

India's T20 WC win brings new stars to brand crease

ANUSHKA BHARDWAJ
New Delhi, 9 March

"Sachin Tendulkar carried Indian cricket on his shoulders for 21 years. So it was fitting that we carried him on our shoulders after this win," a 22-year-old Virat Kohli had said after India lifted the One-Day International World Cup in 2011.

Thirteen years later, when India won another World Cup — in the twenty-over format — both Kohli and Rohit Sharma announced their retirement from the format after playing it for over 15 years. Traditionally, India's World Cup squads have been loaded with experience, and victories often turn into tributes to the greats of the game.

However, India's win on March 8 on home soil at Ahmedabad's Narendra Modi Stadium was different. From Sanju Samson and Varun Chakaravathy's redemption to the rise of Abhishek Sharma, Shivam Dube, and Tilak Varma, the tournament has laid a fresh pitch for both the sport and brand endorsements.

"Varma's brand value is projected to surge by 50 per cent. His all-format versatility makes him the perfect bridge for national direct-to-consumer brands looking to capture the next generation of Indian fans," says Nikhil Bardia, head of Mumbai-based RISE Worldwide. The agency manages multiple players from the winning squad, including Jasprit Bumrah, Suryakumar Yadav, and Varma. "Combined with his massive Telugu-speaking regional pull, Varma represents a rare blend of selfless on-field maturity and strong market influence," he adds.

Bandana Chhetri, cofounder of FairPlay Sports, which manages Dube, says there has been a clear spike in brand interest around him after the World Cup. "Over the past few days, we have seen a noticeable increase in conversations with brands across categories. Dube is currently working with a few key partners, and several new collaborations are under discussion," she says, adding that Dube has always been a strong performer, but tournaments like



(From left) India's Jasprit Bumrah, Abhishek Sharma and Shivam Dube celebrate after defeating New Zealand in the ICC Men's T20 World Cup 2026 final

these provide a global platform.

Japanese sports performance brand ASICS appointed Dube as its ambassador in February. According to reports, he already endorses eight to 10 brands.

Throughout the World Cup, brands kept a close watch on players, with constant fan engagement on social media. Samson's unbeaten 97 in a virtual knockout against the West Indies made him a brand favourite, with Zomato, Swiggy, Noise, and BookMyShow among the first to congratulate him for the heroic innings.

"We are seeing a strong trajectory for players like Samson, whose Player of the Tournament honour has reinforced his standing in Indian cricket, along with the growing fan connect of Varma and Ishan Kishan," says Karan Yadav, chief commercial officer at JSW Sports.

"Major tournament wins often become inflection points for athlete's brand value. We saw how Jimmah Rodrigues' performance didn't just win a World Cup game — it elevated her commercial appeal and sparked interest across multiple brand categories," he adds.

Athlete-led endorsements in India are largely dominated by the likes of Kohli, Rohit

Sharma, and M S Dhoni. However, experts believe events like these provide brands with a deeper bench of potential ambassadors.

"Until these players demonstrate sustained excellence over time, most brand associations with them are likely to remain tactical and short-term rather than long-term bets on legacy. Because in sport, as in branding, greatness is ultimately measured not just by brilliance but by endurance," observes Samit Sinha, founder and managing partner at Alchemist Brand Consulting.

More players emerging does not necessarily mean the brand value of past heroes will decline. According to Sinha, there are all-time greats such as Kohli and Tendulkar, whose association with historic performances and national pride gives them credibility that brands find invaluable.

Then there are stars with an extended run of success. Like Bumrah, these players are at the height of their powers — dominant, consistent, and central to the team's fortunes.

"Then there are emerging stars like Abhishek Sharma, Chakaravathy, and Kishan. They are capable of match-winning performances and carry unmistakable charisma," Sinha says, adding that the only thing they have yet to establish is longevity.

Reliance Retail buys beauty brand Pahadi Local

SHARLEEN D'SOUZA
Mumbai, 9 March

Reliance Retail, India's largest retailer, on Monday said it had completed the acquisition of Indian beauty and wellness brand 'Pahadi Local' along with the business of Pahadi Goodness.

Pahadi Local has emerged as a distinctive player in India's rapidly-evolving beauty and wellness landscape, it said in its release. As part of the acquisition, the founding team of Pahadi Local will continue to play a key role in shaping the brand's creative direction, product development and philosophy, ensuring continuity.

