

# Creta rides up the charts on a safety pitch

How did Hyundai's SUV beat its way past the hatchbacks, sedans, and the Covid-19 panic lines, to become the most sold car in May?



TE NARASIMHAN  
Chennai, 8 June

Launched in the midst of a pandemic, Hyundai India's Creta sold over 3000 cars in May 2020, inching past Maruti Suzuki's Ertiga and Dzeira that have ruled the roost for most of the past year. How did an SUV, whose launch amid economic uncertainty and customer unease was believed to be poorly timed, manage to ride through the roadblocks?

Smart positioning, continued communication and a global design language have played a big role, say experts. Hyundai has positioned the SUV brand on a plank of personal and environmental concern, targeting its communication at the panicked post-pandemic customer. At the same time, the corporate branding too has stuck to messages of empathy and care, instead of relying on celebrity endorser as has been the case in the past. S S Kim, MD and CEO, Hyundai Motor India said that his company has been a quick adapter to the new normal imposed upon the indus-

try. "Creta has made a humble beginning with a reasonable performance in May," he said. Launched on March 16, the new Creta has notched up over 26,000 bookings and sold 3,212 units in May.

Creta has also expanded its market share in the SUV market, from 17.3 per cent in 2018 to 25.9 per cent, thereby pushing up Hyundai's SUV market share up from 19.3 per cent to 35.9 per cent. Other SUV brands from Hyundai include Venue and Kona. Creta's closest competitor is also a group brand, Kia Seltos. Other competitors for Creta include Tata Harrier, MG Hector and Renault Duster.

Sandeep Goyal, brand consultant and founder of Mogate Media, believes that the company has managed to carve out a separate identity for Creta, not just with respect to others in the market but also within the Hyundai family of SUVs by continuously updating the product. The first generation Creta was launched in 2015. Since then the car has sold more than 6.5 lakh units and much of this is because the car has reinvented

Cars	Figures in units
Creta	3,212
Ertiga	2,353
Dzeira	2,215
Bolero	1,715
Eeco	1,617

Source: Industry. All figures for May 2020

itself to keep pace with changing customer desires.

Tarun Garg, director, Sales, Marketing, and Service, at Hyundai Motor India explains that the Creta brand is built on six pillars. He lists them as a masculine and futuristic stance, intuitive experience and comfort, advanced connectivity, smart technology, powerful and efficient next-gen BSE Powertrain and Hyundai assurance.

The brand activated these pillars to crack open a door into the post-Covid-19 mindset. Safety and assurance of service was played up while the feature-rich positioning was used to stand out in the crowd. According to Goyal, Indian consumers are no longer afraid of paying for 'bells and whistles' making the add-on features

such as an electronically operated parking brake offering them an attractive pull factor. Plus he said, Creta has one of the largest portfolio of engine choices, which allows it to cater to a more varied customer base. This could hold the brand in good stead in a post-Covid-19 marketplace too as consumer reports (Nielsen and Kantar) indicate that customers are going to cut back on expenses but will also be willing to pay more for safety and small indulgences that make them feel good.

A recent survey by Cardekho showed that nearly 38 per cent of the respondents are looking to purchase a car, new or old, as soon as the lockdown is lifted. They are looking at an alternative to public transport and for such buyers, an SUV that serves many purposes is an attractive buy. Here Creta expects the price band (its base price is ₹9 lakh which goes up to ₹12.70 lakh) to work in its favour.

At the time of the launch the company knew it had a marketing challenge on its hands as customer sentiment had hit new lows in a lockdown. "When the customer sentiment is low, they look for empathy. We have been doing that in the last two to three months, under Hyundai Care," Garg said. Customers want to know what the brand is doing for the community and that too has been a key part of the brand's narrative.

Apart from fixing the advertising and promotional activities, the company also focused on its digital channels of engagement. Consequently, digital enquiries that used to be 12 per cent of its total enquiries shot up to as much as 32 per cent in May.

other facilities. Shifting of the remaining families can happen simultaneously. Works related to land filling, river channeling, and flood control are 95-100 per cent complete."

## Malls roll out red carpet but crowds missing on Day One

The retail outlets also followed the norm—just about half of them were open.

The Select CityWalk Mall—spread over 1.5 million sq ft—can accommodate more than 100,000 people. The allowed visitor count, going by the in every 75 sq ft rule, was 17,000. Estimates till late Monday afternoon showed only about 1,000 had stepped in so far.

