



JHS SVENDGAARD RETAIL VENTURES LIMITED
(Formerly Known as JHS Svendgaard Retail Ventures Private Limited)
CIN: L52100HR2007PLC093324

Date: 17th September 2025

To, The Listing Department BSE Limited Department of Corporate Services Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400 001 Scrip Code- 544197	The Listing Department National Stock Exchange of India Limited Exchange Plaza, C-1, Block G Bandra Kurla Complex Mumbai – 400 051 Symbol- RETAIL
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Subject: Newspaper Advertisement – Disclosure under Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (‘SEBI Listing Regulations’)

Dear Sir/Ma’am,

Pursuant to Regulation 30, with Schedule III part A para A of SEBI Listing Regulation, we enclose herewith copies of newspaper advertisements published in Business Standard (English), Business Standard (Hindi), New Delhi, regarding initiation of 100 days campaign named “Saksham Niveshak” by Investor Education and Protection Fund Authority, Ministry of Corporate affairs.

The above information is also being available on the website of the Company at <https://www.jhsretail.com>

This is for your information and records.

Thanking You

Yours Faithfully,
For JHS Svendgaard Retail Ventures Limited

Kuldeep Jangir
Company Secretary & Compliance Officer

Encl: a/a

On a bed of steel

With its core business as the foundation, the JSW group is morphing into a conglomerate that spans energy, cement, ports, paints, and electric cars



Pedal to the metal

₹ crore	JSW Steel		JSW Energy		JSW Cement		JSW Infrastructure		JSW Holdings		Total	
	Revenue	PAT	Revenue	PAT	Revenue	PAT	Revenue	PAT	Revenue	PAT	Revenue	PAT
FY19	84,757	7,639	9,138	695	2,647	118	1,080	267	107	100	97,729	8,819
FY20	73,326	4,030	8,273	1,100	2,928	154	1,143	190	121	106	85,790	5,581
FY21	79,839	7,911	6,922	795	3,862	250	1,604	291	93	75	92,319	9,323
FY22	1,46,371	20,665	8,167	1,729	4,669	244	2,273	328	186	152	1,61,666	23,117
FY23	1,65,960	4,144	10,332	1,478	5,837	137	3,195	740	407	332	1,85,730	6,830
FY24	1,75,006	8,812	11,486	1,723	6,028	90	3,763	1,156	170	156	1,96,452	11,936
FY25	1,68,824	3,504	11,745	1,951	5,813	-114	4,476	1,503	248	196	1,91,107	7,040

ISHITA AYAN DUTT & PRACHI PISAL
Kolkata/Mumbai, 16 September

You have to grow, and grow fast — that’s the DNA of the JSW group, Chairman Sajjan Jindal said as JSW Cement made its debut on the stock market mid-August.

The remark captured not just the moment but also the momentum of JSW’s growth story.

JSW Steel — the flagship of the conglomerate — has transformed from a two-million-tonne (mt) plant in the early 2000s to India’s largest steel producer. Along the way, the group has morphed into a \$23-billion force, stretching from energy and cement to ports and paints, all while steel remains its bread and butter.

Now, it is gearing up for the future with another audacious bet: Electric vehicles (EV).

Anchored in steel

Steel was the starting point for the group — going back to 1982 when a cold rolling unit was set up at Vasind near Mumbai.

The turning point, however, came in 1993 when Jindal laid out a detailed plan for the 2 mt plant before then ICICI chairman, Narayanan Vaghul. That paved the way for Vijayanagar Works (Karnataka) and set the stage for everything that followed.

The journey from 1.6 mt of steel capacity in 2002 to 35.7 mt (including 1.5 mt in the US) has been driven by a mix of acquisitions and organic growth.

Alongside, the group has branched into businesses that supported the core. These businesses now stand as independent verticals, each chasing its own growth ambitions.

On JSW Infrastructure, analysts at Motilal Oswal said that by consciously reducing dependence on captive JSW group cargo and expanding into containerised, liquid, and other diversified categories, the company is mitigating concentration risks while opening new revenue pools.

That philosophy of de-risking and diversifying the customer base runs through its other businesses as well. Over the last two decades, about ₹2 trillion has been put in across sectors.

