



Ref: PNBHFL/SE/EQ/FY24/117
Date: March 28, 2024

The BSE Limited,
Listing Department,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001
Scrip Code: 540173

The National Stock Exchange of India Limited,
Listing Department
“Exchange Plaza”
Bandra Kurla Complex,
Bandra (E), Mumbai – 400 051
Symbol: PNBHOUSING

Dear Sir(s),

Subject: Newspaper Publication – Postal Ballot

Pursuant to Regulation 47 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI Listing Regulations”), we hereby enclose copies of newspaper advertisement published in Business Standard (English and Hindi edition) regarding Postal Ballot Notice and e-voting Information.

The same is also available on the website of the Company i.e. www.pnbhousing.com,

Kindly take the above intimation on record.

Thanking You,

Yours faithfully,
For PNB Housing Finance Limited

Veena G Kamath
Company Secretary

Encl: As above.

Regd. Office: 9th Floor, Antriksh Bhavan, 22 Kasturba Gandhi Marg, New Delhi – 110 001
Phone: 011 – 23736857, E-mail: investor.services@pnbhfl.com, Website: www.pnbhousing.com
CIN: L65922DL1988PLC033856

Internal



Primed for new AUDIENCES

Amazon Prime Video's new line-up speaks of a streaming service sure of where it is and where it wants to go

VANITA KOHLI-KHANDEKAR
Pune, 27 March

Two hundred years after the Apocalypse, people who live in luxury fallout shelters are forced to return to the irradiated hellscape their ancestors left behind. They are shocked to discover a complex and violent universe.

Fallout, a show based on a post-apocalyptic role-playing video game, will premiere worldwide on Amazon Prime Video this April. It is one among the 69 series and films — original and licensed — announced last week at a star-studded event in Mumbai by Amazon Prime Video, India. That is up from 40 titles in 2022.

"India has the largest slate of local original content outside the US," says Kelly Day, vice president, international, Amazon Prime Video.

Prime Video, part of the \$575 billion online retail giant Amazon, has more than 200 million members in 210 countries. At an estimated 22 million users, India is the largest Prime Video using country outside of the United States (78 million). Not all of them are users of the video service; they are essentially shoppers who sign on for free shipping and get a lot of other goodies, such as video and music.

Though the company does not share revenue or subscriber break ups, Media Partners Asia (MPA) estimates Prime Video's India revenues at ₹2,500 crore in 2023 (see table). The pay and ad revenue for the entire Indian streaming market is estimated at ₹25,000 crore.

Swelling kitty

According to Ormax Media data, some of the most watched shows of 2023 (*Farzi*, *Dahaad*) and films (*Bawaal*) came from the Prime

Video kitty.

"Our biggest success has been driving Indian content internationally. Indian programming trended in the Top 10 on Prime Video worldwide for 43 out of the 52 weeks of 2023," says Gaurav Gandhi, vice president, APAC and MENA.

Farzi, *Indian Police Force*, *Poacher*, *The Family Man*, *Made in Heaven* and others have found audiences in many countries. The line-up for the next two years includes new seasons of old favourites, such as *Paatal Lok*, *Mirzapur*, *Suzhal-The Vortex*, and *Panchayat*.

It also offers an insight into Amazon Prime Video's India strategy.

"In any given week in 2024, they can target key demographics through their content choices. They have horrors like *Khauf*, action like *Citadel: Honey Bunny*, true crime like *Daldal*, unscripted like *Follow Karlo Yaar*, documentaries like *In Transit* or *The Great Indian Code*. All of this content ticks boxes in particular ways. And they have a range of Telugu, Tamil and Kannada films. It is covering all bases," says Daoud Jackson, senior analyst, media and entertainment, at United Kingdom-based Omdia.

That is what Prime Video has been doing for the last few years, on programming, product, and distribution.

Covering all the bases Each genre Prime is now investing in brings different audiences into the service.

"Younger customers who are more on social, get international IP (intellectual property). We are seeing a lot of our US shows like *Reacher*, *Jack Ryan*, work very well in India. That is why *Fallout* is big for us," says Gandhi.

Adapting gaming IPs to the big or small screen has made for a booming business in

recent years. *The Last of Us*, a 2013 game, became a huge hit on its HBO release in 2023. *Dungeons and Dragons*, a 1974 game released as a film last year. The idea, across streaming and studios, is to get a global audience of young adults who are spending more time on Tik Tok and social media.

