

interview with this newspaper, Kampani said his formula to win friends is to always remain neutral.

"It's nothing but the credibility and trust nurtured over decades." Some of his business

market value, currently at Rs 5,300 crore. He also got Vikram Pandit, former global chief executive of CitiBank, to join hands with him in an NBFC venture called JM Financial Credit Solutions, engaged in real estate financing

## Diesel car owners and dealers in Delhi in for a shock

The diesel car business in the capital has taken a beating after the National Green Tribunal last month directed the transport authorities to de-register 10-year-old diesel vehicles to control pollution.

The decision came as Delhi's car dealers were beginning to take in their stride the Supreme Court ban on 2,000 cc diesel vehicles. The ban, imposed last December, had also affected sales of diesel cars below 2,000 cc in the National Capital Region.

"All of a sudden, buyers are unsure whether their cars can be used after 10 years. This brings down the resale value and affects sales of new diesel cars," said Jnaneswar Sen, senior vice-president, marketing and sales, Honda Cars.

He added there was no rise in enquiries for diesel cars in Delhi last month.

The NGT order was delivered on July 18. The Supreme Court ban is still in place and the court's order based on a final hearing have been reserved since July 4.

Correction : In the Notice of Board meeting of Shri Jagdamba Polymers Ltd published on 3rd August 2016, the date of notice by mistake was printed as 20.05 2016 instead of correct date 03.08.2016 and hence the said notice is published again today .

### SHRI JAGDAMBA POLYMERS LTD.

CIN : L17239GJ1985PLC007829

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#### NOTICE

NOTICE is hereby given pursuant to Regulation 47 of SEBI (Listing Obligation and Disclosure Requirements) Regulation, 2015 that the Board of Directors meeting of SHRI JAGDAMBA POLYMERS LIMITED will be held on Friday, 12<sup>th</sup> August, 2016 at the registered office of the company at 4:00 pm for consideration of (a) Unaudited quarterly results along with Limited review report for Quarter ended on 30th June, 2016. (b) To fix date, time, Venue for Annual General Meeting of the company (c) To fix date for Closure of Register of Members for the purpose of Annual General Meeting and eligibility of members for Dividend if declared. To fix Cut-off date for eligibility of members for Remote E-voting at Annual General Meeting. (d) To Regularisation of additional Director Mr. Mahesh Joshi as Director of the company (e) To Consider and approve Notice, Director Report including Annexures (f) Any other Matter which the Board deems fit, with the permission of the Chairman.

Information in this regard is also available on the website of the company i.e. www.shrijagdamba.com and on the website of stock exchange i.e. www.bseindia.com

Also note that the trading window shall remain close from date of the letter till two Working days after the date of declaration of results.

For, Shri Jagdamba Polymers Ltd.  
Sd/-

Krushang Shah  
Company Secretary

Date : 03.08.2016  
Place: Ahmedabad

Colgate has the best distribution reach in the oral care category with over 5m outlets in India. In fact, it is the second best distributed FMCG brand in the country after HUL's Lifebuoy.

Colgate is also much stronger than its peers in rural India. Colgate's expansion in recent years has only widened the gap between itself and its peers in rural India.

Leader in addition of households last year (with 40m households added as customers worldwide in CY15).

2) Benefits of massive category development efforts Colgate's category development plans are unmatched not just in oral care, but across all FMCG segments in India. For many years now, Colgate has been at the forefront of driving category growth, which enables it to take first-mover advantage in a category with high growth potential. Until FY15, the company's Bright Smiles Bright Futures Program had reached a total of 125m school children in nearly 300,000 schools across the country, including 10m kids in nearly 30,000 schools in FY15 itself. In addition, the company's Oral Health Month Program, in association with dentists, reached 5.5m people in villages last year. No other company in any Indian FMCG category has category development efforts on schools and villages anywhere even close to this scale.

With over 300m people in India not using modern oral care products, these programs are an excellent way of conversion. For a lot of the potential incremental customers, Colgate, because of such efforts, is the first and only oral care brand that they are aware of. With the widest distribution in the category, as

brand at more than 3x any other brand in terms of market share and importantly is consistently rated as the most trusted brand across all FMCG products, according to Brand Equity Survey. In fact it is the only brand in India to be consistently in the Top 3 for the last 15 years.

Market share loss in the past three quarters

Colgate India has reported market share decline for three quarters in a row from September 2015 onwards. The company has effectively lost market share of 220bp YoY over this period, of which the last reported period January April 2016 itself reported 160bp decline sequentially. The loss in market share has largely been due to

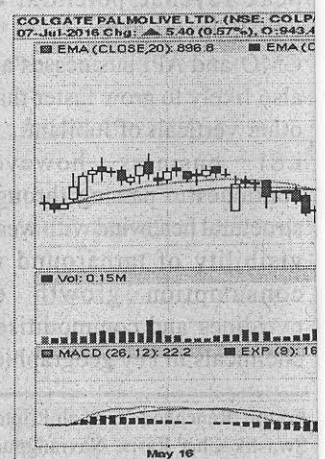
a. The ongoing herbal wave led by Patanjali, a recent entrant into the category.

b. Wider availability of Patanjali's products, including its oral care products, in modern retail stores like Big Bazaar, D-Mart, Reliance Fresh and Star Bazaar among others, a process that started in October 2015.

Financials

Top-line growth

Given all its above-mentioned strengths and a slew of new launches in the herbal as well as the much larger non-herbal segment, we believe Colgate is well poised not only to arrest its recent market share decline but also to resume market share gains



"Chamakya - English News Paper

Date - 04/08/2016

