

JD RABINOWITZ & CR BARTMAN
Prevent **high-dose corona exposure**, the kind health workers face

EDITORIAL
Given how precarious state govt finances are, Centre must pay its dues ASAP, relax FRBM limits

HOSPITALITY HIT
OYO leadership team to take voluntary pay cuts

DEAL ABANDONED
SoftBank drops \$3-billion WeWork tender offer

FINANCIAL EXPRESS

READ TO LEAD

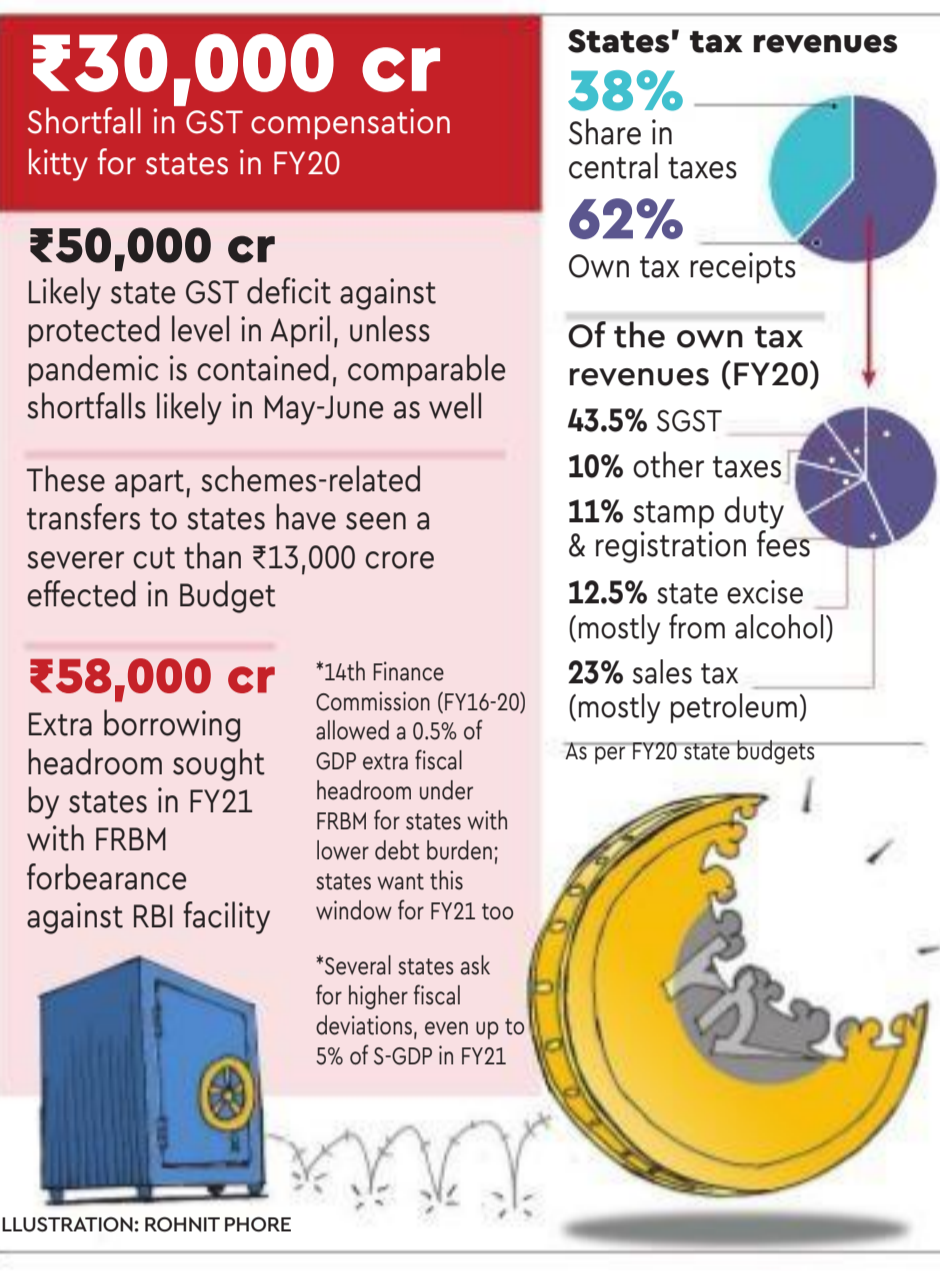
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DOUBLE WHAMMY

Tax slump & central funds cut hit states

FY20 GST aid short by ₹30,000 crore; April GST receipts seen less by ₹50k cr; tax and scheme-related transfers by Centre hit as well



PRASANTA SAHU & SUMIT JHA
New Delhi, April 2

STATE GOVERNMENTS, WHICH are at the frontline of the war against Covid-19 pandemic, have stepped up pressure on the Centre for more generous financial support on a contingent basis, including greater leeway on established fiscal rules to borrow more.

Prime Minister Narendra Modi held a meeting with chief ministers via video conferencing on Thursday, in which most states are learnt to have demanded that the FRBM limit be raised for FY21, with some states even suggesting that fiscal deficit of up to 5% of state GDP be tolerated, against the mandated 3% ceiling.

The move comes as most states are acutely cash-starved,

with many including Maharashtra, Telangana and Odisha being forced to defer even salary payments.

States' own tax revenues are seriously undermined due to the economic slump and

CORONA COMBAT

PM plans staggered exit from lockdown

Asks state CMs to prioritise testing, tracing, quarantine

KRISHN KAUSHIK
New Delhi, April 2

UNDERLINING THAT "in the next few weeks, testing, tracing, isolation and quarantine should remain the areas of focus" in the country's war against the coronavirus threat, Prime Minister Narendra Modi on Thursday told all state chief ministers to "formulate a common exit strategy to ensure staggered re-emergence of the population once the lockdown ends" on April 14.

He, however, warned that the global situation remains "far from satisfactory" and that there was speculation of a "possible second wave of spread of the virus in some countries".

Interacting with the CMs via video-conference from New Delhi, Modi, according to an official statement, said: "Considering this is the time to harvest crops, the government has given some relaxation from lockdown, but it is necessary to continuously monitor and maintain social distancing as much as possible". He asked the states to "think of other platforms for procuring grains apart from APMC, and explore the possibility of creating pooling platforms for rural areas, like that in ride-sharing apps".



(Clockwise from above) Devotees perform a havan to mark Ram Navami in Mathura on Thursday; PM Narendra Modi interacts with CMs through a video-conference; people disinfect an area in Dharavi, Mumbai

China's Shenzhen bans eating of cats and dogs

REUTERS
Shenzhen, China, April 2

THE CHINESE CITY of Shenzhen has banned the eating of dogs and cats as part of a wider clampdown on the wildlife trade since the emergence of the new coronavirus.

Scientists suspect the coronavirus passed to humans from animals. Some of the earliest infections were found in people who had exposure to a wildlife market in the central city of Wuhan, where bats, snakes, civets and other animals were sold. The disease has infected more than 935,000 people around the world and killed some 47,000 of them.

Authorities in the southern Chinese technology hub said the ban on eating dogs and cats would come into force on May 1.

"Dogs and cats as pets have established a much closer relationship with humans than all other animals, and banning the consumption of dogs and cats and other pets is a common practice in developed countries and in Hong Kong and Taiwan," the city government said in an order posted on Wednesday.

"This ban also responds to the demand and spirit of human civilisation." China's top legislature said in late February it was banning the trade and consumption of wild animals.

If more than 1% of Indians infected, we'll soon run out of hospital beds

SARTHAK RAY
New Delhi, April 2

THE LATEST MODELLING from the Center for Disease Dynamics, Economics and Policy (CDDEP) estimates that nearly 48 lakh people will need hospitalisation across 30 states and Union Territories (excluding Madhya Pradesh) in a scenario where 5% of the country's population is infected. This is roughly 4-5 times the number of hospital beds in the country, making it clear how critical it is to slow the spread; if the spread is slowed

Hospital beds needed

State	0.5%	1.0%	5.0%
Andhra Pradesh	0.22	0.42	2.11
Bihar	0.47	0.94	4.71
Maharashtra	0.51	1.01	5.05
Rajasthan	0.31	0.62	3.08
Tamil Nadu	0.29	0.6	2.97
Uttar Pradesh	0.89	1.78	8.91
West Bengal	0.38	0.74	3.72
All-India	4.75	9.5	47.4

Source: Center for Disease Dynamics, Economics and Policy

and patients don't all flock to the hospital at the same time, the capacity won't fall as short.

The model considers three scenarios of infection; one where 0.5% of the population is infected, another with 1% and a third with 5%.

Special Features

'India is a dynamic market with a fluid media scene'



Nick Emery, Global CEO, Mindshare, on connecting media spends with sales, video measurement, and the unique challenges in India

■ **BrandWagon, P9**

Digital payments: Staying contactless in Covid-19 times



PayTM and bank websites now offer many options to transact online so that you can pay for your grocery purchases, utility bills, rent or insurance premiums easily

■ **Personal Finance, P9**

Quick Picks

HDFC Group pledges ₹150-cr support to PM's corona fund

HDFC GROUP on Thursday said it has committed ₹150 crore to the PM-Cares Fund to support the government for its relief and rehabilitation measures for the Covid-19 pandemic, reports **PTI**. "The HDFC Group's support to the PM-Cares Fund is to commend the exemplary efforts of the Central & State governments, armed and paramilitary forces, local police, healthcare professionals and sanitation workers across the country," HDFC chairman Deepak Parekh said in a statement.

Jain Irrigation to submit revised proposal to lenders by next week

IN A last-ditch effort to save the company, Jain Irrigation is going to submit a revised proposal to lenders by next week for debt restructuring, sources told **Ankur Mishra** in **Mumbai**. Jain Irrigation was undergoing a debt-restructuring process, after banks signed inter-creditor agreement to resolve the company, as per June 7 circular of RBI. The firm is going to submit a proposal to restructure ₹4,000-crore debt, in which loan is likely to be split in sustainable and unsustainable portions. **PAGE 4**

New features added to e-NAM to boost supply chains

IN A move aimed at decongesting mandis and also maintaining the supply chains of fruits and vegetables, the Centre on Thursday added two new features on the electronic national agriculture market (e-NAM) platform so that farmers will be able to sell their produce at warehouses and collection centres set up by farmer producer organisations (FPOs), reports **fe Bureau** in **New Delhi**. Agriculture minister Narendra Singh Tomar launched the new features of e-NAM. **PAGE 2**

MOODY'S INVESTORS SERVICE

Moody's changes outlook on Indian banks to negative

PRESS TRUST OF INDIA
New Delhi, April 2

MOODY'S INVESTORS SERVICE on Thursday changed the outlook for the Indian banking system to 'negative' from 'stable', as it expects deterioration in banks' asset quality due to disruption in economic activity from the coronavirus outbreak.

It said banks' asset quality will deteriorate across the corporate, small and medium enterprises and retail segments, leading to pressure on profitability and capital.

"We have changed the outlook for the Indian banking system to negative from stable. Disruptions to economic activity from the coronavirus outbreak will exacerbate a slowdown in India's economic growth," it said.

Stating that asset quality will deteriorate, Moody's said a sharp decline in economic activity and a rise in unemployment will lead to a deterioration of household and corporate finances, which in turn will result in increases in delinquencies.

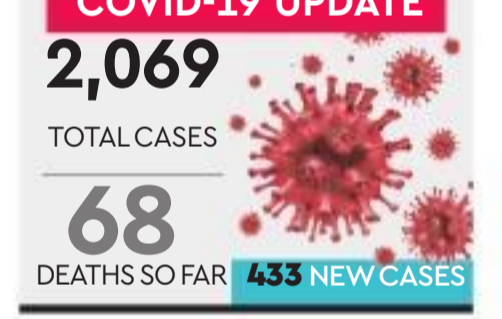
"Growing solvency stress among non-bank financial institutions will increase risks to banks' asset quality because banks have large exposures to the sector," it added.

