

Hotel bookings, airfares on strong wicket as IPL fever catches on

Hotel tariffs up nearly 20% as compared to last year; flight bookings surge 10%

AKSHARA SRIVASTAVA
New Delhi, 12 April

The ongoing Indian Premier League (IPL) 2024 is driving domestic tourism as cricket fans flock to stadiums to support their favourite teams, pushing up hotel and flight bookings, airfares, and room tariffs in host cities.

According to Thomas Cook India, online searches for travel during the IPL months are up 25 per cent when compared to last year.

"Given that cricket is a passion, if not a religion, for most Indians, demand is not restricted to cricket aficionados from young India, but also extends to ad-hoc groups. Our data indicates that customers are also spending a day or two before or after the matches to explore the cities," said Rajeev Kale, president and country head — holidays, MICE, visa at Thomas Cook (India) Limited.

Demand remains strong not just in metros hosting the matches, but also in smaller cities like Jaipur, Mohali, Dharamshala, Lucknow, Guwahati, and Ahmedabad. Demand remains strong not just in metros hosting the matches, but also in smaller cities like Jaipur, Mohali, Dharamshala, Lucknow, Guwahati, and Ahmedabad.

"Hotel tariffs are witnessing a surge of approximately 20 per cent as compared to last year, with hotel occupancy, especially for significant matches already over 80 per cent,"



Demand remains strong not just in metro cities hosting matches, but also smaller ones like Jaipur, Mohali, Dharamshala, Lucknow, Guwahati, and Ahmedabad

PHOTO: IPL

Kale said.

Hotels across key cities to host matches are anticipating increased occupancy on match days.

"It's that time of the year again when the cricket frenzy has taken over the city. Owing to our proximity to the historic M Chinnaswamy stadium, we anticipate reaching an occupancy rate of 12-15 per cent on

match days in the city," said Rajan Malhotra, commercial director at Conrad Bengaluru.

Bengaluru is the home city of Royal Challengers Bengaluru that also has former India captain Virat Kohli in its ranks.

In its fourth quarter preview, Elara Securities stated that IPL was among the key events that took place in the

quarter and would drive average room rate (ARR) growth in the sector.

"Strong economic growth (in the range of 6.5-8 per cent in Q4FY24E), as well as MICE, has been key demand drivers for business destinations. We expect ARR growth to be ₹15 per cent in Q4FY24E, driven by dynamic pricing. The Miss World Contest, various pharmaceutical events & conferences, Ed Sheeran, and IPL are among the key events that took place in Q4," the brokerage said.

The flight bookings and airfares are also seeing a surge as the cricket fever peaks. According to travel platform Yatra Online, flight bookings have surged 10 per cent, while hotel searches are experiencing a 15-20 per cent uptick, with a notable 10-15 per cent increase in bookings. As the tournament progresses, many fans hold off bookings until the last minute, further driving up fares.

"For last-minute travellers, airfares spike by 15-20 per cent within seven days of match days, while bus bookings surge by 10 per cent and searches escalate by 15-20 per cent. The game is on, and the numbers speak volumes, highlighting the changing landscape of travel during sporting events," said Bharatt Malik, senior vice-president-air and hotel business, Yatra Online.

As the thrill and excitement pique, the travel industry will continue to reflect the cricket-crazy fans' fervour.

NUMBER WISE

'NO SCORE SAFE' IN IPL AS BATTERS TEE OFF

Tilt in favour of the willow-wielders is only increasing

ASHLI VARGHESE & VISHAL MENON
New Delhi, 12 April

Cricket's four horsemen of the apocalypse drove the West Indies to world dominance through a trail of bruises, racist backlash and colonial stereotypes.

But the room for similar bowling attacks to decide an Indian Premier League (IPL) match appears to be shrinking. A *Business Standard* analysis of data from ESPNCricinfo.com shows that the dominance of batsmen is increasing with each season of the T20 tournament, with their scores getting bigger every year. Top batters have scored more than 50 runs on average in each innings in past seasons. It has crossed over 100 so far in 2024. Even the median ones are netting more runs than before.

Rajat Bhatia, a former player for Delhi and Kolkata Knight Riders, attributed the frenetic pace to a combination of factors including the way the Board of Control for Cricket in India (BCCI) prepares grounds and substitutes available through the impact player rule.