The level of footfall was poor elsewhere too. Phoenix Marketcity, a key mall in Bengaluru, saw 20 per cent occupancy on Monday across the country. The response has been moderate but the conversion rate has been almost 90 per cent. The shopping ranged from fast-fashion to skincare to electronics," said Gajendra Singh Rathore, senior centre director at the mall. They are hopeful of footfall growing to 80 per cent by the weekend.

More than 250 malls were operational on Monday across the country. This is a fraction of the 650 plus large malls in India. While metros witnessed low footfall, malls in smaller cities were rather full. At Junction Mall in Durgapur, for instance, the reported footfall was 70 per cent of the usual numbers with 3,000 visitors making it to the venue by early evening. Lulu Mall in Kochi attracted as many as 10,000 visitors on Monday, according to executives. Elan Mall in Chandigarh too was bullish as 5,000 customers had already visited in the first few hours.

Others, such as Orion Mall in Bengaluru, are expecting business to grow. According to an executive at Brigade Group, which owns Orion Mall, footfall may grow to 70 per cent by Sunday.

Abdullah One, the city's largest mall, had a decent turnout even in poor weather. Despite waterlogging at the gates, the mall had seen a footfall of around 3,500 by afternoon. As part of the government's SOPs, the mall allowed only 100 stores to open on the first day. "Stores were asked to maintain all norms of hygiene and social distancing and maximum five customers at a time were allowed. We are also encouraging customers to use our in-house app for ordering at our food courts since restaurants within the malls are yet to open," said Jayen Naki, senior vice president—operations at Nexus Mall that operates the mall.

But, the Quest Mall in Kolkata, one of the best-selling mall, spent over ₹2,000 crore in pre-development works. Around 97 per cent of the structures have been removed. Only around 100 families need to be shifted and an independent committee headed by retired IAS officer Subodh Kumar has been appointed to look into the issues of project affected persons. "A Cidco official said, "GVK group can start work on runway and

The minister suggested the industry to submit their recommendations related to the ministry of corporate affairs or Sebi deadlines, so that necessary steps could be taken.

## Cidco puts GVK in the dock on airport project

"In this regard, MIAL/NMIAL is instructed to submit the necessary information, documents including confirmation that all the conditions precedent to the initial disbursement of the loan shall be satisfied in accordance with the agreements," it said.

The authority asked MIAL to show that it has made the equity contribution to the project according to the terms of the concession agreement. "MIAL should submit all the details and documents evidencing the infusion of such equity by MIAL and maintaining it since infusion," it said and asked for latest financial information of the bidders. Cidco also asked NMIAL to provide complete details of the actual expenditure made on the project till date.

Cidco's queries to GVK group on its financial health comes as the latter has been unable to secure funds from banks and start work on the project.

While Cidco has blamed the developer for delay, GVK has insisted upon availability of 100 per cent encroachment-free land before it commences construction according to the agreement.

This is the second time Cidco is writing to GVK about the fate of the project—thus showing the growing chasm between the partners. Earlier, Cidco had objected to the induction of investors—National Investment and Infrastructure Fund, Abu Dhabi Investment Authority, and PSP Investments of Canada—in November last year in GVK's airport holding company.

GVK and Cidco signed the concession agreement for the airport project in January 2018, setting 2021-end as the launch date. In July 2018, GVK tied up with YES Bank to raise loans of ₹10,300 crore but the agreement was not executed and no amount was disbursed. Now, negotiations are underway with State Bank of India for a loan.

Last July, Larsen & Toubro was awarded the engineering, procurement, and construction contract for the project, but it has not yet been given an authorisation to start work.

"We have spent over ₹2,000 crore in pre-development works. Around 97 per cent of the structures have been removed. Only around 100 families need to be shifted and an independent committee headed by retired IAS officer Subodh Kumar has been appointed to look into the issues of project affected persons," a Cidco official said. "GVK group can start work on runway and

► FROM PAGE 1

## Will consider corporation tax rate benefit extension: FM

The FM said demand for GST rate reductions would go to the GST Council, but the body of Union and state PMs is also looking at revenue. The decision for rate cut for any sector has to be taken by the Council, she said. The GST Council is likely to meet on Friday through video conferencing.

The minister assured the industry of all possible support. Sitharaman clarified that the Covid-19 Emergency Credit Facility covers all companies and not just micro, small and medium enterprises (MSMEs).

In the biggest reduction in 28 years, the government in September slashed corporation tax rates by up to 10 percentage points to attract private investment and push sagging economic growth. Base corporate tax for existing companies was reduced to 22 per cent from 30 per cent, and to 15 per cent from 25 per cent for new manufacturing firms incorporated after October 1, 2019, and starting operations before March 31, 2020.