Continued on Page 2

UNDER STRESS

- Drop in economic activity, **rise in unemployment** to hit corporate and household finances
- Deteriorating profitability, **loan growth to hurt** capitalisation
- PSBs' funding and **liquidity to remain stable**
- Pressure to be high on **small private lenders** after Yes Bank default

COVID-19 UPDATE



PM to share video message with country today

PRIME MINISTER Narendra Modi will share a video message with people on Friday. "At 9 am tomorrow morning, I'll share a small video message with my fellow Indians," the PM tweeted on Thursday.

India may allow int'l flights on case-to-case basis

CIVIL AVIATION minister Hardeep Singh Puri on Thursday said India may permit international flights to land on a case-to-case basis once the state-imposed lockdown is lifted. **Page 3**

Govt identifies 20 existing, 22 potential hotspots

THE UNION health ministry on Thursday said it has identified 20 existing and 22 potential hotspots of Covid-19 and said containment measures will require large human resource. **Page 3**

AI suspends contracts of around 200 employees

AIR INDIA on Thursday temporarily suspended the contracts of around 200 employees, including pilots, who were re-employed after retirement, a senior official said. It has already cut allowances of all staff, except cabin crew. **Continued on Page 2**

NO REGULATOR NOD

Novartis scraps \$1-billion sale of assets, including Covid drug, to Aurobindo

REUTERS
Bengaluru, April 2

NOVARTIS ON THURSDAY scrapped the \$1-billion sale of US generic pill and skin drug assets to Aurobindo Pharma as regulators balked, setting back the Swiss drugmaker's shift to more profitable medicines.

The cancellation leaves hydroxychloroquine, an older malaria drug that Novartis chief executive Vas Narasimhan is touting as a potential coronavirus treatment, in its Sandoz generic unit's portfolio.

Novartis is donating 130 million hydroxychloroquine doses to support efforts against the epidemic, though the European Union has so far said there is no proof it works.

Novartis said the Aurobindo deal's collapse was not coronavirus-related, from its perspective, but stemmed from the US Federal Trade Commission's not giving approval within expected timelines. The transaction was supposed to have been completed last year but was delayed repeatedly.

Narasimhan announced the transaction with India's Aurobindo in September 2018 as he hoped to shed generics assets in

PMI

Manufacturing activity weakens in March



DOWNGRADES TO CONTINUE

India Inc's credit ratio could worsen in 2020-21, says Crisil

FE BUREAU
New Delhi, April 2

DOWNGRADES WILL CONTINUE to outnumber upgrades in 2020-21, thanks to the economic impact of the Covid-19 pandemic, rating agency Crisil said on Thursday.

India Inc's credit ratio weakened to 0.77 times in H2-20 from 1.21 times in H1-20, in a slowing domestic economy, the worst performance since H2FY16.

Around 52% of the debt, under study, or ₹12 lakh crore is exposed to sectors expected to be moderately resilient and hence the ratings might see a downward bias. Around 4% of the exposure or ₹0.92 lakh crore, the agency said, is to sectors that are highly resilient.

The agency observed that post the lockdown, asset classes such as microfinance, unsecured loans, and SME borrowers — including the LAP segment — will see continuing pressures on asset quality due to weaker profiles of borrowers and expectation of only a gradual economic recovery.

"The lockdown restrictions will have a near-term impact on both collections and fresh loan disbursements," it noted.

Continued on Page 2

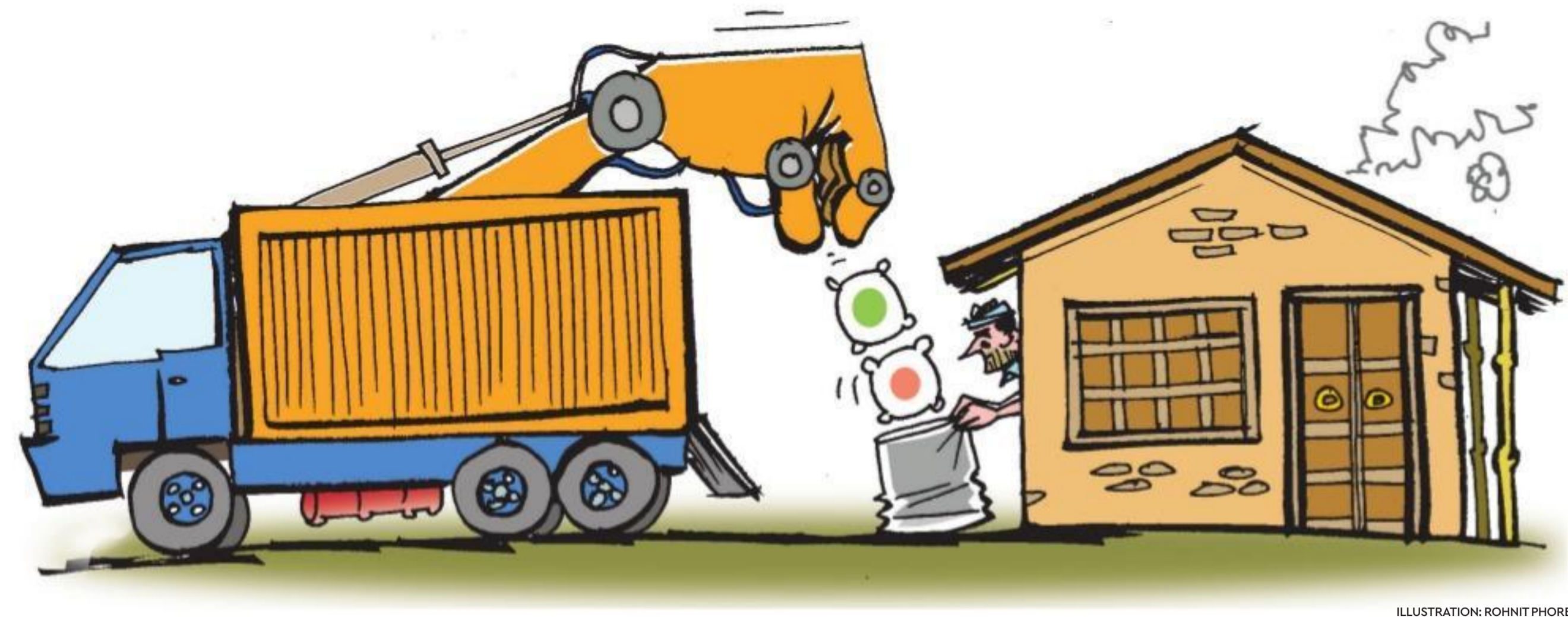


ILLUSTRATION: ROHINIT PHORE

MAMATA PRADHAN & DEVESH ROY

Pradhan is research collaborator and Roy a senior research fellow, IFPRI. Views are personal



COVID-19

Functioning food markets key to corona welfare package

In a rush to provide for the emergency, maintaining quality is needed. Hence, the effect could be counterproductive. This is akin to the sorry state of quarantine facilities which act as a significant disincentive for the people acceding to the quarantine

PAUL KRUGMAN, WHILE writing on Covid-19 pandemic in the New York Times, suggested three principles in economic policy. First, focus on hardship, not GDP. Second, stop worrying about incentives to work. Third, do not trust Trump. The last one is probably not applicable to us, but the first two have substantive implications for coping strategies with this pandemic.

The nature of Covid-19 is peculiar. Some unemployment will be desirable to flatten the curve of disease progression. Malls, restaurants and other business establishments by not operating can help. Yet, sooner or later the economy will go into a free fall. Laid-off workers particularly the daily wage workers comprising many seasonal migrants (9 million annually—139 million total based on census 2011; Ahmedabad, a city of 6 million has nearly 1.7 million seasonal migrants) will struggle to find employment. The coronavirus-related layoffs will disproportionately hit service workers in typically lower-paying jobs in fields like retail, hospitality. These workers lack adequate savings and are likely to not know where to go as restaurants, malls, cafes and shops across the country shut their doors indefinitely. A bigger problem is that no one knows how long it will last, creating uncertainty. The preface for social protection is right here. The response needs to strike a balance between minimising damage to people through social protection and to the economy through whatever stimulus possible. Yet, in this crisis, the biggest safety net is a functioning market for food.

Social protection aims to help the poor and vulnerable during the times of calamity, disaster and crisis. Covid-19 is a calamity, that too of unprecedented nature. This article focuses on food-based social safety nets engendered in response to Covid-19 by both the central and the state governments. The central government decided on free distribution of 5kg rice or wheat per person and 1kg pulses/household under PM Garib Kalyan Ann Yojana for the next three months to 80 crore National food security Act (NFSA) beneficiaries. Under NFSA, households usually get 5kg food grains per person at subsidised rates (wheat at ₹2/kg, rice at ₹3/kg and coarse cereals at ₹1/kg). To palliate the hardship under Covid-19, beneficiaries will also get supplementary free ration beyond their monthly quota, which has been increased to 7 Kg/month for the next three months. Kerala, Punjab and Delhi are coming up with modified packages. One change that is proposed is distributing ration for six months in one go. Delhi announced a 50% increase in PDS rations for 7 million people. In Odisha, three months of PDS ration would be provided to nearly 5 million beneficiaries. The PDS rations will be delivered to the doorstep for the elderly.

Critical as these measures are as a safety net, at the end of the day, they cannot supersede the market. Only when the markets are running, the safety nets would be useful. PDS has low uptake in urban areas catering to only 50% of the population. These households would have to rely on markets. Further, the food demand comprises more than rice and wheat and contains a variety of essential food products such as edible oil where markets need to deliver. Reports show that wheat provided to the PDS beneficiaries is of little use since the local flour miller (chakki) shops are not operating because of the lockdown. Similarly, import-oriented essential commodities such as edible oils will likely face supply constraints leading to price spikes.

The design of the social safety net should also be a function of the pandemic itself. The country sits on a mountain of food grain stocks and disbursing aggregate would reallocate public stocks into private stocks, aggregate disbursement is also favourable from a social distancing perspective. Similarly, doorstep delivery, particularly for high-risk demographic groups, will also help minimise exposure for the elderly. Yet, questions remain: Could direct benefit transfer (DBT) or a food stamp that could be utilised both in PDS and elsewhere deliver better than the PDS? In the context of PDS, Covid-19 brings out the timeliness of some changes that are in the pipeline. One Nation One Ration Card (ONORC), if it were operational, would have been a great help, particularly when augmented with divisibility in addition to portability.

Should India just transfer cash, when it can also stimulate the economy by ensuring food security? Should the Kejriwal model of delivery at home be followed?

So, the government should make efforts to keep the markets functional. Moreover, extra grains pumped into the system are likely to depress prices and in the long run affect small farmers and small businesses too. It is, thereby, imperative that after the emergency response, all these measures need to be carefully assessed.

Also, in a rush to provide for the emergency, maintaining quality is needed. Hence, the effect could be counterproductive. This is akin to the sorry state of quarantine facilities which act as a significant disincentive for the people acceding to the quarantine. Alike, do we have the supply chain to deal with the transportation of grains of such large volumes and scale? Moreover, India is presently in Stage-2 of local transmission, with experience suggesting that the number is only going to rise, there is a need for a contingency plan on how much, and for what length of time will we be able to keep up with the current design of social safety net? Should India just transfer cash, when it could also stimulate the economy by ensuring food security? Should the Kejriwal model of delivery at home be deemed prophetic given the social distance requirement? Food for thought as we jointly respond to the Covid-19 crises.

Will India escape the fury of Covid-19?

