

5 July 2026

To, Corporate Relations Department BSE Limited DCS - CRD Phiroze Jeejeebhoy Towers Dalal Street, Mumbai 400 001	To, Corporate Listing Department National Stock Exchange of India Ltd. Exchange Plaza, 5th Floor Plot No.C-1, G Block Bandra-Kurla Complex Bandra (East), Mumbai 400 051
BSE Code: 500266	NSE Code: MAHSCOOTER

Dear Sir/Madam,

Subject: Newspaper Advertisement - Disclosure under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('SEBI Listing Regulations')

Pursuant to the SEBI Listing Regulations, we enclose herewith copy of advertisements published today, i.e., 5 July 2026, in Financial Express – all editions (English) and Kesari – Pune edition (Marathi), concerning 51st Annual General Meeting to be held on **Wednesday, 29 July 2026** at **10:45 a.m. (IST)**, through Video Conferencing ('VC')/Other Audio Visual Means ('OAVM') and E-voting information.

The aforesaid advertisements are also available on the website of the Company and it can be accessed by clicking at [Newspaper Publications](#).

We request you to kindly take the same on record.

Thanking you,

For **Maharashtra Scooters Limited**

Saurabh Erande
Company Secretary
Email: investors@msls.co.in
 Encl.: As above

MAHARASHTRA SCOOTERS LIMITED

www.mahascoters.com

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 Pune - 411 014, Maharashtra, India | Tel: +91 20 7157 6066 | Fax: +91 20 7150 5792
Registered Office: C/o Bajaj Auto Limited Complex, Mumbai - Pune Road, Akurdi, Pune - 411 035, Maharashtra, India
Corporate ID No.: L35912MH1975PLC018376 | **Email ID:** investors@msls.co.in

Gymkhana Club challenges eviction

ANI
New Delhi, July 4

THE DELHI GYMKHANA Club and its Staff Welfare Association have approached the Delhi High Court challenging the Centre's decision to initiate eviction proceedings against them from the Club's existing premises at 2, Safdarjung Road in Lutyens' Delhi.

The matter has been listed before the bench of Justice

Avneesh Jhingan on July 6, when the court is scheduled to hear the applications filed by the Club and the Staff Welfare Association.

The petitions come after the Centre initiated statutory eviction proceedings against the Club, alleging that it has become an unauthorised occupant following the termination of its perpetual lease. The government has further stated that it directed

the Club to hand over peaceful possession by June 5. According to the plaint, the Club failed to vacate the premises despite the notice and has continued to remain in occupation.

Recently, the Estate Officer had issued a show-cause notice to the Delhi Gymkhana Club directing it to explain why an eviction order should not be passed against it.

Monsoon session to start July 20

PRESS TRUST OF INDIA
New Delhi, July 4

THE MONSOON SESSION of Parliament will be held from July 20 to August 13, Parliamentary Affairs Minister Kiren Rijiju said on Saturday.

The 25-day session with 19 sittings comes after the ruling BJP's victories in West Bengal, Assam and Puducherry assembly polls. The aftermath of the rebellion in the Trinamool Congress (TMC) and Shiv Sena (UBT) will also play out in the forthcoming session. A decision by Lok Sabha Speaker Om Birla on the demands of 20 TMC and six Shiv Sena MPs seeking recognition as separate groups is awaited.

In a post on X, Rijiju said on the recommendation of the government, President Droupadi Murmu has summoned both the Houses of Parliament for the Monsoon Session 2026.



"The Session will commence on 20 July, 2026 and continue till 13 August, 2026 for meaningful debate, discussion and decisions on issues of national importance," he said. In the last session a Constitution amendment bill to implement reservation for women and increase the number of seats in the Lok Sabha was defeated. The government is now redrafting the bill to possibly increase Lok Sabha seats of all states uniformly by 50%.

IMD PREDICTS EXTREME RAIN TILL JULY 6 Mumbai urged to stay indoors

PRESS TRUST OF INDIA
Mumbai, July 4

INCESSANT AND HEAVY rains threw life out of gear in Mumbai and its metropolitan region on Saturday, triggering incidents of road cave-ins, tree fall and house collapse, and disrupting road and rail traffic.