The young adult is one layer. In the last few years, Amazon Prime Video has commissioned and launched international cross-overs, such as *Citadel*, invested in Tamil and Telugu shows, and in sports — a genre it believes has a huge fan following. It picked up New Zealand cricket in November 2022 even as it was picking up rights to German, English, and American Football leagues.

In November 2023 came FanCode, a sports channel that streams cricket, football, and rugby, among other sports. Why not the Indian Premier League (IPL), the most expensive and popular sports property in India?

"Sports has to make economic sense.

There has to be acquisition, engagement, and retention value of sports audiences. We evaluate each property, country by country," says Gandhi.

Then there are the 20-odd channels, such as *BBC*, or services like Lionsgate and Hoichoi, that Prime Video began offering from 2021 onwards. They ride on its billing and distribution relationship with users.

“OUR BIGGEST SUCCESS HAS BEEN DRIVING INDIAN CONTENT INTERNATIONALLY. INDIAN PROGRAMMING TRENDED IN THE TOP 10 ON PRIME VIDEO WORLDWIDE FOR 43 OUT OF THE 52 WEEKS OF 2023”

GAURAV GANDHI, VICE-PRESIDENT, APAC AND MENA, PRIME VIDEO

One of the big programming punts it made in 2022 is TVoD, or transaction video-on-demand. Think of it as a pay-per-video kind of offering, using which you can rent films such as *The Devil Wears Prada* (2006) or *Notting Hill* (1999) or *Oppenheimer* (2023), among 6,000 other titles.

"It is the best form of sachetising video," says Gandhi. More than 75 per cent of these 6,000 films are rented at least once a month. And 95 per cent of the PIN codes in India are covered by the cities and towns where people rent them from.

Doesn't this smorgasbord of offering dilute the Prime brand?

"To deliver on the promise of great selection we have adopted a lot of different business models," says Day.

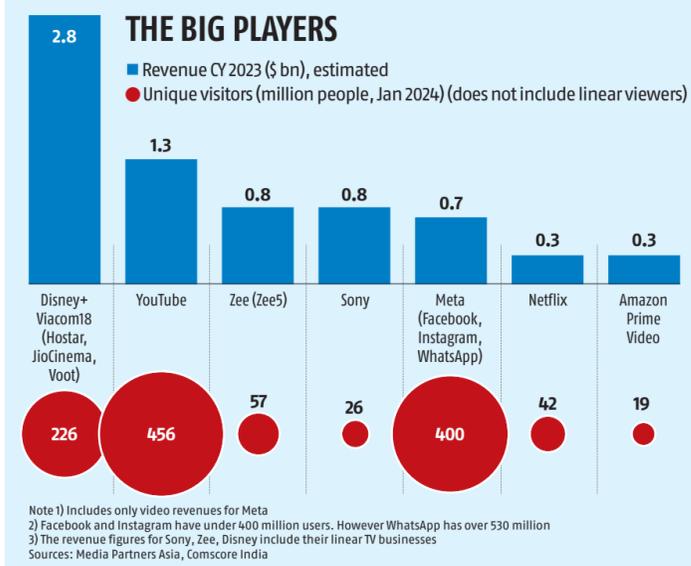
An MPA report says much of this multiplying was to tackle slowing subscriber growth in 2022. It points to the product and distribution changes, such as Prime Lite or Amazon miniTV (a free app), that cut across price and technology points.

Gandhi reckons the service has to cut across cities, towns, demographics, and genres if it has to have a significant play in a market as heterogeneous as India. These new tiers have driven incremental subscriber growth for the platform, says the MPA report.

That explains the investment into a huge slate this year. Nothing apocalyptic about streaming growth for now.



