

Lizol, Dettol, Lifebuoy burnish the image

Celebrity couples to TikTok stars, disinfectants and cleaning agents are turning every famous face on the block to add gloss and sparkle to their brands

TE NARASIMHAN
CHENNAI, 27 APRIL

The ordinary cleaning agent is having a moment. Demand has never been higher, nor has its presence in the monthly essentials list been more secure. Besides, it isn't every day that disinfectants get a mention in a White House briefing, leading to heaps of memes and conversations around the brands in the category.

Naturally then there has been a surge in advertising by these brands; Lizol, Harpic, Dettol, Lifebuoy have all held steady on the list of top 10 advertisers on TV as per data from BARC (Broadcast Audience Research Council) for weeks. But more importantly, marketers point out, the brands are leveraging their time in the spotlight to invest in long term recall and a premium identity by leaning in more heavily on their celebrity endorsers and expanding their community of influencers.

Reckitt Benckiser's (RB) disinfectant brand Lizol has launched a nationwide awareness campaign #DisinfectTo Protect with a bevy of prominent faces. Kareena Kapoor Khan and Saif Ali Khan, Ritesh Deshmukh and Genelia D'Souza, Ganesh Venkatraman and Nisha Krishnan, and Twinkle Khanna are among those on the firm's list of endorsers.

Dettol, also from RB, has brought in actor Madhuri Dixit to speak about washing hands to prevent spread of viruses and its hand wash challenge led by Tiger Shroff on TikTok has several actors stepping up with



(Left to right) Saif Ali Khan is pushing the message for Lizol, Shilpa Shetty is spreading the word for Lifebuoy and Tiger Shroff for Dettol

their own versions. Sukhleen Aneja, CMO & marketing director, RB Hygiene South Asia said, "We would like to raise awareness on the need for disinfecting not just floors but multiple surfaces. We hope that with this campaign we can do our bit in raising awareness and making the world cleaner and healthier."

Lifebuoy, the soap, hand-wash and sanitizer brand of Hindustan Unilever, has turned to its endorser, actor Kajol Devgn, to amplify the message of cleanliness. On TikTok, the brand has designed a challenge that has many, including actor Salman Khan, dancing to its tune.

Lifebuoy however is not relying just on its celebrity power, the brand is invoking a strong sense of solidarity through public service ads where it does not promote its label overtly, but merely sets down the guidelines for staying safe during the pandemic.

Given the nature of the current crisis, the band of disinfectant brands has a big advantage

as its demand is likely to soar even higher in the coming months. In many places, the companies are unable to fill up the shelves fast enough as panic-buyers have swept them bare. Do these brands really need to advertise in such a situation?

Advertising veteran K V (Pops) Sridhar says that the way to look at the brand behaviour is to separate the strategic from tactical reasons. The surge in demand today is a tactical push, people are buying to fulfil a need and creating shortages. But this may not last, volumes might drop.

"Brands such as Lizol are investing in the brand so that they can sustain the growth, here is their opportunity to compete with the other major brands. Once you start investing in a brand, you can extend it. Today there may be only a floor cleaner, tomorrow it could come up with glass cleaner, kitchen scrubbers and many other products from the stable of the same brand. You are strengthening the brand, otherwise you will

just remain in the single category," Sridhar said.

Another reason to advertise even more now is that many brands are dealing with acute shortage as they are not able to keep pace with demand, be it in terms of production volumes or through a smooth supply of the goods. "These brands advertise to keep the brand alive so that people don't get used to an alternative and also for the goodwill of the brand," Sridhar added.

Big brands have an added responsibility in such crises, say marketers. Not only is it expected that they will make it to the shelves on time, customers also expect the brands to demonstrate their solidarity with the people. Smaller brands don't bear this burden, as they can merely step into the gap and make the most of the short term demand spike. But for the big brands, if they are able to keep the faith at this time, they can build a stronger brand, create sub-brands and expand their portfolio of products.

FROM PAGE 1

Signal from Modi...

All CMs, except Kerala's Pinarayi Vijayan, who sent his chief secretary, participated in the meeting. Nine CMs spoke while the rest sent in their suggestions.

The PM indicated that Covid-19 is here for a long haul and that people need to learn to live with it. He said masks and face covers would become part of our lives in the days ahead and reiterated the mantra of 'do gaz doori' or social distancing.

While hinting that the time hasn't come to lift the lockdown, which had yielded positive results, Modi asked states to focus on converting the red zones into orange, and thereafter to green zones. He said, "and now we have to think of the way ahead".

