



Date: August 19, 2023

To, The Secretary, BSE Limited, P.J. Towers, Dalal Street, Mumbai- 400 001 Scrip Code: 539542	To, The Secretary, National Stock Exchange of India Ltd., Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandera (E), Mumbai – 400 051 Symbol: LUXIND
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Respected Sir/Madam,

Sub: Copy of Newspaper Publication – Information to shareholders regarding 28th Annual General Meeting and e-voting.

In compliance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and other applicable regulations, please find enclosed herewith the copy of Newspaper Publication published in leading English newspaper (Business Standard) on August 19, 2023 and in Regional language newspaper (Ei Samay) on August 19, 2023 in which information containing inter-alia following matters have been published -

- Intimation of 28th Annual General Meeting of the Company scheduled to be held on Friday 29th September, 2023 at 11:00 a.m. (IST) through Video Conferencing (VC)/ Other Audio-Visual Means (OAVM) in compliance with applicable provisions of the Companies Act, 2013 and Listing Regulations.
- Book Closure from 23rd September, 2023 to 29th September, 2023.
- Manner of registering / updating e-mail address by members, for obtaining of Notice of AGM, Annual Report 2022-23.
- Manner of casting votes through e-voting.
- Manner of updating bank account details.
- Dividend payment related information.

This is for your information and record.

Thanking You
Yours faithfully,
For LUX INDUSTRIES LIMITED

Smita Mishra
(Company Secretary & Compliance Officer)
M.No:A26489

Enclosed: as above

LUX INDUSTRIES LIMITED

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It is passion of fans that fuels the confidence of Siddhartha Lal (pictured), managing director of Eicher Motors, the parent company of Royal Enfield

SHINE JACOB & VEENU SANDHU
Chennai/New Delhi, 18 August

In August 2018, torrential rains besieged Kerala, resulting in 483 deaths and losses worth ₹40,000 crore to the state economy. Thirty-five dams were opened, flooding the picturesque terrain.

Amid the crisis emerged fearless heroes on two wheels, such as the Bullet Users' Club, a collective of 1,500 Royal Enfield motorcycle enthusiasts from the state's Kollam district. They swiftly engaged themselves in the rescue operations and, as the waters receded, travelled across the state helping people repair and restart their submerged bikes, irrespective of the brand. In 2020, as the pandemic sent the country into a lockdown, the same community rallied to provide food and water to the vulnerable.

Hundreds of similar fan clubs across India have transformed Royal Enfield into more than a motorcycle brand; it's a cultural phenomenon. It is a cult that encompasses not only the biking enthusiasts, but also novices and mechanics. It is a cult where humans become legends and acquire names such as Sholay Baba and Bullet Man. There is a Bullet Baba temple by the Jodhpur-Pali Expressway in Rajasthan, where Royal Enfield Bullet 350 is venerated and believed to grant wishes.

It is a cult whose allegiance, apart from the other tenets of business, has earned Royal Enfield a 90 per cent market share of the 250-750cc segment. There is also the bit about it being the world's oldest continuously produced motorcycle brand.

Triumph and Harley-Davidson are formidable global motorcycle brands and have forged partnerships with domestic stalwarts, Bajaj Auto for the former and Hero MotoCorp for the latter. And they are rolling out models with the lowest price tags in India. However, as they test their mettle on the high-end motorcycle segment, where the margins are healthier, they find themselves up against not only the Royal Enfield brand but also its cult.

Seventy-year-old Bullet Man, who, for all non-motorcycling purposes is P. Hanumanth Mani, epitomises this allegiance. A seasoned mechanic and rider, he has worked on more than 250,000 Royal Enfield Bulets since 1965. The Kerala resident's bond with the brand is evident as he prepares to attend the 13th edition of Rider Mania, an annual congregation of Royal Enfield aficionados in Goa, in November.

As in the past, this year's Rider Mania, themed 'Motoverse', will offer a range of experiences, including dirt track races, music concerts, art exhibitions, and expert sessions. Hundreds of Enfield enthusiasts are expected to descend on Goa for it, with their bikes.

"People love the Enfield for varied, and personal, reasons," says Rohit Malakar, moderator, Enfield Rider's Community, Bengaluru. "Though Triumph and Harley offer superior performance and speed, what sets the Enfield apart for me is its comfortable weight and relaxed ride attitude."