The Mumbai civic body on Saturday declared a holiday for the afternoon session in all schools and colleges across the metropolis after the IMD issued a red alert of extremely heavy rainfall. A BMC spokesperson said that the decision was taken keeping in mind the safety of students amid the forecast of extremely heavy rains. Maharashtra CM Devendra Fadnis said the IMD has forecast very heavy rainfall, thunderstorms significantly above normal in the affected region till July 6. "We have requested people to avoid travel if possible so that accidents caused by heavy rain and storms can be prevented," he said.



Commuters make their way through a waterlogged road amid heavy rainfall in Mumbai, on Saturday

Central India to be covered in next 4 days

THE SOUTHWEST MONSOON is set to advance further into parts of the North Arabian Sea, Gujarat, the remaining areas of Haryana and Punjab, and more parts of Rajasthan over the next four days, the IMD said

on Saturday. "The monsoon is likely to continue in an active phase over the central parts of the country during the next four-five days," the IMD said.

—ANI

FROM THE FRONT PAGE

Semiconductor initiative gets fillip

THE SANAND FACILITY has been set up by CG Semi, a subsidiary of CG Power and Industrial Solutions, in partnership with Japan's Renesas Electronics and Thailand's Stars Microelectronics. The Union Cabinet had approved the project in February 2024 under the India Semiconductor Mission.

The plant is expected to generate around 5,000 direct and indirect jobs over the next five years. It has an initial production target of 200 million chips annually, which the company plans to scale up to 5 billion. The chips will be supplied to customers in India as well as overseas. With commercial production beginning at the plant, three semiconductor projects

approved by the Centre have now become operational. Two more facilities are expected to commence production during the current year. Addressing the gathering, Modi said India was now moving beyond mobile phone manufacturing towards developing the semiconductor value chain. He said electronics production in the country has increased seven-fold since 2014, while electronics exports have grown eleven-fold during the same period. "First products, then components and now semiconductors... India is building the entire electronics value chain. This is the roadmap to Viskit Bharat. This is the next phase of Make in India," Modi noted.

"The Semicon India programme is gathering rapid momentum... Step by step. Brick by brick. Chip by chip," he said. The Prime Minister said the semiconductor industry would attract chip packaging companies, equipment suppliers, machine servicing firms, chemical manufacturers and startups, creating a broader high-technology manufacturing base around Sanand. Modi said such clusters would open opportunities for young engineers. Union Electronics and Information Technology Minister Ashwini Vaishnaw said chips will be used in automobiles and industrial applications, while a significant portion will also be exported.

Why Creta remains king of midsize SUVs

CONSIDERING THAT THESE 63 variants cover a really wide price range of ₹10.9 lakh-₹20.06 lakh in petrol, ₹12.53 lakh-₹20.11 lakh in diesel, ₹19.03 lakh-₹20.1 lakh in N Line, and ₹18.03 lakh-₹24.7 lakh in electric, Creta remains in the consideration set of every car buyer with a ₹10-25 lakh budget. "It has achieved default-buy status in the Indian consumer psyche," a former Hyundai India executive told FE. "Despite half a dozen rivals hitting the market month after month, Creta is the gold standard of the segment." But this has possibly hit Hyundai India in an unex-

pected way. Even as Creta's sales have been growing – from 157,311 units in 2023, to 186,919 units in 2024, and 201,122 units in 2025 – the market share of Hyundai India has been shrinking. Financial year data from the Society of Indian Automobile Manufacturers shows that the market share has dropped from 14.6% in FY23 to just 12.6% in FY26. Industry observers pointed out that by focusing its marketing, production, and component capacities on Creta and, the SUV Venue, Hyundai has exposed the rest of its portfolio, allowing competitors to chip away at its other models.

HDBF Bank's Q1 advances up 15.4%

WITHIN THE OVERALL deposits, current account, savings account deposits grew 9.4% year-on-year to ₹10.26 lakh crore as of June 30.

The bank's period-end advances under management, which includes inter-bank participation certificates, bills rediscounted and securitisation/assignment, rose 12.4% year-on-year to ₹31.27 lakh crore from ₹27.82 lakh crore a year ago. On a sequential basis, it climbed 2.3% from ₹30.57 lakh crore as of March-end.

Telegram in fresh trouble, hauled up for film piracy

THE MOVE IS in sync with the government's current scrutiny of messaging and social media platforms on multiple fronts. Recently, the Ministry of Electronics and Information Technology (MeitY) had told Meta to pause its WhatsApp's user-name rollout, besides taking Instagram to task over ads allegedly promoting child sexual abuse.