Reliance Retail will support the brand's next phase of growth by expanding its footprint across physical retail formats, strengthening its digital presence, and accelerating innovation.

"The business acquisition

further underscores Reliance Retail's commitment to investing in high-potential Indian brands across beauty, wellness, fashion, and lifestyle, particularly those with strong narratives, loyal communities, and scalable business models," the release said.

Isha Ambani, executive director of Reliance Retail Ventures, said in the release, "At Reliance Retail, we are focused on curating brands that combine authenticity with innovation and meaningful consumer relevance. Pahadi Local's roots in Himalayan wellness traditions and its commitment to responsible sourcing make it a compelling addition to our beauty ecosystem. We are excited to nurture and scale the brand through our omni-channel network and experiential retail platforms, while carefully preserving the purity, integrity and storytelling that define its identity."

Head of Cars24 India's used-cars division quits

PEERZADA ABRAR
Bengaluru, 9 March

Himanshu Ratnoo, chief executive of Cars24's India used-cars sales business, has resigned, according to an email sent to employees, marking a leadership change at the SoftBank Group-backed online auto marketplace.

"Ratnoo joined us during the turbulence of 2020 and took over as CEO of India Used Cars in December 2024. He is in our current TV campaign. And now, he is moving on. I understand that feels sudden," according to an email sent by Vikram Chopra, CEO and Founder, Cars24, to the employees and a copy of which was seen by Business Standard. "The truth is simpler than speculation. Organisations evolve. People evolve. We

have successfully navigated the volatility of the past few years and are now entering a new phase of institutional growth. Sometimes, the path that is right for the organisation and the path that is right for an individual naturally diverge. When that happens, the compassionate and honest thing to do, to stay true to the organisation we are building, is to acknowledge it and move forward with clarity."

Chopra said the India Used Cars leadership team will work directly with him for the foreseeable future. "To everyone who worked closely with Ratnoo: I see you, I am here, and I have complete faith in what you are capable of," said Chopra.

Ratnoo's exit comes as Cars24 readies for a potential initial public offering.

Nalco urges Odisha govt to expedite land handover process for ₹30K cr projects

HEMANT KUMAR ROUT
Bhubaneswar, 9 March

Navratna central public-sector enterprise (CPSE) Nalco has requested the Odisha government to expedite the land handover process for its ₹30,000 crore expansion projects that will boost capacity and help it achieve the Maharatna status by 2030.

As part of the expansion plan, the aluminium major will add a 0.5 million tonne per annum (mtpa) smelter at its existing Angul complex with an investment of ₹18,000 crore along with a 1,080 megawatt (Mw) coal-based captive power plant (CPP) at ₹12,000 crore. It will also operationalise the Potangi bauxite mine in Koraput district to strengthen raw material security for its Damanjodi alumina refinery.

The company requires around 267.21 acres of land for the proposed brownfield expansion of the aluminium smelter at Angul. While about 130 acres are already in Nalco's possession, the remaining 137.21 acres — 54.67 acres of government land and 82.54 acres of private land — are yet to be alienated or acquired.

Recently, Nalco had made

a presentation before government officials, seeking expeditious measures to hand over the required land. Business Standard has reviewed the power-point presentation and several other documents, including proceedings of a few high-level meetings, which indicated that the process of transferring government land has been slow.

Of the 54.67 acres of government land, 38.51 acres are gochar (cattle grazing) land and the classification of 16.16 acres needs to be changed and religious structures built on a patch of the land need to be relocated before being used for construction activities.

While the conveyance deed execution for 38.51 acres, which was delayed by several months due to delay in payments by Odisha Industrial Infrastructure Development Corporation (Idco), is expected by March 15, the same for the remaining 16.16 acres that include a road, non-mineral zone, canal, and a water body is also pending.

Similarly, the acquisition of 82.54 acres of private land for which a field survey was completed in June 2025 has run into rough weather following local resistance after Nalco denied employment for land losers.