PANKAJ CHATURVEDI

Deputy director, Center for Cancer Epidemiology, Tata Memorial Center

Let's not get swayed and do our best to stop the spread

THE RECENT CORONAVIRUS (Covid-19) pandemic has brought the world to a standstill. Irrespective of the geographical location or the economic might of a country, all have been impacted without discrimination. In just a few months, worldwide over 900,000 people have been infected and over 48,000 people have lost their lives to this virus.

India, due to overcrowding, poverty, ignorance, illiteracy, low standards of personal hygiene, poor health infrastructure and poor public sanitation, is considered as the hotbed for any type of infectious disease. However, as of today, the intensity of the impact witnessed by other countries has not been the same in India. It had just over 2,000 positive cases, with about 58 deaths as of April 1. It is alleged that India has not been testing enough like the western world. In that case, the severity of the infection would be judged by the fatalities, which without a doubt have been surprisingly low.

Even with previous viral epidemics, like bird flu, ebola, MERS, etc, India had not faced the brunt as faced by other countries. This brings us to a very pertinent question—re people living in India truly resistant to viral epidemics? We will try to address this in three headings as per the epidemiological triad—gen (virus), host (people living in India) and environment (of Indian Subcontinent).

Agent: Researchers have found mi-RNA which could target the viral genome. One is specific to the Indian strain, making it different from that in the US or Europe. Chinese researchers have identified two strains of Covid-19: L- and S-type, with the latter being more prevalent and aggressive. Information about the dominant strain in India is currently unknown.

Host: Smokers/vapers are predisposed not only to coronavirus infection but also subsequent mortality. The smoking rate in China, Italy and the US is 21%, 14% and 15%, respectively, whereas in India it is 9%. Smoking is associated with other co-morbidities like hypertension, coronary artery disease, pulmonary disease, etc, which have been found to be associated with higher deaths in these patients.

Indian namaste is a healthy alternative. BCG vaccine against tuberculosis is a part of the national immunisation schedule and a majority of Indians have received it already. It has been found that it may have immune-modulatory effects and may provide protection from other pathogens too. Researchers in Australia and the Netherlands are currently studying this.

The apparent lack of cases (at least initially) in the malaria-endemic regions brought out a thought process that probably people staying in these regions may be resistant to coronavirus. Few hypotheses included—heightened immunity in such individuals, genetic/molecular changes which predispose to malaria may increase resistance to Covid-19. Such theories have not been proven yet. Exposure to a multitude of infectious diseases since childhood results in the development of innate immunity which may help ward off diseases like Covid-19.

Environment: Coronaviruses are enveloped by a fatty coat studded with protein spikes giving the appearance of a crown or “corona” in Latin. Due to this heat-sensitive fatty envelop, the virus cannot survive outside the body in hot weather for a long time. Therefore its transmission is reduced in hot weather. In fact, affected countries have been attempting to delay the peak of the disease to summer!

The virus is susceptible to UV rays, and these will be easily available due to clear skies and bright sun. High relative humidity has been found to affect virus survival. Further, dry ambient air reduces protective mucous production in the respiratory passages. Though the possibilities discussed above may indicate that Indians may escape Covid-19's fury, the actual impact will be clear in the next few weeks. At this point, let's not get swayed by these theories and do our best to stop the spread.

This is mainly a hypothesis-generating scientific review. The only proven and effective way to stop the corona epidemic is to follow the orders and advises being periodically released by the government such as lockdown, social distancing, hand washing, isolation etc. Let there be no complacency in that.

It is alleged that India has not been testing enough. In that case, the severity of the infection would be judged by the fatalities, which without a doubt have been surprisingly low

India's Covid 19 crisis response

Challenges are greater, getting money to individuals and firms is not as easy

NIRVIKAR SINGH

Professor of economics, University of California, Santa Cruz



of the speed with which different countries have ramped up testing. Testing is important to guide individuals and public authorities in targeting social isolation and allocation of health supplies. As the head of the World Health Organisation said, responding to the virus without adequate testing is like fighting a fire blindfolded. Most accounts suggest that India has been way behind the curve in scaling up testing. If testing is not increased rapidly, the lockdown could be longer, more widespread and worse than it needs to be.

Third, ramping up the production of health supplies that are needed to treat coronavirus patients is critical, as the number of identified cases starts to jump—New York City is an example. One of the richest cities in one of the richest nations in the world is already finding it difficult to treat just over 20,000 patients.

It is not entirely clear if the Indian government is doing enough on the front of manufacturing the health supplies the country may need over the next few weeks. And, this is in a situation where India is not as well-endowed with doctors and other medical professionals as are richer economies.

Fourth, the health crisis comes on top of a continuing, slow-burning financial crisis. For several years, the government and RBI



have been chasing the expanding difficulties of the financial system, without getting them under control. Whereas the US financial system is in relatively good shape compared to 2008 (for example, far fewer problematic mortgages, and financial firms that are better capitalised), India is in much worse shape than when the global crisis erupted in 2008.

So far, the response of the Indian government and RBI to the added strains of the health crisis appears to have been slow and

timid. The US Fed has already launched massive attempts to provide liquidity to financial and non-financial firms, and the national government, after a few days' delay produced by its polarised politics, is poised for an enormous fiscal stimulus, meant to shore up both supply and demand. By contrast, India is in danger of doing too little too slowly. The challenges in India are greater, since getting money to individuals and firms is not as easy when so much economic activity is in the “informal” sector.

Finally, the thinness of talent at the top (for example, the number of IAS officers relative to the population has not improved since colonial days, despite increased complexity and demands of governance, and vacancy rates are high), the geographic over-centralisation of decision-making, and the tendency to rely on relatively few loyalists for decision-making, make it difficult to marshal expertise for responding to the crisis, whether it is designing a lockdown that minimises suffering and economic harm to the extent possible, figuring out monetary and fiscal policy responses, or organising the health sector to control the core problem of treating the illness. India is a poor country, it is deficient in human capital, and it does not use its human capital effectively.

The prime minister has emphasised the costs of not responding adequately to the coronavirus crisis, saying it could otherwise set the country back by decades. But his focus was on the lockdown only. How will people be kept alive and healthy with the economy at a standstill, how will testing be rapidly scaled up, how will health services be organised for treatment of the ill, and how will the government and the central bank make sure that demand, supply and credit are not disrupted to the extent that the economy collapses even as the virus is controlled? For this observer, the answers are not yet clear.

International

FRIDAY, APRIL 3, 2020

CORONA CRISIS

Boeing offers voluntary layoffs to 161k employees

Airline initiates plan that allows eligible employees who want to exit the company to do so with a pay and benefits package

AGENCIES
April 2

BOEING OFFERED VOLUNTARY buyouts to eligible employees, in a bid to quickly shed costs and adjust its work force of 161,000 to a coronavirus crisis that's quickly undermined the outlook for aircraft sales.

Boeing was initiating a voluntary lay-off plan that allows eligible employees who want to exit the company to do so with a pay and benefits package, one of the people said.

"When the world emerges from the pandemic, the size of the commercial market and the types of products and services our customers want and need will likely be different," chief executive officer David Calhoun said in a message to employees Thursday. "It's important we start adjusting to our new reality now."

The move will preserve much-needed cash at Boeing, which is facing a sharp contraction in demand along with its European archrival Airbus. Airline customers around the world have slashed schedules, with some parking their entire fleets as the coronavirus pandemic guts travel. About 44% of aircraft across the globe are in storage, according to an estimate by Cirium, and with virus cases approaching 1 million worldwide, there's no telling when carriers will return to normal schedules, no less buying planes.

"With no cash coming in, you have to cut your fixed costs quickly," said Nick Cunningham, an analyst at Agency Part-

Quick View

US trade deficit in Feb narrows to three-year low

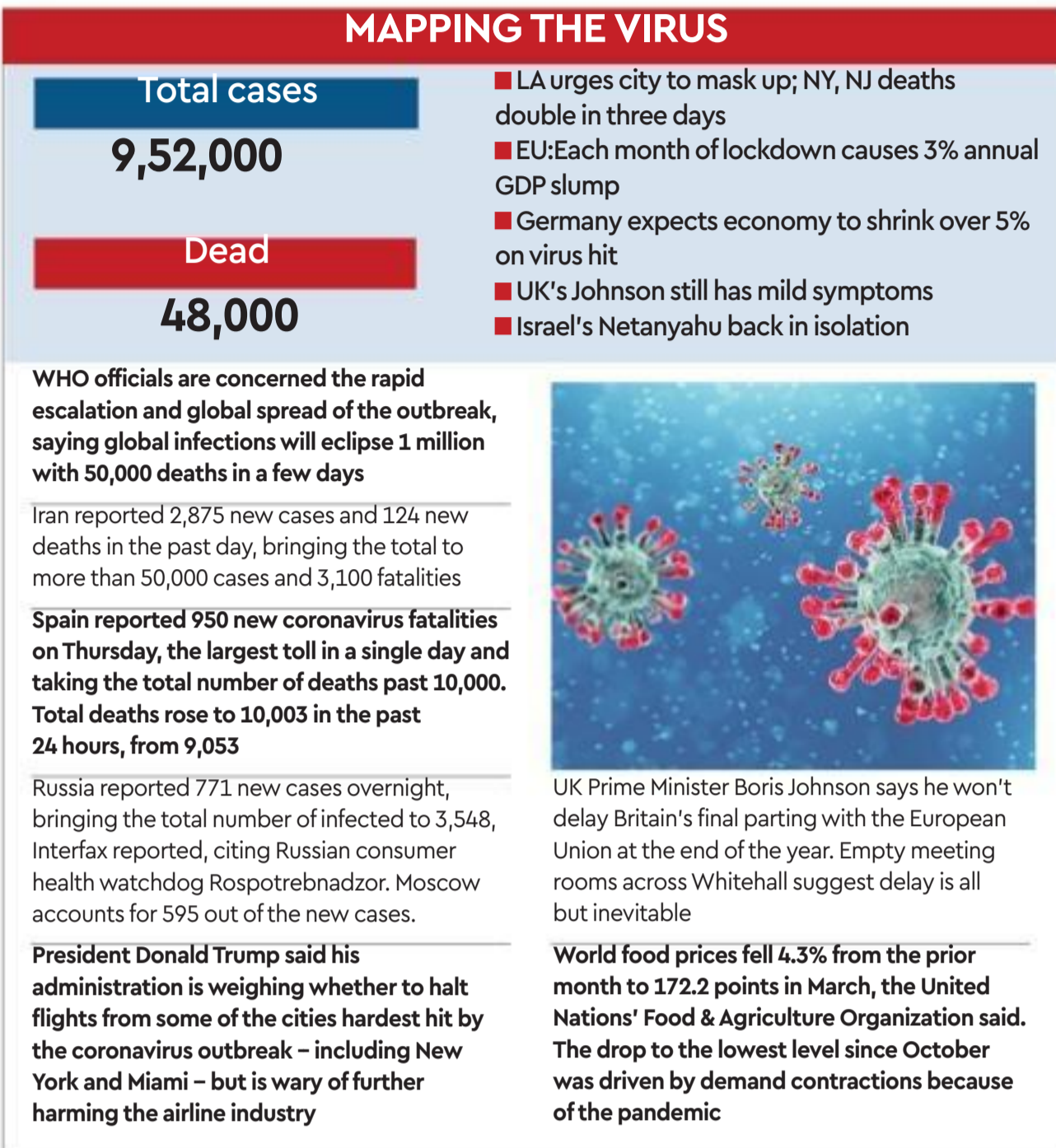
The US trade deficit shrank in February to the smallest in more than three years as imports declined more than exports ahead of the hit to global commerce from the expanding pandemic. The overall gap in goods and services trade declined to \$39.9 billion from a revised \$45.5 billion in January, according to Commerce Department data released Thursday.

