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VARDHMAN SPECIAL STEELS LIMITED

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Ref. VSSL:SCY:MAY:2024-25

Dated: 2-May-2024

BSE Limited,
New Trading Ring,
Rotunda Building, P.J. Towers,
Dalal Street, MUMBAI-400001.
Scrip Code: 534392

The National Stock Exchange of India Ltd,
Exchange Plaza, Bandra-Kurla Complex,
Bandra (East),
MUMBAI-400 051
Scrip Code: VSSL

Sub: Newspaper publication of Financial Results for the Quarter/ Year ended 31st March, 2024.

Dear Sir/Madam,

Pursuant to Regulation 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith copy of newspaper publication of Financial Results for the quarter/ year ended 31st March, 2024 published in “Desh Sewak” and “Business Standard” on May 02, 2024.

This is for your information and records.

Thanking you,

FOR VARDHMAN SPECIAL STEELS LIMITED

(SONAM DHINGRA)
COMPANY SECRETARY

YARNS | FABRICS | THREADS | GARMENTS | FIBRES | STEELS

PAN NO.: AADCV4812B CIN: L27100PB2010PLC033930
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NOT SO SWEET ANYMORE

How India's relationship with sugar is turning sour

SHARLEEN D'SOUZA & AKSHARA SRIVASTAVA
Mumbai/New Delhi, 1 May

Six summers ago, Cadbury, owned by Mondelez, unveiled a campaign for its Dairy Milk chocolate brand to mark its 70th year in India: "Kuchhachchha hojaye". That is Hindi for "let something good happen". It built on a long-running campaign whose tagline was, "Kuchh meetha hojai", or let's have something sweet.

Both the campaigns were rooted in the Indian psyche, where for centuries, sweet has been synonymous with celebration. Not so much anymore.

Today, *achchha* (good) is being separated from *meetha* (sweet).

With rising incomes, education, and health awareness in India, especially in the big cities, droves of people are saying no to sugar. And the impact is being felt by multinational as well as indigenous brands making beverages, beverage mixes, and confectionaries that have high sugar content.

It is no coincidence that this comes at a time when India, which has had its battles with poverty and malnutrition, is now also facing the rising menace of obesity and lifestyle diseases such as diabetes.

"India faces a severe public health crisis of obesity and diabetes," stated a report titled 'The Junk Push', jointly brought out by the Breastfeeding Promotion Network of India and Nutrition Advocacy in Public Interest-India (NAPI), a think tank. In 2023, a group of public health experts, consumers, lawyers, and patient groups had called upon the government of India to check the soaring consumption of junk food among the country's youth.

On the back foot

Bournvita, which like Dairy Milk is a Mondelez brand, ran into controversy in April last year when social media

influencer Revant Himatsingka, who goes by "Foodpharmer" on Instagram, flagged the sugar content in the it and questioned its position in the market as a "health drink".

The product's pack says that it is a cereal-based beverage mix. Its ingredients include extracts of barley, millets, and wheat, along with sugar, cacoasolids, and milk solids, among others.

A few months on, the company reduced added sugars in the product by 14.4 per cent. It has also introduced a variant with 50 per cent less sugar.

The controversy got a new life when the Ministry of Commerce and Industries issued an advisory to ecommerce companies on April 10 to remove drinks and beverages, including Bournvita, from the "health drinks" category on their portals. This came after the National Commission for Protection of Child Rights, after an inquiry, concluded that there was no "health drink" defined under the Food Safety and Standards Act 2006.

The order came days after the Food Safety and Standards Authority of India (FSSAI) advised ecommerce platforms to ensure that dairy-, cereal-, and malt-based beverage mixes were not available under the "health drinks" or "energy drinks" category.

The Bournvita chatter was still going on when Swiss NGO Public Eye alleged that Nestle, the Swiss multinational, was adding sugar and honey to its infant milk and cereal range sold in low- and middle-income countries.

On Monday, Nestle India said the formulation of infant food products like Cerelac was done on the basis of global norms and sugars added to the products were within the limits set by the law and FSSAI.

"Every formulation of the company is done on a global basis. There is no local approach to making nutritional adequacy study, it is done globally," said Suresh Narayanan, chairman and managing director,

Nestle India. Earlier, a Nestle India spokesperson had said in a statement: "Reduction of added sugars is a priority for Nestle India. Over the past five years, we have already reduced added sugars by up to 30 per cent, depending on the variant."

A few days ago, Hindustan Unilever renamed its "health food drinks" to "functional nutritional drinks", putting popular brands such as Horlicks and Boost under the new category.