On the question of liquidity, she said: "We have fairly clearly addressed the issue of liquidity. There is definitely the availability of the liquidity. We will look into it if there are still issues." She also said every government department had been asked to clear dues and if there are any issues with any department, the government would look into them.

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SOLUTION TO #3071

Very hard!

Solution tomorrow

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West Bengal State Rural Development Agency (WBSDA)

Notice inviting Abridge Expression of Interest is hereby called from experience, bonafide and reputed consultant firm for preparation of "Geo-Tagging of different facilities" of Purulia District. Time of Submission EOI upto 22/06/2020 at 3:00 PM, as per server clock. For details visit [www.wbprdnic.in](http://www.wbprdnic.in) and [purulia.gov.in](http://purulia.gov.in) and also be seen at the office of U/S on working time.

E.E./WBSDA, Purulia Div.

KRISHNANAGAR MUNICIPALITY

The Chairperson, Board of Administration, Krishnanagar Municipality invites NIT No. WB/MAD/10/20-21 for the work of "Supply of No Backhoe Loader" for Krishnanagar Municipality. The intending bidders are requested to visit the Website [tenders.gov.in](http://tenders.gov.in) for details.

Sd/-  
Chairperson  
Board of Administration  
Krishnanagar Municipality

IN STOCKHOLDINGS LIMITED

Regd. Off: Plot No. 31, Eshon Institutional Area, Sector-32, Gurgaon-120011 (Haryana). Phone: 0124-675500, Fax: 0124-437085. Email: [corporate@instockholdings.com](mailto:corporate@instockholdings.com). Website: [www.instockholdings.com](http://www.instockholdings.com)

NOTICE

Notice is hereby given pursuant to Regulation 47 read with Regulation 29 of the Securities and Exchange Board of India (Listing Obligations and Disclosures Requirements) Regulations, 2015, that a meeting of Board of Directors of the Company will be held on Tuesday, 16th June, 2020, inter-alia, to consider and approve the Audited Financial Results (Standalone & Consolidated) of the Company for the last quarter and financial year ended 31st March, 2020.

This Notice is also available on the website of the Company, [www.instockholdings.com](http://www.instockholdings.com) and also on the website of the National Stock Exchange of India Limited, [www.nseindia.com](http://www.nseindia.com).

For NB Stockholdings Limited

Sd/-  
ANIL DOLAL  
(Director)  
Date: 08.06.2020  
Place: Gurgaon

SMIS CAPITAL MARKETS LIMITED

Regd. Office: "Nehru", 4/1, 4, 1st Floor, Kolkata - 700 001. CIN No. 174300WB1802PLC02342. Tel: 033-2260-7400/7400/2402054. Fax: 033-2260-7402, 2402054. Email: [smifmail@gmail.com](mailto:smifmail@gmail.com), [cs.smif@gmail.com](mailto:cs.smif@gmail.com). Website: [www.smifcap.com](http://www.smifcap.com)

NOTICE

Notice is hereby given that pursuant to Regulation 29 read with Regulation 47 of the SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015, that a meeting of the Board of Directors of the Company will be held on Tuesday, June 30, 2020, at the registered office of the Company at 4, N. Road, 1st Floor, to consider and approve the Audited Financial Results for the quarter ended 31st March, 2020.

Further the said notice would also be available on the website of the Company, [www.smifcap.com](http://www.smifcap.com) and on the website of the BSE Limited, [www.bseindia.com](http://www.bseindia.com) where the Shares of the Company are Listed.

By Order of the Board  
(For SMIS Capital Markets Limited)

Sd/-  
Company Secretary  
Date: June 8, 2020 Senior Manager Legal

EASTERN RAILWAY

Tender Notice No. - SG.Tender/DST/E

SDA/327, dated 03.06.2020, e-tender is invited by SY DSTE, Eastern Railway,

Swedish for the following work: E-Tender No. - DSTE/70320-21/REV. Name of Work with its Location: Hiring of mini truck of 2 ton capacity for transportation of S&T materials to the site for maintenance of S&T assets under jurisdiction of SSE/SG/SOUTH-2 for two years. Tender Value: Rs. 12,12,925.92. Earnest Money to be deposited: Rs. 24,20,000. Tender Submission Start Date: 03.06.2020. Tender Submission End Date: 08.07.2020. Time: 14:00 hrs. Tender Bid Opening Date: 08.07.2020 at 14:30 hrs. Details may be available: [www.ireps.gov.in](http://www.ireps.gov.in)

SDA/2020-21

Tender Notice is also available at website: [www.easternrailways.gov.in](http://www.easternrailways.gov.in) or [www.ireps.gov.in](http://www.ireps.gov.in)

NOTICE

Notice is hereby given pursuant to Regulation 29 read with Regulation 47 of SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015, that a Meeting of Board of Directors of the Company will be held on Tuesday, 15th June, 2020 at 02:30 PM at its Registered Office at 62A, Dr. Meghnad Saha Road, Room No. 2, 2nd Floor, Southern Avenue, Kolkata-700029, to consider and adopt the Audited Financial Results for the 4th quarter and year ended 31st March, 2020 and other matters as per agenda.

