Zoom Phone to enter 3 more Indian cities

US-based firm ready to comply with CNAP, says top executive

GULVEEN AULAKH
New Delhi, 13 March

Cloud-based video conferencing provider Zoom is planning to expand its Artificial Intelligence (AI)-integrated Cloud telephony service, Zoom Phone, in India by adding three more circles, following its quick adoption by companies since its launch last year, making India one of its fastest-growing markets globally.

Sameer Raje, general manager and head, India and Saarc Region at the $4.5-billion revenue generating NYSE-listed company, told *Business Standard* in an exclusive interaction that the expansion would take its services to a larger pool of enterprise customers, up from six circles of Mumbai, Maharashtra, Delhi NCR, Telangana, Karnataka, and Chennai.

"The response has been phenomenal. While there's a learning curve and a lot of Indian organisations have their own legacy systems, we're helping them with the integrations with Zoom Phone. We launched in six circles, and more circles are now coming. We're looking at three circles," Raje said. The launch timeline will depend on the certifications and approvals from the department of telecom (DoT), he added.

The company, which has a market capitalisation of $24 billion, acquired a unified licence from DoT in 2023, covering pan India access, national long distance and international long distance services through cloud-telephony or voice over internet protocol (VoIP). Zoom Phone offers the office phone book, the mobile phone book and video meetings and chats in a single app that works anywhere with a data connection. The service was launched in 2019 and is currently live with 10 million seats in 49 countries, including India.

"We're growing much faster than we expected (in India). There are two markets here; one is global MNCs who have procured their Zoom Phone licence and Zoom services outside of India, and are keen on procuring or having similar service in India as well. So they were the first ones to go for it. Then comes the Indian organisations who are now coming on board," Raje said.

Raje added that the company would not need compliance with the latest SIM-binding rules, as the service does not require a SIM to be used but would ensure compliance with the Calling Name Presentation (CNAP) system — a network-wide caller identification system to combat spam and scams — which requires the name of the calling party to be displayed. "Whenever that (regulation) becomes mandatory, it will be rolled out. The KYC is already applicable," he added.

When asked whether Zoom would consider setting up a GCC in India, Raje clarified that the company's focus on India was two-pronged, with one to tap into the market and the other to tap into the talent pool of the country, which was more critical.

"We will continue to hire. We have two technology centres already established in the country. One is in Bengaluru tech centre, which is involved in support of Zoom services globally, and another one in Chennai, which is looking after the research and development of new products and services," he said, without giving a breakdown of employee count in India. Globally, Zoom has about 8,000 employees across markets. When asked whether the company was anticipating demand for Zoom, the video conferencing service, as well as Zoom Phone, to rise in West Asia due to the ongoing war, Raje said that company was prepared to address any spikes in demand that may happen.

"WHILE THERE'S A LEARNING CURVE AND A LOT OF INDIAN ORGANISATIONS HAVE THEIR OWN LEGACY SYSTEMS, WE'RE HELPING THEM WITH THE INTEGRATIONS WITH ZOOM PHONE"

Sameer Raje, GM and Head, India and SAARC Region, Zoom

Amazon takes its air cargo services to the Northeast

UDISHA SRIVASTAV
New Delhi, 13 March

Ecommerce giant Amazon on Friday announced the expansion of its dedicated air cargo service, Amazon Air, to India's northeastern region, with new routes connecting Delhi to Kolkata and Guwahati. Union Minister of Civil Aviation, Ram Mohan Naidu Kinjarapu, flagged off the inaugural flight to Guwahati from Delhi's Indira Gandhi International Airport.

The expansion is part of Amazon's broader plan to invest $35 billion in India by 2030. The company said the move is expected to cut transit times and improve delivery speeds by up to five times. The aircraft will initially operate thrice a week on the new routes, said Abhinav Singh, vice president of operations in India and Australia.

