

Flipkart's BBD plan Big Billion brand aircraft and burge

KARAN CHOUDHURY
Bengaluru, 12 September

Wearing a T-shirt that read 'BBD is better than amazing' Kalyan Krishnamurthy took the stage on Thursday to address the biggest Townhall meeting organised to date by Flipkart.

The word 'amazing' on his T-shirt was in the same font as the brand name of its biggest competitor. The 1,400 odd 'Flipsters', or employees, attending the meeting were amused to see that. Another few thousand employees joined the meeting through live-stream at more than 26 locations, including offices and warehouses.

In the run-up to the company's biggest sale event of the year, Big Billion Days (BBD), Krishnamurthy laid out plans in front of his employees. Krishnamurthy and his team are planning a major advertisement and marketing blitzkrieg over the next two weeks — some of the props are aircraft wrapped in decals of BBD advertisements to special burgers in the name of the magnum opus sale, slated to start on September 29.

According to sources close to Flipkart, the company has charted out an ambitious plan and believes that this year its gross merchandise value (GMV) would be 11 times more than what it was on a non-sale days.

According to sources, in a first, Flipkart has tied-up with SpiceJet to hold a massive "marketing in the air" campaign. "More than 10 aircraft would be wrapped in Flipkart BBD decals

and around 70 planes would have BBD stickers on the passenger seats. The help in reaching out to easily around people and informing them about that a source close to the company.

Not only air, sources said that the plans to targets plates as well. Flipkart a tie-up with Burger King. The burger be launching a special 'Big Billion Da

The firm is a partnership with apps including Urban Clap, Ph

The company up with banks Axis Bank and and plans to expand to more than 1 customers this BBD. Close to including Same, omi, GoPro, The style, and Under among others, launching e-starting from phones, fashion products during day sale.

According to discounts might on the platform, and the company focusing on best experience. With the launch language on the Flipkart hopes to whole new set of users this BBD.

Consumers will have access to a selection of brands and products categories from lakhs of sellers, brands sans. There would be deals in key such as mobiles, gadgets, TVs, appliances, personal care, furniture.



BIG BILLION FIREWORKS

10% instant discount and 5% unlimited cashback for Flipkart Axis Bank co-brand card customers

Games and contests with rewards worth ₹100 crore

100 plus offers for SuperCoins and 4X Coins for all partners like Ola, Oyo, PhonePe, UrbanClap, 1mg

Exclusive rewards and free flight offers during the BBD

IT, e-com to lead job growth

phenomenon. In the IT sector, the growth is being led by the IT services and software development sectors. Professional services and IT consulting are also expected to show strong growth.

बैंक ऑफ इंडिया **BOI**
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INVITATION FOR QUOTATION

Quotations are invited from eligible Actuaries for appointment on Bank's panel. The detailed pre-qualification criteria and Invitation formats are available on Bank's website www.bankofindia.co.in
Last date of receipt of sealed covers is 20.09.2019

13.09.2019 GENERAL MANAGER & CFO

Nicco Corporation Limited – in Liquidation
Liquidation Sale

First Floor of Nicco House, 1B and 2 Hare Street
17500 sq. feet* of commercial space
[Reserve Price: Rs. 11.92 crores]

*All areas are approximate and are unmeasured, on the basis of records available.
All EOIs/bids subject to invitation dated 12.09.2019. Please visit www.vinodkothari.com/nicco-liquidation for details, or drop e-mail to niccoliquidation@gmail.com.
Last date for submission of EOI is 20.09.2019. All communication to be addressed to niccoliquidation@gmail.com

Vinod Kumar Kothari, Liquidator
Nicco Corporation Limited – in Liquidation
Nicco House, 2, Hare Street, Kolkata-700001/
1006-1009, Krishna Building, 224 AJC Bose Road, Kolkata 700017
e-mail: niccoliquidation@gmail.com; resolution@vinodkothari.com
Registration No.: IBBI/PA-002/IP-N00019/2016-17/10033

Date: 12.09.2019

Mindtree **MINDTREE LIMITED**
Welcome to possible

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NOTICE

Sub: Transfer of Equity Shares of the Company to the Investor Education and Protection Fund (IEPF)

Pursuant to the provisions of Section 124(6) of the Companies Act, 2013 read with the Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and Refund) Rules, 2016 (the Rules), as amended from time to time, the Company is mandated to transfer all the shares in respect of which dividends have not been claimed for seven consecutive years or more, to the Investor Education and Protection Fund (IEPF).

As per the said Rules, the Interim dividend declared during the financial year 2012-13, which remained unclaimed for a period of seven years along with corresponding shares on which dividend was unclaimed for seven consecutive years are due to be credited in favor of the IEPF Authority on the due date, November 21, 2019.

The Company has communicated individually to the concerned shareholders whose shares are liable to be transferred to the Demat account of IEPF Authority. The Company has also uploaded on its website www.mindtree.com under Investors Section, details of the shareholders whose shares are liable to be transferred in favor of IEPF Authority.

Concerned shareholders are hereby requested to claim the interim dividend declared during the financial year 2012-13 and onwards on or before November 21, 2019, in order to circumvent their dividend amount/shares being transferred in favor of IEPF Authority. -