Netflix leads rivals on downloads in March

NETFLIX LED RIVAL YouTube, Amazon Prime and Disney+ with over 59 million installs in the first quarter of 2020, but more time was spent on YouTube's Kids service as usage boomed following the shutdown of thousands of schools in March. YouTube, owned by Alphabet's Google, collected \$110 million in in-app spending during the same time period.

'YouTube won't have to snitch in piracy cases'

GOOGLE'S YOUTUBE CAN'T be forced to reveal to authorities detailed private contact details of people posting copyright-infringing films on its platform, an adviser to the European Union's top court said.



ners based in London, adding that salaries make up the biggest portion of the company's fixed costs. "As painful as it is going to be, Boeing needs to reduce workers. If you don't, you'll destroy the company."

Boeing was already reeling from a prolonged grounding of its 737 Max when the coronavirus pandemic hit, with revenue and cash flow depleted. The disease has slowed work on recertifying the single-aisle workhorse, while clouding the outlook for sales once it returns.

The company is also facing a falloff in demand for twin-aisle aircraft like its 787 Dreamliner and the coming 777X, as long-distance travel has been hit harder than shorter hops. Wide-body jetliner production could tumble by 60% over the next three years, Jefferies analyst Sheila Kahyaoglu predicted in a March 31 report.

The need to downsize has created a dilemma for CEO Calhoun. Forced layoffs would give the company more control over where and how it cuts costs.

Lockdowns propel Zoom's daily users to 200 million



REUTERS
April 2

ZOOM'S DAILY USERS ballooned to more than 200 million in March from a previous maximum total of 10 million, the video conferencing app's boss Eric Yuan said on Wednesday, as it fought to dispel concerns over privacy and "Zoombombing".

The use of Zoom and other digital communications have soared with political parties, corporate offices, school districts, organizations and millions across the world working from home after lockdowns were enforced to slow the spread of the coronavirus.

"To put this growth in context, as of the end of December last year, the maximum number of daily meeting participants was approximately 10 million," founder and CEO Eric Yuan wrote in a letter to Zoom users on Wednesday.

Yuan said that Zoom usage has taken off over the last few weeks, with more than 90,000 schools across 20 countries, using its video conferencing services to conduct classes remotely. However, the huge influx of users on its platform has raised a lot of issues for the company – mainly privacy.

"We recognise that we have fallen short of the community's – and our own – privacy and security expectations," Yuan said. "For that, I am deeply sorry."

On Monday, the Federal Bureau of Investigation's Boston office issued a warning about Zoom, telling users not to make meetings on the site public or share links widely after it received two reports of unidentified individuals invading school sessions, a phenomenon known as "zoombombing".

A couple of days later, billionaire Elon Musk's rocket company SpaceX banned its employees from using the Zoom app in a memo, saying the app had "significant privacy and security concerns."

SoftBank pulls \$3-billion tender offer for WeWork

REUTERS
April 2

SOFTBANK SAID IT has terminated a \$3 billion tender offer for additional WeWork shares agreed last year with shareholders, drawing threats of legal action and plunging the floundering office space company further into crisis.

The tech investment giant said in statement that given its duty to its shareholders it could no longer proceed with the deal, citing criminal and civil probes into the startup, WeWork's failure to restructure a joint venture in China and the impact of the coronavirus pandemic.

Special committee of WeWork's board said it was disappointed and is considering "all of its legal options, including litigation." SoftBank's decision to rescind the offer means the Japanese firm is no longer obligated to proceed with a further \$1.1 billion in debt financing for WeWork. It also underscores the depth of the disarray at WeWork, which is undergoing a drastic restructuring and whose earnings are at risk as many countries impose orders to stay at home due to the pandemic.

"WeWork is in real trouble and SoftBank's withdrawal from the share purchase worsens the situation materially," Richard Windsor, an independent analyst, wrote in a note.

The startup, which lost \$1.25 billion in

NO SPACE FOR CALM



■ Masayoshi Son-led SoftBank no longer obligated to \$1.1 bn in debt financing for WeWork

■ The tech investment giant cited its duty to its shareholders as the reason for the move

■ The startup told investors last week that it had \$4.4 billion in cash and cash commitments

the third quarter, told investors last week that it had \$4.4 billion in cash and cash commitments and would be able to weather the economic downturn.

The tender offer, which would have mostly benefited a select group of shareholders including ousted co-founder Adam Neumann, had been agreed in October as part of bailout plan by SoftBank after WeWork's IPO plans flopped.

China rejects US claim it hid virus numbers

BLOOMBERG
Beijing, April 2

CHINA REJECTED THE American intelligence community's conclusion that Beijing concealed the extent of the coronavirus epidemic, and accused the US of seeking to shift the blame for its own handling of the outbreak.

Foreign Ministry spokeswoman Hua Chunying on Thursday defended as "open and transparent" China's response to the virus first identified in December in the central Chinese city of Wuhan.

She was responding to a Bloomberg News report saying that the US intelligence community had concluded in a classified report to the White House that Beijing under-reported both total cases and deaths from the disease.

"Some US officials just want to shift the blame," Hua told a regular briefing in Beijing.

"Actually we don't want to fall into an argument with them, but faced with such repeated moral slander by them, I feel compelled to take some time and clarify the truth again."

Hua questioned the speed of the US's response to the virus after banning arrivals from China on February 2. "Can anyone tell us what the US has done in the following two months?" she said.

Trump resists national shutdown

ASSOCIATED PRESS
Washington, April 2

PRESIDENT DONALD TRUMP is resisting calls to issue a national stay-at-home order to stem the spread of the new coronavirus despite his administration's projections that tens of thousands of Americans are likely to be killed by the disease. One by one, though, states are increasingly pushing shutdown orders of their own.

Trump said Wednesday he wants to give governors "flexibility" on whether a stay-at-home policy is the best option for their constituents but acknowledged that he's looking at limiting air and rail travel between hot spots within the United States. The Republican president remains hesitant to press a unified policy even after the White House released "sobering" new projections on Tuesday that 100,000 to 240,000 Americans will likely succumb to the coronavirus even if current social distancing guidelines are maintained.

Surgeon General Jerome Adams said



Wednesday the nation's federalist system leaves much of the authority on how to properly respond to catastrophes to state governors and local officials.

"We trust the governors and the mayors to understand their people and understand whether or not they feel like they can trust the people in their states to make the right decisions," Adams said on ABC's "Good Morning America."

US jobless claims total 10 m over last two weeks

ANOTHER 6.65 MILLION US workers filed for unemployment benefits last week, the most ever recorded, as the coronavirus forces businesses to shut down nationwide, the Labor Department reported Thursday.

The number of first-time applications for jobless benefits for the week ended March 28 was double the amount registered in the previous week, which was revised up by 24,000 to 3.3 million – the previous record, according to the data.

"Nearly every state providing comments cited the Covid-19 virus," the report said.

—AGENCIES

Saudis deploy clerics to say fighting virus isn't anti-Islamic

BLOOMBERG
Riyadh, April 2

ON A SHOW that dispenses religious edicts on state-run Saudi television, Sheikh Abdullah al-Mutlaq told a woman she had every right to kick her husband out of bed if he doesn't comply with social-distancing rules to tackle coronavirus.

Another woman wanted to know if she could cede her conjugal rights to her husband's second wife if she's concerned about being infected. She could, said the cleric, who is a royal court adviser, with a smile.

As countries across the world try to keep people apart to stop the spread of the Covid-19, the birthplace of Islam is deploying its religious establishment to fight the pandemic and giving preachers that support its measures more prominence. Crown Prince Mohammed bin Salman had sidelined many of them over the past few years as he introduced reforms that reversed decades-old edicts against gender mixing, music and entertainment.

US antitrust body sues to nix Altria's \$12.8 billion Juul bet

BLOOMBERG
Washington/ New York, April 2

US ANTITRUST OFFICIALS sued to reverse Altria's troubled \$12.8 billion deal to take a stake in vaping company Juul Labs., saying the companies are competitors who shouldn't be in business together.

The move further chips away at a much-heralded late 2018 deal that was supposed to combine the marketing might of Marlboro maker Altria with the savvy cool of Silicon Valley startup Juul. Instead, Altria has written down the investment twice, slashing the 35% stake's value to \$4.2 billion in January as health concerns about e-cigarettes led to a regulatory crackdown. Nonetheless, Altria vowed Wednesday to defend the deal.

The Federal Trade Commission's complaint argues that Altria and Juul were aggressive rivals until Altria decided to end the competition by shutting down its own e-cigarette brands, MarkTen and Green Smoke, before acquiring its stake in Juul.

"Altria and Juul turned from competitors to collaborators by eliminating competition and sharing in Juul's profits," Ian Conner, director of the FTC's Bureau of



The move chips away at a much-heralded late 2018 deal that was supposed to combine the marketing might of Marlboro maker Altria with the savvy cool of Silicon Valley startup Juul

Competition, said in a statement.

The complaint is the latest hurdle for the deal, which gave the largest US cigarette maker a piece of the nation's largest e-cigarette maker and was criticised from the start.

SELECTIONS FROM



WHEN AMERICA AND its allies wanted to cheapen the dollar in 1985, their officials met in the Plaza Hotel in New York. When they sought to stabilise the currency two years later, they gathered in the Louvre Palace in Paris, conversing over turbot soufflé cardinale washed down with Puligny Montrachet, according to Funabashi Yoichi, a former journalist. The dollar is again a cause of international concern, strengthening from March 9th to 20th, as companies, banks and countries scrambled for the world's dominant currency, before falling a little this week. But if the world's policymakers wish to tame it again, where will they

meet? In a time of lockdowns, any successor to the Plaza and Louvre accords will have a less resonant name.

America's Federal Reserve has already tried to alleviate dollar scarcity by reviving a network of swap lines, which allow other central banks to borrow dollars in exchange for the equivalent amount in their own currencies, swapping them back again up to three months later. The Fed eased the terms of its existing lines with Britain, Canada, the euro area, Japan and Switzerland. It then reintroduced lines with nine other central banks, including those of Australia, Brazil, Mexico, New Zealand, Singapore and South Korea.

Many of these central banks are now busily furnishing dollars to banks at home. The Bank of Japan has offered over \$156bn since March 17th. Its counterparts in the euro area, Britain and Switzerland have lent over \$182bn combined. On March 18th Brazil's central bank began offering dollar

FINANCE AND ECONOMICS THE ZOOM ACCORD America's central bank is not the only one doling out greenbacks

Central banks in emerging markets are conducting auctions

loans to financial institutions that could provide Brazilian government bonds, issued in global markets, as collateral. The Bank of Mexico said it would begin dollar auctions. Earlier this month, the Reserve Bank of India

(RBI), which does not have a Fed swap line, but does have almost \$482bn of its own foreign-exchange reserves, offered \$2bn to its banks. It received bids worth over \$4.6bn, prompting it to offer another \$2bn auction



on March 23rd.

Could the Fed extend these lines further? It has no appetite for assessing which countries warrant its help, or bearing the risk that it might not get its dollars back. Some have therefore suggested it should team up with the IMF. In 2015 Randall Henning of the American University in Washington, D.C. proposed that the fund could decide confiden-

tially which of its members has the "very strong" policies and institutions required to qualify for its own precautionary, strings-free loans. These countries would then also become eligible for a Fed swap line. If ever they could not repay, the fund would lend them the money to do so. Henning calculated that, in addition to Mexico and South Korea, another seven emerging markets might qualify, including Chile and Malaysia.

If the dollar resumes its upward march, America's Treasury could also help weaken it by buying other currencies, points out Zach Pandl of Goldman Sachs. But what to buy? The traditional choices would be the euro and the yen. But both Japan and the euro area fear the deflationary impact of a stronger currency. A better bet, Mr Pandl argues, might be Mexico's peso or Brazil's real. It's just a pity officials cannot share a meal and a bottle of fine wine before they tuck in to each other's currencies.