Amazon currently operates two dedicated cargo aircraft that connect the northern, western and southern regions of the country. With the addition of the new routes, the service will now also ferry orders to and from the northeastern states, including Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland and Tripura. The company had initially launched its dedicated air service in 2023.

The initiative also aims to provide a boost to sellers and customers based in the region, especially Prime members. "For customers, this means access to Amazon's vast selection at five times better speeds than before, while sellers and entrepreneurs in the northeast can now reach customers across India faster and more reliably," Singh said. The company has more than 1.8 million sellers and a significant number is from the northeast, he added.

The expansion is part of Amazon's broader plan to invest $35 billion in India by 2030

Speaking to *Business Standard* on the growth opportunity in the region, Singh said, "It is very dynamic. A large number of our new Amazon customers, who are buying with us for the first time, come from the Northeast of India. As the internet penetration and mobile phone usage is increasing rapidly, the infrastructure build-out is very rapid in and to that area. With that, we see more and more people coming online and buying."

On how the company navigates geopolitical tensions and external challenges, such as the current conflict in West Asia, Singh said, "What really helps is first principles and tenets which make decision-making easier... We work on those."

Amazon Now crosses target of 300 micro-fulfilment centres

Amazon Now, the ecommerce platform's quick commerce service, has achieved its target of opening 300 micro-fulfilment centres by the end of calendar year 2025. "We are well past the 300 number. I don't have a new number to share, but we are continuing to expand that service both in terms of depth, and opening newer cities," Singh said. Amazon Now operates in three cities: New Delhi, Mumbai, and Bengaluru.

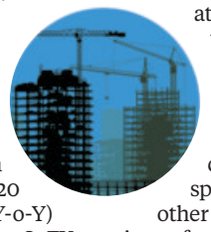
BS REPORTER

Reit market expands sixfold since FY20 on new listings, price growth

SANKET KOUL
New Delhi, 13 March

India's Real Estate Investment Trust (Reit) market has expanded more than six-fold, growing from ₹271 billion in 2019-20 (FY20) to ₹1,726 billion in the first nine months of FY26, according to a report by real estate analytics firm CBRE.

The growth has been driven by new listings, as well as steady unit price appreciation among existing Reits, with four of them recording more than 20 per cent year-on-year (Y-o-Y) unit price growth between Q3FY25 and Q3FY26.



"India's Reit market has delivered consistent returns to investors through a volatile global cycle," said Anshuman Magazine, chairman and chief executive officer (CEO) for India, South-East Asia, the Middle East and Africa at CBRE.

As per the Securities and Exchange Board of India (Sebi), Reits are mandated to list on the stock exchange and distribute at least 90 per cent of their taxable income. Reit distributions are returns which can be in the form of dividends, interest, amortisation of debt received from the special purpose vehicles, other income, or a combination of these above-mentioned aspects. India's five publicly listed Reits are Brookfield India Real Estate Trust, Embassy Office Parks Reit, Knowledge Realty Trust (KRT), Mindspace Business Parks Reit, and Nexus Select Trust. The fifth Reit, KRT, was listed on August 18, 2025.

"As the regulatory framework evolves to enable broader equity market participation and lower the cost of capital for Reit platforms, we expect the pace of portfolio expansion and new listings to accelerate," said Rami Kaushal, managing director, consulting and valuation services for India, West Asia, and Africa at CBRE.

The report added that the small and medium Reits (SM Reits) segment could add another layer of maturity to the market, potentially exceeding $75 billion, supported by over 500 million square feet of eligible office, logistics and retail assets.

Titan's Helios Luxe brings German watchmaker to India

AKSHARA SRIVASTAVA
New Delhi, 13 March

Titan-owned watch company Helios' luxury arm Helios Luxe on Friday announced a partnership with German watchmaker Alexander Shorokhoff to bring its watches to India, as the company continues to see robust growth in the accessible luxury segment.