Telegram, in particular, has drawn criticism for its channel-based architecture, which allows pirated files to be shared with thousands of subscribers almost instantly and makes conventional takedown requests more cumbersome.

The amendments made to the IT Rules in late 2025 have sharpened intermediaries' due diligence obligations and given authorities clearer power to demand structural fixes rather than one-off removals.

Meanwhile, Telegram's troubles aren't confined to India. The platform is facing separate legal scrutiny in around a dozen more countries, including a Russian probe into allegations that Telegram was being used to promote extremist content.

Micro dramas pulling major money

DIGITAL ENTERTAINMENT STARTUP Kuku Technologies, the parent company of Kuku TV and Kuku FM, which releases over 150 original micro-drama shows every month and has crossed 200 million downloads, recently filed for an IPO through the confidential route, seeking to raise up to ₹3,500 crore as per reports. The firm is reportedly targeting a valuation of up to ₹15,000 crore with a listing expected sometime later this financial year. To accelerate content production and strengthen its AI capabilities, Kuku raised \$85 million in Series C funding in 2025, led by Granite Asia with participation from Vertex Growth Fund, Krafton, IFC, and Tribe Capital. Earlier this year, former Indian cricket captain Mahendra Singh Dhoni invested in the company and joined as a brand ambassador for Kuku TV.

Story TV, operated by entertainment startup Eloelo Group, is also expanding. In May, the platform launched Story TV Dailies, a serialised storytelling format inspired by TV soaps but delivered through vertical videos with daily episode releases and no fixed ending. The company believes the new offering can tap into a potential audience of more than 500 million viewers who increasingly consume content on smartphones. "We went from 1 micro drama a day in July 2025 to five a day (150+ a month today). In terms of overall growth, we have grown 10x month-on-month and would like to continue this momentum in 2026," said Saurabh Pandey, founder & CEO, Story TV. Overall, Story TV has built what it claims is India's largest micro-drama catalogue, with more than 1,500 titles across Hindi, Tamil, Telugu, Malayalam, and



Kannada. It has crossed 10 crore downloads. ShareChat-backed QuickTV recently announced an annual investment commitment of ₹24 crore through its Moj Microdrama Challenge to support creators and expand production. "Users consume nearly 14 billion episodes every month, or approximately 450 million episodic plays daily. Several QuickTV originals have already crossed the 100-million-view mark, while titles such as Mere 3 Shehzaade and Ghar Wapsi have each surpassed 200 million views," said Ankush Sachdeva, co-founder and CEO of ShareChat, Moj, and QuickTV. Flick TV raised \$2.3 million in seed funding from Stellaris Venture Partners; ReelSaga secured \$2.1 million from investors including Picus Capital and Nazara Technologies; while MiniPix raised ₹2.4 crore in pre-seed funding to build regional-language vertical dramas.

Meanwhile, entertainment company GBM Studios has committed ₹15 crore to create production infrastructure and talent development programmes for micro dramas. Founder Dharmesh Sangani said, "The changing landscape of content consumption has created a massive demand for fast-paced, emotionally engaging, and mobile-first storytelling." The company aims to launch its own platform and achieve ₹100 crore

in turnover within three years. JioStar has emerged as one of the biggest believers in micro dramas. The company integrated its micro-drama offering, Tadka, directly into JioHotstar. Kevin Vaz, CEO, Entertainment, JioStar, said the platform attracted nearly 100 million viewers within weeks of launching in April. The company has already launched more than 100 original vertical series titles in partnership with over 50 production houses and plans to expand its catalogue to nearly 1,000 titles by the end of the year. In 2026, Zee Entertainment approved an investment of up to ₹100 crore in optionally convertible debentures of its subsidiary ZBullet Enterprises, which operates Bullet, a micro-drama platform. Bullet recently launched Trinetra AI, designed as an integrated filmmaking and content intelligence platform.