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BrandWagon

FRIDAY, APRIL 3, 2020

● **INTERVIEW: NICK EMERY**

Global CEO, Mindshare

'India is a dynamic market with a fluid media scene'

Under its new leadership, Mindshare India is working on a planning approach that connects media spends with sales. Nick Emery speaks to Venkata Susmita Biswas about how media agencies are expanding their sphere of influence on CEOs and CMOs, why India is a key market despite its sluggish growth, and more. Edited excerpts:

Mindshare rejigged its leadership last year. Why was that necessary and what has the new team brought to the table? Together with MA Parthasarathy, CEO, Mindshare, South Asia, we are working on bringing to India all the changes in structure that we are implementing globally. For this, we have identified three big things in the marketing sphere that we, as an organisation, need to respond to. This will involve talking to the CEOs or CMOs about their structure, their silos, third-party data strategy, the right e-commerce strategy, and how they go to market. That's something that we can do almost more effectively in India than in any other market, because of our level of relationships with

media organisations and clients.

What are the three areas that you have identified?

There has been a pressing desire for all clients to have some response to what they call a digital transformation. In large part, a lot of people wanted it, but didn't know what that meant. The second opportunity is activation. This is an area where consultancy companies can't deliver because they don't have the go-to-market ability that we have. We have brutally efficient accuracy at the outcome level. What's crucial is the integration of media spends with the business outcomes. Our new product called 'Acceleration' addresses this challenge for clients. The ambition is that agencies like ours will get paid based on the outcome of the project, rather than a commission.

Why is India a promising market for Mindshare despite the slow growth here? We always have new versions of marketing challenges, and India has always had its unique challenges: 22 languages, 29 states,



massive value for penetration. Now there is the growth of digital, mobile, voice, data and the ability to deliver so much more. Not only is India a disruptive market, but it also has the ability to deliver on that disruption. In the past, India has been a speedily growing, dynamic market, but it has always also been a very traditional media market due

to the dominance of TV and print. However, India is now a very dynamic market with a very fluid media scene.

What are the growth areas for Mindshare beyond just media planning and buying? That depends on how one integrates all elements of marketing. Spends on media

is the biggest on most clients' balance sheets; but if media is limited to traditional channels, it becomes a procurement and a confined exercise.

If 'media' encompasses everything in the journey to converting sales on websites, go-to-market strategy, e-commerce and activation, then every message is a medium. That's how you become the spine of the client's organisation. It is almost what full-service agencies used to be, but redefined with the inclusion of media buying and planning.

There is probably three or four times as much growth to be derived from offering these solutions as compared to the traditional media business.

Do you have plans to build competencies through acquisitions?

We are always looking, particularly in the areas of data, activation and e-commerce. The question always is: can they help you change the organisation faster than you could do yourself? Now that WPP is more fluid and agile, it's much easier to change our organisation compared to earlier.

India is yet to have a unified third-party video measurement system. What can India learn from other markets?

There are some solutions, but they are not consistent or ideal. The desire for a third-party measurement system across digital channels is a universal problem. In its absence, Mindshare and GroupM have implemented their own tools that are better than the industry standards, and we use our own competitive advantage to give our clients better insights than they could get through an industry model. But, I agree that it is incumbent upon us, especially with the 40% market share, to drive that law. That is on our agenda.

● **BLOGGER'S PARK**

Good isn't good enough

How can brands make customer experiences awesome?



Prasad Shejale

LIKE A HELMSMAN ensuring a smooth ride for its passengers, brands strive to offer a great and seamless experience to their customers. But it's difficult to sustain it for a longer time. How can brands provide not just 'good' but an 'awesome' experience to customers, get their undivided attention and keep them hooked to their brand?

Beyond 'share of voice'

Things are no longer about share of voice. Given the rapid changes in technologies, systems and processes, consumers and their expectations are changing, too. 'Share of experience' is the new norm, and you need to consistently make efforts towards it to survive in the modern age.

Also, consumers come across multiple touchpoints and expect a personalised experience at every touchpoint; that too, an awesome one. Throughout the purchase journey, there are multiple thoughts and considerations going on in the customer's mind. There could be stages where his journey might have some interruptions or 'friction'. If there is a lot of friction in the journey/process, the customer may drop out and move to a competitor.

That's why brands need to create systems that can understand their users' journey, predict places where they could drop out and provide the necessary assistance to move to the next level. Delivering a smooth, seamless or frictionless experience to users is imperative, considering the evolving nature of your consumers and their expectations. The modern consumer journey often starts and ends on mobile. Hence, brands also need to be particular about designing mobile experiences the right way.

Adding 'awesomeness'

Ask yourself: what is that extra 1-2% that you can add to make the overall experience a great one? Consider how Lenskart introduced an AR feature on its website providing a frictionless experience of selecting the eye power, choosing frames from multiple options and quickly adding the product to the cart, and completing the purchase. The 'awesomeness' part here is the brand's understanding that people often want to see how the glasses look on them and hence, the proactive provision of AR filter.



A brand needs to understand the consumers' psyche at every point and figure out ways to enhance their experience without them actually having to say it out loud. This can be achieved by purely behaving like a consumer and experiencing the journey — understanding how a customer feels at every stage of the purchase journey, thoughts and doubts about whether the brand is right for him, before acting on the purchase. This is the typical 'Feel, Think, Act' model followed globally.

Now, to add that 'awesomeness' you surely need to tweak this model and add something extra to it. You need to add something during the 'feel' and 'think' stage. If you can take care of his feelings and doubts, and provide an apt solution, that's where you build a great experience. So, the new model that we could possibly follow is 'Feel, Think, Create Experiences, Act'.

Brands can use technologies and analytics to figure out where people are dropping out, the reason behind it and then act on it. 'Frictionless' is all about tools, techniques, speed, A/B testing, funnel analysis, goal analysis, checking and rechecking your hypotheses, testing continually to ensure everything is in place, the right way. However, for you to uplift the experience and make it 'wow' or 'awesome', your understanding of the consumers, predicting the pain points and proactively making efforts to resolve them beforehand is the key.

The author is founder & CEO, Logicserve Digital

● **AFTER HOURS**

GAURAV DUA
EXECUTIVE DIRECTOR, RELAXO



The Job
CREATING A BUSINESS out of an idea is what keeps me motivated. I like to be a part of decision making to keep the organisation on the right growth path. As a team, we create, innovate and make positive changes. Change is the one thing that is constant in life, and hence, continuous improvement is imperative. It is a matter of both pride and excitement to work with people who strongly believe in creating a friendly and inspiring work environment.

The Weekdays
I AM VERY organised; my entire day is well planned. After a short exercise session at the gym in the morning, I head to the office. The day is usually power-packed with meetings, but I manage to sneak in some time for quality reading.

The Weekend
ON THE WEEKENDS, I like to spend time with my family. The weekend is also great to catch up with friends, and indulge in social activities. I also love watching Netflix and reading books.

The Toys
I WAS A multi-device person and still keep everything around. But with what mobile has done to us, we can just have that one set and not miss the rest much. I use Apple for all my tech functions including Mac, iPhone and iPad.

The Logos
I BELIEVE THAT a brand is successful if it creates a loyal consumer base, and that is every brand's ultimate goal as well. According to me, the last decade has been the decade of Apple, which created a culture rather than just products. It is truly a cult brand. Apple's communication has always been simple yet classy.

— As told to Sapna Nair

Personal Finance

● **DIGITAL PAYMENTS**

Staying contactless

PayTM & bank websites now offer many options to transact online easily

ISHAAN GERA

PAPER MONEY MAY NOT be as dangerous as many are touting to be, but it does require one to be in proximity of another person. Besides, with the government pushing digital payments there is hardly anything that cannot be done online. From utility bill payments to money transfers, there are a host of options available which can eliminate the need for handling payments. More important, it may also save you a trip to the bank or an ATM.

While the government has asked banks to offer a moratorium on loan payments, people still need to pay for utilities. Electricity, phone, gas, broadband and DTH, these are all services that need to be paid for and there are multiple ways to do this.

First, is the bank website's set of bill desk payments. Bharat Bill Pay System (BBPS) is the easiest system if you want to do this via your bank website. Just go to <https://www.bharatbillpay.com/Bill->

pay.php website, and from the drop down list choose your bank. The system shall redirect you to your bank login. Thereafter, you need to find payments and transfers tabs and click on pay bills. Most banks present you with a range of options from credit card bill, electricity, mobile recharge. Once you set a biller, you can also set the service to ECS wherein the money gets deducted every month. Similarly, you can also set reminders for bill payments.

Options on mobile

If opening a bank website or app is too big a hassle, there are simpler options on mobile. Wallets like PayTM are the first that come to mind, but now services such as PhonePe and Google Pay also allow bill payments. PayTM over the years has tied up with a host of utility services such as gas, electricity, water. You can also pay book a cylinder off the app and make payments for groceries and medicines. The website asks for your location to determine which stores around you can accept PayTM and allows you to make payments.

When the government introduced UPI, its first purpose was to transfer money. But over the years, its remit has expanded way beyond. Now, UPI apps



ILLUSTRATION: SHYAM KUMAR PRASAD

can be used for bill payments. And, also offer reminders and ECS options. Although there aren't as many services as PayTM has on board, these apps still fulfill their purpose.

As easy it is to make utility payments, credit card bills, rent and insurance can be paid with the same ease. Billdesk usually takes three days to clear the bill, but the process is nearly the same. In case of credit you need to provide your credit card number, while for insurance you need to fill in your policy number and make the payment.

PayTM also allows this service via its app. Plus, it has also tied up with a few apartments and societies for collection of service and maintenance charges. There are enough options to keep you at home, so there is hardly a need to step out, at least for the next few days.

Why your credit score may have dipped lately

The credit score algorithm now monitors your three-year credit history compared to the earlier two-year period. It also has new credit attributes along with other additional features

● **CREDIT RATING**

GAURAV GARG

IF YOU LOVE to keep a regular tab on your credit scores released by various credit rating agencies, then you may have noticed a negative revision in the same, despite there being no delay in payments. However, you need not worry as this revision is not caused by you and you are still just as creditworthy as you were last month.

The Credit Information Bureau (India) Ltd, or CIBIL, governs every individual's credit worthiness based on vari-



ILLUSTRATION: SHYAM KUMAR PRASAD

ous factors. Each factor has been given a weightage and then an algorithm calculates your final score which can be anywhere between 300 and 900. Higher the score, more perks you are bound to get. In the recent change of algorithm, there is a more comprehensive structure set to determine your credit worthiness.

Enhanced algorithm

In addition to other changes the one that stands out is the change in period being considered to evaluate your score. Instead of the two-year period, that used to be used, the enhanced algorithm factors in a three-year period. Now suppose you have a credit history of two years or say your finances have only recently gotten in order, in such a case, your current score might reduce slightly.

This enhanced algorithm may help in better monitoring of credit history but would imply a reduction in your score, at least for some time.

Another addition to the algorithm is through 'new credit attributes'. This has been done to assist your lenders to get a better understanding of your spending patterns and behaviour. It would also help in a more accurate calculation of

your chances of defaulting on a loan.

Keeping in mind the current scenario of the financial sector, having a tighter check on borrowers has become essential. On the other side, however, a more accurate score might also help lenders open their gates to borrowers they would have once denied a loan to. The new and enhanced CIBIL score is also capable of calculating the score for a person with less than six months of credit history — something that was not possible earlier. This should also help new users to have a better idea about how to maintain a good score at a very early stage itself. The returns of a good start can be huge.