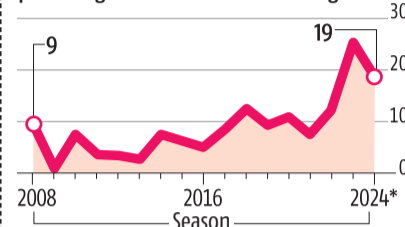
"The impact player rule has skewed the game heavily in favour of the batters. Franchises are now coming into a game with the cushion of an extra batter, who is generally a big hitter. This means that no score is safe in this IPL. The second factor is that all venues have BCCI-appointed curators as opposed to local curators. This has essentially taken the inherent home advantage out of the equation. Wickets are much truer, and the ball is coming on to the bat a lot easier, which is why you're seeing such sensational stroke play. The weather has also played a part in the pitches being more batting friendly," said Bhatia.

Dilip Vengsarkar, former India player and chief selector, said bowlers must introduce more variations. "Shorter boundaries and powerful bats are reasons for such high scores," he said. The median bowler is hit for more runs than before, and the gap with top bowlers is widening.

The West Indies bowling attack helped inspire a generation of new bowlers. IPL's impact on future bowlers remains to be seen.

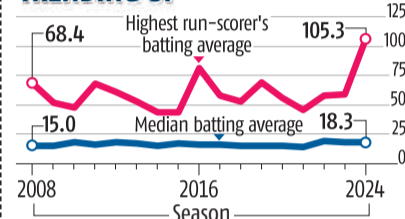
1: SCORES OF OVER 200 BECOMING MORE COMMON

Share of innings with 200+ scores as percentage of total number of innings



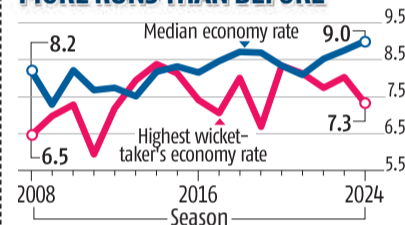
Note: *Data as of April 10
Sources: ESPNCricinfo, Business Standard calculations

2: BATTING AVERAGES TRENDING UP



Note: Latest data as of April 10. The batting average is based on total number of runs scored divided by the innings played by the run-scorers, excluding ones in which the batsman has not lost his wicket
Sources: ESPNCricinfo, Business Standard calculations

3: MEDIAN BOWLER GOES FOR MORE RUNS THAN BEFORE



Note: Latest data as of April 10. Economy rate is the number of runs conceded per over.
Sources: ESPNCricinfo, Business Standard calculations

Mary Kom resigns as Paris Olympics chef-de-mission

PRESS TRUST OF INDIA
New Delhi, 12 April

Six-time world champion boxer M C Mary Kom on Friday stepped down as India's chef-de-mission for the upcoming Paris Olympics, saying she is "left with no choice" due to some personal reasons.

Indian Olympic Association (IOA) President PT Usha announced that Mary Kom had asked to be relieved from her position in a letter addressed to her.

"I consider it an honour to serve my country in every way possible, and I was mentally prepared for it. However, I regret that I will not be able to uphold the prestigious responsibility and would like to resign, owing to personal reasons," the 41-year-old stated in a letter to Usha.

"It is embarrassing to retreat from a commitment, which I seldom do, but I am left with no choice. I am there to cheer on my country and the athletes competing in this Olympic Games, with great expectations," she added.

The IOA had announced her appointment on March 21.

The celebrated boxer, who is also a bronze-medallist from the 2012 London Olympics, was to be the logistical in-charge of the country's contingent at the July 26-August 11 Games.

"We are sad that Olympic medal winning boxer and Chairperson of the IOA Athletes Commission Mary Kom has stepped down citing personal reasons. We respect her decision and her privacy," Usha said in a statement.



Citing personal reasons, Mary Kom said, "Left with no choice"

Tripping on the high road

AREEB AHMAD

"Ten years go by like this. You wake up. You roll a joint. You smoke it. You go to the beach. You meet a bunch of friends, old friends, joint friends, and sometimes a few hippies. White folk. You roll some more joints. Or fill and fire some chillums. You drink some beer or swig Old Monk rum and hang out at the beach or under a banyan tree and you smoke. Rinse. Repeat."

So begins *Bhang Journeys* by Akshaya Bahibala as he chronicles his addiction to marijuana and writes about individuals across his home state, Odisha, whose lives, in some or the other way, ceaselessly orbit around bhang, ganja and opium, all products of the marijuana or cannabis plant.