Citadel: Honey Bunny and new season of *Suzhal-The Vortex* will soon be up for streaming on Amazon Prime



RELEVANT PARTICULARS	
1. Name of the corporate debtor along with PAN/ CIN/ LLP No.	Shweta Housing and Hospitality Private Limited CIN: U70100MH2007PTC170053 PAN: AAKCS9010K
2. Address of the registered office	Sharma Bungalow, Hiranandani Complex Bhd Lake Castle View Bldg, Powai, Mumbai City, Mumbai, Maharashtra, India, 400076.
3. URL of website	https://shhpl.stellarinsolvency.com/
4. Details of place where majority of fixed assets are located	Sole Asset: Farmhouse located at the revenue estate of Village Jonapur, Tehsil Mehrauli, New Delhi.
5. Installed capacity of main products/ services	N/A
6. Quantity and value of main products/ services sold in last financial year	N/A, there is no revenue from operations in the company as is evident from its financial statements as on 31-03-2023.
7. Number of employees/workmen	No information is received from the management of the Corporate Debtor.
8. Further details including last available financial statements (with schedules) of two years, lists of creditors, relevant dates for subsequent events of the process are available at:	For details, please contact at: shwetahousingandhospitality@gmail.com Visit website: https://shhpl.stellarinsolvency.com/
9. Eligibility for resolution applicants under section 25(2)(h) of the Code is available at:	For details, please contact at: shwetahousingandhospitality@gmail.com Visit website: https://shhpl.stellarinsolvency.com/
10. Last date for receipt of expression of interest	April 08th, 2024
11. Date of issue of provisional list of prospective resolution applicants	April 12th, 2024
12. Last date for submission of objections to provisional list	April 17th, 2024
13. Date of issue of final list of prospective resolution applicants	April 18th, 2024
14. Date of issue of information memorandum, evaluation matrix and request for resolution plans to prospective resolution applicants	April 20th, 2024
15. Last date for submission of resolution plans	May 21st, 2024
16. Process email id to submit EOI	shwetahousingandhospitality@gmail.com

META & ENERGY

Trade with Trust

Multi Commodity Exchange of India Limited

Exchange Square, CTS No. 255, Suren Road, Chakala, Andheri (East), Mumbai – 400 093.
www.mcxindia.com

NOTICE

NOTICE is hereby given that following Members of Multi Commodity Exchange of India Ltd. (Exchange) have requested for surrender of their Membership of the Exchange:

Sr. No.	Name of the Member(s)	Member ID	SEBI Reg. No.	Timeline for Receiving Claims/ Complaints
1.	Shri Sumati Industries Private Limited	16380	INZ000074834	60 Days
2.	Indus Portfolio Private Limited	21845	INZ000170031	60 Days

Any client(s)/constituent(s) of the above referred Members, having any claim/dispute/complaint against these Members, arising out of the transactions executed on MCX platform, may lodge their claim within the timelines as provided in the above table, failing which, it shall be deemed that no claim exist against the above referred Members or such claim, if any, shall be deemed to have been waived. The complaints so lodged will be dealt with in accordance with the Bye-Laws, Rules and Business Rules of the Exchange.

The Client(s)/Constituent(s) may submit their claim on the online portal of the Exchange (<https://igrs.mcxindia.com>) or provide "Client Complaint Form" (available at www.mcxindia.com) in hard copy to Investor Services Department, Multi Commodity Exchange of India Ltd., Exchange Square, CTS No. 255, Suren Road, Chakala, Andheri (East), Mumbai – 400 093 or email it at grievance@mcxindia.com.

Upon surrender of Membership, the Authorised Person(s) (APs), if any, registered through these Members shall also cease to exist and therefore, such APs are not authorized henceforth to deal in that capacity.

Place: Mumbai
Date: March 26, 2024

For Multi Commodity Exchange of India Ltd.
Sd/
Authorised Signatory – Membership Department

PNB Housing Finance Limited

Ghar Ki Baat

Regd. Office : 9th Floor, Antriksh Bhawan, 22, K.G. Marg, New Delhi-110001
Tel. No.: +91 011-23736857, E-mail: investor.services@pnbhousing.com
CIN: L65922DL1988PLC033856, Website: www.pnbhousing.com