It is this passion of fans that fuels the confidence of Siddhartha Lal, managing director of Eicher Motors, the parent company of Royal Enfield. "We are many steps ahead of our competitors," Lal said at a press conference earlier this month. The man credited with turning the Royal Enfield story around said that even if the brand held 85 to 7 per cent of the market of ₹1.5 million to ₹2 million a year, he would be okay with it, indicating that the Chennai-headquartered company sees its market share coming down but not too much. The Enfield fan following, Lal believes, is not easy to replicate.

But Enfield is not the only motorcycle brand to have fans. Harley-Davidson boasts a riding community, the Harley Owners Group (HOG), that has its roots in the United States and a regional branch in India. "HOG is a company-sponsored club that you join when you own a Harley," says Bikram Puri, former regional director, HOG India. The club organises an annual rally in Goa, besides rallies across the North, West, South and East zones. Bajaj Dominar

FAN FACT

How Royal Enfield's fan clubs fortify its brand in the battle against Harley and Triumph



(Left) Bobbee Singh, founder of Old Delhi Motorcycles, is a die-hard Royal Enfield fan and has been customising the bike to such detail that no two look alike; (above) Bullet Man is a member of Royal Enfield fan club

ON-ROAD SHOW

(Global sales)

ROYAL ENFIELD	2021-22*	602,268
	2022-23**	834,895

*Including exports of 81,032
**Including exports of 100,055

HARLEY-DAVIDSON (calendar year)	2021	194,256
	2022	178,451

26,000 TOTAL MOTORCYCLES SOLD IN INDIA SO FAR

TRIUMPH (calendar year)	2021	78,365
	2022	83,389

11,368 TOTAL MOTORCYCLES SOLD IN INDIA SO FAR

and KTM have similar, albeit smaller, fan groups in India.

HOG India has more than 10,000 members, and Puri is of the view that this number will grow as competitively priced models come into the market. The Triumph Speed 400, the cheapest model, starts at ₹233,000 in India, and the Harley-Davidson X440 at ₹229,000. The starting price for an Enfield is ₹150,000 for the Hunter 350.

Meanwhile, adding to the Enfield's cult status are dedicated individuals and companies that craft customisations. An interconnected network of mechanics, who exclusively work on Enfields, thrives in places such as Delhi's bustling Mayapuri market, where you can find specialists in Enfield tanks, handlebars, silencers, and exhausts. "If spare parts are easy to come by and you can find an Enfield mechanic even in Ladakh to fire it up if it stalls," says Milan Khurana, founder of Faridabad-headquartered MK Designs, which deals in custom-made bike parts and accessories.

Khurana says Harley-Davidson's partnership with Hero and Triumph's with Bajaj will hurt Enfield, given the wide network and capabilities of the Indian auto majors. The other reality is that not many people want to get their Triumphs and Harleys customised because of warranty and after-sales service issues, he says. Khurana represents the new school. Bobbee Singh, founder of Old Delhi Motorcycles, belongs to the old guard. The two worlds have briefly come together in Khurana's workshop to create a retro-look Royal Enfield Interceptor 650. Singh is a die-hard Royal Enfield fan and has, for decades, been customising the bike to such detail that no two look alike.

"Given its classic shape, the Enfield presents an all-embracing canvas. You can customise it in

Triumph in search of wins

Triumph's latest motorcycles, Speed 400 and Scrambler 400, registered more than 10,000 bookings within 10 days of the unveiling. Triumph has partnered with Bajaj Auto to expand its footprint in the Indian market. The two bikes are manufactured at Bajaj's Chakan plant.

The Speed 400 is priced at ₹2.33 lakh, positioning it against Harley Davidson X440 and the more established offerings such as the Bullet, Classic 350, and Meteor 350 from the market leader, Royal Enfield. Looking at the high demand, Bajaj Auto has said it would ramp up its production capacity.



A Harley not out of reach

Harley-Davidson has forged a partnership with Hero MotoCorp to launch its most affordable motorcycle — the X440 — in India. The 440cc motorcycle comes at a starting price of ₹2.29 lakh (ex-showroom).