It is a slim book. Interlaced with personal memories and people stories are recipes for bhang sharbat and ladoos, studies on the medicinal value of cannabis, as well as government data. Bahibala begins by narrating those ten years spent in and around Beach Road and other hotspots in Puri where his days passed in chasing short-lived highs.

It was only after leaving Puri that he was able to begin a journey of rehabilitation, which, of course, was not straightforward: "I had no option but to get a job to survive... The road to recovery wasn't easy. Simply deciding to quit drugs didn't cure me overnight of low confidence and an almost paralyzing fear of everything around me."

The book then pivots into a section titled *A Bhang-Ganja Journal*. A Brahmin owner of a government bhang shop shares his woes and extols bhang's health benefits. He is not the only one singing its praises. Bahibala finds online blogs and research papers that look at the issue. He also talks to traditional medicine practitioners who prescribe it. Later, he seeks out a master sharbat maker to ask after some of his recipes, bhanglassi being one of them.

Cannabis has a storied past in Odisha's history across class and occupation until the Narcotic Drugs and Psychotropic Substances Act came in 1985.

We get to know that Ganja is a crucial ingredient in the Trinath mela, a puja that occurs every Sunday across the state to honour the Hindu trinity

of Brahma, Vishnu and Shiva: "[Lord Trinath] is the god of the poor. He's a homely god. You don't need brahmins to do His puja. In our village, we don't have brahmins but still we have Trinath Mela. Anyone can perform his puja."

It is here that *Bhang Journeys* takes a small digression and dedicates a few chapters to opium, a "related, popular drug". Mostly composed of anecdotes, Bahibala explores the government-run opium de-addiction programme in which individuals dealing with addiction were issued opium cards through which they could buy subsidised opium, in strict accordance to prescribed dosage, at excise offices. There are first-person narratives from current card holders as well as one from a daily wage worker responsible for making these

opium tablets for the government supplemented by an old article on the ban of opium and a reproduced facsimile of an actual opium card. Together, they provide a riveting view of how bureaucracy shapes up around what become deemed as 'societal ills' over time.

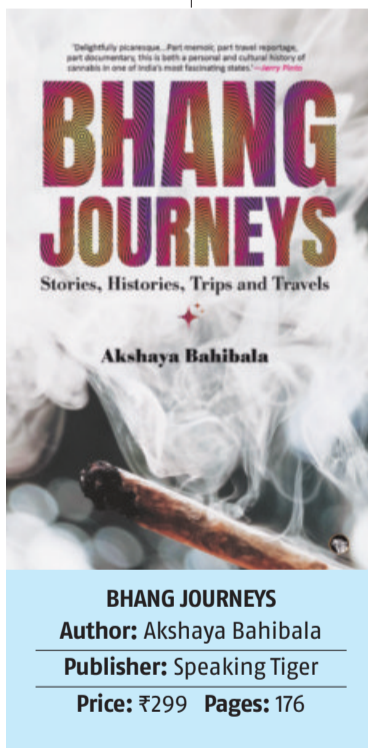
As part of his research, Bahibala visited excise departments across Odisha and talked to officials there to understand how they combat illegal cannabis farming, particularly for the purposes of harvesting ganja, the dried buds and flowers of the marijuana plant, for the drug market. A report on the destruction of ganja plants stated that it was centred on six districts of the state in particular, and so Bahibala accompanied the excise departments on its raids deep into the wilderness where surreptitiously cleared forests hid vast plantations. Most of the time, the tribal people involved in the

upkeep of these plots loudly protested the destruction, engaging in verbal warfare as well as fistcuffs. For them, it was a matter of their livelihood and a way to gain the requisite capital to improve the status of their families. In reality, they did not make much money even though the whole enterprise demanded their intensive labour and handed off a massive portion of the associated risk to them. It was the middlemen and the kingpins who got all the wealth and none of the danger: "During the season, one kilogram of ganja fetches ₹3,000 to ₹5,000; by the time it gets to a city like Mumbai or Bangalore, it can be around ₹50,000 to ₹1,00,000 per kilogram in the open market." No wonder the tribal people feel helpless when these farms are destroyed. It is a wonder that the resulting anger does not boil over more frequently.