The CMs spoke of the need to address economic challenges, while demanding a stimulus package and resolution of the stranded migrant issue. The PM said, "we have to give importance to the economy as well as continue the fight against Covid."

Himachal Pradesh CM Jai Ram Thakur said his state had favourable conditions to allow economic activity as it has not seen any new cases in the past five days. "We need to learn to live with it (coronavirus)," Thakur said. Odisha's Naveen Patnaik suggested extending the lockdown by another month, a proposal which got support from Goa and Meghalaya. In a letter to Home Minister Amit Shah, Punjab CM Amarinder Singh asked for permission to open small businesses in areas except red zones.

However, Jharkhand CM Hemant Soren said he would not implement central guidelines on reopening shops due to the sudden surge in cases. West Bengal CM Mamata Banerjee said the central guidelines were at times contradictory and confusing.

While Uttar Pradesh continued to get its migrants back, including 12,000 from Haryana on Monday, Bihar CM Nitish Kumar said it was not possible to bring back students until the Centre revises lockdown guidelines. Puducherry's V Narayansamy said the PM did not respond to the demand for an economic package or on the issue of migrants. He, however, supported the view that lockdown should be extended.

Rajasthan's Ashok Gehlot said the PM lauded the extension of working hours of labourers, and that lockdown should be lifted from non-hotspot areas. He said people might die of hunger, if not coronavirus, if attention was not paid on economic revival.

Gujarat's Vijay Rupani apprised the PM of the steps taken in the state, including easing lockdown in a staggered manner, keeping small and medium vendors as well as labourers' well-being in mind.

RBI opens...

The move was also seen as a positive by the corporate debt markets, as corporate bond yields fell 10-15 basis points (bps) after the announcement. "Market participants were trying to reduce their exposure to corporate bonds, given the worries over liquidity following Franklin's move. However, there has been some easing on that front," said a senior bond trader with a private bank.

Experts say the impact of the move will depend on how banks and MFs come to terms on the valuations of the bond exposures. "This liquidity window via banks may not be effective to resolve the current problem. Banks are extremely risk averse in taking any credit exposure in their books," said Arvind Chari, head-fixed income and alternatives at Quantum Advisors.

"Portfolios that may need liquidity lines would be those with some issues. We will have to see how open banks are to offer liquidity lines to such schemes," said Vidya Bala, co-founder of Primeinvestor.in.

Observers are concerned given the lack of interest shown by banks in the targeted loan term repo operations. Sources suggest banks may avoid buying securities from MFs, and stay cautious on their lending. "Fund houses are not willing to take even a slight haircut or sell their portfolio even at par value. They want to book profit here, too, why banks should be interested?" said a banker at a PSU bank.

Banks are also closely looking at investment patterns of MFs. "Corporate bond investments are risky in this environment. About 30 per cent of funds with MFs are deployed in corporate bonds, 27 per cent in cash, equity and gold bonds. About 17 per cent are invested in commercial papers. The total investment corpus in AA, A, BBB papers is ₹1.2 trillion," said a treasury official at a private bank.

According to a person familiar with the RBI's thinking, banks availing liquidity under this window will be asked to produce proof of buying MF papers or portfolios. "If the RBI finds banks are taking the liquidity

line and not actually helping the MFs, they can be heavily penalised," the person said.

Gilt funds...

While the gilt category has benefited from sharp slide in yields, the returns have also been volatile reflecting the wild swings in the 10-year government bonds over the past six months. "It is not right to say gilt fund is the safest. It is safe from the point of view of credit risk but not safe in terms of interest rate risks. That is the reason we have had this kind of volatility," said Pankaj Pathak, a fixed-income fund manager at Quantum Asset.

Many believe the past one year returns are abnormal and one shouldn't expect similar returns going ahead. "Often investors invest based on past returns. That's not the prudent way to invest. We have seen much of the rally play out. There is a lot of uncertainty as of now. If the government announces a fiscal stimulus that will be good for the economy but bad for the bond market," said Pathak.

Time running out...

Localisation is another buzzword, especially for those who have substantial imports, which can be seriously disrupted by a pandemic. Over 50 per cent of Nippon Paints' raw materials are imported from China and Europe. It plans to explore more local sourcing instead.

Yet, there are doubts about rushing in. Some corporate leaders say that changing the production process makes no sense if it makes them uncompetitive. Hari Om Rai, director of Lava Mobiles, said, "You cannot change your cost advantage based on labour and go for automation or build warehouses to keep stock for import of components just in anticipation of a crisis or a disruption which might come. You can never compete."

Zomato...

Pravin Rungta, president, Mumbai chapter, National Restaurant Association of India (NRAI), said, "For aggregators it's a valuation game, but for us it's business."

