

September 06, 2024

**The Manager,
Listing Department,
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001.
BSE Scrip Code: 532636**

**The Manager,
Listing Department,
The National Stock Exchange of India Ltd.,
Exchange Plaza, 5th Floor, Plot C/1, G Block,
Bandra - Kurla Complex, Bandra (E),
Mumbai 400 051.
NSE Symbol: IIFL**

Sub: Newspaper Publications - intimating dispatch of Notice of the 29th Annual General Meeting and Annual Report for FY 2023-24

Dear Sir/Madam,

Pursuant to Regulation 30, 44 and 47 of Securities and Exchange Board of India (“SEBI”) (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“the Listing Regulations”) and Section 108 of the Companies Act, 2013 read with Rule 20 of Companies (Management and Administration) Rules, 2014, as amended from time to time, and applicable Circulars issued by Ministry of Corporate Affairs in this regard, we hereby enclose copies of newspaper clippings of advertisement published on September 06, 2024 in the following newspapers, intimating dispatch of Notice of the 29th Annual General Meeting (“AGM”) of the Company together with Annual Report for FY 2023-24 and instructions *inter-alia* for remote e-voting and e-voting at the AGM:

Financial Express (in English);
Free Press Journal (in English); and
Navshakti (in Marathi).

The Newspaper Publications can also be accessed on the website of the Company, i.e., www.iifl.com.

Kindly take the same on record and oblige.

Thanking You,

For IIFL Finance Limited

Samrat Sanyal
Company Secretary & Compliance Officer
Email Id: csteam@iifl.com
Place: Mumbai

Encl: As above

IIFL Finance Limited

CIN No.: L67100MH1995PLC093797

Corporate Office – 802, 8th Floor, Hubtown Solaris, N.S. Phadke Marg, Vijay Nagar, Andheri East, Mumbai 400069

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Regd. Office – IIFL House, Sun Infotech Park, Road No. 16V, Plot No. B-23, Thane Industrial Area, Wagle Estate, Thane – 400604

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Movie chains ride the nostalgia wave

SHUBHANGI SHAH
New Delhi, September 5

WHEN LAILA MAJNU, written by Imitiaz Ali, hit the screens in 2018, it struggled at the box office, earning only ₹2.18 crore in its initial run. Yet, in Kashmir, where the film is set, it resonated deeply with the audience.

"The film was so relatable—the culture, the songs, the mannerisms. It really touched our hearts," said 24-year-old student Tamanna Andrabi, who initially watched it on a laptop since Kashmir only got its first theatre in 2022.

When the film was re-released on August 9, six years later, Andrabi knew she had to see it on the big screen. "Watching it in a theatre was a completely different experience," she said, her excitement evident.

Amidst the box office slump, with recent releases like *Bade Miyan Chote Miyan* and *Maidaan* failing to make an impact, the film industry is turning to re-releasing old classics. Reviving films such as *Rockstar* and *Laila Majnu* could be key to ending the dry spell, sparking renewed interest in the big screen, and reigniting a passion for theatre-going.

The golden era of Bollywood, especially the 1960s and the 70s, continues to captivate today's youth with timeless gems that embody the magic of Hindi cinema.

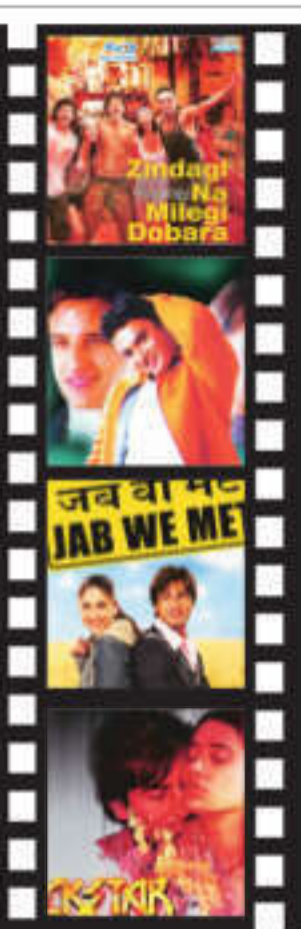
With most new releases underperforming and the film industry still reeling from the impact of the pandemic, several old films—already available on OTT platforms—are being re-released to surprising success, winning renewed love from fans.

