

CEEJAY FINANCE LIMITED

9th Floor, Abhijit-II,
Mithakhali Six Road,
Ellisbridge,
Ahmedabad-380 006.
Phone : (079) 40050927
(079) 26404594
26404689
Fax : (079) 26424457



12th July, 2021

To,
**The Manager (Listing),
The BSE Limited**
25th Floor, P.J. Towers, Dalal Street, Fort,
Mumbai-400 001

Scrip Code: 530789

Sub: Submission of Newspaper Advertisement as per Regulation 47 of SEBI (Listing Obligations and Disclosure Requirements) Regulation, 2015 consisting of notice given to shareholders as per the Investor Education & Protection Fund Authority (Accounting, Audit, Transfer and Refund) Rules, 2016

Dear Sir/Madam,

Pursuant to Regulation 47 of SEBI (Listing Obligation and Disclosure Requirements) Regulation, 2015, we enclose herewith the copies of newspaper advertisement published for Notice to Shareholders in respect of transfer of equity shares of the Company to Investor Education and Protection Fund (IEPF) Suspense Account in accordance with Rule 6 of Investor Education and Protection Fund Authority (Accounting, Audit, Transfer, and Refund) Rules, 2016 and amendments thereof.

Please take the same on record and acknowledge the receipt of the same.

For Ceejay Finance Limited


Shailesh Bharvad
Company Secretary & Compliance Officer



Encl: 1. Notice published in the Western Times, English dated 11th July, 2021
2. Notice published in the Western Times. Gujarati dated 11th July, 2021

Valvoline unveils its new "Child Like Curiosity" campaign building upon the Original Engine Oil position

Mumbai,
Valvoline Cummins Pvt Ltd — a leading supplier of premium branded lubricants and automotive services announces its new TVC, 'BacchoJaisaJunoon' to celebrate its passion to stay original, innovative and stay ahead of the curve while maintaining its 150-year old legacy. "Changing with Time but Staying Original" is our motto and with the same commitment & passion we have built trust with our channel and consumers over the years. We are one of the fastest-growing lubricant brands in India and the released campaign "BacchoJaisaJunoon" is testimony to our 150 years of trust & credibility that the brand enjoys world over," says Sandeep Kalia, Managing Director, Valvoline Cummins Private Limited.

Founded in 1866 by Dr. John Ellis, ValvolineTM has been a pioneer in the automotive industry and continues to stake a claim to this status through its innovative products. Building on advancements in automotive technologies, experts at Valvoline's path-breaking R&D work, continue to work closely with great passion to invent and improve products and deliver Original Engine Oil with every changing time.

Honouring the longstanding innovation of the company, the campaign highlights Valvoline's child-like enthusiasm, passion and curiosity to give customers the best products. Children have always been the best example of originality as they constantly innovate and experiment and Valvoline celebrates this by bringing the same curiosity and passion to the brand and its philosophy. The campaign will run across all popular GECs, news channel and digital platform.

"Our new campaign reinforces the brand's promise of continuous innovation that has been a constant for us, for over 150 years. What keeps us going is our relentless passion and curiosity around evolving technology that helps us create offerings in tune with consumer trends. The creative inspiration came from the inherent curiosity and originality children have and the passion they exhibit. That in a way embodies our brand's essence, making us the original engine oil," shares S. P. Shitala Chowdhury, Chief Marketing Officer, Valvoline Cummins Private Limited.

Paytm is building real revenue while competitors are bleeding double the money for cashbacks: Bernstein

New Delhi,
India's leading digital financial services platform Paytm is building revenue and also has been cutting down on its losses year after year. The company also comes with a big advantage in its Super App UPI play where it is one of the top players. However, unlike its competitors PhonePe and Google Pay, Paytm is not dependent on cashbacks and incentives to drive growth. While the competitors are bleeding money, Paytm is driving real value with revenue and is ready to break even soon. As per a Bernstein report:

1. Paytm is building 'real revenue' while its competitors continue to spend heavily on cashbacks and incentives to acquire users: The Bernstein report said,

"PhonePe and Google Pay continue investing in providing customer incentives and spend on marketing at 2.5-3.0x revenue (FY20 MCA filings). Paytm has streamlined its marketing spending — A — from 1.2x in FY17, to 0.4x in FY20, and now stands at 0.2x of revenue (FY21) (Exhibit 8)."