Azim Lalani, co-founder and chief business officer at Bullet, said "The future of entertainment will belong to those who can combine creativity with intelligence. Trinetra AI is our attempt to build that bridge." Netflix has not fully entered micro drama format while Amazon MX Player launched Fatafat in March this year. Regional players, too, are in the fray. The Maran Group recently launched KadhaiShorts, Tamil Nadu's first dedicated micro-

drama platform. The service debuted with six Tamil originals and already has more than 100 projects in production. "We see micro dramas not as a passing trend but as the next major entertainment format built for mobile-only consumption," said Karan Dayanidhi Maran, vice-chairman of Maran Group and founder of KadhaiShorts. The platform plans to expand into other languages while launching ten new vertical dramas every month. Alongside, the company also introduced KadhaiClub, a creator ecosystem with more than 12,000 members. As per the Ormax Media-Meta study, *Micro Dramas: The India Story*, viewers spend a median 3.5 hours per week watching micro dramas, with over 90% of viewing happening individually. According to the Lumikal *State of India Interactive Media Report*, micro dramas grew into a \$300-million category in CY25 and are projected to reach \$4.5 billion by 2030, representing a 31% CAGR. "Indian audiences are gravitating towards formats that are personalised, built for the smartphone, and micro dramas are a natural outcome of that shift," said Salone Sehgal, founder and managing partner, Lumikal. Investor conviction in India's micro drama segment strengthened significantly over the past two years, with 2025 recording \$30.9 million across five funding rounds, a 6x increase since 2024.

"The rise in adoption is being driven by several structural factors like widespread smartphone usage, affordable data, and changing consumer preferences toward short form, vertical-format content that can be consumed during short breaks," said Neha Singh, co-founder of market intelligence platform Tracxn.

and negotiations are ongoing, as part of which, sea traffic through the Strait of Hormuz has been permitted to be resumed," the petroleum and natural gas ministry said in a notification.

India had invoked emergency powers under the Essential Commodities Act after disruptions to LNG cargoes and force majeure declarations by suppliers reduced

available gas, prompting diversion of supplies to priority consumers. Today's amendment formally deletes these operative controls. The decision effectively ends the government-directed allocation mechanism introduced during the crisis and allows gas suppliers to move away from emergency diversion arrangements as LNG cargoes resume.

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NOTICE
Notice of 51st Annual General Meeting and E-voting information

NOTICE IS HEREBY given that the 51st Annual General Meeting ('AGM') of the members of the Company is scheduled to be held on **Wednesday, 29 July 2026 at 10.45 A.M. (IST)** through Video Conferencing ('VC') / Other Audio-Visual Means ('OAVM') (hereinafter referred to as 'e-AGM'), without physical presence of the members at a common venue, in compliance with the applicable provisions of the Companies Act, 2013 ('the Act') and rules framed thereunder, read with General Circular No. 03/2025 dated 22 September 2025 issued by Ministry of Corporate Affairs ('MCA') and SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('the 'SEBI Listing Regulations') and other connected circulars issued from time to time, to transact the Business, as set out in the Notice of the e-AGM dated 22 April 2026. The said Notice and Annual Report for FY2026 has been sent on Saturday, 4 July 2026 to the members holding shares as on Friday, 26 June 2026 through email at their registered email-ID.

In accordance with Regulation 36(1)(b) of SEBI Listing Regulations, a letter containing the web-link and QR Code for accessing the Annual Report for FY2026 and Notice of 51st AGM including Business Responsibility and Sustainability Report for FY2026, along with the exact path, is being dispatched together with login credentials for remote e-voting, to the members who have not registered their email address with the Company/KFin Technologies Limited ('KFin'). Registrar to an Issue and Share Transfer Agent ('RTA')/ Depository Participants. Physical copies of the said documents will be made available free of cost, to members who request the same.

The Notice for 51st AGM and the Annual Report for FY2026 is available on the Company's website at <https://www.mahascooters.com/investors.html#annualReports>. The aforesaid documents are also available on the website of the Stock Exchanges i.e. BSE Limited at www.bseindia.com and National Stock Exchange of India Limited at www.nseindia.com and on the website of KFin at <https://evoting.kfintech.com/public/Downloads.aspx>.

Pursuant to the recent amendment to Regulation 12 of the SEBI Listing Regulations, the Company is mandated to pay the dividend only through electronic mode, as prescribed under the aforesaid Regulations. Accordingly, members may note that dividend warrants, demand drafts, or cheques in physical form will no longer be issued by the Company for payment of dividend.