Mondelez, Nestle, HUL and others will find empathy with their fellow multinationals such as Coca-Cola and Pepsi, both of which have been feeling the rise of health-consciousness and have been trying for years to develop categories other than sugary soft drinks. Most notably, Indra Nooyi who was the CEO of PepsiCo for 12 years until 2018, took the company into snacks and food items, two of the highlights being oatmeal and sports drink.

It is not just the multinationals. If you hear the chatter on traditional media as well as social media, doctors, advisors, and influencers are warning people about the ill effects of sugar, and foods and drinks filled with sugar, including packaged juices. These are areas where several Indian companies have a large presence.

Anecdotally, fitness-conscious, headphone-wearing young folks in India's big cities are shunning the so-called white poisons in the kitchen: Salt, *maida*, and – of course – sugar.

Policy perspective

The recommended sugar intake is 20 grams a day for adults and 25 grams a day for those below 18. Not more than 5 to 10 per cent of a person's total energy intake should come from sugar. However, this limit is often breached because people tend to consume packaged foods.

Children under two are not supposed to consume any added

sugar, "which is why the allegation about Nestle adding sugar to Cerelac is so concerning," says Manoli Mehta, a Dubai-based nutritionist and clinical dietitian who also consults in Mumbai. "It is important that people are educated about reading labels on food packets."

She adds that front-of-the-pack nutrition labelling can be a boon.

Arun Gupta, a paediatrician and convenor – Nutrition Advocacy in Public Interest India, a think tank, says policy intervention is needed.

"Sugar is a worldwide problem and India is a huge market for global food products and hence becomes a target," he says. "A lack of comprehensive legal framework prevents action against such products containing high doses of sugar. The underlying problem is not the sugar content but the classification of products as healthy or unhealthy; the labeling of these products in that manner; and their advertisement, which should be on the basis of their contents."

FSSAI is currently considering the introduction of front-of-the-pack nutrition labelling and is looking at the recommendations by companies and industry bodies, according to a person in the know. It has received more than 10,000 recommendations.

Two other persons privy to the developments say the government does not want to depend on the western countries for guidance on dietary recommendations for Indians as the requirements here differ.

In September 2022, following discussions with stakeholders, the food regulatory authority had proposed an Indian Nutrition Rating, a star rating system that would assess the overall nutrition profile of a packaged food item and assign it a rating of anything from half a star to five.

Maybe we will one day hear a campaign that would say: *Kuchh stars hojaye* (Let there be a few stars).

OPINION

Small (car) is beautiful



AMBI PARAMESWARAN

model over the last few years has been Swift (in FY24). Wagon R seems to have scored a small win, and all others in the list of top ten cars are possibly bigger than the Swift.

Having worked on passenger vehicle advertising for more than 15 years (handling the Tata Motors account), I am often worried about the way carmakers are trying to 'upgrade' Indian buyers. There was a time when Maruti 800 was the dominant model, accounting for nearly 80 per cent. That changed with the launch of Hyundai Santro, Tata Indica and Daewoo Matiz. Suddenly, car buyers had a choice. Maruti saw the writing on the wall and launched Wagon R as a model that Maruti 800 users could upgrade to.

The second could be the availability of second-hand vehicles. Why buy a new Alto when you can get a five-year-old Swift? While trying to understand the tradeoff between new car and old car, I chance upon an interesting article in the Economist (March 9, 2024). Prof George Akerlof won the Nobel Memorial Prize in Economic Sciences in 2001 for his work

not feature in the top 10.

This defies logic. In India, in category after category, it is almost always that the small model, which offers maximum value for money, sells the most. This is to be expected given the huge middle- and lower-middle-class (interestingly, even in motorbikes, we are seeing a decline of the standard 100cc bikes). What could be the reason?

The first could be the rapid rise of small car prices, thanks to the implementation of the new pollution control norms – from BS IV to BS V, and soon to BS VI. All these changes end up increasing the cost of manufacture and the price to the consumer. The price advantage that a very small car enjoyed is no longer so attractive.

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on the analysis of asymmetric information in markets. Information asymmetry is when two parties don't have access to the same information. Prof Akerlof presented the topic in his article, "The Market for Lemons". The subject: used cars.

He proposed a simple model: there are used cars and there are new cars; then there are good cars and there are bad cars.

When you buy a new car, you know what you are getting (unless the dealer is pulling a fast one on you). But when you buy a used car, you don't know enough. The seller knows more about the car he or she is selling. Unfortunately, sellers tend to sell a bad used car as a good used car. Buyers get taken for a ride, in more ways than one. They develop distrust and hence tend to offer the lowest of low prices for a used car. This drives out sellers of good used cars (they tend to hang on to their cars for longer, I suppose). And the market is left with 'lemons'.