2. NPCI 30% market cap will cost PhonePe heavily: NPCI has already placed a 30% market share cap on UPI Third Party Aggregator apps, which is not applicable to Paytm Payments Bank. "This would imply PhonePe and Google Pay would have to dial down their customer incentives to bring their market share gradually towards the 30% cap," said the Bernstein report. The re-

port further explained, "The super-app battle is heading beyond just pushing marketing dollars for market share (PhonePe and Google Pay spend 2-3x revenue, as UPI market share caps kick in. What will matter is financial services monetization including delivery of credit-on-app and building a financial services suite A — for both in-store and online merchants"

3. Paytm's strategic and investment focus has shifted to two areas:
a) Building a full-stack payments suite beyond UPI A—Point-of-sale, Paytm payments gateway, Paytm Payments Bank
b) Building a financial services platform A— with focus on Pay-later lending (Paytm Postpaid) and wealth management/Insur-

ance (Paytm Money)

4. Paytm Payments Bank continues to be the largest beneficiary bank in the UPI space, with over 430 million transactions. It has grown ahead of institutional banks like SBI, HDFC, ICICI, Yes Bank, Axis Bank among others. 5. Paytm has a solid presence in the P2M space: Additionally, the biggest transaction driver in the

UPI space is the P2M segment in which Paytm has solidified its lead. Paytm has been "growing merchant payments share across wallets, UPI, PoS, and online payments," said the report.

0251
Like us: www.facebook.com/WesternRly

WESTERN RAILWAY

E-PROCUREMENT TENDER NOTICE No.S/26/2021 Date 07.07.2021

S.N.	Short Description of item	Quantity	T.O.D.
693	Auxiliary Reservoir	48Nos.	16.07.2021
694	Galvanized Steel Wire for Binding	5235 Kg	19.07.2021
695	Swing Door Bolt Hook	4402 Nos.	21.07.2021
696	Battery Box	410Nos.	22.07.2021
697	Bogie Frame Arrangement	2 Nos.	22.07.2021
698	Hand Hold Body side	195 Nos.	22.07.2021
699	Wheel Profiling Inserts Kennameta	4215 Nos.	23.07.2021
700	Minimal Voltage Relay (MVR)	42 Nos.	23.07.2021
701	Bogie Frame Arrgt.	2 Nos.	23.07.2021
702	3 phase 440 V 10 KVA Silent Diesel generating set	25 Nos.	23.07.2021
703	Secondary Spring Outer for generator car	40 Nos.	23.07.2021
704	Door Chainless Cotter Long.	7442 Nos.	23.07.2021
705	Gasket for 100 mm	1690 Nos.	23.07.2021
706	Valve Spindle	105 Nos.	23.07.2021
707	Spare of APM	300 Set	23.07.2021
708	Lubricating Oil	20195 Ltr.	23.07.2021
709	Contactor	10 Nos.	23.07.2021
710	Cylinder Low Pressure	21 Nos.	23.07.2021
711	Cylinder High Pressure	6 Nos.	24.07.2021
712	Hexagonal Head Bolt Complete	12249 Kg	26.07.2021
713	Industrial Compressed Oxygen Gas	253000 CUM	26.07.2021
714	Silica Gel	8370 Kg	26.07.2021
715	Endless V Belt Size C-122	18078 Nos.	26.07.2021
716	Lead Acid Battery	23 Set	26.07.2021
717	LED Light	4533 Nos.	26.07.2021
718	Electronic Rectifier	86 Nos.	26.07.2021
719	Pantry Equipment	25 Set	26.07.2021
720	Shrink Ring for 3 Phase AC	50 Nos.	26.07.2021
721	110V DC Mobile Phone Charging	3279 Nos.	26.07.2021
722	Anchor Link Complete	1490 Nos.	26.07.2021
723	Foot Step Arrangement	1300 Nos.	26.07.2021
724	Brake Gear Arrangement	9 Set	26.07.2021
725	Flange Jointing	3400 Nos.	26.07.2021
726	Plain Washer	15518 Nos.	26.07.2021
727	Drug eluting coronary stent system- Cobalt chromium alloy	75 Nos.	26.07.2021
728	Syringe Infusion Pump	25 Nos.	26.07.2021
729	Stainless Steel Seamless Pipe.	359 Nos.	26.07.2021
730	LED Light Fitting	560 Nos.	27.07.2021
731	Flexible Corrugated Polyamide	3310 Mtr.	27.07.2021
732	Shell Gadius	1806 Kg	27.07.2021

Regarding detailed notice EMD, Purchase restrictions and detailed tender conditions, please visit website www.reps.gov.in and www.indianrailways.gov.in.