Keeping in mind the young millennials who have only recently started earning and using credit cards, an initial education in the right direction would go a long way. Even though, the nitty-gritties of the algorithm cannot be known, reaching the score above the 800 mark has become tougher. Thus, even if you were to pay your debt completely, you may get till 799, but not an 800.

The writer is head of research, CapitalVia Global Research Ltd (Investment Advisor)

Markets

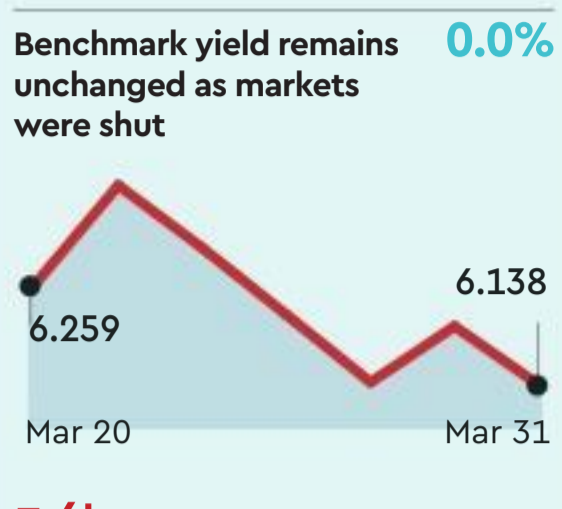
FRIDAY, APRIL 3, 2020



GREEN ROUTE
Rajnish Kumar, SBI chairman
It (SBI listing green bonds of \$100 million on India INX) is an extremely important transaction for the country especially in this critical situation. We believe this issuance will reassure confidence in the country's strength in the international bond market.

Money Matters

G-SEC



Rupee depreciates on global cues 0.03%



Euro falls against the dollar 0.68%



BORROWING

Increased supply of SDLs may put pressure on states' costs

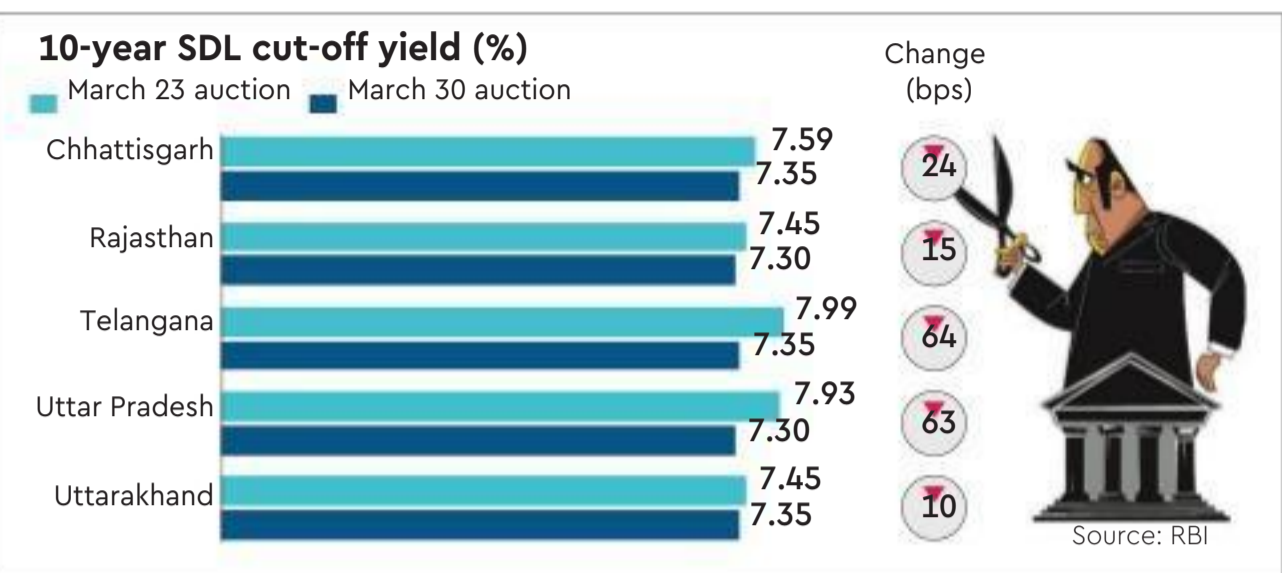
BHAVIK NAIR
Mumbai, April 2

EVEN AS THE market is anticipating additional borrowing by the Centre in FY21 in the backdrop of the Covid-19 crisis, a rise in the supply of state development loans (SDLs) is likely to put pressure on the cost of state government borrowing costs, experts say.

As per the indicative calendar for the Q1FY21, state governments are likely to borrow ₹1.27 lakh crore from the markets. In Q1FY20, they were expected to borrow ₹1.10 lakh crore from the markets as per the indicative calendar while they ended up borrowing ₹81,523 crore till June 28, 2019, on a gross basis, according to the RBI.

Siddharth Shah, head of treasury, STCI Primary Dealer, believes that the states' borrowing is on the higher side as per the indicative calendar for Q1FY21 and this is going to put some pressure on the yields. "We also have to consider the lockdown conditions at present and the fact that there are a couple of scheduled holidays as well. The G-sec borrowing is also anticipated to be higher this year. Whether the RBI will step in or not is something that we will have to watch out for. While the rate cut has given some short-term relief, the huge supply of SDLs may lead to some hardening of yields," Shah said.

With the RBI reducing the policy repo rate by 75 basis points to 4.40% last Friday, SDL yields did see some softening with yields on the 10-year paper falling to about



7.30-7.35% levels. Experts point out that although SDLs have some advantage like the preference shown by long-term investors due to the relatively higher yields and safety compared to other instruments that provide such higher returns, over-supply and persisting risk-off sentiment can hurt the yields in coming times.

Ananth Narayan, professor-finance, SPIIMR, said the borrowing numbers this year will be far higher than FY20. "I would not go by the borrowing calendar, both for the Centre and states. Borrowing for all entities, be it the Centre, state governments or public sector enterprises, are going to go up. There is no other choice under the current circumstances. Nobody can peg the figures at the moment. They would have to make some changes to the FRBM that limits the states' fiscal deficit from going beyond a certain point. Also, at some stage, the RBI

will have to come in and start doing OMO purchases to fund the rising deficit. We have very little choice here," Narayan said.

Another question that market participants raise is about the investment appetite of banks for SDLs. Manish Wadhawan, managing partner at Serenity Macro Partners, said the risk appetite of the banking system is very low at the moment as they fear that their deposits are taking a hit in recent times while they are also holding excess SLR instruments.

"The markets fear that the fiscal deficit might be far higher than budgeted and the supply of G-secs and SDLs will also be huge this time. FPIs have sold a significant amount of bonds in the month of March while the absorption capacity of domestic markets is not so strong. The lockdown is also hurting the markets. SDL yields will remain high in coming times," he said.

Axis Bank takes 'opt-in' route for moratorium on loan repayments

FE BUREAU
Mumbai, April 2

IN LINE WITH other lenders, Axis Bank on Thursday announced its policy to implement the moratorium on repayments announced by the Reserve Bank of India (RBI) last week. The bank has announced an 'opt-in' mechanism for some categories of loans, while applying a blanket moratorium on some others. Axis Bank will allow customers to avail a three-month deferral on the payment of certain loans and credit facilities. Customers can "opt for a moratorium on payment of equated monthly instalments (EMIs) or instalments and interest for various term loans or credit card dues", the bank said on social media.

Customers also have the option to defer interest payments for working capital facilities falling due between March 1 and May 31. In a set of guidelines on its website, the bank clarified that the moratorium, if availed, will only be a deferral of payments and not a waiver. Consequently, interest would continue to accrue for the period and repayment would resume from June 2020.

The bank has applied a moratorium by default on certain loans and credit facilities, including gold loans, Kisan Credit Card loans and farmer loans, microfinance loans, commercial vehicle and tractor



loans, and unsecured overdraft and term loans. "Borrowers having above facilities, whose cash flows are not impacted and do not wish to avail the moratorium, may choose to opt out from the moratorium by sending an email or by reaching out to any of our branches," the bank said. For all other loans, or credit cards and facilities, customers would have to opt in to avail the moratorium and defer payments falling due between March 1 and May 31.

The outbreak coronavirus has led to a state-imposed lockdown in India, bringing economic activity to a halt. Earlier this week, lenders, including State Bank of India (SBI), HDFC Bank, ICICI Bank and Kotak Mahindra Bank (KMB), notified their respective policies for executing the repayment moratorium. ICICI Bank also offered the opt-in route for some categories of loans and opt-out for others.

'Repayment moratorium to postpone asset quality stress recognition by 1-2 quarters'

FE BUREAU
Mumbai, April 2

RATING AGENCY ICRA on Thursday said that the three-month moratorium on repayments provided by the Reserve Bank of India (RBI) would postpone recognition of asset quality stress by 1-2 quarters.

The agency said lenders with higher share of asset classes such as microfinance, commercial vehicles and MSMEs will be more vulnerable, while those with exposure towards asset classes like gold loans and salaried housing will be impacted less. "Even in a scenario where the banks and non-banks are able to absorb such an increase in credit provisions through their P&Ls and prevent the capital erosion, the level of stressed assets in relation to the core equity is expected to increase, thereby

weakening their solvency profile," said Karthik Srinivasan, group head, financial sector ratings, Icria. The rating agency expected the GDP growth to slow down to 2% during FY21, with the growth in Q1FY21 coming in at -4.5%.

Following the recent cut in policy rates by the RBI and small savings rates by the government, Icria said banks are expected to cut their one-year deposit rates by about 50-70 basis points (bps) during FY21. Some private banks and NBFCs will continue to face elevated funding costs amid higher risk aversion from the investors, it noted.

For the NBFCs, high reliance on debt market borrowings may pose challenges

SBI lists \$100 m green bonds on India INX

PRESS TRUST OF INDIA
Panaji, April 2

BSE'S INDIA INTERNATIONAL Exchange (India INX) on Thursday said state-owned SBI has listed green bonds of \$100 million (about ₹750 crore) on its debt listing platform.

The bank has listed green bonds of \$100 million under its \$10-billion global medium term note programme on India INX's Global Securities Market Green Platform (GSM), the exchange said in a statement.

"The issuance has been done in very challenging market conditions. We welcome SBI's green bond issuance on our GSM platform," India INX MD and CEO V Balasubramanian said.

State Bank of India (SBI) has earlier also listed its maiden green bond issuance on India INX of \$650 million, he added. SBI chairman Rajnish Kumar said, "It is an extremely important transaction for the country especially in this critical situation. We believe this issuance will reassure confidence in the country's strength in the international bond market."

"We at SBI have adopted the green bond framework with an objective to create a positive impact on the environment and this transaction is yet another step as part of our sustainability journey," he added.

Generally, funds raised through green bonds are used to finance green projects that do not emit toxic elements.

Need bold steps to revive MSMEs: RBI director Marathe

PRESS TRUST OF INDIA
New Delhi, April 2

THE GOVERNMENT AND the Reserve Bank of India (RBI) need to come out with a bold and comprehensive package to help small and medium enterprises tide over the unprecedented crisis created by Covid-19, said veteran co-operator and RBI central board director Satish Marathe.

Piecemeal initiatives will not help the industry as "this is an exceptional crisis and warrants exceptional response," Marathe told PTI.



The coronavirus crisis is likely to end in the next three to six months, but the industry, which bore the brunt of the lockdown during 2019, will take much longer to recover, he said.

Referring to the recent measures announced by the government and the RBI to mitigate the impact of the pandemic, he said, these are only for short term and may not yield the desired results as the problem is severe and has been further aggravated by the lockdown.

There is a need for a bold and comprehensive package to ensure that the industry, especially unorganised sector and MSMEs, comes back on track as quickly as possible once coronavirus is contained and the lockdown is lifted, said Marathe, who is also the founder member of Sahakar Bharati.