When discounts started, the ratio was 90:10 (90 per cent was borne by the aggregators). "Restaurants that have been shut for more than 45 days will be desperate for business and may offer unreasonable discounts, but till when?" asked Rungta.

Jimmy Shaw, MD, The Waterfront Shaw, Lavasa (Bona Sera Hotels), said: "Our hoteliers believed that online aggregators were helping us to drive business but in the long term they have only increased our cost."

Restaurants working as parcel services are battling high input prices, lack of packaging material, labour crunch, and limited serviceability. "The customer will be the biggest loser. With Zomato's funding gone and costs up by 200 per cent, restaurants have no option but to do away with discounts or raise menu prices," a restaurant owner doing business with Zomato said.

Offers now will be fully funded by merchants with a maximum discount of ₹80 and a maximum discount percentile at 40 per cent.

GUJARAT METRO RAIL CORPORATION (GMRC) LIMITED
(SPV of Govt. of India and Govt. of Gujarat)
Block No. 1, First Floor, Karmayogi Bhavan, Behind Nirman Bhavan, Sector 10A, Gandhinagar, 382010, Gujarat, India
(CIN: U62000GJ2010SG059407)

TENDER NOTIFICATION No: GMRC / DDC / ELEV - VDCT + STNS & DEPOT / SURAT / PH-1 / 2020 Date: 28-04-2020

E-Tenders are invited from reputed and experienced Contractors for the following tender:

Tender Name	Tender Fees
(i) Detailed Design Consultancy Services for Corridor 1 From Sarthana Dead End (Ch: -450m) to end of UG Ramp (Ch: 3950m), Elevated Viaduct, Elevated Station (4 Stations) including viaduct portion within the stations and transition spans on either side of the stations" and	INR 25,000/-
(ii) Detailed Design Consultancy services for Corridor 2 from Bhesan Dead End (Ch: -949.63m) to Saroli Dead End (Ch: 17791.9m), Elevated Viaduct, Elevated Station (18 stations) including viaduct portion within the stations and transition spans on either side of the stations & depot at Bhesan" in connection with Surat Metro Rail Project, Phase - I"	

Interested bidders are requested to visit <https://gmrc.nprocure.com> for eligibility criteria, applying/ downloading the tender document. The last date and time for Bid Submissions of Tender is 15:00 Hrs on 16-06-2020.

Any alterations in Eligibility Criteria cum Qualification Requirements, and terms of the Tender Document, or any amendment to the Tender Document, etc, will be uploaded on <https://gmrc.nprocure.com> and GMRC's Website www.gujaratmetro.com without any obligation or press notification or other proclamation.

Sd/- Managing Director, GMRC, Gandhinagar

LAURUS Labs
Knowledge. Innovation. Excellence

Registered Office: Plot No.21, Jawahar Lal Nehru Pharma City, Paravada, Visakhapatnam - 531 021, Andhra Pradesh, India.

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Corporate Identity Number: L24239AP2005PLC047518

NOTICE

NOTICE is hereby given pursuant to Regulation 29 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby inform you that a meeting of the Board of Directors of the Company will be held on Thursday, April 30, 2020, inter-alia, to consider and approve the Audited Financial Results of the Company for the Financial Year ended March 31, 2020 and to recommend final Dividend, if any, on Equity Shares for the year ended March 31, 2020.

Further, the notice is also available on the website of the Company at www.lauruslabs.com.

By Order of the Board
For **Laurus Labs Limited**
Sd/- **G.Venkateswar Reddy**
Company Secretary

Place: Hyderabad
Date: April 24, 2020

Business Standard DELHI EDITION

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चालको NALCO
National Aluminium Company Limited
(A Government of India Enterprise)

E-TENDER NOTICE

Digitally signed online tenders through Central Public Procurement Portal are invited on two-part mode for the following works at NALCO, Damanjodi, Odisha.

1. Tender Ref No : T&C/AR/03/R-2067
Name of the Job : Mechanical Maintenance of Scraper Conveyor, Clinker Grinder, ESP, Boiler ducts, ADPH, AWP, Ash Brick Plant, DM Plant, OHP, Cooling Tower of SPP at Nalco , Damanjodi. **AGM (Mech) T&C**

2. Tender Ref No : T&C/Mines/C&C/R-1188, Name of the Job : Refurbishment of old and used crusher roll assembly & its associated accessories including erection and commissioning for toothed double roll crusher (TDRC-2) at Nalco Mines , Damanjodi. **AGM (Elect) T&C**