"Re-runs of classic and older films like *Rockstar* (2011), *Laila Majnu* (2018), *Ghillie* (2004), *Jab We Met* (2007), *Zindagi Na Milegi Dobara* (2011), *Mantahan* (1976), *Pyaasa* (1957), *Devadoothan* (2000), *Paiyya* (2010), *Dheena* (2001), *Thupakkki* (2012) and *Rehnaa hai Terre Dil Mein* (2001) have been

OLD IS GOLD

Reviving films such as *Rockstar* and *Laila Majnu* could be key to ending the dry spell, sparking renewed interest in the big screen, and reigniting a passion for theatre-going

The golden era of Bollywood, especially the 1960s and the 70s, continues to captivate today's youth with timeless gems that embody the magic of Hindi cinema



Several old films are being re-released to surprising success, winning renewed love from fans

International classics such as *The Godfather* and *Titanic* have also drawn impressive crowds, contributing significantly to revenues

met with an enthusiastic response, particularly among movie enthusiasts and fans of nostalgic cinema," said Sanjeev Kumar Bijli, executive director, PVRINOX Ltd. "We are observing an average occupancy rate of as high as 50% for these screenings, which is quite encouraging," he added.

In terms of business, several of these re-runs "have surpassed our expectations," Bijli said, highlighting, "a film like *Rockstar* did over ₹10 crore of net box office collection (NBOC), and *Laila Majnu* has done over ₹7 crore NBOC in India and running. Similarly, international classics such as *The Godfather* and *Titanic* have drawn impressive crowds, contributing significantly to our box office revenues during their re-release periods."

Just like *Laila Majnu*, the Mohanlal-starrer *Devadoothan*, which initially flopped at the box office in 2000, has made a remarkable comeback. According to Forum Reelz, the film's re-release on July 26 has become the most successful re-run in Kerala's cinematic history, earning ₹5.2 crore globally.

Among the re-runs, Ali's films, many of which have

gained a cult following over the years, have been particularly successful. Describing the trend of re-runs as a "people-led movement," the *Jab We Met* director told a news agency in a recent interview: "They first asked for *Rockstar*, and then *Laila Majnu*. I'm thankful to the audience for starting this new trend, proving that a film is permanent and can always be brought back to the theatre."

On the intent behind re-releasing old films, especially since these are readily available on OTT platforms, Bijli said, "These movies often hold a special place in the hearts of moviegoers, and by bringing them back to theatres, we cater to that nostalgia while also introducing these cinematic gems to newer generations who may not have had the chance to see them in their original release."

"This isn't a new trend," said film critic and trade analyst Taran Adarsh, referring to the regular re-runs of classics such as *Sholay*, *Zanjeer*, *Mother India*, and *Amar Akbar Anthony*, among others, "before the advent of satellite and digital media."

Crisis man Axar Patel responds again, sends strong reminder to selectors

Patel's 86 lifts India D in Duleep Trophy match

SANDIP G
September 5

THE STOCKS OF Axar Patel, the red ball terminator on crumbling tracks, have plummeted. But the profile of Axar, the crisis man with the bat down the order, continues to rise, effectively guaranteeing a spot in the Test squad, or even recommending his case to the first eleven.

His scorching 86 off 118 against India C in Anantapur, accounting for half the runs India D put on the board (164), was a knock he has played several times in his career. The side in distress, a step away from obliteration, and Axar firefought with an array of blistering strokes and defiant defence, an approach that has fetched him a robust average of 35.88 in 22 outings, and one that could bring him more Test caps.