NBFC blanket moratorium only to worst-hit; HFCs stick to opt-in option

FE BUREAU
Mumbai, April 2

NON-BANKING FINANCIAL COMPANIES (NBFCs) will extend the three-month loan moratorium to only the worst-hit segments of their borrower base, such as fleet operators and microfinance borrowers. In loan categories where the salaried class constitutes the bulk of borrowers, non-banks are sticking to the 'opt-in' option. This is imperative, given that there is no breather for NBFCs on working capital and market borrowings they have made.

Bajaj Finance is following a request-based channel to offer the moratorium to willing borrowers. At the same time, it has stated upfront that those who choose to avail the moratorium will have to bear the cost of a higher interest outgo. It is also restricting the benefit to loans sanctioned before March 1, 2020, and customers who do not have more than two EMIs due historically in any of their loans.

PNB Housing Finance, too, has an opt-in policy. The company has used an example to demonstrate how a borrower's interest outgo rises as a result of the three-month payment holiday. A borrower with a home loan of ₹50 lakh at 8.5% interest for 10 years would have an EMI of ₹62,000. Once they avail the moratorium, their interest payable will go up by ₹1 lakh. "It is, therefore, advisable to restrict the selection of moratorium option only in the scenario of cash flow issues," the mortgage firm said in a set of FAQs for its borrowers.

L&T Finance is sticking to opt-in for its home loan and rural finance borrowers. The only set of borrowers being given a blanket breather by the company are its microfinance customers. A company spokesperson said that it is conveying the moratorium policy to micro loans customers through its field team, which has regular interactions with borrowers. "We are informing them that interest charges will continue during the moratorium period," she said.

Shriram Transport Finance, which counts fleet operators among the majority of its customers, is extending the moratorium to all its term loan borrowers. It is also allowing a deferral of interest on revolving working capital loans and recalculation of drawing power on such facilities. Umesh Revankar, MD and CEO, Shriram Transport Finance, said the terms of



NBFCs will extend the three-month loan moratorium to only the worst-hit segments of their borrower base, such as fleet operators and microfinance borrowers

the moratorium are being communicated to customers by relationship managers. "We are sending SMSes to customers and, additionally, we have relationship executives for every 100-150 customers who are in touch with their clients," he said.

Analysts say that microfinance customers are the most affected group of NBFC borrowers, while the salaried borrower servicing a home loan is likely to be the least affected. "The overall impact of the RBI deferment would be more visible to AFCs (asset finance companies) over HFCs (housing finance companies) since recoveries are better among large-ticket secured loans," Emkay said in a recent report.

On the liabilities side, NBFCs face a greater challenge as banks have decided to not offer them any interest relief on working capital loans and they must service market borrowings as well. Mutual funds, the largest set of subscribers to NBFC paper, are facing heavy redemptions and are unlikely to roll over their investments.

Ajit Velonie, director, Crisil Ratings, said, "While the moratorium provides some relief on the assets side, it is on the liabilities side that challenges could emerge for NBFCs with high share of capital market borrowings. That's because no moratorium has been announced so far for capital market borrowings (such as bonds and commercial paper) and repayments on these will have to be made on time, during a period when collections would be impacted significantly."

ANALYST CORNER

Maintain 'neutral' on Hero MotoCorp; TP at ₹2,000

MOTILAL OSWAL INSTITUTIONAL EQUITIES

BS IV INVENTORY LIQUIDATION plan in place: We attended Hero MotoCorp's (HMCL) conference call on its strategy on handling inventory post the March 27 Supreme Court judgment and business continuity. Key takeaways: Unsold BS IV inventory, HMCL had ~150k as of the lockdown date. According to the SC order, vehicles sold till March 31 can be registered till April 30 (vs March 31 earlier). Of the unsold BS IV inventory as of March 31, only 10% can be sold beyond the deadline.

Dealers are now selling online based on the earlier inquiries or purchasing on their firm's name to resell in the secondhand market later. The company is providing incentive of ₹10,000 per motorcycle and ₹15,000 per scooter to support dealers for online sales (ex-Delhi-NCR). It will take back the Delhi-NCR stock of ~12,000 units as it has decided not to sell online as well. The company will ascertain how much can be exported and the remaining will be converted in parts. Business continuity plan (BCP): HMCL setup a BCP task force earlier in January 2020 (when Covid-19 was identified as a threat in China). Task force is meeting every day since February. Earlier, the focus was on supply chain continuity, which then shifted to lockdown preparation and now it is on restart plans. First priority is to safeguard health of all employees and business partners. Currently, it is not thinking of growth and profits, but health of its ecosystem is important including liquidity within its ecosystem.

All eight manufacturing facilities (including Bangladesh and Columbia) and two R&D centres (India and Germany) have been on work from home/shutdown much before the lockdown was announced. Salaries and vendor payments: It has paid all its contractual workers well in advance without retrenching any people. It is prioritising payment to its vendors, with full and advance payment to SME/MSME vendors. Vendor notice was precautionary to prioritise resources. It would pay in a graded manner to all vendors. It has earmarked ₹100 crore for relief efforts, of which ₹50 crore will be toward the PM CARES fund and the balance ₹50 crore will be directly spent

by the group. It has fixed monthly operating cost of ₹200 crore. It has over ₹4,000 crore in liquid funds to sustain expenses, payment obligations, etc. It is not going slow on new product development. Investment in R&D will continue (in premium motorcycle and scooter). It would prioritise capex as the business normalises.

Readiness when lockdown is lifted: HMCL is well prepared for restart as and when it happens, as dealers have around one month of BS6 inventory. Pent-up demand will be there and be realised at some point in time, which is difficult to predict as of now. Risk of downgrading not necessarily a threat to the executive segment but could be across segments. It is too early to comment on that. Buyback of shares: The focus is to conserve liquidity and ensure business continuity from shareholder value creation perspective. However, promoters have increased some stake through the open market (2,76,000 shares equivalent to 0.14% of capital of the company). The promoter's shareholding in the company has increased from 34.63% to 34.77%. The company is working on e-career technology. Though FI systems have better efficiency, e-career technology is cheaper. The company might introduce them in lower cc segment in future.

The near-term outlook is challenging amid economic stress across sectors due to the lockdown, which has added pain to the already weak demand environment and anomalies due to the BS VI transition. This is largely discounted in the price with the recent fall in the stock price. We believe that clarity on the demand scenario will emerge post the lockdown is lifted as there will be pent-up retail demand and refilling of inventory with BS VI models. Barring near-term volatility, we see limited downside risk from current levels (due to cheap valuations). Also, valuations at 10.4x/9.8x FY21/22E EPS and ~5.6% dividend yield provide protection from any material downside. We have lowered our target multiple to factor in the risk of demand shock due to the impact from coronavirus. Maintain 'neutral' with a TP of ~₹2,000 (~12x December 2021 EPS + ~₹98/share of Hero FinCorp) due to no significant catalyst in the foreseeable future.

● CHECKING INFECTION Virus masks, apps: Race is on to avoid hidden carriers

Governments are scrambling to buy protective gear and prompting new questions about who should wear masks, get temperature checks or even be allowed to go outside

ASSOCIATED PRESS
Paris, April 2

THE WORLDWIDE RACE to protect people against unwitting coronavirus carriers intensified on Thursday, pitting governments against each other as they buy protective gear and prompting new questions about who should wear masks, get temperature checks or even be permitted to go outside.

In the Chinese city of Wuhan, where the pandemic began in December, a green symbol on residents' smartphones dictates their movements. Green is the "health code" that says a user is symptom-free and it's required to board a subway, check into a hotel or enter the central city of 11 million. Serious travel restrictions still exist for those who have yellow or red symbols.

In northern Italy, the country with the most virus deaths in the world at over 13,000, guards with thermometer guns decide who can enter supermarkets. In Los Angeles, the mayor has recommended that the city's 4 million people wear masks. Same goes for grocery store customers in Austria.

And a top health official in France's hard-hit eastern region said American officials swooped in at a Chinese airport to spirit away a planeload of masks that France had ordered.

"On the tarmac, the Americans arrive,



New York state's coronavirus death toll doubled in 72 hours to more than 1,900
REUTERS

take out cash and pay three or four times more for our orders, so we really have to fight," Dr Jean Rottner, an emergency room doctor in Mulhouse, told RTL radio.

A study by researchers in Singapore on Wednesday estimated that around 10% of new infections may be sparked by people who carry the virus but have not yet suffered symptoms.

In response, the US Centers for Disease Control and Prevention changed how it defined the risks of infection, saying essentially that anyone may be a carrier, whether they have symptoms or not. But neither it nor the World Health Organization changed their recommendations that everyone did not have to wear masks.

Nine leading European university hospitals warned on Thursday they will run out of essential medicines for Covid-19 patients in intensive care in less than two weeks. The European University Hospital Alliance said countries should cooperate, not compete, to ensure a steady supply of these drugs for critically ill virus patients.

Spain reported a record number of daily virus-related deaths, 950 in 24 hours, bringing its total deaths to 10,003 even as its infection rate appeared to be slowing.

In the United States, from New York to Los Angeles, officials warned that the worst is still ahead.

"How does it end? And people want answers," New York governor Andrew Cuomo said. "I want answers. The answer is nobody knows for sure."

New York state's coronavirus death toll doubled in 72 hours to more than 1,900. Cuomo has already complained that US states are competing against each other for protective gear and breathing machines, or being outbid by the federal government.

President Donald Trump acknowledged that the federal stockpile is nearly depleted of the personal protective equipment needed by doctors and nurses.

"We're going to have a couple of weeks, starting pretty much now, but especially a few days from now, that are going to be

horrific," he said. Los Angeles mayor Eric Garcetti said even a "tucked-in bandanna" could slow the spread of the virus and remind people to keep their distance from each other.

"I know it will look surreal," he said, donning a mask. "We're going to have to get used to seeing each other like this."

In Japan, where masks are a household staple, the government planned to mail two gauze masks each to the country's 50 million households.

In Greece, authorities placed an entire refugee camp of 2,400 people under quarantine on Thursday after discovering that a third of the 63 contacts of just one infected woman tested positive — and none had showed symptoms.

Altogether, more than 952,000 people around the world have contracted the virus, according to Johns Hopkins University. More than 48,000 have died from the virus and another 202,000 have recovered.

The real figures are believed to be much higher because of testing shortages, differences in counting the dead and mild cases that have gone unreported. Critics also say some governments have been deliberately under-reporting cases in order to avoid criticism.

Frank Ulrich Montgomery, chairman of the World Medical Association, on Thursday called China's recent low figures on coronavirus infections "nonsense," but added that many countries are working with uncertain data.

In Italy, a new study found a hidden toll from coronavirus in the province of Bergamo, more than doubling the official number of 2,060 dead to a new estimate of 4,500.

As hot spots flared in New Orleans and Southern California, the nation's biggest city, New York, was the hardest hit of them all. Bodies were being loaded onto refrigerated morgue trucks by forklifts outside overwhelmed hospitals.

Intel wants chip customers to feel the need for speed again

IAN KING
San Francisco, April 2

INTEL IS TRYING to sell its new laptop chips in an old way — by emphasizing their speed. The world's biggest chipmaker is touting the clock speed of its new H line of processors, citing their ability to process data at more than 5 gigahertz, or 5 billion cycles a second.

"Frequency is the thing we've optimized for," said Fredrick Hamberger, an Intel general manager. "These are the first mobile processors to break 5 gigahertz."

Laptops based on these new 10th-generation core design chips will start to appear in April. The top-of-the-range part can count as fast as 5.3 gigahertz when operating in "Turbo Boost" mode, Intel said. That targets video gamers and professional content creators who often influence what is considered the best PC hardware.

