ₹ 261.60 LAKHS ("THE ISSUE"), OF WHICH 88,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH FOR CASH AT A PRICE OF ₹15/- PER EQUITY SHARE, AGGREGATING TO ₹13.20 LAKHS WILL BE RESERVED FOR SUBSCRIPTIONS BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE ISSUE LESS MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 16,56,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH FOR CASH AT A PRICE OF ₹15/- PER EQUITY SHARE, AGGREGATING TO ₹248.40 LAKHS IS HEREINAFTER REFERRED TO AS THE "NET ISSUE". THE ISSUE AND THE NET ISSUE WILL CONSTITUTE 27.93% AND 26.52% RESPECTIVELY OF THE POST ISSUE PAID-UP EQUITY SHARE CAPITAL OF THE COMPANY.

All the investors applying in a public issue shall use only Application Supported by Blocked Amount (ASBA) facility for making payment providing details about the bank account which will be blocked by the Self Certified Syndicate Banks ("SCSBs") as per the SEBI circular CIR/CFD/POLICYCELL/11/2015 dated November 10, 2015. As an alternate payment mechanism, Unified Payments Interface (UPI) has been introduced (vide SEBI Circular Ref: SEBI/HO/CFD/DIL2/CIR/P/2018/138 dated November 1, 2018) and SEBI Circular No. SEBI/HO/CFD/DCR2/CIR/P/2019/133 dated November 08, 2019) as a payment mechanism with ASBA for applications in public issues by retail individual investors. For further details, please refer to section titled "Issue Procedure" beginning on page 187 of the Prospectus. As per SEBI circular no SEBI/HO/CFD/DIL2/CIR/P/2022/75 dated May 30, 2022, all ASBA applications in Public Issues shall be processed only after the application money is blocked in the investor's bank accounts. The provisions of the circular shall be for all issues opening from 01 September, 2022 onwards. In case of delay, if any in refund, our Company shall pay interest on the application money at the rate of 15 % per annum for the period of delay.

THIS OFFER IS BEING MADE IN TERMS OF CHAPTER IX OF THE SEBI (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENT) REGULATIONS, 2018 (THE "SEBI ICDR REGULATIONS") READ WITH RULE 19(2)(b)(i) OF SCRR AS AMENDED. THIS ISSUE IS A FIXED PRICE ISSUE AND ALLOCATION IN THE NET OFFER TO THE PUBLIC WILL BE MADE IN TERMS OF REGULATION 25(2) OF THE SEBI (ICDR) REGULATIONS, 2018. (For further details please see "The Issue" beginning on page no. 35 of the Prospectus.) A copy of Prospectus is delivered for filing to the Registrar of Companies as required under sub-section 4 of Section 26 of the Companies Act, 2013.

For further details please refer the section titled "Issue Procedure" beginning on page 187 of the Prospectus

FIXED PRICE ISSUE AT ₹ 15/- PER EQUITY SHARE

THE FACE VALUE OF THE EQUITY SHARES IS ₹ 10 EACH AND THE ISSUE PRICE IS 1.5 TIMES OF THE FACE VALUE OF THE EQUITY SHARES. THE APPLICATION MUST BE FOR A MINIMUM OF 8,000 EQUITY SHARES AND IN MULTIPLES OF 8,000 EQUITY SHARES THEREAFTER. FOR FURTHER DETAILS PLEASE REFER TO "SECTION XI - ISSUE INFORMATION" BEGINNING ON PAGE 180 OF THE PROSPECTUS.

ISSUE PROGRAMME

ISSUE OPENS ON : 20-09-2022

ISSUE CLOSES ON: 22-09-2022

ASBA*

Simple, Safe, Smart way of Application!!!
Mandatory in public issue. No cheque will be accepted

now available in ASBA for retail individual investors.

*ASBA is a better way of applying to issues by simply blocking the fund in the bank account. For further details check section on ASBA below.

*ASBA has to be availed by all the Investors. UPI may be availed by Retail Individual Investors. For details on the ASBA and UPI process, please refer to the details given in ASBA form and General Information Documents and also please refer to the section "Issue Procedure" beginning on page 187 of the Prospectus.

CONTENTS OF THE MEMORANDUM OF THE COMPANY AS REGARDS TO ITS OBJECTS: For information on the main objects of the Company, please see "Our History And Certain Other Corporate Matters" on page 108 of the Prospectus and Clause III of the Memorandum of Association of the Company. The Memorandum of Association of the Company is a material document for inspection in relation to the Offer. For further details, please see "Material Contracts and Documents for Inspection" on page 219 of the Prospectus.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The authorised share capital, issued, subscribed and paid up share capital of the Company as on the date of the Prospectus is as follows: The Authorised Share Capital of the Company is ₹ 1,000 lakhs divided into 10,00,00,000 Equity Shares of ₹10/- each. The Issued, Subscribed and Paid-up share capital of the Company before the Issue is ₹ 450.00 Lakhs divided into 45,00,00,000 Equity Shares of ₹10/- each. Proposed Post issue capital : ₹ 624.40 Lakhs divided into 62,44,00,000 Equity Shares of ₹10/- each. For details of the Capital Structure, see the section "Capital Structure" on the page 46 of the Prospectus.

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM: Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association: Equity shares of face value of ₹10/- each were allotted to Anand Kumar Seethala 9500 equity shares and Botcha Bhavani 500 equity shares

LIABILITY OF MEMBERS: Liability of members of Company is Limited.

