

DEMAND FOR SMART APPLIANCES DOUBLES IN PAST THREE YEARS

# Consumer brands cashing in on smart home dream

**REWATI KARAN**  
New Delhi, October 4

**ARTIFICIAL INTELLIGENCE (AI)** is in your home, be it air conditioners (ACs), washing machines, refrigerators, microwave ovens or ceiling fans, with consumer brands seeing smart appliances as the next big thing. As per Deloitte India, the penetration of smart appliances in India doubled from FY2020 to FY2023, with demand much higher in tier-1 cities at 40% in 2023, and expected to grow to about 60% in next five years.

Unsurprisingly, brands intend to achieve maximum sales from these products in coming years as consumer interest increases, with premiumisation being the core growth strategy. Brands that FE spoke with sing the same tune. LG claimed they have seen sales of their AI-powered smart appliances doubled in the past year. Panasonic said they have one of the widest ranges of smart, connected ACs in India and nearly 45-50% of sales come from their MirAI-enabled ACs.

MirAI is an AI-enabled and IoT-powered app that allows users to control and monitor ACs and other smart appliances across brands. Since MirAI's launch in 2020, the app has been downloaded by over 5 lakh

**THE NEXT BIG THING**

■ Penetration of smart appliances doubled from FY2020 to FY2023, with demand much higher in tier-1 cities at 40% in 2023, and likely to grow 60% in next 5 years, as per Deloitte India



■ Smart home market stood at about ₹90,000 cr in 2023, with expectations for it to grow to ₹1.4 lakh cr by 2028, as per a Redseer report

**PRAVEEN GOVINDU,**  
PARTNER, DELOITTE INDIA

HOME APPLIANCES INDUSTRY IN INDIA IS EXPECTED TO

GROW AT 6-8% DRIVEN BY AI-POWERED SMART APPLIANCES MARKET



consumers and is rated above 4.2 on iOS and Google Play. Samsung India targets to achieve 70% of its home appliance sales from AI-based products by 2025, having recently launched its new range of AI-powered large capacity washing machines for Indian consumers.

As Praveen Govindu, partner at Deloitte India, says, "Some of the largest brands expect AI-powered products to contribute more than 50% of their overall sales by 2025-2026. Overall home appliance industry in India is expected to grow at a rate of 6-8% driven by AI-powered smart appliance market, which will grow at approximately 14-18% over the next 4-

5 years." And, while prices of these products are generally higher than other products, consumers are willing to shell out that extra money. Samsung's and Panasonic's AI-powered ACs are priced from ₹45,000 to ₹65,000, while others are priced around ₹35,000 to ₹50,000.

In the refrigerator category, Samsung's AI-powered products range from ₹90,000 to ₹1.2 lakh, while high-ended non-AI refrigerators from brands like LG and Panasonic with smart inverter technology and multi-door features are usually priced around ₹45,000 to ₹70,000. Panasonic's AI-enabled microwaves with features like 360° heat wrap and multiple auto-cook menus are

priced around ₹16,000 to ₹22,000, while other high-ended non-AI ovens from brands like IFB and LG which have features like convection cooking come at a price of ₹10,000 to ₹18,000.

"AI preference for appliances that consume more energy such as ACs, washing machines, refrigerators, and lighting is higher as AI helps optimise energy consumption and, in turn, total cost of ownership," said Govindu of Deloitte India.

"With an increase in disposable incomes, rapid urbanisation, internet penetration and easy financing options, consumers are willing to spend on appliances that are energy-efficient, smart, and connected to enhance overall lifestyles," said

Manish Misra, chief innovation officer, India Innovation Centre, Panasonic Life Solutions India.

"From a value standpoint, we have seen 70% of our AC consumers using the AI platform that auto-controls temperature during sleep profile time," claimed Misra.

LG said its ThinQ technology - behind many of its smart appliances - is particularly praised for its intuitive control and integration with smart home ecosystems. "LG commands 40%-50% market share in IoT-based products and in some categories, even higher," Sanjay Chitkara, senior vice-president, home appliances and air conditioners, LG Electronics India, told FE, adding that these smart appliances have significantly boosted their overall sales and outperformed other high-end products in their portfolio.

Orient offers BLDC Pro series fans priced in the range of ₹8,000 to ₹14,000 that come with smart features combined with energy efficiency such as IoT connectivity, reverse rotation, and integrated lighting, besides water heaters and smart lighting.

"Our IoT-enabled Aerossim fan has seen growing demand since its launch in 2019," said Gaurav Dhawan, business head of electronic consumer durable, Orient Electric.

# To address height issue, AIFF turns to Rajasthan



The Indian football ecosystem is currently dominated by players from the North East, who can easily twist and turn past opponents

**ANIL DIAS**  
Mumbai, October 3

**INDIAN FOOTBALL HAS** historically struggled to find tall players, but now the national federation is targeting specific regions in the country to address the issue.