Further, the trading window under SEBI (Prohibition of Insider Trading) Regulations, 2015 read with Code of Conduct (furnished by the Company for all designated persons and their relatives of the Company) has been already closed on 01/04/2020 and shall remain closed to 17/06/2020 (both days inclusive) for the purpose of announcement of the results.

The intimation is also available on the website of the Company [www.goldcresteducation.com](http://www.goldcresteducation.com) and Stock Exchanges website ([www.bseindia.com](http://www.bseindia.com)) and [www.nseindia.com](http://www.nseindia.com) for further details.

By order of the Board

For Golden Crest Education & Services Ltd.  
Sd/-  
Yogesh Lama  
(Whole Time Director)  
Date: 08.06.2020 DIN: 07799594

GOLDEN CREST EDUCATION & SERVICES LTD.

CIN: 15109WB1802PLC035565. Regd. Office: 62A, Dr. Meghnad Saha Road, Room No. 2, 2nd Floor, Southern Avenue, Kolkata-700 029. Email: [info@goldcrestindia.com](mailto:info@goldcrestindia.com). Website: [www.goldcrestindia.com](http://www.goldcrestindia.com)

NOTICE

Notice is hereby given pursuant to Regulation 29 read with Regulation 47 of SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015, that a Meeting of Board of Directors of the Company will be held on Tuesday, 15th June, 2020 at 02:30 PM at its Registered Office at 62A, Dr. Meghnad Saha Road, Room No. 2, 2nd Floor, Southern Avenue, Kolkata-700029, to consider and adopt the Audited Financial Results for the 4th quarter and year ended 31st March, 2020 and other matters as per agenda.

Further, the trading window under SEBI (Prohibition of Insider Trading) Regulations, 2015 read with Code of Conduct (furnished by the Company for all designated persons and their relatives of the Company) has been already closed on 01/04/2020 and shall remain closed to 17/06/2020 (both days inclusive) for the purpose of announcement of the results.

The intimation is also available on the website of the Company [www.goldcrestindia.com](http://www.goldcrestindia.com) and Stock Exchanges website ([www.bseindia.com](http://www.bseindia.com)) and [www.nseindia.com](http://www.nseindia.com) for further details.

By order of the Board

For Golden Crest Education & Services Ltd.  
Sd/-  
Yogesh Lama  
(Whole Time Director)  
Date: 08.06.2020 DIN: 07799594

T. SPIRITUAL WORLD LTD.

CIN: 16304WB1802PLC04076. Regd. Office: 4, Netaji Subhas Road, 1st Floor, Kolkata - 700 001. Email: [compliance@spiritualworld.com](mailto:compliance@spiritualworld.com). Website: [www.spiritualworld.com](http://www.spiritualworld.com)

NOTICE

Notice is hereby given pursuant to Regulation 29 read with Regulation 47 of SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015, that a Meeting of Board of Directors of the Company will be held on Tuesday, 15th June, 2020 at 5:00 PM at its Registered Office at 4, N. Road, 1st Floor, Kolkata-700 001, to consider and adopt the Audited Financial Results for the 4th quarter and year ended 31st March, 2020 and other matters as per agenda.

Further, the trading window under SEBI (Prohibition of Insider Trading) Regulations, 2015 read with Code of Conduct (furnished by the Company for all designated persons and their relatives of the Company) has been already closed on 01/04/2020 and shall remain closed to 17/06/2020 (both days inclusive) for the purpose of announcement of the results.

The intimation is also available on the website of the Company [www.spiritualworld.com](http://www.spiritualworld.com) and Stock Exchanges website ([www.bseindia.com](http://www.bseindia.com)) and [www.nseindia.com](http://www.nseindia.com) for further details.

By order of the Board

For T. Spiritual World Limited  
Sd/-  
Hannuman H. Singh  
(Whole Time Director)  
Date: 08/06/2020 DIN: 05398451

SHREE TULSI ONLINE.COM LTD.