For Principal Chief Materials Manager

Like us: www.facebook.com/WesternRly - Follow us: [@westernrly](https://twitter.com/WesternRly)

CEEJAY FINANCE LIMITED

(CIN:L65910GJ1993PLC019090)

Regd. Office Address: "CEEJAY HOUSE", Mota Pore, Nadiad-387001, Gujarat

Phone: 02682562633-34, Website: www.ceejayfinance.com, Email: shaileshbharvad@ceejaygroup.com

NOTICETO SHAREHOLDERS

TRANSFER OF EQUITY SHARES TO INVESTOR EDUCATION & PROTECTION FUND (IEPF) SUSPENSE ACCOUNT

Notice is hereby published pursuant to the provisions of the Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and Refund) Rules, 2016 ("the IEPF Rules") notified by Ministry of Corporate Affairs from time to time.

The IEPF Rules, amongst other matters, contain provisions for transfer of all shares in respect of which dividend has not been paid or claimed by the shareholders for seven consecutive years in the name of Investor Education Protection Fund Suspense Account ("IEPF Suspense Account").

Accordingly, Shares of those Shareholders who have not claimed or encashed their dividend for seven consecutive years from 2013-14 (Final Dividend) will be transferred to IEPF Suspense Account. Individual communication has been sent to those shareholders whose shares are liable to be transferred to IEPF Suspense Account under the said Rules at their available address. The details of such shareholders and their shares due for transfer to IEPF Suspense Account are uploaded on Company's website at (www.ceejayfinance.com). Shareholders can verify the details of uncashed dividends and the shares liable to be transferred to IEPF Suspense Account from the website.

Shareholders are requested to note that both the unclaimed dividend and the shares transferred to IEPF Suspense Account including all benefits on such shares, if any, can be claimed back by them from IEPF Authority after following the procedure prescribed by the IEPF Rules.

The Shareholders holding shares in physical form and whose shares are liable to be transferred to IEPF Suspense Account, may note that the company would be issuing duplicate share certificate(s) in lieu of the original share certificate(s) held by them for the purpose of transfer of shares to IEPF Suspense Account as per IEPF Rules and upon such issue, the original share certificate(s) which stand registered in their name will stand automatically cancelled and be deemed non-negotiable. Further, the Shareholders holding shares in dematerialised form and whose shares are liable to be transferred to IEPF Suspense Account as per IEPF Rules, the Company will give necessary delivery instruction slip to Depository Participants to affect the transfer of such shares. The Shareholders may further note that details uploaded by the company on its website should be regarded and shall be deemed adequate notice in respect of issue of the duplicate share certificate(s) by the Company for the purpose of transfer of shares to IEPF Suspense Account pursuant to the IEPF Rules.

The Shareholders are requested to claim the unpaid dividend on or before 26th October, 2021 or such other date as may be extended from the Company or the Registrar, failing which the Company will be compelled to transfer the shares to the IEPF Suspense Account without any further notice, with a view to complying with the requirements set out in IEPF Rules.

For any clarification on the matter, please contact the Company's Registrar and Transfer Agent: M/s. Link Intime India Private Limited, 5th Floor, 506 to 508, Amarnath Business Centre – 1 (ABC-1), Beside Gala Business Centre, Nr. St. Xavier's College Corner, Off C G Road, Ellisbridge, Ahmedabad-380006, Tel: +079-26465179, Email: iepf.shares@linkintime.co.in or at the company's office/s as above.

For, Ceejay Finance Limited
Sd/-
Shailesh Bharvad
Company Secretary

Covid to dampen Q1FY22 results, subdue sentiments

Mumbai,

Covid's second wave along with regional lockdowns are expected to dampen the Q1FY22 earnings' result season, thereby, unleashing volatility.

Furthermore, in Q1FY22, Indian corporates have the benefit of a low base, while during Q1FY21 the aggregate net sales of most companies had fallen sharply and their net profits had plunged.