JSW group Chief Financial Officer

Seshagiri Rao said steel has anchored every venture the group has built to achieve the benefits of integration in the value chain, either as customer or vendor/supplier — be it energy, infrastructure, cement, or paints.

“This has immensely benefitted [us], and made JSW steel one of the best conversion cost steel producers in the world, while simultaneously supporting the other verticals to expand their businesses independent of the steel business,” he added. “It is a win-win.”

The logic extends to automobiles as well.

Making of a conglomerate

Steel needs power. It produces slag that feeds cement, and moving material at scale requires ports. That’s how the energy, cement and infrastructure businesses were born. And then as the

market moved to colour-coated steel some years back, it also paved the way for JSW Paints.

Today, after a string of acquisitions and expansion, JSW Energy has 12.8 gigawatt (Gw) of installed generation capacity; JSW Cement has a capacity of 20.6 mt; JSW Infrastructure is the second-largest port operator in India; and JSW Paints is poised to become the fourth-largest paintmaker with the acquisition of AkzoNobel India.

Cement and paints are being steered by Jindal’s son, Parth, as managing director.

But it’s the capital-intensive steel that accounts for the lion’s share of revenues among the listed group entities — about 88 per cent of revenues and half the profit.

In auto, JSW Steel is a significant supplier to the industry. This has largely been possible due to the technology collaboration with Japan’s JFE.

In 2010, the Japanese steelmaker had made a strategic investment in JSW Steel by picking up a 15 per cent stake. JSW Steel’s share in auto-grade steel at that point was about 2 per cent. Fifteen years on, it stands at 32 per cent.

That has given JSW the confidence to enter the auto sector — an ambition set to grow bigger.

Heavy investments, mega ambitions

Traditionally, the group’s focus has been on manufacturing.

“In each vertical, there are big plans to grow. The total capital expenditure over the next five years will be in the range of ₹3.25 trillion,” Rao said.

Steel, for which the target is \$1.5 mt in capacity by FY31, will account for a major part; auto will also be a reasonable contributor, he said.

In November 2023, the JSW group and China’s SAIC Motor announced a strategic joint venture (JV) as part of which the Indian conglomerate acquired a 35 per cent stake in JSW MG Motor India. While that JV is charting its growth map, JSW is also preparing its solo act in the sector.

“In addition to our venture with MG, we will be setting up a factory for EV buses and trucks in Maharashtra,” said Rao. The company, he added, is also committing capital to set up an independent car factory, 100 per cent owned by the group; “the car will be branded JSW and is likely to be rolled out in three years.”

For technology, JSW intends to tap third parties.

Besides this, the group is exploring the possibility of developing facilities to localise the EV ecosystem. It is reported to have had discussions with Chinese, Japanese, and South Korean companies for sourcing technology for its lithium-ion battery project for EVs.

“Wherever possible, we want to localise and help build the ecosystem in India,” Rao said. “But that doesn’t mean we’ll participate in the entire

value chain.”

Funding the big leap

EV, the new kid on the JSW block, might be grabbing headlines, but there are big plans for the other five verticals as well.

In the earnings call for the first quarter (Q1), Nilesh Narwekar, whole-time director and CEO, JSW Cement, said the company aimed to increase its grinding capacity to 41.85 million tonnes per annum (mtpa) from the current 20.60 mtpa; and its clinker capacity to 13.04 mtpa from 6.44 mtpa (as of Q1FY26).

Rinkesh Roy, joint managing director and CEO, JSW Infrastructure, spoke of the ambition of scaling up the cargo handling capacity from 177 mtpa (as of Q1FY26) to 400 mtpa by FY30 or earlier.

JSW Energy, meanwhile, is aiming for 30 Gw of power generation and 40 gigawatt hour (Gwh) of energy storage capacity by FY30. JSW Paints is targeting 800,000 kilo litres per annum (klpa) of capacity by FY30, while JSW Steel intends to grow to \$1.5 mtpa by FY31.

Funding for all of this will largely come from internal accruals and some equity raising, if required, Rao said. “Across group companies, annualised Ebitda (earnings before interest, taxes, depreciation, and amortisation) is about ₹50,000 crore. The debt requirement is not large; it could be about 25 per cent.”

