

IPL e-auction: Zee may go solo, says CEO Punit Goenka

Entertainment company unlikely to bid with Sony as it re-enters sports broadcasting after six years

VINEET SUSAN PINTO
Mumbai, 1 June

Zee Entertainment Enterprises (Zee) may bid for media rights in the upcoming e-auction of the Indian Premier League (IPL) on its own, the company's managing director and chief executive officer Punit Goenka told analysts in a call.

This put to rest speculation that the entertainment major would bid for the cricket league along with Sony Pictures Networks India with whom it is merging.

Addressing investor queries, Goenka said the company had a strong balance sheet and could, therefore, go solo during the e-auction, which is slated for June 12. "We can participate in the IPL tender process on our own. We have a very healthy balance sheet. Certainly, we have the qualification to participate in the tender (process) on our own," he said.

Goenka's statement acquires significance as Zee has re-entered sports broadcasting after six years, announcing last week that it had picked up the global media rights for the UAE T20 League. The tournament, likely to happen this month, will air exclusively on Zee's television channels and its over-the-top (OTT) platform, ZEE5, in India and across the world.

While Zee had not specified the deal size or tenure of the contract, industry sources had estimated it to be around \$800-900 crore for 10 years, given that the league is new.

As far as the auction for the IPL media rights is concerned, Zee had picked up the bid documents for the 2023-27 media rights cycle along with a host of other companies, including Disney-Star, Sony, Viacom18-Bodhi Tree, Amazon, Apple, Google, Dream11, Sky Sports UK, SuperSport SA and Times Internet.

Goenka told analysts that Zee could either put in a bid for a single category (such as digital or television rights) or for all four categories as laid out by the

Board of Control for Cricket in India (BCCI) in the tender document.

"The ITI (invitation to tender) does not preclude us from bidding for either part or all of the media rights. We are evaluating our options as to what is the best strategy for the company going forward," he said.

Goenka also said that the company was looking at various options on funding its bid for the IPL media rights. "We don't have to pay any money upfront. It is only when the rights start, you have to pay for them," he told investors. "Till that time, there are instruments

such as bank guarantees that are available. We are evaluating all options," he added.

While the bids are likely to be around 20-25 per cent higher than the current base price of ₹33,000 crore, some media experts said they could even touch ₹50,000-60,000 crore on auction day, depending on bidders' appetite.

Amazon, Apple and Google may focus on digital rights, sources said. Attention, meanwhile, is shifting to broadcasters Disney-Star, Sony and Viacom18-Bodhi Tree with regard to their strategies for the auction.

Disney-Star and Sony Pictures Network India declined to comment when *Business Standard* reached out to them. Malls response till the time of going to press. Experts, however, said that Viacom18-Bodhi Tree may be the most aggressive of the three networks, given the expertise of Uday Shankar, former chairman of Star India and president of Walt Disney Asia Pacific, who is now the joint venture partner in Lupa Systems, an investment entity promoted by James Murdoch.

Bodhi Tree, which recently announced it was investing ₹13,500 crore in Viacom18, along with Reliance Industries, is a platform promoted by Lupa Systems and Shankar.

Start-ups power mobility for the specially abled

Chennai-based start-ups innovate to offer solutions that allow customers to lead more independent lives

JYOTI BANTHIA & NAMIT GUPTA
Kolkata/Ne Delhi, 1 June

First, some distressing news. About 2.2 per cent of Indians lived with some kind of disability, according to data from the National Statistics Office's 2011 Census. What's more, a report titled "Disabled Persons in India: A Statistical Profile 2016" by the Social Statistics Division under the Ministry of Statistics and Programme Implementation says nearly 20 per cent of these people have some kind of movement disability.

While the ramps at malls, hospitals and other establishments do make life somewhat easier for wheelchair-bound persons, they invariably need external assistance to get into or out of a car, for instance.

It is this problem that Yali Mobility Pvt Ltd, a start-up incubated at IIT Madras, has solved with the development of a device that helps such people become self-dependent for their mobility needs. Yali aims to minimise the pain of handicap by allowing wheelchair-bound persons to drive the contraptions on their own, without depending on others.

Here's how. Yali has developed a special electric mobility vehicle that has an in-built ramp-like structure at the rear, for the wheelchair to easily slip into and get attached to the vehicle, which comes with an e-differential, a mechanism that ensures better safety for the user.

In all three- and four-wheelers, a differential is a mechanical part that brings cornering stability and the power required for the vehicle's wheels to turn left or right.

Yali's vehicle does not have a mechanical differential in the axle shaft between two rear wheels. However, the firm uses the electric differential, or e-differential, for the ramp structure to facilitate easy ingress and egress for the wheelchair user.

"We have automated all the ingress-egress (entry and exit) processes, and the vehicle can be completely controlled by a single remote. The patient can directly get into the vehicle along with his or her wheelchair, and needn't rely on



A mobility product designed by NeoMotion

Firm footing

YALI MOBILITY has developed an electric mobility vehicle with in-built ramp-like structure at the rear, allows easy ingress and egress for wheelchair user, product launch by year-end and will be available on a lease-to-rent or a lease-to-own model

DEXTROWARE Devices has developed Mouseware, an Augmentative and Alternative Communication device that gives the user control over a mouse cursor by merely moving his or her head; priced at ₹15,000

NEOMOTION sells two products, NeoFly (priced at ₹40,000) and NeoBolt (₹55,000), across India. NeoFly can cover three to five times more distance with every push; NeoBolt is a motor-powered clip-on that converts NeoFly into a safe, roadworthy vehicle

anyone else to transfer from wheelchair to vehicle and vice versa. This gives better physical comfort," says Sakhivel Thayappan, director, Yali Mobility.