The Board of Directors, at its meeting held on 22 April 2026, has recommended payment of final dividend of ₹60 per equity share (600%) of face value of ₹10 each. Subject to the provisions of Section 126 of the Act, dividend on equity shares, if declared at the AGM, will be credited on or before Tuesday, 4 August 2026, to all those members holding shares as on closing hours of Tuesday, 30 June 2026.

In compliance with provisions of Section 108 of the Act and Rule 20 of the Companies (Management and Administration) Rules, 2014, as amended, and Regulation 44 of the SEBI Listing Regulations and SEBI Master Circular dated 30 January 2026, the members are hereby further notified that:

- The Company is providing e-voting facility to its members to cast their vote by electronic means on the resolutions set out in the Notice of e-AGM. KFin has been appointed as e-voting service provider for e-AGM.
- The business as set forth in the Notice of the e-AGM may be transacted through remote e-voting or e-voting at the e-AGM.
- Remote e-voting shall commence from **Saturday, 25 July 2026 (9.00 a.m. IST)** and end on **Tuesday, 28 July 2026 (5.00 p.m. IST)**. Remote e-voting shall not be allowed beyond 5:00 p.m. (IST) on Tuesday, 28 July 2026.
- Cut-off date for the purpose of e-voting shall be **Wednesday, 22 July 2026** ('cut-off date'). A person whose name is recorded in the register of members or in the register of beneficial owners as on the said date shall only be entitled to avail the facility of remote e-voting as well as e-voting at the AGM. The voting rights of the members shall be in proportion to the equity shares held by them in the paid-up equity share capital of the Company.
- Persons who have acquired shares and become members of the Company after the dispatch of Notice and who are eligible members as on the cut-off date i.e., **Wednesday, 22 July 2026**, may obtain the User ID and Password from KFin by sending request on evoting@kfintech.com from registered email-ID. Members who have not registered their email-ID, are requested to reach out their respective Depository Participants for updating the same.
- The User ID and password for remote e-voting are communicated via email to members who have registered their email addresses. For members whose email addresses are not registered with the Company or KFin, the User ID and password are printed on the letter sent to them.
- Members present at the meeting and who have not cast their votes 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. The instructions for voting at the e-AGM are provided in the Notice.
- Members who have cast their votes by remote e-voting prior to the e-AGM may also attend/participate in the e-AGM but shall not be allowed to vote again at the e-AGM.
- In case of any queries/grievances, related to e-voting, members may refer the Frequently Asked Questions ('FAQs') and e-voting user manual available at <https://evoting.kfintech.com> Further, members may reach out at the contact details mentioned below for addressing e-voting related grievances:

Mohd. Mohsinuddin Asst. Vice President – Corporate Registry KFin Technologies Limited Unit: Maharashtra Scooters Limited Selenium Building, Tower-B, Plot No 31 & 32, Financial District, Nanakramguda, Serilingampally, Hyderabad, Rangareddy, Telangana, India - 500 032. Email ID: mohsin.mohd@kfintech.com / einward.ris@kfintech.com Toll Free No.: 1800 309 4001	Saurabh Erande Company Secretary Maharashtra Scooters Limited 3rd Floor, Panchshil Tech Park Viman Nagar, Pune – 411 014 Email ID: investors@msls.co.in Tel No.: (020) 7157 6403
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- Individual shareholders holding shares in dematerialised mode may reach out at the below contact details for any issues in respect of e-voting through Depository(ies) (i.e., NSDL and CDSL):

NSDL Email id: evoting@nsdl.co.in Toll free number: 022 4886 7000 / 022 2499 7000	CDSL Email id: helpdesk.evoting@cdslindia.com Toll free number: 1800 22 55 33
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Members who have not registered their email addresses and consequently could not be served the Annual Report for FY2026, Notice of the 51st AGM and e-voting login credentials, are requested to update their email address and other KYC details by submitting Form ISR-1 (available on the website of the Company <https://www.mahascooters.com/investors.html#shareholders>) duly filled and signed along with requisite supporting documents to KFin in case of physical holding. The request will be registered subject to compliance with the legal requirements in this regard. In case of demat holding, members are requested to reach to their respective DPs for updating the abovementioned details.

For Maharashtra Scooters Limited
Place: Pune
Date: 4 July 2026

Sd/
Saurabh Erande
Company Secretary

ठिकाण: पुणे
दिनांक: ४ जुलै २०२६