The officials also seem to be playing fast and loose with the rules; if they are not directly involved in the production in the first place, they often take confiscated material for themselves. While the book is fascinating and a trippy read, it is too often a surface-level primer. It is billed as a personal narrative but those sections are scattered and work as a framing device. Bahibala tends to rely too much on secondary sources wholesale, which creates a discernible tonal shift in between chapters and across sections. Still, these are pardonable flaws in a work that is otherwise accessible and informative, especially in the context of Odisha.

Ultimately, *Bhang Journeys* is at the entrance of a rabbit hole, and could catalyse a desire to have a more comprehensive understanding of cannabis consumption in India.

The reviewer is Editor-at-Large at *Asymptote Journal* and a Books Editor at *Inklette Magazine*



BHANG JOURNEYS
Author: Akshaya Bahibala
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Price: ₹299 Pages: 176



BOOKS & IDEAS

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Notice Inviting Tender / Request for Proposal
Bank of Maharashtra invites sealed tender offers (Technical bid and Commercial bid) from eligible and reputed bidders / service providers for "RFP-01/2024-25 for Supply, Installation and Maintenance of Oracle ExaCC Hardware on Opex basis".
The detailed tender document is available on tender section on Bank's website: <https://www.bankofmaharashtra.in> and Govt. e-Market place (GeM) portal <https://gem.gov.in> w.e.f. 12/04/2024 with following details: Due Date for Bid Submission: 26/04/2024 17:00 hrs.
Interested bidders may download the RFP document from above mentioned site. All further updates related to tenders will also be available on GeM Portal. Bank reserves the right to cancel or reschedule the RFP process without assigning any reason. Sd/-
Date : 12/04/2024 **General Manager & Chief Information Officer**

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(Regd. Office: G.B. Pant Road, Nainital) Ph. 05946-251550
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REQUEST FOR PROPOSAL (RFP-No. NTB/ISC/DLP/2024/04/021)
The Nainital Bank Limited invites proposal for "Supply, Installation, Implementation, Integration, Training and Maintenance of Data Leakage Prevention (DLP), Data Identification & Classification (DIC) and Web Security Solutions". Details are available under Tender section on Bank's website: www.nainitalbank.co.in.
"Addendum/Corrigendum", if any, shall be issued on Bank's website under tender's section. Bidder should refer the same before final submission of the proposal. Last date for submission of the above RFP will be 04.05.2024 by 4.00 PM.
Date : 13.04.2024 **Place** : Nainital **CHIEF OPERATING OFFICER**

Shanthi Gears **SHANTHI GEARS LIMITED**
Registered office: 304-A, Trichy Road, Singanailur, Coimbatore - 641005, CIN: L29130T21972PLC000649
Phone no: 04224545745, Email: waltersvanthp@shanthigears.murugappa.com
Website: www.shanthigears.com

NOTICE
This is to inform that our shareholder Jagannohan C P and Usha Rani C P holding 5000 shares in our Company with Folio No. J00310, vide Certificate Nos. 1269 & 8677 bearing distinctive numbers 2441991- 2444490 & 41459791-41462290. Jagannohan C P and Usha Rani C P reported loss of original shares certificate(s) pertaining to these shares and requested the company to issue Duplicate share certificate(s) in lieu thereof.
Anyone who has any objection in this regard may submit their objection to the Registrar & Transfer Agents of the company i.e. Link Intime India Pvt. Limited, Surya 35, Mayflower Avenue, Behind Senithil Nagar, Sowripalayam Road, Coimbatore - 641028 within 15 days of the publication of this notice, after which no claim will be entertained, and the Registrars will proceed to issue duplicate Share Certificate(s).

Place : Coimbatore **For Shanthi Gears Limited**
Date : 13.04.2024 **Walter Vasanth P J**
Company Secretary

VISAKA INDUSTRIES LIMITED
CIN: L2520TG1981PLC003072
Regd. Office: Survey No. 315, Yelumala Village, R.C.Puram Mandal, Sangareddy Dist-502 300. T.S.
Corp. Office: VISAKA TOWERS, 1-8-303/69/3, S.P. Road, Secunderabad - 500 003. T.S.
Tel: 040 27813833, Web: www.visaka.co, Email: investor.relations@visaka.in