"In Q1FY22, though there was disruption or partial lockdown in several states in April or May due to the second Covid wave, the impact of this on the business activities does not seem to be as severe as in last year. Also states were well prepared this time to deal with the situation," said Deepak Jasani, Head of Retail Research at HDFC Securities.

"Trends in shift from informal to formal sectors, impact of raw material price increase and inven-

tory gains or losses due to China intervention in commodity markets will be interesting to watch out for.

In the BFS space, asset quality or slippages trends in the books of lenders will be monitored closely."

CHHOTABHAI JETHABHAI PATEL TOBACCO PRODUCTS CO LTD

(CIN: U16009GJ1991PLC001112)

Regd. Office Address: "CEEJAY HOUSE", Mota Pore, Nadiad-387001, Gujarat.

Phone: 02682562633-34, Email: cjpcl27@gmail.com

NOTICE TO SHAREHOLDERS

TRANSFER OF EQUITY SHARES TO INVESTOR EDUCATION & PROTECTION FUND (IEPF) SUSPENSE ACCOUNT

Notice is hereby published pursuant to the provisions of the Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and Refund) Rules, 2016 ("the IEPF Rules") notified by Ministry of Corporate Affairs from time to time.

The IEPF Rules, amongst other matters, contain provisions for transfer of all shares in respect of which dividend has not been paid or claimed by the shareholders for seven consecutive years in the name of Investor Education Protection Fund Suspense Account ("IEPF Suspense Account")

Accordingly, Shares of those Shareholders who have not claimed or encashed their dividend for seven consecutive years from 2013-14 (Final Dividend) will be transferred to IEPF Suspense Account. Individual communication is being sent to those shareholders whose shares are liable to be transferred to IEPF Suspense Account under the said Rules at their available address.

Shareholders are requested to note that both the unclaimed dividend and the shares transferred to IEPF Suspense Account including all benefits on such shares, if any, can be claimed back by them from IEPF Authority after following the procedure prescribed by the IEPF Rules.

The Shareholders whose shares are liable to be transferred to IEPF Suspense Account, may note that the company would be issuing duplicate share certificate(s) in lieu of the original share certificate(s) held by them for the purpose of transfer of shares to IEPF Suspense Account as per IEPF Rules and upon such issue, the original share certificate(s) which stand registered in their name will stand automatically cancelled and be deemed non-negotiable. Further, the Shareholders holding shares in dematerialised form and whose shares are liable to be transferred to IEPF Suspense Account as per IEPF Rules, the Company will give necessary delivery instruction slip to Depository Participants to affect the transfer of such shares.

The Shareholders are requested to claim the unpaid dividend on or before 26th October, 2021 or such other date as may be extended from the Company or the Registrar, failing which the Company will be compelled to transfer the shares to the IEPF Suspense Account without any further notice, with a view to complying with the requirements set out in IEPF Rules.

For any clarification on the matter, please contact the Company's Registrar and Transfer Agent: M/s. Link Intime India Private Limited, 5th Floor, 506 to 508, Amarnath Business Centre – 1 (ABC-1), Beside Gala Business Centre, Nr. St. Xavier's College Corner, Off C G Road, Ellisbridge, Ahmedabad-380006, Tel: +079-26465179, Email: iepf.shares@linkintime.co.in or at the company's office/s as above.

By Order of the Board

For, CHHOTABHAI JETHABHAI PATEL TOBACCO PRODUCTS CO LTD
Sd/-
Kiran R Patel
Chairman & Managing Director
DIN: 00081061

Place: Nadiad

Date : 10th July, 2021

Corporate Office: 1st Floor, 'Dare House', No.2, N.S.C. Bose Road, Chennai-600 001.
Branch Office: 9th Floor, Sakar-II, Behind Ellisbridge Police Station, Ellisbridge, Ahmedabad, Gujarat-380006.
Branch Office: 2nd Floor, 202, Rajkamal City Mall, B/H - Rajkamal Petrol Pump, Mehsana - Palanpur Highway, Mehsana, Gujarat - 384002.

POSSESSION NOTICE Under Rule 8 (1)

WHEREAS the undersigned being the Authorised Officer of M/s. Cholamandalam Investment And Finance Company Limited under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 hereinafter called the Act and in exercise of powers conferred under Section 13(12) read with Rules 9 of the Security Interest [Enforcement] Rules, 200