The group’s debt is at about ₹1.3 trillion. “Given the size of our group, this is not high,” Rao said, adding that they are growing across businesses. “You have to look at the trajectory — the potential in each vertical and the improvement in profitability.”

Getting to this scale has meant navigating challenges — the most recent one being Bhushan Power & Steel (BPSL).

Of setbacks and comebacks

In May 2025, the Supreme Court rejected JSW Steel’s resolution plan for BPSL and ordered its liquidation four years after the company was acquired under the Insolvency and Bankruptcy Code.

All stakeholders — JSW Steel, the committee of creditors, and the resolution professional — filed review petitions before the apex court. The hearings concluded in August, and the judgment is awaited.

The group is no stranger to setbacks. In the late 1990s, for instance, Jindal Vijayanagar Steel (JVSL) was under corporate debt restructuring (as were other steel majors Essar Steel, Lloyds Steel Industries, and Ispat Industries). JVSL was eventually merged with Jindal Iron and Steel Company, and renamed JSW Steel in 2005.

Prone to price swings, steel isn’t an easy business. If anyone knows that, it’s Jindal. He told an audience in Kolkata a few years ago: “Steel is a volatile industry. Anyone entering it must have nerves of steel.”

For the conglomerate, steel remains the foundation on which it is building a multi-storey business that spans energy, cement, ports, paints, and automobiles. It could well be an empire in the making.



JHS SVENDGAARD RETAIL VENTURES LIMITED
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Website: www.jhsretail.com • email: cs@jhsretail.com
NOTICE TO SHAREHOLDERS FOR 100 DAYS CAMPAIGN- "SAKSHAM NIVESHAK"

Notice is hereby given to the Shareholders of JHS Svendgaard Retail Ventures Limited ("your Company") that pursuant to Investor Education and Protection Fund Authority ("IEPPA"), Ministry of Corporate affairs ("MCA") letter dated July 16, 2025, your Company has started 100 days campaign "Saksham Niveshak" starting from July 28, 2025 to November 6, 2025. During this Campaign all the shareholders who have not claimed their Dividend or have not updated their KYC & nomination details or faced any issues related to unclaimed dividends and shares may write to the Company Registrar and Transfer Agent ("RTA") i.e. Alankit Assignments Limited at their address : Alankit Heights, 3E/7, Jhandewalan Extension, New Delhi- 110 055 or at e-mail id ria@alankit.com and further e-mail to the company at: cs@svendgaard.com.

A SPECIAL WINDOW FOR RE-LODGEMENT OF SHARES TRANSFER DEEDS FOR PHYSICAL SHARES

As per SEBI Circular No. SEBI/HO/MIRSD/MIRSD-PoD/PIR/CIR/2025/97 dated 2nd July 2025, the special window for re-lodgement of transfer deeds is open for a period of six months from July 07, 2025 to January 06, 2026. Shareholders are requested to re-lodge after rectification of error with Registrar Transfer Agent (RTA) by 06.01.2026.

By Order of the Board
Sd/-
Kuldeep Jangir
Company Secretary

Date : 16/09/2025
Place : New Delhi

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SHARE DEPARTMENT, BOARD & CO-ORDINATION DIVISION
PLOT No. 4, DWARKA, SECTOR-10, NEW DELHI-110075
Email Id: hosd@pnb.bank.in

PUBLIC NOTICE
Notice is hereby given that Share Certificate of the Bank mentioned below has been reported lost/misplaced/stolen and the registered holders there of have requested for issue of duplicate share certificate:

Sr. No.	Name of Shareholders	Folio No.	Share Certificate No.	Distinctive No. of Shares	No. of Shares
1.	Savita A Singh Ajay Kumar Singh (Jt. Holder-1)	1069976	14079	6738056575- 6738056689	115

In case any person has any claim in respect of the said shares/any objection(s) for the issuance of duplicate certificate in favour of the above stated shareholder(s), he/she/they should lodge their claim or objection within 15 days of the date of publication of this Notice. If within 15 days from the date here of no claim is received by the Bank in respect of the said certificate, duplicate share certificate/letter of confirmation will be issued. The public is hereby cautioned against dealing in any way with the above mentioned certificate.