RISK IN RELATION TO THE FIRST ISSUE: This being the first issue of the issuer, there has been no formal market for the securities of the issuer. The face value of the equity shares is ₹10/- each and the issue The issue price is 1.5 times of face value of the equity share. The issue price should not be taken to be indicative of the market price of the equity shares after the equity shares are listed on the

LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER
 FINSHORE MANAGEMENT SERVICES LIMITED Anandlok Building, Block-A, 2nd Floor, Room No. 207, 227 A.J.C Bose Road, Kolkata-700020, West Bengal Contact Person: Mr. S. Ramakrishna Iyengar Telephone: 033 – 22895101 Email: ramakrishna@finshoregroup.com Website: www.finshoregroup.com Investor Grievance Email: info@finshoregroup.com SEBI Registration No: INM000012185 CIN No: U74900WB2011PLC169377	 CAMEO CORPORATE SERVICES LIMITED "Subramanian Building", #1, Club House Road, Chennai - 600 002, India Telephone: +91-44-40020700, 28460390 Facsimile: +91-44-28460129 Email: investor@cameoindia.com Contact Person: Mr. R.D. Ramasamy, Director Website: www.cameoindia.com SEBI Registration Number: INR000003753 CIN No: U67120TN1998PLC041613	Mrs. Nikitha Sarda, Company Secretary & Compliance Officer CONTAINTE TECHNOLOGIES LIMITED H. No. 3-13-142/ 341P, 342, Gokul Nagar Marriguda, Mallapur, Secunderabad – 500076, Telangana, India Contact No: +91 81432 24767 Email ID: cs@containte.in Website: www.containte.in

Investors may contact our Company Secretary and Compliance Officer and / or the Registrar to the Issue and / or the Lead Manager, in case of any pre-issue or post-issue related problems, such as nonreceipt of letters of allotment, credit of allotted Equity Shares in the respective beneficiary account or refund orders, etc.

Availability of Prospectus : Investors should note that investment in Equity Shares involves a high degree of risk and investors are advised to refer to the Prospectus and the Risk Factor contained therein, before applying in the Issue. Full copy of the Prospectus will be available at the website of SEBI at www.sebi.gov.in; the website of the Stock Exchange at www.bseindia.com, the website of Lead Manager at www.finshoregroup.com and website of Issuer Company at www.containte.in

Availability of Application form : Application forms can be obtained from the Corporate Office of **CONTAINTE TECHNOLOGIES LIMITED** and the Lead Manager to the Issue - **Finshore Management Services Limited**. Application Forms can be obtained from the website of Stock Exchange at www.bseindia.com and the Designated Branches of SCSBs, the list of which is available on the website of SEBI.

Applications Supported by Blocked Amount (ASBA): Investors have to compulsorily apply through the ASBA process. ASBA has to be availed by all the investors. The investors are required to fill the application form and submit the same to the relevant SCSB's at the specific locations or registered brokers at the broker centres or RTA or DP's. The SCSB's will block the amount in the account as per the authority contained in application form. On allotment, amount will be unblocked and account will be debited only to the extent required to be paid for allotment of shares. Hence, there will be no need of refund. The ASBA application forms can also be downloaded from the website of BSE. ASBA application forms can be obtained from the Designated Branches of SCSB's, the list of banks that are available on website of SEBI at www.sebi.gov.in and website of Stock Exchange at www.bseindia.com. For more details on ASBA process, please refer to the details given in application forms and Prospectus and also please refer to the Section "Issue Procedure" beginning on page 187 of the Prospectus.

UNIFIED PAYMENTS INTERFACE (UPI): Investors are advised to carefully refer SEBI circular SEBI/HO/CFD/DIL2/CIR/P/2018/138 dated November 1, 2018, SEBI circular number SEBI/HO/CFD/DCR2/CIR/P/2019/133 dated November 8, 2019, SEBI Circular No. SEBI/HO/CFD/DIL2/P/CIR/2021/570 dated June 2, 2021, SEBI/HO/CFD/DIL2/CIR/P/2022/45 dated April 05, 2022, SEBI/HO/CFD/DIL2/CIR/P/2022/51 dated April 20, 2022 and SEBI circular SEBI/HO/CFD/DIL2/CIR/P/2022/75 dated May 30, 2022 for details relating to use of Unified Payments Interface (UPI) as a payment mechanism with Application Supported by Block Amount (ASBA) for applications in public issues by retail individual investors.

BANKER TO THE ISSUE/SPONSOR BANK: ICICI Bank Limited
Investors should read the Prospectus carefully, including the Risk Factors beginning on page 20 of the Prospectus before making any investment decision.

For **CONTAINTE TECHNOLOGIES LIMITED**
On behalf of the Board of Directors
Sd/-
Anand Kumar Seethala
Managing Director

Place : Hyderabad
Date : 15.09.2022

CONTAINTE TECHNOLOGIES LIMITED is proposing, subject to market conditions and other considerations, a public issue of its Equity Shares and has filed the Prospectus with the Registrar of Companies, Hyderabad. The Prospectus is available on the website of the SEBI at www.sebi.gov.in, the website of the Lead Manager at www.finshoregroup.com, website of the BSE at www.bseindia.com and website of Issuer Company at www.containte.in. Investor should note that investment in Equity Shares involves a high degree of risk. For details, investors should refer to and rely on the Prospectus, including the section titled "Risk Factors" as appearing in the Prospectus. The Equity Shares have not been and will not be registered under the US Securities Act ("the Securities Act") or any state securities laws in United States and will not be issued or sold within the United States or to, or for the account or benefit of U.S. persons" (as defined in Regulation S under the Securities Act), except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act, 1933.