The company will introduce up to 16 limited-edition styles priced between ₹2 lakh and ₹6 lakh in the Indian market that will be available at six stores. "The entire ₹4,500 crore accessible luxury watch market is growing at a compound annual rate of 23 per cent, but Helios Luxe is growing at a rate of 46 per cent — more than twice of the industry growth rate, which gives us the confidence to bring such independent story-rich brands into the Indian market," said Rahul Shukla, vice president and chief sales and marketing officer-watches division, Titan Company.

Helios Luxe, which has 15 brands under its umbrella, currently operates nine exclusive boutiques. "While the initial foray of Helios Luxe was in the metros, we have now started establishing presence in Tier-I and Tier-II cities, where there is a big demand for accessible luxury products. In another year's time, we plan to add over 30 such boutiques, one-third of which will be in cities like Varanasi, Kolhapur, etc.," Shukla said.

Helios, meanwhile, is growing at a compound annual rate of 24 per cent over the last three years.

Its fashion segment contributes 45 per cent, while the premium and accessible luxury segments now contribute the largest chunk to the business.

SBI
Stressed Assets Resolution Group, Corporate Centre, The Arcade" 2nd Floor, World Trade Centre, Cuffe Parade, Mumbai - 400005

TRANSFER OF STRESSED LOAN EXPOSURES TO THE ELIGIBLE BUYERS (PERMITTED TRANSFEREEs/NBFCs/Banks/FIs/ARCs) THROUGH e-AUCTION

State Bank of India invites Expression of Interest (EOI) from Eligible Participants subject to applicable regulations issued by Reserve Bank of India/regulators for transfer of Stressed Loan Exposures of 2 accounts with Principal Fund Based outstanding of ₹19.31 Crore (Rupees Nineteen Crore and Thirty One Lakhs only) through e-Auction on "As is where is"; "as is what is"; "whatever there is" & "without recourse" basis.

All Interested Eligible Participants are requested to submit their willingness to participate in the e-Auction by way of an "Expression of Interest". Eligible Participants are advised to execute Non-Disclosure Agreement (as per the time-lines mentioned in web-notice). In case Non-Disclosure agreement is not executed, please contact on e-mail id dgm.sr@sbi.co.in. Kindly visit our Bank's web site https://sbi.bank.in and click on the link "SBI in the news>Auction Notices>ARC & DRT" for further details (web-notice).

Please note that Bank reserves the right not to go ahead with the proposed e-Auction or modify e-Auction date or any terms & conditions at any stage, without assigning any reason by uploading the corrigendum at https://sbi.bank.in (click on the link "SBI in the news>Auction Notices>ARC & DRT"). The decision of the Bank in this regard shall be final and binding.

Place: Mumbai **Issued by**
Date: 14.03.2026 **DGM (Credit & ARC)**

पंजाब नैशनल बैंक ...भरोसे का प्रतीक ! punjab national bank ...the name you can BANK upon !

Share Department, Board & Co-ordination Division, Plot No. 4, Dwarka Sector-10, New Delhi-110075, Email Id: hosd@pnb.bank.in

PUBLIC NOTICE

Notice is hereby given that Share Certificate of the Bank mentioned below has been reported lost/misplaced/stolen and the registered holder thereof has requested for issue of duplicate share certificate:

Sr. No.	Name of Shareholder	Folio No.	Share Certificate No.	Distinctive No. of Shares	No. of Shares
1.	Divya Venkatesh	1280764	29399	6739979606-6739979720	115

In case any person has any claim in respect of the said shares/any objection(s) for the issuance of duplicate certificate in favour of the above stated shareholder, he/she/they should lodge their claim or objection within 15 days of the date of publication of this Notice. If within 15 days from the date hereof no claim is received by the Bank in respect of the said certificate, duplicate share certificate/letter of confirmation will be issued. The public is hereby cautioned against dealing in any way with the above mentioned certificate.