When he strode in, India C seamers had reduced India D to 34 for 5 on a surface with lateral movement and bounce. The ball hemmed and hooped, but Axar diligently clung on, seeing off the seamers Anshul Kamboj and Vijaykumar



Axar Patel firefought with an array of blistering strokes FILE PHOTO

Vyshak, bedding in and then taking on the spinners. His first run came off the 18th ball, the first four arriving off the 25th ball, a thud through extra cover. Of all their batsmen, he alone had the discretion to leave balls outside the off-stump and the technical adeptness to stretch forward and defend. He alone had the

wisdom to seize moments too.

Once he began to lose partners — India D tottering at 76/8 — and the surface its sting, he began to employ his tremendous reach and fluent bat-swing to good effect. To the spinners, he would clear his right leg and clump them either straight down the ground or through mid-

wicket. Left-arm spinner Manav Suthar bore the brunt, as Axar smacked him for a pair of sixes and a four in the space of four balls, an onslaught reminiscent of his dismembering of the Australian spinners in Nagpur last year. Off-spinner Hrithik Shokeen could have had him stumped on 54, but Axar made most of the life by smoking him for consecutive sixes.

He didn't spare the seamers either. Himanshu Chauhan was scythed for successive boundaries, one past him and the other through extra cover, both flat and powerful drives, before Anshul Kamboj was clipped through fine-leg. For much of the innings, he stole a single off the last or the penultimate ball, shielding Arshdeep Singh in an innings resurrecting stand of 84 runs, of which the latter contributed 13 runs.

The cornerstone of his batting is his uncluttered batting, like a pure scythe of a sickle. There is no fear, or doubt, no second thoughts, as he swings the bat through a crisp line. Even when hitting across, his head doesn't waver, the body doesn't flail, the balance is immaculate. Adeserved three-figure mark eluded, but he reinforced why the Indian team management insists with him. He could be as

important a figure in the Gautam Gambhir era as he was in the Rahul Dravid reign. His day wasn't finished, as he returned to pick two wickets, with India C ending their day on 91/4.

Iyer's continuing woes

Shreyas Iyer could console that it was not a short ball that nailed him. But that would hardly be an encouragement if he were to watch the dismissal. Rather, it was even more damning an expose of his technique. His front-foot nervously half-forward, hands hard and stabbing away from the body at a good-length Vyshakh Vijaykumar ball that moved a shade away after pitching. Iyer would loathe watching the dismissal video again, as time is running out for him to push his case for the Bangladesh series. Runs have dried up for him after the ODI World Cup. His mealy returns against South Africa (away) and England (home) have put his Test spot in jeopardy. Though he missed the last three Tests against England due to injuries, the path back looks arduous if keeps getting out like this.

Brief scores: India D 164 (Axar Patel 86; Vijaykumar Vyshak 3/19, Himanshu Chauhan 2/22) vs India C 91/4.

SRK, Thalapathy Vijay highest celebrity taxpayers

Among cricketers, Virat Kohli is the highest taxpayer

PRESS TRUST OF INDIA
New Delhi, September 5

BOLLYWOOD SUPERSTAR SHAH Rukh Khan topped the list of celebrity taxpayers with advance tax payment of ₹92 crore in 2023-24, followed by Tamil actor 'Thalap-

athy' Vijay at a distant second, according to a list compiled by Fortune India Magazine.

Fortune India's 'The Star Cast' list is based on advance tax payments by celebrities and places film star Salman Khan in the third position and Bollywood icon Amitabh Bachchan in fourth place.

Virat Kohli paid ₹66 crore in advance tax in 2023-24 fiscal — making him the highest taxpayer among cricketers in the country.



Shah Rukh Khan has topped the list of celebrity taxpayers

"Shah Rukh Khan tops the list of celebrity taxpayers in FY24 while Tamil superstar 'Thalapathy' Vijay moves

ahead of the likes of Salman Khan, Amitabh Bachchan and Virat Kohli to emerge second (Advance Tax payment, FY24)," Fortune India said.