For the uninitiated, 'lemon' is the term used in America for bad cars. One of the all-time great Volkswagen ads had the word 'lemon' as a headline; the body copy then explained how a 'lemon' never leaves the factory. Coming to the point we started with, used cars tend to command a lower price than they deserve because

they are crowded out by 'lemons'. A seller with a good old car tends to withdraw from the market. The buyer is always a little worried about a used car.

We don't know if this is happening at scale in India. We also don't know how digital tools are helping buyers and sellers navigate the 'market of lemons'.

There could be one other reason why small cars are not growing, and this may be the bigger issue. Carmakers have stopped actively advertising their small cars (lower profit margins, higher service costs etc). And the lack of advertising and brand building inputs has removed the badge value and pride of ownership of small cars.

Remember the iconic 'Alto Let's Go' campaign? Or the 'Indica Club' that Tata Motors used to run? If carmakers want to attract small-town and rural buyers to buy new cars, they have to invest in brand building.

If they can do this, then small car sales will boom in small-town India and we will see continued growth of PVs in the country. Small cars hold the big key to growth.

The writer is a brand coach and founder, brand-building.com; he can be reached at ambimpg@brand-building.com

VARDHMAN SPECIAL STEELS LIMITED

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CIN: L27100PB2010PLC033930, PAN: AACV4812B

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Statement of Audited Financial Results for the quarter and year ended 31 March 2024

Sr. No.	Particulars	Quarter Ended			Year Ended	
		31 Mar, 2024 (Audited)	31 Dec, 2023 (Unaudited)	31 Mar, 2023 (Audited)	31 Mar, 2024 (Audited)	31 Mar, 2023 (Audited)
1	Total Income from Operations	44,812.23	40,565.21	42,723.34	169,118.28	177,374.50
2	Net Profit / (Loss) for the period (before Tax, Exceptional and / or extraordinary items)	4,389.09	2,916.48	1,802.29	12,285.78	13,430.57
3	Net Profit / (Loss) for the period before tax (after Exceptional and / or extraordinary items)	4,389.09	2,916.48	1,802.29	12,285.78	13,430.57
4	Net Profit / (Loss) for the period after tax (after Exceptional and / or extraordinary items)	3,279.22	2,180.60	1,367.63	9,162.80	10,044.78
5	Total Comprehensive Income for the period [Comprising Profit / (Loss) for the period (after tax) & Other Comprehensive Income (after tax)]	3,321.30	2,172.45	1,323.82	9,180.42	10,016.87
6	Paid-up equity capital (face value Rs. 10/- per share)	8,145.98	8,130.86	4,062.74	8,145.98	4,062.74
7	Reserves (excluding revaluation reserve)				63,789.48	60,158.66
8	Earnings Per Share (of Rs. 10/- each) (for continuing and discontinued operations) (a) Basic (b) Diluted	4.02 3.98	2.68 2.66	1.66 1.68	11.26 11.19	12.35 12.31

Notes:

- The above is an extract of the detailed format of quarterly and yearly Financial Results filed with the Stock Exchanges under Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. The full format of the detailed quarterly and yearly Financial Results are available on the websites of the Stock Exchanges i.e. www.bseindia.com and www.nseindia.com and also on website of the company www.vardhman.com / www.vardhmansteel.com.
- The Financial Results have been prepared in accordance with the Indian Accounting Standards (IND AS) as prescribed under Section 133 of the Companies Act, 2013 read with relevant rules issued thereunder.

For Vardhman Special Steels Ltd.,
Sd/-
(Sachit Jain)
Place : Ludhiana
Date : 01 May 2024
Vice-Chairman & Managing Director

FILATEX INDIA LIMITED

Regd Office : S.No.274, Demni Road, Dadra-396 193 (UT of Dadra & Nagar Haveli)
Corporate Identification Number (CIN) - L17119DN1990PLC000091

Extract of Statement of Audited Financial Results for the Quarter and Year ended March 31, 2024

S. No.	Particulars	Quarter Ended					Year ended (Audited)
		31.03.2024 (Audited)	31.12.2023 (Unaudited)	31.03.2023 (Audited)	31.03.2024 (Audited)	31.03.2023 (Audited)	
1	Total income from operations	1,02,584	1,08,295	1,04,678	4,28,590	4,30,387	
2	Net Profit for the period (before tax, exceptional and/or extraordinary items)	4,722	4,773	2,527	15,043	12,208	
3	Net Profit for the period before tax (after exceptional and/or extraordinary items)	4,722	4,773	2,527	15,043	12,208	
4	Net Profit for the period after tax (after exceptional and/or extraordinary items)	3,484	3,510	1,861	11,066	8,990	
5	Total Comprehensive Income for the period [Comprising profit for the period (after						