Date: 13.03.2026 **For Punjab National Bank**
Place: New Delhi **(Bikramjit Shom)**
Company Secretary

Aadhar Housing Finance Ltd.
Corporate Office: Unit No. 802, Natraj Rustomjee, Western Express Highway and M.V. Road, Andheri (East), Mumbai – 400069
Faridkot Branch: Ground Floor, Opposite Sadguru Hospital, Circular Road, Faridkot-151203,(PB).

DEMAND NOTICE

UNDER SECTION 13(2) OF THE SECURITISATION AND RECONSTRUCTION OF FINANCIAL ASSETS AND ENFORCEMENT OF SECURITY INTEREST ACT, 2002 READ WITH RULE 3 (1) OF THE SECURITY INTEREST (ENFORCEMENT) RULES, 2002.

The undersigned is the Authorised Officer of **Aadhar Housing Finance Ltd. (AHFL)** under Securitisation And Reconstruction Of Financial Assets And Enforcement of Security Interest Act, 2002 (the said Act). In exercise of powers conferred under Section 13(12) of the said Act read with Rule 3 of the Security Interest (Enforcement) Rules, 2002, the Authorised Officer has issued Demand Notices under section 13(2) of the said Act, calling upon the following Borrower(s) (the "said Borrower(s)"), to repay the amounts mentioned in the respective Demand Notice(s) issued to them that are also given below. In connection with above, Notice is hereby given, once again, to the said Borrower(s)to pay to AHFL, within **60 days** from the publication of this Notice, the amounts indicated herein below, together with further interest as detailed in the said Demand Notice(s), from the date(s) mentioned below till the date of payment and/or realization, payable under the loan agreement read with other documents/writings, if any, executed by the said Borrower(s). As security for due repayment of the loan, the following assets have been mortgaged to AHFL by the said Borrower(s) respectively.

S. No.	Name of the Borrower / Co-Borrower & Guarantor	Demand Notice Date & Amount	Description of secured assets (immovable property)
1	(Loan Code No. 32810000047/ Faridkot Branch) Jagmeet Singh Brar (Borrower) Jaswinder Kaur (Co-Borrower)	09-03-2026 & ₹ 3,87,154/-	All that part & parcel of property bearing, house measuring 10 marla 1/8 share 4 kanal 0 marla Khewat No. 148 Khatoni 186 Khasra No. 344 (4-0) Actual area Jandoke Tehsil & District Sri Muktsar Sahib Jamabandi Year 2019-2020 Hadbasat No. 143. **Boundaries :** East - Guraditta Singh himself side 60 feet, West - Amarjeet Singh side 60 feet, North - Road side 48 feet, South - Malkit Singh side 48 feet

If the said Borrowers shall fail to make payment to AHFL as aforesaid, AHFL shall proceed against the above secured assets under Section 13(4) of the Act and the applicable Rules, entirely at the risks of the said Borrowers as to the costs and consequences. The said Borrowers are prohibited under the Act from transferring the aforesaid assets, whether by way of sale, lease or otherwise without the prior written consent of AHFL. Any person who contravenes or abets contravention of the provisions of the said Act or Rules made there under, shall be liable for imprisonment and/or penalty as provided under the Act.

Place : Punjab **Sd/- Authorised Officer**
Date : 14.03.2026 **For : Aadhar Housing Finance Limited**

SUNDARAM MUTUAL — Sundaram Finance Group —

Notice – cum – Addendum to the Scheme Information Document / Key Information Memorandum / Statement of Additional Information to the schemes of Sundaram Mutual Fund ('Fund')

The unitholders of Sundaram Mutual Fund ("SMF") are requested to take note of following changes:

a. Appointment of Key Personnel of AMC

Notice is hereby given that Mr. Madanagopal Ramu has been appointed as the Fund Manager – Equity, effective March 16, 2026. Accordingly, his details shall be added under Information on Key Personnel' in the Statement of Additional Information ("SAI") of the Sundaram Mutual Fund.