J.C. FLOWERS ASSET RECONSTRUCTION PRIVATE LIMITED
Reg. Office: Unit no 203-206, 2nd Floor, Wing A, Inspire BKC, Bandra Kurla Complex, Mumbai 400 051. CIN: U74999MH2015PTC264081
Telephone No.: +91 22 62500400. Website: www.jcfarc.com

Invitation of Counter Bids for Sale of Financial Assets of Supreme Construction & Developers Private Limited under Swiss Challenge Method

J.C. Flowers Asset Reconstruction Private Limited, acting in its capacity as the Trustee of JCF ARC Trust 2023-24 / 29, ("JCF ARC" or the "Lender") invites Counter Bids ("Bid") from interested Asset Reconstruction Companies ("ARCs") for sale of Financial Assets of Supreme Construction & Developers Private Limited ("SCDPL" or "Borrower Company") under Swiss Challenge Method based on an existing binding offer in hand ("Anchor Bid") based strictly on the terms and conditions as mentioned in the Sale Of Financial Assets Under Swiss Challenge Method Bid Process Document ("Process Document") uploaded at www.jcfarc.com. The existing bidder will have the right to match the highest bid received under the said process.

Borrower Name	Outstanding Debt (As on January 31, 2026)	Anchor Bid Amount	Terms of sale
Supreme Construction & Developers Private Limited	Principal Outstanding of ~ Rs. 16.16 crore; Total Outstanding of ~ Rs. 35.80 crore	Rs. 15 crore	100% cash basis

The sale shall be on "as is where is", "as is what is" and "without recourse" basis. The "minimum mark-up" over the Anchor Bid required for the "Counter Bid" is fixed at Rs. 16.5 crore i.e. +10% over and above the Anchor Bid Amount. The Earnest Money Deposit (EMD) for participating in this Auction Process is Rs. 1.65 crore.

Activity	Date & Time
Submission of Expression of Interest (EOI) along with Non-Disclosure Agreement and necessary documents as mentioned in the Process Document	On or before 6:00 pm (IST) March 13, 2026
Due diligence (Post submission of EOI and execution of NDA)	From March 10, 2026 to March 23, 2026 Between 10:00 am to 6:00 pm (IST)
Submission of EMD * together with bid document and declaration under Section 29A of Insolvency and Bankruptcy Code, 2016	On or before 5:00 pm (IST) March 24, 2026
Date of E-auction	From 11:00 am to 12:00 pm (IST) on March 25, 2026
Declaration of Successful Bidder	At 3:00 pm (IST) on March 25, 2026
Payment of entire bid amount and execution of Assignment Agreement, in the format prescribed by JCFARC	March 27, 2026
Return of EMD of unsuccessful bidder(s), if applicable	By April 06, 2026

* EMD along with relevant documents / proof of transfer of funds can be sent to J.C. Flowers Asset Reconstruction Private Limited, Unit no 203-206, 2nd Floor, Wing A, Inspire BKC, Bandra Kurla Complex, Mumbai 400 051. The interested ARCs can conduct due diligence with immediate effect, after executing a Non-Disclosure Agreement (NDA) with JCF ARC, if not already entered. JCF ARC reserves the right to amend/modify/cancel the proposed sale process at any stage without assigning any reason thereof, at its sole discretion. The decision of JCF ARC in this regard shall be final and binding. The interested bidders may contact the below mentioned officials for detailed terms and conditions of auction process.

a) Udit Potaliya (Mob: +91 9810538209; udit.potaliya@jcfarc.com)
b) Ashish Kumar (Mob: +91 9833301274; ashish.kumar@jcfarc.com)
Detailed terms and conditions may be reviewed at the website: www.jcfarc.com

Date: March 10, 2026
Place: Mumbai

Authorized Signatory
For J.C. Flowers Asset Reconstruction Private Limited,
acting in its capacity as trustee of JCF ARC Trust 2023-24/29

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TENDER NOTICE

Chief Administrator & Financial Officer, SBI-SG Global Securities Services PVT. LTD., B-Wing, Ground Floor, Jeevan Seva Annex (LIC) Building, SVP Road, Santacruz (W), Mumbai – 400054, Maharashtra, India, invites bids from eligible bidders for the below deliverables as per the RFP scope and terms.

Solutions / Services Expected	RFP Number
Comprehensive End-to-End SOC Services	SBISG-GSS/2025-26/12
Regulatory VAPT Exercise as per SEBI, NSDL & CDSL	SBISG-GSS/2025-26/13
Information Rights Management (IRM) Implementation	SBISG-GSS/2025-26/14
Gold & Silver Custody Audit	SBISG-GSS/2025-26/15

The complete set of bidding documents can be downloaded from our website <https://www.sbisgcscl.in/statutory> "TENDER" section. Check for schedule of submission and details in the respective RFPs.