According to Fortune India, 'Thalapathy' Vijay paid an advance tax of ₹80 crore, followed by Salman Khan (₹75 crore), and Amitabh Bachchan (₹71 crore).

Many other well-known faces from the film and entertainment industry, including Ajay Devgn (₹42 crore), Ran-

bir Kapoor (₹36 crore), Hrithik Roshan (₹28 crore), Kapil Sharma (₹26 crore), Kareena Kapoor (₹20 crore) and Shahid Kapoor (₹14 crore) made it to the coveted list.

Actors Mohan Lal and Allu Arjun both paid advance taxes of ₹14 crore each and Kiara Advani (₹12 crore).

Both Katrina Kaif and Pankaj Tripathi paid ₹11 crore advance tax, while Aamir Khan shelled out ₹10 crore in FY24.

Report: Average household food spending falls to less than half since 1947

PRESS TRUST OF INDIA
New Delhi, September 5

INDIA'S AVERAGE HOUSEHOLD spending on food has fallen to less than half of the total monthly expenses for the first time since 1947, according to a recent working paper by the Economic Advisory Council to the Prime Minister (EAC-PM).

The paper titled 'Changes in India's Food Consumption and Policy Implications: A Comprehensive Analysis of Household Consumption Expenditure Survey 2022-23 and 2011-12 further said significant changes are unfolding in India's food consumption pattern.

According to the paper, the share of total household expenditure on food has declined substantially in rural and urban areas across all states and UTs.

"It is the first time in modern India (post-independence) that average household spending on food is less than half the overall monthly spending of households and is a marker of significant progress," it said.

The paper is a comprehensive analysis of the Household Consumption Expenditure Survey 2022-23 and comparison with 2011-12.

"Overall, there has been a significant increase in households' average monthly per capita expenditure across rural and urban India across all states and UTs," the paper said, adding that the magnitude of the rise is substantial but varies across states and regions.

For example, the paper said among rural areas, West Bengal has seen a consumption expenditure growth of 151% in the period between 2011-12 and 2022-23, while Tamil Nadu witnessed a growth of approximately 214%.

Sikkim witnessed a consumption expenditure growth of a massive 394%.

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NOTICE OF 29th ANNUAL GENERAL MEETING AND E-VOTING INFORMATION

Notice is hereby given that the 29th (Twenty-Ninth) Annual General Meeting ("AGM") of IIFL Finance Limited ("the Company") will be held on **Monday, September 30, 2024, at 11:30 a.m. (IST) through Video Conferencing ("VC")/Other Audio Visual Means ("OAVM")** to transact the businesses specified in the Notice convening the AGM. The Company has sent the Annual Report for FY 2023-24, the 29th AGM Notice ("the Notice") and e-voting procedure on Thursday, September 05, 2024, through electronic means to Members whose e-mail addresses were registered with the Company/Depositories in compliance with all the applicable provisions of the Companies Act, 2013, ("the Act") and General Circular No. 14/2020 dated April 08, 2020, No. 17/2020 dated April 13, 2020, No. 20/2020 dated May 05, 2020 and various subsequent Circulars latest being No. 09/2023 dated September 25, 2023 and such other related circulars issued from time to time by the Ministry of Corporate Affairs ("MCA Circulars") and by the Securities and Exchange Board of India ("SEBI") dated May 12, 2020, January 15, 2021, May 13, 2022, January 05, 2023 and October 07, 2023 ("SEBI Circulars").