Jochen Zeitz, president and chief executive officer, Harley-Davidson, said the brand had been "out of reach" for a lot of customers in India. But the firm for the first time launched a bike that was "achievable" for a broader market segment.



practically any way," says Singh, who rides a 1968 Enfield with a Sholay-style sidecar. Since installing it on his bike, he has had so many demands for it that he's now described as the "sidecar revival man." In Goa, a hub for motorcycle enthusiasts where Singh spends half his time, the locals call him "Sholay Baba". "The bond bikers have with Enfield is an emotional and philosophical level," Singh says. "It's an old sweetheart." On a practical note, he adds that the price range for personalising the Enfield, too, is unmatched: ₹25,000 to ₹15 lakh. He does feel, though, that the company behind the bike needs to celebrate it better to fully harness the power of the legend and work on improving the services it offers — more so now, with Harley-Davidson and Triumph revving up in India. Akshay Varde, founder of

CANARA ROBECO

Canara Robeco Mutual Fund
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Tel.: 6658 5000 Fax: 6658 5012/13. www.canararobeco.com CIN No.: U65900MH1993PLC070003

NOTICE
Winding up of the Canara Robeco Gift Scheme, 1988 under Regulation 39(2)(a) of SEBI (Mutual Funds) Regulations, 1996

NOTICE is hereby given that pursuant to Regulation 39(2)(a) of SEBI (Mutual Fund) Regulations 1996 ("MF Regulations"), the Board of Trustees of Canara Robeco Mutual Fund ("Trustees" of Canara Robeco Mutual Fund) has decided to wind up Canara Robeco Gift Scheme 1988 ("Scheme"), a close ended debt scheme investing in Government Securities, T-bills, PSU bonds and money market instruments. The Scheme has not accepted any fresh subscriptions with effect from April 01, 1999. The Scheme is proposed to be wound up in compliance with Paragraph 2.8.1 of the Master Circular for Mutual Funds dated May 19, 2023 and in terms of the approval granted by SEBI by its letter dated July 11, 2023 ("SEBI Letter"), as Canara Robeco Mutual Fund already has another operational Gift scheme, i.e., Canara Robeco Gift Fund in the same category.

Pursuant to Regulation 41(f) of MF Regulations, a meeting of the unitholders of the Scheme will be held on September 18, 2023 at 11.30 a.m. at Construction House, Ground Floor, 5, Walchand Hirachand Marg, Ballard Estate, Mumbai - 400001 to transact the following business:

"To approve by simple majority of the unitholders present and voting at the meeting, a resolution for authorising the Trustee to take steps for winding up of the Scheme in accordance with SEBI Letter."

Unitholder(s) whose details are maintained by Canara Robeco Asset Management Company Ltd. ("AMC") at the close of business hours of August 17, 2023 (cut-off date) shall be entitled to vote at the meeting. Unitholders are entitled to vote in proportion to their respective unitholding in the Scheme as on the abovementioned cut-off date. If none of the unitholder(s) are present at the meeting, the Trustee or the person/s so authorized shall assume the authority to take steps for winding up of the Scheme.

Pursuant to Regulation 40 of MF Regulations, on and from the date of publication of this notice, the Trustee and AMC shall:

- cease to carry on any business activity in respect of the Scheme.
- cease to create or cancel units in the Scheme; and
- cease to issue or redeem units in the Scheme.

The Trustee or the person so authorized will dispose of the assets of the Scheme in the best interest of the unitholder(s). From out of the sale proceeds, after discharge of all liabilities and expenses, the abovementioned unitholder(s) will be paid the redemption amount as per the contractual commitment under the Scheme i.e. Face Value of the unit/s together with interest @ 12.25% per annum calculated from the previous interest payment till the date of closure of the Scheme, subject to compliance with KYC formalities, if any. The surplus amount, if any, will be transferred to the Association of Mutual Funds in India (AMFI) in accordance with SEBI letter.

For any queries or clarifications in this regard, unit holders may contact:

Canara Robeco Mutual Fund
Investment Manager: Canara Robeco Asset Management Co. Ltd.
CIN No: U65900MH1993PLC070003
Construction House, Ground Floor, 5, Walchand Hirachand Marg, Ballard Estate, Mumbai - 400 001.
Tel.: 6658 5000; Fax: 6658 5012/13. Toll-free numbers: 1800 209 2726 or
Visit our website: www.canararobeco.com; Email address: crmf@canararobeco.com

For and on behalf of Canara Robeco Asset Management Company Ltd. (Investment manager for Canara Robeco Mutual Fund)

Date: 17-08-2023 Sd/
Place: Mumbai Authorised Signatory

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

LUX INDUSTRIES LIMITED

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E-mail: Investors@luxindnewear.com, Website: http://www.luxindnewear.com

INFORMATION TO SHAREHOLDERS REGARDING 28TH ANNUAL GENERAL MEETING

Dear Members,

The 28th (Twenty-Eight) Annual General Meeting ("AGM") of the Company will be held through Video Conferencing ("VC") / Other Audio - Visual Means ("OAVM") on Friday, September 28, 2023 at 11.00 a.m. without the physical presence of the member at common venue in compliance with applicable provisions of the Companies Act, 2013 and Rules made thereunder and the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (Listing Regulations) read with the Circulars issued by the Ministry of Corporate Affairs ("MCA") dated April 8, 2020, April 13, 2020, May 5, 2020, and December 28, 2022 and by SEBI dated May 12, 2020, January 15, 2021, May 13, 2022 and January 05, 2023 (collectively referred to as "Circulars"). Members will be able to attend the AGM through VCOAVM only and same shall be reckoned for the purpose of quorum under section 103 of Companies Act, 2013.