Sd/-
Amitav Kar
Chief Administrator & Financial Officer

HARISH TEXTILE ENGINEERS LIMITED
CIN: L29119MH2010PLC201521
2nd Floor, 19 Parsi Panchayat Road, Andheri (East), Mumbai-400669.
Tel: 022 66490251, E-mail: investor@harishtextile.com, Website: www.harishtextile.com

CORRIGENDUM TO THE NOTICE OF THE EXTRAORDINARY GENERAL MEETING

Members of Harish Textile Engineers Limited ("the Company") are hereby informed that reference is made to the Notice dated February 10, 2026 convening the Extraordinary General Meeting ("EGM") of the Company ("EGM Notice"), scheduled to be held on Wednesday, March 11, 2026 at 11.00 A.M. (IST) through Video Conferencing ("VC") / Other Audio-Visual Means ("OAVM"), without physical attendance of Members, to transact the business as set out therein.

The said EGM Notice was dispatched to all Members of the Company on March 9, 2026 in due compliance with the provisions of the Companies Act, 2013 ("the Act"), the rules framed thereunder, and applicable circulars issued by the Ministry of Corporate Affairs ("MCA") and the Securities and Exchange Board of India ("SEBI") (collectively referred to as "the Circulars").

Members are further informed that the Company has filed applications with the Stock Exchange seeking in-principle approval for the proposed issuance of Equity Shares on Preferential Basis to the persons belonging to the Promoter and Non-promoter Category for consideration in cash and other than cash, for which approval of the Members is being sought. Subsequently, the Company has received certain observations from BSE Limited ("BSE").

Accordingly, this Corrigendum to the EGM Notice ("Corrigendum") has been issued and electronically dispatched on March 9, 2026, to the Members of the Company whose email addresses are registered with the Company and/or Depository Participant(s). The Corrigendum provides certain clarifications, modifications, and updates to "the table given in 'point o' of the explanatory statement of Item No. 01" of the EGM Notice, pursuant to the observations received from BSE, and in accordance with the provisions of the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018 ("ICDR Regulations"), the applicable provisions of the Act, the rules made thereunder, and the circulars issued by the MCA.

As Members are aware, the Company is providing a remote e-voting facility to enable them to cast their votes on the resolution proposed at the EGM. In the interest of facilitating informed decision-making, whether through remote e-voting or during the EGM via VC/OAVM, the Company considers it appropriate to bring to the attention of Members the updated factual position through this Corrigendum. This Corrigendum shall form an integral part of the original EGM Notice and shall be read in conjunction therewith.

All other contents of the EGM Notice, save and except as amended or clarified through the Corrigendum issued by the Company, shall remain unchanged. The Corrigendum is available on the website of the Stock Exchange, BSE Limited, at www.bseindia.com and on the website of the Company at www.harishtextile.com and on BIGSHARE (agency for providing the Remote e-Voting facility) i.e. <https://vote.bigshareonline.com>.

For Harish Textile Engineers Limited
Sd/-
Sandeep Gandhi
Managing Director
DIN: 00941665

Date: March 9, 2026
Place: Mumbai

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Sealed tenders are invited for "Supply, Installation and Maintenance of Tablets", Offline and Online on GeM portal, in both ways. For specifications & other relevant details, Please visit Bank's website (<https://punjabandsindbank.co.in>). Any further changes related to the said Tender shall be posted on Bank's website only.

Date: 06.03.2026 Dy. General Manager (DBD)

U.P. RAJYA VIDYUT UTPADAN NIGAM LIMITED
ANPARA - SONEBHADRA

Tender notice and scope of work

- Short Term E-Tender- 01/CHD-I/ATPS/2025-26, Work of general & round the clock wise cleaning & assistance in operation of CHP 3x210MW, ATPS." EMD Rs. 51,730.00, Last date of tender: 16.03.2026 (16:00 Hrs).
- E-Tender- GEM/2026/B/7195617, Routine, preventive & breakdown maintenance of ID/FD/PA fans, seal air fan and APH & its associated parts of unit no 4&5 of BTPS, Anpara." EMD Rs. 1,10,000.00, Last date of tender: 13.03.2026 (17:00 Hrs).

For information regarding addendum corrigendum rejection of Bids kindly regularly visit website <https://tender.up.nic.in> or <https://gem.gov.in>.

पत्रांक: 3217/मुअमिड(स्तर-1)/अताप/कला अनुठ दिनांक: 09.03.2026

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