Most of the country's top players, including the recently-retired Sunil Chhetri and current sensation Lallianzuala Chhangte, haven't been among the tallest. It's a disadvantage in set-pieces and a midfield lacking muscle often gets easily run over. To rectify this anomaly, the All India Football Federation (AIFF) is looking west, towards Rajasthan, to be precise.

AIFF president Kalyan Chaubey said he has tasked club officials in Rajasthan to scout for tall players in the state that doesn't have a rich football history.

"During one of my trips around the country watching football, I spotted that players from Rajasthan would stand out because of their height. That made me explore the idea of keeping an eye on them. So I spoke to officials of the Rajasthan state association to look for 14-15-year old boys and develop their skills. There is a high probability that they will be close to 6'3" or 6'4" when they reach the senior level," Chaubey said.

**Chittorgarh, Ganganagar, Hanumanagar and Mewar belt have been identified as regions to scout six-foot-plus players, said AIFF president Kalyan Chaubey**

One of the clubs involved in the scouting process is Rajasthan United. Krishan Kumar Tak, the I-League club's chairman, said his team has identified areas in the state where players were generally tall and now regularly hold trials there.

"We've identified three places in the state: Chittorgarh near Udaipur; Ganganagar and Hanumanagar; and the Mewar belt. We noticed that people are genetically taller here, so we started holding trials there almost two years ago. Normally taller people hunch a bit, but it wasn't the case here," he said. The players identified are then taken to age-group academies where their skills are honed before they get a chance at being drafted into the club's senior team.

"Most of the players in our team are about six feet tall. Even the foreigners we sign are tall. It isn't by accident. It's a conscious decision to focus on taller players. Our ultimate goal is to provide the national team and

other Indian clubs with such players," says Tak, revealing that so far they've scouted eight players from the three areas in Rajasthan and hope that the number reaches at least 35 in the next couple of years.

The Indian football ecosystem is currently dominated by players from the North East, who can easily twist and turn past opponents, as Chhangte has repeatedly shown. But Chaubey feels that their height, or lack of it, can be a disadvantage. "What I have noticed is that in the Indian team, we have players from the North East who have the speed and skill but aren't that tall.

At times, this can be a disadvantage in international games. So we are attempting to address this issue by roping in players from Rajasthan and developing them," Chaubey said.

Apart from trying to scout taller players, the new AIFF panel is trying newer ways to popularise the game around India.

Including Sri Bhaini Sahib as Namdhari FC's home ground and Manjeri, Kerala, as an I-League venue are attempts to broaden the pyramid, officials said.

It's in line, they added, to take Indian football to new centres, like the decision to hold a 3-nation tournament in Imphal, which was never considered as an international venue.

# Taking on Google, Meta unveils AI video generator

**KURT WAGNER**  
October 4

**FACEBOOK PARENT META** debuted a new artificial intelligence (AI) tool that can generate or edit videos based on a simple text prompt, elevating competition with rivals like OpenAI and Google in the race to develop the world's most advanced AI technology.

Meta's product, Movie Gen, can create a new video up to 16 seconds long based on a text prompt. It can also use such prompts to generate audio for or edit an existing video, or even use a photo to create a customised video featuring a real person. Movie Gen is only available for some internal employees and a handful of outside partners, including some film-

**Movie Gen uses massive amounts of existing data to train tools that can automatically create new text, audio or videos**

makers, though the social media company - which also owns Instagram, WhatsApp and Messenger - plans to build

the product into its existing apps sometime next year.

Executives are still discussing how best to implement this integration, but the aim is for Movie Gen to encourage more people to create or edit video posts, said Connor Hayes, a Meta vice president focused on generative AI products. It will be "fun to use, helpful for creators, good for overall

engagement in the apps, but we don't have a concrete product plan of what it will look like at this point," he said.

Movie Gen is part of the company's broader foray into generative AI technology, which uses massive amounts of existing data to train tools that can automatically create new text, audio or videos. —BLOOMBERG

**KERALA WATER AUTHORITY e-Tender Notice**  
Tender No : 19,20,21,22,23,24/2024 -25/ KWA/PHC/TVLA (RT-2)  
1)J/M - WSS to Ranni-Angadi & Kottanad: Construction of 9M dia: Intake well cum pump House, Transformer Building, 400mm DI K9RWP/M, Supply, erection of transformer and Pumpsets 2)WSS to Kulnada- Mezhuveli- Construction of 12 LL OHSR Supplying and laying 250mm DI K9 CWPM from WTP to OHSR, road restoration. 3) RWSS to Ranni - Construction of OHSR (10 LL) and sump (7 LL), OHSR(0.8 LL), OHSR (0.6 LL) Toilets in pump house, Transformer rooms, supply and installation of pump sets, Supplying and laying distribution mains, providing PVC coated Aluminium roof, Road restoration, Renovation of intake, Installation of Solar panel, Supply and installation of Transformer etc. 4) RWSS to Veeochchira - Construction of sump cum pump house (7 LL), Toilets in Pump houses, transformer rooms, supply of pump sets, Supplying and laying PVC coated Aluminium Roof, road restoration, Renovation of intake, Installation of Solar panels, Supplying installation of transformers etc. 5) WSS to Mylapra - Construction of 6LL OHSR, 7LL GLSR, pump house, Supply and Laying of Pumping Main, Supply and Erection of Pumpssets etc. 6) WSS to Mylapra- Construction of 6LL OHSR, supply and laying 200, 300, 400mm DI pipes and road restoration. EMD : Rs. 500000, 200000, 500000, 500000, 500000, 500000 Tender fee : Rs. 13010-19518 Last Date for submitting Tender : 18-10-2024 02:00:pm Phone : 0469-2600162 Website : www.kwa.kerala.gov.in www.etenders.kerala.gov.in  
Superintending Engineer  
PH Circle Pathanamthitta  
KWA-JB-GL-671-2024-25