In compliance with the above-mentioned circulars, the Notice of AGM and the Annual Report 2022-23 including the Standalone and Consolidated financial statements for the financial year 2022-23, along with Director's Report, Auditor's report and other documents required to be attached thereto, will be sent only by email to all the Members of the Company whose email address are registered with the Company / Depository Participants (DPs). The aforesaid documents will also be available on the Company's website at www.luxindnewear.com, on the website of stock exchanges, i.e. BSE Limited and National Stock Exchange of India Limited at www.bseindia.com and www.nseindia.com, respectively, and on the website of Company's Registrar and Transfer Agent, KFin Technologies Limited ("KFin") at https://evoting.kfintech.com or https://emeetings.kfintech.com.

Pursuant to section 91 of the Companies Act, 2013 and Regulation 42 & 47 of the Listing Regulations, Notice is hereby given that the Registrar of Members and Share Transfer Book of the Company shall remain closed from Saturday 23rd September 2023 to Friday 28th September 2023 (both days inclusive) for the purpose of AGM.

Member of registrars/ updating email addresses, for obtaining Notice of AGM, Annual Report 2022-23 and/or login credentials for joining the AGM through VCOAVM including e-voting and updating, KYC and bank details.

Physical Holding : Members are hereby informed that as per SEBI Circular number: SEBI/MIRSD/ MIRSD-PoD-1/P/CI/R/2023/37, dated 18th March, 2023 it is mandatory to update the Nomination and KYC details.

Members can register/update their email address or bank details through submitting the Form IBR-1 (https://rtr.kfintech.com/collateral/owner/ibrdetail.aspx) along with the supporting documents- copy of share certificate (front and back), self-attested copy of PAN card, self-attested copy of proof of address, Scanned statement of self-attested cancelled cheque bearing name of member or that holder in case shares are in joint name. In case the cancelled cheque does not bear member's name, send a self-attested copy of bank passbook statement page which bears member name.

The detailed FAQ can be found on the link: https://rtr.kfintech.com/faq.html

Demat Holding : Members holding shares in dematerialized mode are requested to register/ update their email address or KYC details with their relevant Depository Participant.

Member of Casting Vote(s) through e-voting:

- Member holding shares as on 22nd September, 2023 as per the Registrar of members or Registrar of beneficial owners as maintained by Depositories, will have an opportunity to cast their vote(s) remotely on the business as set out in the Notice of the AGM through electronic voting system ("remote e-voting").
- The manner of e-voting remotely by the members holding shares in dematerialized mode or physical mode including members who have not registered their mail addresses, will be provided in the Notice of AGM. The details will also be available on the website of the company at www.luxindnewear.com and on the website of KFin at https://evoting.kfintech.com.
- The facilities for e-voting ("insta poll") will also be made available during the AGM, for members who have not casted their vote(s) by remote e-voting.
- The login credential for casting votes through e-voting shall be made available to the members through email. Members who do not receive email or whose email addresses are not registered with the Company /KFin Depository Participant(s), may generate login credentials by following instruction given in the Notice to Notice of AGM.
- The same login credentials may also be used for attending the AGM through VCOAVM.

Dividend Payment:
The final dividend of Rs. 5/- per equity share of face value of Rs. 2/- for the financial year 2022-2023 will be paid to shareholders holding shares as on cut-off date, i.e. 22nd September, 2023. The dividend, if declared will be paid, subject to deduction of TDS as applicable, within 30 days of declaration, through electronic mode to the bank account details. In absence of same, the Company shall dispatch the dividend warrant/cheque/demand draft to each member at their registered address by permitted mode. Members are requested to update their bank details with the Depositories/Company/RTA for timely credit of dividend in the manner prescribed above.

The above notice is being issued for the information and benefit of all the Members of the Company and in compliance with the MCA Circulars and SEBI Circulars.

For Lux Industries Limited
Sd/-
Smita Mishra
Company Secretary & Compliance Officer
ACS No. 26489

Date : 18th August, 2023
Place : Kolkata