NOTICE OF POSTAL BALLOT

Notice is hereby given to the Members of PNB Housing Finance Limited (the "Company"), pursuant to the provisions of Section 108 and 110 and other applicable provisions of the Companies Act, 2013 (the "Act") read with the Rule 20 and 22 of the Companies (Management and Administration) Rules, 2014 ("Management Rules"), Regulation 44 of Securities and Exchange Board of India ("SEBI") (Listing Obligations and Disclosure Requirements) Regulations, 2015, ("SEBI Listing Regulations") and other applicable laws and regulations for the time being in force, and as amended, read with the guidelines prescribed by MCA inter alia for conducting Postal Ballot through e-Voting vide General Circulars No.14/2020 dated April 8, 2020, No.17/2020 dated April 13, 2020, No.22/2020 dated June 15, 2020, No. 33/2020 dated September 28, 2020, No. 39/2020 dated December 31, 2020, No.10/2021 dated June 23, 2021, No. 20/2021 dated December 08, 2021, No. 3/2022 dated May 05, 2022, No. 11/2022 dated December 28, 2022 and No.09/2023 dated September 25, 2023 (collectively the "MCA Circulars"), Secretarial Standards on General Meetings (SS-2) issued by the Institute of Company Secretaries of India (ICSI) and notified by MCA, and related SEBI circulars and other applicable provisions, if any, including any statutory modification(s) or re-enactment(s) thereof, for the time being in force and as amended from time to time, that approval of Members of the Company is sought for the following agenda item, by means of Postal Ballot by voting through electronic means ("remote e-Voting") only.

Sl. No.	Agenda Item and Special Resolution
1.	Re-appointment of Ms. Gita Nayyar (DIN:07128438) as an Independent Director

In compliance with the MCA Circulars, the Company has completed the dispatch of Postal Ballot Notice alongwith the explanatory statement and e-voting instructions on **Wednesday, March 27, 2024**, through electronic mode (e-mails), to those Members whose e-mail addresses appeared in the Register of Members/List of Beneficial Owners as maintained by the Company/depository participant(s) as at the close of business hours on **Friday, March 22, 2024 ("Cut-off Date")** and the e-mail addresses registered with the Company/Depositories. The Postal Ballot Notice is available on the Company's website, www.pnbhousing.com, websites of the Stock Exchanges i.e., **BSE and NSE** at www.bseindia.com and www.nseindia.com respectively and on the website of NSDL at www.evoting.nsdl.com. The Members whose names appeared in the Register of Members or in the List of Beneficial Owners maintained by the depositories as on the Cut-off date are entitled to vote on the Resolutions set forth in the Postal Ballot Notice by availing remote e-voting facility. A person who is not a Member as on the Cut-off date shall treat this notice for information purposes only.

The Company has engaged the services of National Securities Depository Limited ("NSDL") for the purpose of providing e-voting facility to all its Members, to enable them to cast their votes electronically on the Special Resolution set forth in the Notice.

The e-voting facility will be available during the following period:

Commencement of Remote E-Voting Period	9:00 A.M. (IST) on Thursday, March 28, 2024
End of Remote E-Voting Period	5:00 P.M. (IST) on Friday, April 26, 2024

The remote e-voting facility shall be disabled by NSDL after 05:00 PM (IST) on Friday, April 26, 2024.

The detailed procedure and instruction(s) for remote e-voting including the manner in which the Members can register their e-mail address and/or can cast their vote, are specified in the Notice.

The Board of Directors of the Company has appointed Dr. S. Chandrasekaran (Membership No. FCS 1644, CP No. 715) failing him Mr. Rupesh Agarwal (Membership No. ACS 16302, CP No. 5673), failing him Mr. Shashikant Tiwari (Membership No. FCS 11919, CP No. 13050), Partners of M/s Chandrasekaran Associates, Company Secretaries, New Delhi, as the "Scrutinizer" for conducting the electronic voting process in a fair and transparent manner.

The results of the Postal Ballot will be announced after submission of Report by the Scrutinizer and will be communicated to BSE Limited and National Stock Exchange of India Limited where the equity shares of the Company are listed, on or before Monday, April 29, 2024 and also will be displayed on the website of the Company i.e., www.pnbhousing.com and NSDL www.evoting.nsdl.com.

In case of any queries/grievances pertaining to e-voting, you may refer the Frequently Asked Questions (FAQs) for Shareholders and e-voting user manual for Shareholders available at the 'Download' section of www.evoting.nsdl.com or call on 022-48867000 and 022-24997000 or send a request to Ms. Pallavi Mhatre, Senior Manager, NSDL, at evoting@nsdl.com. You may also write to investor.services@pnbhousing.com.

For PNB Housing Finance Limited
Sd/
Date : March 27, 2024
Place : New Delhi
Veena G Kamath
Company Secretary