CIN: 16304WB1802PLC035576. Regd. Office: 4, Netaji Subhas Road, 1st Floor, Kolkata - 700 001. Email: [investors@shreetulsi.com](mailto:investors@shreetulsi.com). Website: [www.shreetulsi.com](http://www.shreetulsi.com)

NOTICE

Notice is hereby given pursuant to Regulation 29 read with Regulation 47 of SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015, that a Meeting of Board of Directors of the Company will be held on Tuesday, 17th June, 2020 at 02:30 PM at its Registered Office at 4, N. Road, 1st Floor, Kolkata - 700 001, to consider and adopt the Audited Financial Results for the 4th quarter and year ended 31st March, 2020 and other matters as per agenda.

Further, the trading window under SEBI (Prohibition of Insider Trading) Regulations, 2015 read with Code of Conduct (furnished by the Company for all designated persons and their relatives of the Company) has been already closed on 01/04/2020 and shall remain closed to 17/06/2020 (both days inclusive) for the purpose of announcement of the results.

The intimation is also available on the website of the Company [www.shreetulsi.com](http://www.shreetulsi.com) and Stock Exchanges website ([www.bseindia.com](http://www.bseindia.com)) and [www.nseindia.com](http://www.nseindia.com) for further details.

By order of the Board

For Shree Tulsi Online.Com Limited  
Sd/-  
Vinod Kumar Bortha  
(Whole Time Director)  
Date: 08.06.2020 DIN: 07807648

PUBLIC NOTICE

Form No. INC - 26  
(Pursuant to Rule 30 of the Companies (Incorporation) Rules, 2014)

BEFORE THE CENTRAL GOVERNMENT,

EASTERN REGION, KOLKATA

In the matter of, Section 13 (4) of Companies Act, 2013 and clause (a) of sub-rule (5) of Rule 30 of the Companies (Incorporation) Rules, 2014

AND  
In the matter of Lakshya Commercial Private Limited ("The Company") (CIN: U51909WB2004PTC100253) having its registered office at 14, Ramkrishna Nagar, P.O. Baneston P.S. Regent Park, Kolkata 700 070 (West Bengal)

..... Petitioner

Notice is hereby given that the General Public that the Company proposes to make application to the Central Government for Section 13 (4) of the Companies Act, 2013 seeking confirmation of alteration of the Memorandum of Association of the Company in terms of the Special Resolution passed at the Extra Ordinary General Meeting held on Saturday, the 6th day of June, 2020 to enable the Company to change its Registered office from "State of West Bengal" to "NCT of Delhi".

Any person whose interest is likely to be affected by the proposed change of the registered office of the Company may deliver either on the MCA-21 portal ([www.mca.gov.in](http://www.mca.gov.in)) by filing an objection, complaint form or cause to be delivered or sent by registered post of his/her objection supported by an affidavit stating the nature of his/her interest and grounds of opposition to the Regional Director, Eastern Region, Ministry of Corporate Affairs, at the Extra Ordinary General Meeting, 3rd Floor, 254A, A.C. Jee Road, Kolkata 700 020 (W.B.)

(Fourteen) days of the date of publication of this notice with a copy of the same to the Applicant Company at its Registered Office at the address mentioned below:

14, Ramkrishna Nagar, P.O. Baneston P.S. Regent Park, Kolkata 700 070 (W.B.)

For And on Behalf of the Applicant Lakshya Commercial Private Limited Sd/-  
Bal Bahadur Karik  
Director  
Date: 08.06.2020  
Place: Ghazipur

Re: 1/- Air Surcharge for North East States

HEAVY ENGINEERING CORPORATION LIMITED

DHURWA, RANCHI - 834004

OPEN TENDER NOTICE (E-TENDERING)

Sl No Tender No & Date Brief of Item Last date of submission of Tender Tender Opening Date & Time

HMP 1 PUR/HMP/2019/0511/18-0025 Date: 03.06.2020 TIT 10.00 PM 11.06.2020 at 3:00 PM

N.B. Offers through E-tender website ([www.etenders.gov.in](http://www.etenders.gov.in)) will be accepted only. For any change/interruption including extension shall be published/extended only on website [www.etenders.gov.in](http://www.etenders.gov.in)

For details of tender, please visit [www.hectid.com](http://www.hectid.com) or [www.etenders.gov.in](http://www.etenders.gov.in)

HEC BUILDS THE MACHINES THAT BUILD THE NATION

HEAVY ENGINEERING CORPORATION LIMITED

DHURWA, RANCHI - 834004

TENDER NOTICE FOR PROCUREMENT OF TIN INGO THROUGH E-TENDERING