3. Tender Ref No : T&C/AR/03/R-2072
Name of the Job : Lime Unloading , stacking into Godowns and sampling from Wagons/Trucks /Tipplers inside Alumina Plant, Nalco, Damanjodi **DGM (T&C)**

4. Tender Ref No : T&C/AR/03/R-2074
Name of the Job : Product/raw material handling and related jobs at Special Grade Hydrate (SGH) Main Plant and Pilot Plant at Nalco Alumina refinery, Damanjodi. **DGM (T&C)**

5. Tender Ref No : T&C/Mines/H&A/R-1183, Name of the Job : Running of Canteen services for Contractors & Contract workers at Industrial Canteen of Nalco Mines, Damanjodi. **AGM (Elect) T&C**

6. Tender Ref No : AR/MMP/231/100048446, Name of the Job : Supply of 'Liners, Liner Bolts, Corksheet for BBD type 3448 Coal Mill' to Steam Power Plant at Alumina Refinery (AR), Nalco, Damanjodi, Odisha. **DGM (Materials) AR**

7. Tender Ref No : Matis/Mines/3000006599, Name of the Job : Supply, installation, commissioning and testing of Nitrogen Generation Unit" in Nalco's Panchapatnali Bauxite Mines. **AGM (Mats) Mines**

8. Tender Ref No : T&C/AR/03/R-2076
Name of the Job : All India transportation contract at M&R Complex, NALCO, Damanjodi. **DGM (T&C)**

9. Tender Ref No : Matis/Mines/Sprinkler/19-20/3000006359 & 9300003102, Name of the Job : Supply, installation, commissioning of auto water sprinkling system in NALCO's Panchapatnali Bauxite Mines. **AGM (Mats) Mines**

10. Tender Ref No : Matis/Mines/TDS SERVER/20-21/3000006381, Name of the Job : Supply, installation, commissioning of servers in TDS control room in NALCO's Panchapatnali Bauxite Mines. **AGM (Mats) Mines**

For details, visit www.nprocure.gov.in or www.nalcoindia.com. NB: Any updates/ amendment / extension of NIT will only be hosted in the above websites.

emami realty limited
(Formerly Emami Infrastructure Limited)
CIN: L45400WB2008PLC121426
Regd. Off: Acropolis, 13th Floor, 1858/1, Rajdanga Main Road, Kasba, Kolkata - 700107
Tel: 033 6625 1200. E-mail: infra@emamirealty.com Website: www.emamirealty.com

NOTICE OF POSTAL BALLOT TO THE MEMBERS

NOTICE is hereby given to the Members that pursuant to the provisions of Section 110 and other applicable provisions, if any, of the Companies Act, 2013 ("Act"), read with the Companies (Management and Administration) Rules, 2014 (including any statutory modification(s), amendment(s) or re-enactment(s) thereof for the time being in force), General Circulars No. 14/2020 dated 8th April, 2020 and No. 17/2020 dated 13th April, 2020 issued by the Ministry of Corporate Affairs, Government of India (MCA Circulars) and Regulation 44 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations") and other applicable law, if any, EMAMI REALTY LIMITED ("Company") is seeking approval from its members by passing the resolutions as set out in the Postal Ballot Notice dated 23rd April, 2020 ("Notice") by way of remote electronic voting.

In compliance with the provisions of Section 110 and other applicable provisions, if any, of the Act, read with the Companies (Management and Administration) Rules, 2014 and MCA Circulars, the Postal Ballot Notice has been sent by email on 27th April, 2020, only to those Members who have registered their email addresses with the Company or depository / depository participants. The communication of the assent or dissent of the members would take place through the remote e-voting system only.

To enable participation in the remote e-voting process by those shareholders, to whom physical Postal Ballot Notice could not be dispatched, on account of threat posed by COVID-19 and in light of the MCA Circulars, the Company, has made appropriate arrangements for registration of email addresses. Such shareholders who have not yet registered their email address, may temporarily get their email registered by contacting or writing a mail to Mr. S. K. Chaubey, Maheshwari Datamatics Pvt. Ltd., Registrar & Share Transfer Agent, at the email id - mdpdc@yahoo.com / Contact No. 70442 43107 or Mrs. Payel Agarwal, Company Secretary at the email id - infra@emamirealty.com. Post successful registration of the email, the shareholder would get soft copy of the Notice and the procedure for e-voting along with their User ID and Password to enable them to cast their vote through the remote e-voting system for this Postal Ballot.

The Notice has been sent / published/ displayed, for all Members whose names appear in the Register of Members/ List of Beneficial Owners as received from National Securities Depository Limited (NSDL) and Central Depository Services (India) Limited (CDSL) as on Friday, 17th April, 2020, being the cut-off date.