In terms of Section 108 of the Act read with Rule 20 of the Companies (Management and Administration) Rules, 2014, as amended from time to time and Regulation 44 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, the Company is providing the facility to its Members to exercise their right to vote by electronic means on any or all of the businesses specified in the Notice, through e-voting services of Link Intime India Private Limited ("Link Intime"). The details pursuant to the Act are as under:

- Members holding shares either in physical form or in demat form, as on the cut-off date i.e., **Monday, September 23, 2024**, are eligible, to exercise their rights to vote by remote e-voting/e-voting system during the AGM on any or all of the businesses specified in the Notice;
- The remote e-voting will commence on **Wednesday, September 25, 2024, from 9:00 a.m. (IST)**;
- The remote e-voting will end on **Sunday, September 29, 2024, at 5:00 p.m. (IST)**;
- The remote e-voting module shall be disabled for voting thereafter and once the vote on a resolution is cast by the Member, he/she shall not be allowed to change it subsequently or cast the vote again;
- Members can participate in the AGM even after exercising their right to vote through remote e-voting but shall not cast their vote again at the AGM;
- The facility for e-voting will also be made available during the AGM and those Members present at the AGM through VC/OAVM facility, who have not cast their vote on the resolutions through remote e-voting and are otherwise not barred from doing so shall be eligible to vote through e-voting system at the AGM;
- Only a person whose name is recorded in the Register of Members or in the Register of Beneficial Owners maintained by the Depositories as on the cut-off date i.e., **Monday, September 23, 2024**, shall be entitled to avail the facility of remote e-voting as well as e-voting at the AGM;
- Members who are holding shares in physical form or non-individual Members who acquire shares of the Company and becomes a Member of the Company after the Notice has been sent electronically by the Company, and hold shares as on the cut-off date i.e. **Monday, September 23, 2024**, may obtain the User ID and Password by sending a request at mt.helpdesk@linkintime.co.in or by raising an email query at https://liiplweb.linkintime.co.in/mthelpdesk/Service_Request.html. However, if they are already registered with Link Intime for remote e-voting, then they can use their existing User ID and Password for casting the vote;
- In case of individual Member holding securities in demat mode and who acquire shares of the Company after the Notice has been sent electronically by the Company, and hold shares as on the cut-off date i.e., **Monday, September 23, 2024**, may follow steps mentioned in the Notice under "Information and other instructions relating to e-voting";
- Members are requested to intimate changes, if any pertaining to their name, postal address, email address, telephone/mobile numbers, Permanent Account Number (PAN), mandates, nominations, power of attorney, bank details such as name of the bank and branch details, bank account number, MICR code, IFSC Code, etc., as mentioned in the AGM Notice;
- The Board of Directors of the Company has appointed CS Nilesh Shah or failing him CS Mahesh Darji or failing him CS Hetal Shah, Practicing Company Secretaries of M/s. Nilesh Shah and Associates, Mumbai as Scrutinizer, to scrutinize the e-voting process in a fair & transparent manner.

The Annual Report for FY 2023-24 along with the Notice is available on the website of the Company i.e. www.iifl.com, 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, and also on the website of Link Intime (agency for providing the remote e-voting/e-voting facility during AGM) i.e. <https://instavote.linkintime.co.in>

In the case of queries/grievances relating to e-voting, Members may refer to the Frequently Asked Questions ("FAQs") and InstaVote e-Voting manual available at <https://instavote.linkintime.co.in>, under "Help" Section or send an e-mail to enotices@linkintime.co.in or contact on 022 - 4918 6000 or contract Mr. Jay Prakash VP, Sr. Team Leader - Link Intime, address: C-101, 247 Park, L.B.S. Marg, Vikhroli (West), Mumbai - 400 083, e-mail id: mt.helpdesk@linkintime.co.in, Tel: 8108116767.

Members who need technical assistance regarding attending the AGM can send an e-mail to instameet@linkintime.co.in or call at 022-49186175.

For IIFL Finance Limited
Sd/-
Samrat Sanyal
Company Secretary & Compliance Officer
(ACS: 13863)

Place: Mumbai
Date: September 05, 2024

Values that bind

Presents

The Indian EXPRESS AQDA

Co-presented by

Lovlina Borgohain

Manu Bhaker

in conversation with

Mihir Vasavda
Deputy Associate Editor
The Indian Express

Associate Partners

Hydration Partner

Wellness Partner

Hospitality Partner