POSTAL BALLOT NOTICE
Notice is hereby given to the members of Visaka Industries Limited (the Company) that pursuant to the provisions of Sections 108, 110 and other applicable provisions, if any, of the Companies Act, 2013 ("the Act"), read with Rules 20 and 22 of the Companies (Management and Administration) Rules, 2014 ("Management Rules"), Secretarial Standards-2 on General Meetings, Regulation 44 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended from time to time ("SEBI Listing Regulations") read with General Circular issued by the Ministry of Corporate Affairs, Government of India (hereinafter collectively referred to as "MCA Circulars") and other applicable laws, rules, circulars, regulations and notifications issued thereunder (including any statutory modifications or re-enactment thereof, for the time being in force), that approval of the members of the Company is being sought for the following Special and Ordinary resolution(s) by way of Postal Ballot through remote e-voting process only (remote e-voting).

S. No	Description of Resolution	Resolution Type
1	Appointment of Shri. Sanjay Vijay Singh Jesrani (DIN: 02306916) as a Non-Executive Independent Director of the Company for five consecutive years effective from 01.04.2024	Special Resolution
2	Appointment of Shri. Pravin Chellur (DIN: 10568107) as a Non-executive Independent Director of the Company for five consecutive years effective from 01.04.2024	Special Resolution
3	Appointment of Shri. Gustin Jali Nona (DIN: 00015561) as a Director (Non-executive and Non-independent) of the Company effective from 01.04.2024	Ordinary Resolution

In this connection, members are hereby informed that, in compliance with the MCA Circulars, the company has sent Postal Ballot Notice along with the explanatory statement on 12th April, 2024 by email to all those members whose email addresses are registered with the Company or with the Company's Registrar and Share Transfer Agents, namely M/s. Kfin Technologies Limited or with their respective Depository participants as on cut-off date i.e., Friday, 5th April, 2024. Accordingly, the Company is pleased to offer remote e-voting facility to all its shareholders to cast their votes electronically.
The communication of the assent or dissent of the Members would take place only through the remote e-voting. The postal ballot notice of the Company will also be available on the website of the Company at www.visaka.co and the websites of the Stock Exchanges, namely, National Stock Exchange of India at www.nseindia.com and BSE Limited at www.bseindia.com as well as on the website of RTA <http://e-voting.kfintech.com/> the agency for providing our remote electronic voting facility.
The remote e-voting shall commence on Monday, April 15, 2024 at 09:00 A.M. IST and end on Tuesday, May 14, 2024 at 05:00 P.M. IST. The remote e-voting shall not be allowed beyond the aforesaid date and time and the e-voting module shall be disabled by Scrutinizer upon expiry of the aforesaid period.
Members holding shares in physical form and those who have not registered their email addresses with the Company/Company's RTA, can get the same registered and can cast their votes through remote e-voting and can obtain notice of the postal ballot of the Company and/or login credentials for remote e-voting, by sending scanned copies of the following documents by email to Company's RTA email address eiwardr.ni@kfintech.com.
1. A signed request letter mentioning your name, folio number, complete address, mobile number and email address to be registered.
2. Self attested scanned copy of PAN Card.
3. Self attested scanned copy of any document (such as Aadhar Card, Driving license, Voter identity card, Passport) in support of the address of the members as registered with the Company.
Once the vote is cast on the resolution, the members will not be allowed to change it subsequently or cast the vote again.
Mr. B V Saravana Kumar (ICSI Membership Number ACS - 26944 & CP-11727), Practicing Company Secretary has been appointed to act as the scrutinizer for conducting the postal ballot through e-voting process.
In case of any query on e-voting process, members may refer to the "Help" and "FAQ" sections / e-voting menu available through a dropdown menu in the "Downloads" section at Kfintech Website for e-voting: <http://e-voting.kfintech.com> or Kfintech, (Unit- Visaka Industries Limited), Selenium tower B, Plot 31-32, Gachibowli, Financial District, Nanakramguda, Serilingampally, Hyderabad- 500 032 at email rghu.veedha@kfintech.com or at phone no 1800-309-4001 (Toll Free)
The results will be declared by the Company on or before May 16, 2024 and will be placed on its website at www.visaka.co and communicated to the stock exchanges, where the shares are listed.
By Order of the Board of Directors
For VISAKA INDUSTRIES LIMITED
Sd/-
RAMAKANTH KUNAPULI
AVP and Company Secretary
ICSI Membership No: F-5539
Date : 13-04-2024
Place : Hyderabad