The firm plans to offer the product on a lease-to-rent or a lease-to-own model on a pilot basis (the product is expected to be launched by the year-end). Yali will collect a refundable deposit of ₹30,000 from the user for a 12-month lease agreement with a monthly rent outgo of ₹5,000-6,000.

At the end of the lease, the user can either extend it for another 12 months, or pay a fixed sum and buy the vehicle from Yali. Or simply return it. IIT Madras Incubation Cell holds about six per cent stake in Yali. The

product was developed by Yali in collaboration with Anil Prabhakar and Bobby George, professors from IITM's electrical engineering department.

The mouse that obeys the head Deep-tech enterprise Dextroware Devices has developed a product that helps people with upper-limb disabilities to control computers with head movements.

Dextroware Devices, also incubated in IIT-M, developed Mouseware, an Augmentative and Alternative Communication (AAC) device that gives the user control over a mouse cursor by merely moving his or her head.

"Similar AAC products made outside India start at ₹45,000 and a few

go till ₹120,000, whereas Mouseware is an integrated device with smartphone control, speech-to-text and switches, and is available for just ₹15,000," says Pravin Kumar, chief executive officer, Dextroware Devices. The product is different from others that use switches or speech-to-text that individually enable only clicks and voice-typing, respectively. Some also use camera-based technologies to track the user's head movement, which makes them expensive, remarks Kumar.

IITM holds an undisclosed stake in the company. The product has passed the EMI/EMC compliance tests and qualifies under the IEC 60601 medical standards.

Outdoor mobility

Another deep-tech start-up, NeoMotion, also incubated at IITM, took three years to develop two products at the institute that ease mobility for the differently-abled. The innovations, called NeoFly and NeoBolt, have been commercialised and are available across all 31 states in the country.

"For outdoor mobility, wheelchair users typically use modified scooters and tricycles. Very few can safely and independently move into these vehicles, due to which they are often confined at home. NeoFly and NeoBolt seek to address this problem," says Swostik Sourav Dash, co-founder and CEO of NeoMotion.

NeoFly is a personalised wheelchair designed to enhance health and lifestyle. Its 18 customisations ensure a perfect fit to the user's needs.

NeoFly can cover three to five times more distance with every push owing to the rigid posture, a rigid frame and an ergonomic pushbar. A 30 per cent smaller footprint for the same seating area enhances accessibility of narrow spaces.

Neo-Cushion, a cushion that comes with every NeoFly, is specially designed to enhance stability and ease of transfer.

NeoBolt, on the other hand, is a motor-powered clip-on that converts NeoFly into a safe, roadworthy vehicle. "It is designed to enable wheelchair users to go out into the world, explore life, get employed and have fun," says Dash.

NeoBolt eliminates the need to transfer into other vehicles and can be independently attached by the user within seconds. It has a maximum speed of 25 kmph and travels up to 30 km per charge. Dash claims it can safely be used on uneven terrains as well.

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LAURUS Labs

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NOTICE

NOTICE is hereby given that, pursuant to provisions of the Companies Act, 2013 and rules made there under read with the circulars issued by the Ministry of Corporate Affairs (MCA) and the Securities and Exchange Board of India (SEBI) allowing the companies to hold their Annual General Meetings (AGMs) through Video Conferencing (VC) or Other Audio Visual Means (OAVM) and dispatch of AGM Notice and Annual Report electronically, the 17th Annual General Meeting (AGM) of the Company is scheduled to be held on Thursday, the 30th day of June, 2022 at 04.00 PM through VC in compliance with the circulars of MCA and SEBI.

Further, the Register of Members shall be closed from June 24, 2022 to June 30, 2022 (both days inclusive) ("Book Closure dates") for the purpose of ascertaining the eligible shareholders for participating in AGM.

For the above purpose, the AGM Notice and the Annual Report will be dispatched electronically to the e-mail addresses of the members registered with the Company / Registrar and Transfer Agent (RTA) / Depository Participants as per the circulars of MCA and SEBI.

In this regard, the Members whose email ids for all communications are not registered with their Depository Participants are hereby requested to register/update their email ids with the respective Depository Participants or with M/s. KFin Technologies Limited (the Company's RTA) by following the below instructions:

- Send a request to the Company's RTA, M/s. KFin Technologies Limited on the email address - enward.ris@kfin.tech with subject line: **(unit-LAURUS LABS)** mentioning:

- For registering the email-address:
 - Folio No. / Client Id and DP-ID;
 - Name of the Shareholder;
 - Scan copy of the Share Certificate (for Physical Holders);
 - Self-attested scan copy of the PAN Card
 - Self-attested scan copy of the Aadhar Card

The AGM Notice and the Annual Report will also be made available on the website of the Company at www.lauruslabs.com and the Notice can also be accessed from the websites of the Stock Exchanges i.e. BSE Limited and National Stock Exchange of India Limited at www.bseindia.com and www.nseindia.com respectively.

The Company is providing the remote e-voting facility as well as e-voting facility during the meeting. The members who have not registered their email addresses with the Company/RTA or Depository Participants can also cast their vote through the remote e-voting system or through e-voting during the meeting and the detailed procedure for remote e-voting and e-voting shall be given in the AGM Notice.

Dividends:

The Members are also requested to register/update the Bank Account details for receipt of Dividend amount directly to their Bank Accounts with the respective Depository Participants.

For Laurus Labs Limited

Sd/-

G. Venkateswar Reddy
Company Secretary

Place: Hyderabad
Date : June 01, 2022

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