Name & Designation	Age/ Educational Qualifications	Brief Experience
Mr. Madanagopal Ramu Fund Manager - Equity	Age: - 47 years Qualification: - MBA, Grad.CWA	18 years in Institutional Equities (Investment & Fund Management) • Oct 2007 to Oct 2010 - Centrum Broking Pvt. LTd - Equity research • Oct 2010 to Mar 2015 - Sundaram Mutual Fund - Equity Research • Mar 2015 to Mar 2018 - Sundaram Mutual Fund - Fund Manager & Head of Research • Apr 2018 to Jul 2025 - Sundaram Alternates - Fund Manager & Head of Equity • Aug 2025 to Feb 2026 - Motilal Oswal AMC - Fund Manager

b. Change in Fund Manager

Effective from 16th March 2026, the Fund Manager for the following schemes of Sundaram Mutual Fund shall be as under:

Scheme Name	Existing Fund Manager	New Fund Manager
Sundaram Business Cycle Fund	FM1 - Mr. Bharath S FM2 - Mr. Dwijendra Srivastava (FI Portion) FM3 - Mr. Sandeep Agarwal (FI Portion) FM4 - Mr. Shalav Saket (Overseas Securities)	FM1 - Mr. Madanagopal Ramu FM2 - Mr. Dwijendra Srivastava (FI Portion) FM3 - Mr. Sandeep Agarwal (FI Portion) FM4 - Mr. Shalav Saket (Overseas Securities)
Sundaram Large and Mid Cap Fund	FM1- Mr. Bharath S FM2- Mr. Shalav Saket (Overseas Securities)	FM1- Mr. Madanagopal Ramu FM2- Mr. Shalav Saket (Overseas Securities)

All other terms and conditions of the Scheme Information Document(s) / Key Information Memorandum(s) / Statement of Additional Information will remain unchanged.

This addendum forms an integral part of the Scheme Information Document (SID) / Key Information Memorandum (KIM) / Statement of Additional Information (SAI) of the schemes of Sundaram Mutual Fund as amended from time to time.

For **Sundaram Asset Management Company Ltd**
R Ajith Kumar
Company Secretary & Compliance Officer

Place: Chennai
Date: March 14, 2026.

For more information please contact:
Sundaram Asset Management Company Ltd
(Investment Manager to Sundaram Mutual Fund)
CIN: U93090TN1996PLC034615

Corporate Office: 1st & 2nd Floor, Sundaram Towers, 46, Whites Road, Royapettah, Chennai-14.
Contact No. (India) 1860 425 7237, (NRI) +91 40 2345 2215
www.sundarammutual.com
Regd. Office: No. 21, Patullos Road, Chennai 600 002.

HW2-25-26-2-33 (16x15cms)

Mutual Fund Investments are subject to market risks, read all scheme related documents carefully.

Truhome FINANCE

TRUHOME FINANCE LIMITED (Formerly Shriram Housing Finance Ltd.)
Head Office: Level -3, Wockhardt Towers, East Wing C-2, G Block, Bandra Kurla Complex, Bandra (East), Mumbai 400 051;
Tel: 1800 102 4345 ; **Website:** http://www. truhomefinance.in
Reg.Off.: Srinivasa Tower, 1st Floor, Door No.5, Old No.11, 2nd Lane, Cenatoph Road, Alwarpet, Teynampet, Chennai-600018

APPENDIX-IV-A [SEE PROVISION TO RULE 8(6)] SALE NOTICE FOR SALE OF IMMOVABLE PROPERTIES

E-Auction Sale Notice for Sale of Immovable Assets under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with provision to Rule 8(6) of the Security Interest (Enforcement) Rules, 2002.

Notice is hereby given to the public in general and in particular to the Borrower/s and Guarantor/s that the below described immovable properties mortgaged/ charged to Truhome Finance Limited (Formerly Shriram Housing Finance Limited), the SYMBOLIC Possession of which have been taken by the Authorized Officer of Truhome Finance Limited, will be sold on "As is where is", "As is what is" and "Whatever there is" basis in e-auction on 21.04.2026 between 11:00 a.m. to 12:00 p.m. for recovery of the balance due to Truhome Finance Limited from the Borrowers And Guarantors, as mentioned in the table.