The new products are being rolled out as Intel faces rising threats to its industry leadership. Smaller rival Advanced Micro Devices started fielding more competitive chips about two years ago.

Intel pioneered the sale of processors based on clock speed. In 2001, then company President Paul Otellini promised Intel's Pentium design would scale all the way to 20 gigahertz. But the company's engineers underestimated how much power was needed, and how much heat would be generated by such chips.

As the new century progressed, laptops became more popular, and those slim designs couldn't handle power-hungry, hot processors as well as desktop machines. So Intel and the industry started making multi-core semiconductors that combined several processors into one. Performance was now measured by the ability to run different workloads at the same time, rather than pure speed.

AMD sells new processors that have more cores than Intel chips, garnering praise from gamers and PC reviewers.

That's helped the smaller company take market share from Intel.



The new H range of Intel chips are made with 14-nanometer production technology. The company originally planned to upgrade to 10-nanometer in 2017, but that is only beginning to happen in mass volume this year

Intel has also struggled to maintain its lead in manufacturing technology. AMD outsources manufacturing to specialists such as TSMC, which has production technology that is well ahead of Intel's.

The new H range of Intel chips are made with 14-nanometer production technology. The company originally planned to upgrade to 10-nanometer in 2017, but that is only beginning to happen in mass volume this year. AMD's latest processors use TSMC's 7-nanometer capabilities.

Intel says most video games don't take advantage of multi-core chips and are best served by higher clock speeds. Some 60% of the new models in the H range will be capable of hitting that 5-gigahertz mark or higher, it said. That speed is only achieved in short bursts on limited numbers of cores, or just single cores in a "turbo" mode that shuts down other cores.

The base rate, the normal operating speed of the chips, is between 2 and 3 gigahertz, where most of the industry's products have been for more than a decade.

—BLOOMBERG

Pakistan court commutes death sentence of key accused in Pearl killing, acquits 3

REUTERS
Karachi, April 2

A PAKISTANI COURT has commuted the death sentence of the main person accused in the 2002 kidnapping and murder of Wall Street Journal reporter Daniel Pearl, and acquitted three co-accused in the matter, two lawyers told Reuters on Thursday.

At least four people were convicted in connection with Pearl's murder, including British-born Ahmed Omar Saeed Sheikh, who was sentenced to death in 2002 for masterminding the murder. He has been in jail for 18 years awaiting the outcome of an appeal. "The court has commuted Omar's death sentence to a seven-year sentence," Khawaja Naveed, the defence lawyer told Reuters by phone. "The murder charges were not proven, so he has given seven years for the kidnapping."

"Omar has already served 18 years... He will be out in a few days," Naveed said. A two-member bench of the High Court of Sindh province issued the order in the city of Karachi on Thursday, Naveed said, adding that the three others, who had been serving life-sentences in connection with the case, had been acquitted.

Lockdown changes how Hindus celebrate holy period

ASSOCIATED PRESS
Lucknow, April 2

RUKMANI SHARMA FEARS the virus that has turned the world upside down. But as a devout Hindu, she also fears for her soul. Covid-19 restrictions mean that the 71-year-old woman won't be allowed to go to temple on Thursday to celebrate the birthday of Lord Ram, and she says she's "feeling guilty."

Hindus around the world are in the midst of a nine-day period called Chaitra Navaratri that began with what for many is considered the Hindu New Year and will culminate with the festival of Rama Navami. Normally there is fasting, masses worshipping together, offerings in temples and festivals.

But this year, celebrations and prayers are home-bound events and if there is group worship, it's livestreamed. India, where most of the world's billion Hindus live, is in a government-ordered 21-day lockdown. People are allowed to leave their homes only for essentials. Religious gatherings are explicitly banned.

The significance of that ban is especially striking in Uttar Pradesh. UP Chief Minister Yogi Adityanath had planned a grand festi-



val over five of the nine days leading up to Ram's birthday. It was expected to draw more than 1 million people from across India, to celebrate a recent Supreme Court ruling that will allow a Hindu trust to build a temple Ayodhya, where Ram was born.

Instead, Adityanath is urging the faithful to stay home. "No one should come to temple. This is a time of crisis and people should realise that prayers from home are as acceptable as prayers offered in temple,"

Adityanath said. Sharma, a resident of Uttar Pradesh's capital, Lucknow, is distraught that she wouldn't be able to perform a customary food ritual at the temple. She consulted a temple priest, and was advised to instead feed stray cows, which Hindus revere and worship. "The priest told me to cook food as usual and feed the same to the cow," she said. "Cow is our mata (mother) and feeding mata is like feeding daughters."

Some temple priests in Uttar Pradesh said they have declined requests to visit homes, suggesting instead that people should donate the money they would have spent cooking food to the chief minister's virus relief fund.

"It is our responsibility to follow social distancing," said Pandit Shubankar, a priest at Gomati Nagar Kali Bari temple in Lucknow.

Hindus in the US are also following social distancing protocols.

Normally, Suhag Shukla would be scrubbing her Philadelphia home more intensely than usual, a sign of the renewal the holiday signifies. There would be guests and Temple worship. But the temples are closed, and the bells that worshippers ring when they enter are silent.

Her family's prayers are confined to the altar in their home and worship and celebrations are happening in cyberspace.

"Normally, in the absence of a global pandemic India would have been seeing a lot of celebrations," said Shukla, executive director of the Hindu American Foundation. That would entail special foods and sweets, prayers and rituals and gatherings of guests and family. "You would also be planning on joining your community at a local temple to celebrate as well."

Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited
Notice Inviting Bids/Offer
Open tenders are invited against the following RFP dated 01-April-2020.
Last date for submission of Bid: 21-April-2020.
RFP - On Boarding Agency for Content Marketing & SEO

SBI
Strategic Training Unit, Corporate Centre, State Bank Bhavan,
16th Floor, Madam Cama Road, Mumbai - 400 021.
REQUEST FOR PROPOSAL
State Bank of India has issued a Request for Proposal (RFP) for Appointment of Consultant for conducting an online assessment centre and development journey for senior officials of the Bank.

ASSAM ELECTRICITY GRID CORPORATION LIMITED
E-TENDER NOTICE
The Project Director, AEGCL invites online e-tender with 180 days validity for the below mentioned work funded by Asian Infrastructure Investment Bank (AIIB) for "Assam Intra State Transmission System Enhancement Project".

ICICI Prudential Asset Management Company Limited
Corporate Identity Number: U99999DL1993PLC054135
Registered Office: 12th Floor, Narain Manzil, 23, Barakhamba Road, New Delhi - 110 001.
Corporate Office: One BKC, 13th Floor, Bandra Kurla Complex, Mumbai - 400 051.
Tel.: +91 22 2652 5000, Fax: +91 22 2652 8100, Website: www.iciciprumpf.com, Email id: enquiry@icicipruamc.com
Central Service Office: 2nd Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway, Goregaon (E), Mumbai - 400 063. Tel.: 022 2685 2000 Fax: 022 26868313
Notice-cum-Addendum to the respective Scheme Information Document (SID) and Statement of Additional Information (SAI) of the schemes of ICICI Prudential Mutual Fund (the Fund)
Investors are requested to take note of the below information pertaining to ICICI Prudential Asset Management Company Limited updated under relevant portions of the SIDs and SAI:
"The AMC is also engaged in portfolio management services (PMS) since October 2000 under SEBI Registration No. INP000000373. The AMC is also rendering Non-binding Advisory Services for such categories of SEBI registered foreign portfolio investors (FPIs) which are listed in SEBI Circular No. SEBI/HO/IMD/DF2/CIR/P/2019/155 dated December 16, 2019. The AMC is also providing investment management services to Alternative Investment Funds registered under SEBI (Alternative Investment Funds) Regulations, 2012. Further, the AMC shall also provide investment management services, including dealing services to Offshore Funds from India in accordance with Regulation 24(b) of SEBI (Mutual Funds) Regulation, 1996. The AMC has a common research team. These activities are not in conflict with the activities of the Mutual Fund. In the situations of unavoidable conflicts of interest, the AMC undertakes that it shall satisfy itself that adequate disclosures are made of sources of conflict, potential material risk or damage to investor interest and develop parameters for the same."
All the other provisions of the SID/SAI of the Schemes except as specifically mentioned herein above remain unchanged.
This Notice-cum-addendum forms an integral part of the SID/SAI of the Schemes, as amended from time to time.
For ICICI Prudential Asset Management Company Limited
Place : Mumbai Sd/-
Date : April 02, 2020 Authorised Signatory
No. 003/04/2020
To know more, call 1800 222 999/1800 200 6666 or visit www.iciciprumpf.com
As part of the Go Green Initiative, investors are encouraged to register/update their e-mail id and mobile number to support paper-less communications.
To increase awareness about Mutual Funds, we regularly conduct Investor Awareness Programs across the country. To know more about it, please visit https://www.iciciprumpf.com or visit AMFI's website https://www.amfiindia.com
Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

BARODA MUTUAL FUND
Notice-cum-addendum No. - 24/2020
Unitholders / investors may note that in the wake of COVID-19, in order to facilitate investors in carrying out their transactions, the following additional measures have been undertaken:
A. Acceptance of fresh / additional purchase from retail investors:
Retail investors who are KYC compliant can send their request for purchase/additional purchase, switch ins, etc. at "retail.transact@barodamf.com". (email ID designated for this purpose);
Retail would mean transactions from Individuals, Minors represented by Guardian, NRIs & Sole Proprietorship;
The email should mandatorily contain details such as scheme name, amount, payment advice/acknowledgement in addition to scanned copy of the investment application form duly signed by the investor;
The time that will be considered for applicability of NAV would be the server time of receipt of such request at the above-mentioned designated email id.
Baroda Mutual Fund ("Baroda MF") / Baroda Asset Management India Limited ("Baroda AMC") may undertake such additional checks as may be required prior to processing the transactions;
Such emails containing the transaction requests, shall carry appropriate disclosures as may be required by Baroda MF.
B. Request for cancellation of ongoing Systematic Investment Plan ("SIP") by way of email:
Unit holders can send request(s) for cancellation of their ongoing SIP directly to KFIN Technologies Private Limited ("RTA") via email to "bpmfsip@kfintech.com", (an email ID of the RTA which has been designated for the same);
The email should mandatorily mention "SIP Cancellation request <Folio No> <Scheme Name>" in its subject line;
Unit holder(s) whose email IDs are registered with the RTA / Baroda AMC, must send the cancellation request from their registered email ID along with details such as the Folio No., scheme name, amount and frequency ("SIP Details");
Unit holder(s) whose email IDs are not registered with the RTA/Baroda AMC can send the cancellation request to the designated email ID mentioned above, along with PDF of the letter duly signed by the registered Unit holder mentioning the SIP details;
Unit holder(s) can also access the RTA website www.Kfintech.com directly to process the cancellation of their ongoing SIP.
Baroda AMC reserves the right to reject such request / application which are incomplete / do not provide prescribed details.
The above mentioned arrangement shall be effective from April 03, 2020 and shall remain in force until further notice.
For Baroda Asset Management India Limited (Formerly known as Baroda Pioneer Asset Management Company Ltd.) (Investment Manager to Baroda Mutual Fund)
Place : Mumbai Sd/-
Date : April 01, 2020 Authorised Signatory
Mutual Fund investments are subject to market risks, read all scheme related documents carefully.
For further details, kindly contact: Baroda Asset Management India Limited (Formerly known as Baroda Pioneer Asset Management Company Ltd.) CIN : U65991MH1992PLC069414 501, Titanium, 5th Floor, Western Express Highway, Goregaon (East), Mumbai - 400 063. Tel. No. : +91 22 6848 1000 • Toll Free No. : 1800 267 0189 Visit us at : www.barodamf.com • Email : info@barodamf.com