Date: 16.09.2025
Place: New Delhi

For Punjab National Bank
(Bikramjit Shom)
Company Secretary

Aditya Birla Sun Life Mutual Fund

Aditya Birla Sun Life AMC Limited(Investment Manager for Aditya Birla Sun Life Mutual Fund) Registered Office: One World Center, Tower 1, 17th Floor, Jupiter Mills, Senapati Bapat Marg, Elphinstone Road, Mumbai - 400 013. Tel: 4356 8000. Fax: 4356 8110/8111. CIN: L65991MH1994PLC080811

Record Date for Distribution

NOTICE IS HEREBY GIVEN THAT the Trustees of Aditya Birla Sun Life Mutual Fund have approved Friday, September 19, 2025*, as the Record Date for declaration of distribution under the Income Distribution cum Capital Withdrawal (IDCW) options in the following schemes, subject to availability of distributable surplus on the Record Date:

Name of the Scheme	Plans/Options	Quantum of Distribution per unit# on face value of Rs. 10/- per unit	NAV as on September 15, 2025 (Rs.)
Aditya Birla Sun Life Balanced Advantage Fund (An open ended Dynamic Asset Allocation Fund)	Regular Plan – IDCW	0.155	26.69
	Direct Plan – IDCW	0.176	30.40
Aditya Birla Sun Life Arbitrage Fund (An open ended scheme investing in arbitrage opportunities)	Regular Plan – IDCW	0.065	11.1743
	Direct Plan – IDCW	0.067	11.5468
Aditya Birla Sun Life Equity Hybrid '95 Fund (An open ended hybrid scheme investing predominantly in equity and equity related instruments)	Regular Plan – IDCW	3.159	180.52
	Direct Plan – IDCW	5.404	308.81
Aditya Birla Sun Life Dividend Yield Fund (An open ended equity scheme predominantly investing in dividend yielding stocks)	Regular Plan – IDCW	0.394	26.27
	Direct Plan – IDCW	0.716	47.73
Aditya Birla Sun Life Equity Savings Fund (An Open ended scheme investing in equity, arbitrage and debt)	Regular Plan – IDCW	0.235	13.45
	Direct Plan – IDCW	0.277	15.83
Aditya Birla Sun Life Retirement Fund - The 30s Plan (An open-ended retirement solution oriented scheme having a lock-in of 5 years or till retirement age (whichever is earlier))	Regular Plan - Payout of IDCW	1.049	17.490
	Direct Plan - Payout of IDCW	1.160	19.331
Aditya Birla Sun Life Retirement Fund - The 40s Plan (An open-ended retirement solution oriented scheme having a lock-in of 5 years or till retirement age (whichever is earlier))	Regular Plan - Payout of IDCW	0.985	16.416
	Direct Plan - Payout of IDCW	1.086	18.096
Aditya Birla Sun Life Retirement Fund - The 50s Plan (An open-ended retirement solution oriented scheme having a lock-in of 5 years or till retirement age (whichever is earlier))	Regular Plan - Payout of IDCW	0.759	12.6535
	Direct Plan - Payout of IDCW	0.831	13.8418
Aditya Birla Sun Life Retirement Fund - The 50s Plus - Debt Plan (An open-ended retirement solution oriented scheme having a lock-in of 5 years or till retirement age (whichever is earlier))	Regular Plan - Payout of IDCW	0.687	11.4534
	Direct Plan - Payout of IDCW	0.747	12.4421

The NAV of the schemes, pursuant to pay out of distribution would fall to the extent of payout and statutory levy (if applicable).

#As reduced by the amount of applicable statutory levy. *or the immediately following Business Day if that day is a non-business day.

All unitholders whose names appear in the Register of Unitholders / Beneficial owners under the IDCW options of the said schemes as at the close of business hours on the Record Date shall be eligible to receive the distribution so declared.

For Aditya Birla Sun Life AMC Limited
(Investment Manager for Aditya Birla Sun Life Mutual Fund)
Sd/-
Authorised Signatory

Date : September 16, 2025
Place : Mumbai

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.