Details of Borrowers and Guarantors, amount due, Short Description of the immovable property, reserve price and earnest money deposit and date of Inspection are also given as:

Name of Borrowers/ Co-Borrowers/ Guarantors/Mortgagers	Amount of Recovery and date of Demand Notice	Reserve Price (Rs.) & Bid Increment	Date & Time of Auction	Contact Person Details – (AO and Disposal team)
Mr. Ashok Kumar Gulati S/o Mr. Harbans Lal Gulati & Mrs. Saroj Rani W/o Ashok kumar & Mr. Adhij Gulati S/o Mr. Ashok Kumar Gulati All R/o Flat No-12-A, Ist Floor, Prime City, Landra Road, Kharar, Teh - Kharar & Distt - Mohali (Pb.)140301. Mob No- 7973170889. & Flat No - 702, Omaxe City, Mullanpur, New Chandigarh, Teh & Distt- Mohali (Pb.) 140901. Mob No- 7973170889.& 2054/55, Dadu Majra Colony, Dadu Majra, Chandigarh. 160014. Mob No - 7973170889. & M/S Gulati Garments Through Its Proprietor Mr. Ashok kumar 2054/55, Dadu Majra Colony, Dadu Majra, Chandigarh. 160014 Mob 7973170889 **Date of Possession & Type** **12h January, 2026 & Symbolic Possession** **Encumbranches known** **Not Known**	Demand Notice Date: 14.10.2025 Rs. 37,40,982 /-(Thirty Seven Lakhs Forty Thousands Nine Hundred Eighty Two Rupees Only) as on dated. 08-10-2025 under reference of Loan Account No. SHLHCNDR0000624 along with further interest as mentioned hitherto and incidental expenses, costs etc.	Rs. 40,05,000/- (Forty Lakhs Five Thousands Only) **Bid Increment:** Rs. 10,000/- and in such multiples. **Earnest Money Deposit (EMD) (Rs.)** Rs.4,00,500/- (Four Lakhs Five Hundred Only) **Last date for submission of EMD : 20th April, 2026 Time 10.00 a.m. to 05.00 p.m.**	**21-APR-2026** **Auction Time: 11.00 A.M. to 12.00 p.m.**	**Bhupinder Kumar 9803044032** **Property Inspection date- 20.04.2026**

Description of Property

All that piece and parcel of one residential house/property/land/Flat/Property/Flat No.12-A, Ist Floor, Prime City 2-2/3 Marla i.e. 80.36 Sq.Yds, (Covered Area 1050 Sq Ft. & Super Area 1800 Sq Ft.) comprising in Khewat/Khatoni No.2512/2707, Khasra No.652/1 (12-12), as per Jamabandi for the year 2016-17, Situated at Prime City, Landra Road Wakia Kharar, HB.No - 184,MC & Tehsil - Kharar, Distt S.A.S Nagar, Mohali, Punjab. Which is measuring and bounded as under .bounded As Per Site: North: Other's Property , South: Road , East: Other's Property West: Other's Plot

1) **For detailed terms and conditions of the sale, please refer the website of Truhome Finance Limited (Formerly Shriram Housing Finance Limited) website.**
2) **The intending bidders have to submit their EMD amount to be deposited by way of RTGS/NEFT to the account details mentioned herein below: BANK NAME: AXIS BANK LIMITED BRANCH: BANDRA KURLA COMPLEX, MUMBAI BANK ACCOUNT NO. Current Account No. 911020045677633 IFSC CODE: UTIB0000230.**

Place : Mohali (Punjab) Sd/- Authorised Officer- Truhome Finance Limited
Date : 14-03-2026 (Formerly Shriram Housing Finance Limited)