Notice is hereby given that the Members can vote on the businesses specified in the Notice during the period commencing on **Tuesday, 28th April, 2020 at 10.00 A.M.** and ending on **Wednesday, 27th May, 2020 at 5.00 P.M.** The e-voting module shall be disabled by CDSL for voting thereafter. Once the vote on the resolutions is cast by a Member, the Member shall not be allowed to modify it subsequently.

The Board of Directors has appointed Mr. Manoj Kumar Banthia, Partner, MKB & Associates, Company Secretaries, failing him, Mr. Raj Kumar Banthia, Partner, MKB & Associates, Company Secretaries, as a Scrutinizer to scrutinize the postal ballot process in a fair and transparent manner.

The Notice is available on our website at www.emamirealty.com and the website of CDSL at www.evotingindia.com.

To understand the process of e-voting, Members are requested to refer the "Frequently Asked Questions" and E-Voting manual available under the Download section of CDSL's e-voting website www.evotingindia.com. For any grievance or query, Members may contact Mr. Abhrajyoti Bera, Deputy Manager, CDSL at the email id helpdesk.evoting@cdslindia.com / Contact No. 08820274880 / Toll Free No. 18002005533 or Mr. S. K. Chaubey, Maheshwari Datamatics Pvt. Ltd., Registrar & Share Transfer Agent at the email id - mdpdc@yahoo.com / Contact No. 70442 43107 or Mrs. Payel Agarwal, Company Secretary at the email id infra@emamirealty.com.

By order of the Board
For **Emami Realty Limited**
(Formerly Emami Infrastructure Limited)
Sd/-
Payel Agarwal
Company Secretary
M. No. A22418

Place : Kolkata
Date : 27th April, 2020

TATA CONSULTANCY SERVICES LIMITED

NOTICE

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

This Notice is published pursuant to the provisions of Section 124(6) of the Companies Act, 2013 ("Act") read with the Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and Refund) Rules, 2016 notified by the Ministry of Corporate Affairs, as amended from time to time ("Rules").

The Act and the Rules, amongst other matters, contain provisions for transfer of unclaimed dividend to IEPF and transfer of shares, in respect of which dividend remains unclaimed for seven consecutive years or more to IEPF Account.

The required communication in this behalf is being sent to the shareholders at the earliest possible under the current situation. The complete details of the concerned shareholders whose dividends are unclaimed for seven consecutive years and whose shares are due for transfer to IEPF are being uploaded on the Company's website www.tcs.com.

In case the dividends are not claimed by the concerned shareholder(s) by **July 28, 2020**, necessary steps will be initiated by the Company to transfer shares held by the concerned shareholder(s) to IEPF without further notice in the following manner:

In case the shares are held:

- In physical form** - New share certificate(s) will be issued and transferred in favour of IEPF on completion of necessary formalities. The original share certificate(s) which stand registered in the name of shareholder will be deemed cancelled and non-negotiable.
- In demat form** - The Company shall inform the Depository by way of corporate action for transfer of shares lying in the demat account in favour of IEPF.

The shareholders may note that in the event of transfer of shares and the unclaimed dividends to IEPF, concerned shareholder(s) are entitled to claim the same from IEPF by submitting an online application in the prescribed Form IEPF-5 available on the website www.iepf.gov.in and sending a physical copy of the same, duly signed to the Company at its Registered Office along with requisite documents enumerated in Form IEPF-5.

The shareholders may further note that the details of unclaimed dividends and shares of the concerned shareholder(s) uploaded by the Company on its website www.tcs.com shall be treated as adequate notice in respect of issue of the new share certificate(s) by the Company for the purpose of transfer of shares to IEPF pursuant to the Rules. **Please note that no claim shall lie against the Company in respect of unclaimed dividend and equity shares transferred to the IEPF.**

In case the shareholders have any queries on the subject matter, they may contact **TSR Darashaw Consultants Private Limited**, Unit : Tata Consultancy Services Limited, 6, Haji Moosa, Patrawala Industrial Estate, 20, Dr. E. Moses Road, Mahalaxmi, Mumbai - 400 011, Tel: 91 22 6656 8484, Fax: 91 22 6656 8494, Website: www.tsrdarashaw.com.

For **TATA CONSULTANCY SERVICES LIMITED**
Rajendra Moholkar
Company Secretary

Place : Mumbai
Date : April 27, 2020
Registered Office:
9th Floor, Nirmal Building, Nariman Point, Mumbai 400 021
Tel: 91 22 6778 9595
Email: investor.relations@tcs.com website: www.tcs.com
CIN: L22210MH1995PLC084781

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