**LOSS OF SHARE CERTIFICATE OF "COLGATE PALMOLIVE (INDIA) LIMITED", MUMBAI**  
Notice is hereby given that share certificates for 749 equity shares of Colgate Palmolive (India) Limited, standing in joint name and bearing the following distinctive number have been lost by us. I request that Company to issue duplicate share certificate in lieu thereof. Any person who has a claim for the said shares should lodge such claim to the company by written communication addressed to Colgate Research Centre, Main Street, Hiranandani Gardens, Powai, Mumbai-400076 within 15 days from the date of this notice, after which the company will proceed to issue duplicate share certificate(s) in lieu of the original share certificate(s) as requested by me without further information.  
Folio No. Name of the Shareholder Share Certificate No. Distinctive No. (s) Quantity  
P23849 Jointly Name: PREM BEHARI GUPTA & THE LUDHIANA STOCK EXCH. ASS. LTD. 2064149 13857381 138574559 749  
Name of the Claimant: Prem Behari Gupta & The Ludhiana Stock Exch Ass. Ltd.  
Place: New Delhi Date: 05-10-2024

**NIYOGIN FINTECH LIMITED**  
CIN: L65910TN1988PLC131102  
Registered Office: MIG 944, Ground Floor, TNHB Colony, 1st Main Road, Velachery, Chennai, Tamil Nadu - 600042  
Corporate Office: 311 & 312, 3rd Floor, Neelekanth Corporate IT Park, Kiroli Road, Vidyavihar (W), Mumbai - 400086  
Tel No : +91 22 62514646 | Website: www.niyogin.com | E-mail id: investorrelations@niyogin.in  
NOTICE TO MEMBERS  
NOTICE is hereby given pursuant to Section 108, 110 and other applicable provisions, if any, of the Companies Act, 2013 (‘Act’), read with Rule 20 and Rule 22 of Companies (Management and Administration) Rules, 2014 (‘Rules’), Regulation 44 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (‘SEBI Listing Regulations’) (including any statutory modifications or re-enactment(s) thereof for the time being in force), Secretarial Standard on General Meetings (‘SS-2’) issued by the Institute of Company Secretaries of India and in accordance with the guidelines prescribed by the Ministry of Corporate Affairs (‘MCA’) vide General Circular No. 14/2020 dated April 08, 2020, No. 17/2020 dated April 13, 2020, No. 22/2020 dated June 15, 2020, No. 33/2020 dated September 28, 2020, No. 39/2020 dated December 31, 2020, No. 10/2021 dated June 23, 2021, 20/2021 dated December 08, 2021, 3/2022 dated May 05, 2022, 11/2022 dated September 19, 2022, 09/2023 dated September 25, 2023 and 09/2024 dated September 19, 2024 (‘MCA Circulars’) and any other applicable laws and regulations, to transact the special business as set out hereunder and in the Postal Ballot Notice dated September 26, 2024 (‘Postal Ballot Notice’) by passing special resolution by way of Postal Ballot only by voting through electronic means (remote e-voting):  
Sr.No. Description of the Resolution Type of resolution  
1 Appointment of Mr. Samir Pandiri (DIN: 10749182) as an Independent Director of the Company Special resolution  
Members are hereby informed that:  
1. The Company has completed the dispatch of Postal Ballot Notice through e-mails on Friday, October 04, 2024, only to those members, who have registered their e-mail addresses with the Company/ Depository Participant/ Registrar and Transfer Agent of the Company - Link Intime India Private Limited (‘Link Intime’) and whose names appear in the Register of Members of the Company or in the Register of Beneficial Owners maintained by the National Securities Depository Limited (‘NSDL’) and Central Depository Services (India) Limited (‘CDSL’) (together referred as ‘Depositories’) as on Friday, September 27, 2024. Members holding shares in dematerialised mode and who have not registered their e-mail ID are requested to register/ update their email address with their Depository Participants.  
2. The Postal Ballot Notice is also available on the website of the Company at www.niyogin.com; the relevant section of the website of BSE Limited (‘BSE’) at www.bseindia.com on which the equity shares of the Company are listed and on the website of NSDL at www.evoting.nsdl.com  
3. In accordance with the MCA Circulars, hard copy of the Postal Ballot Notice alongwith postal ballot forms and pre-paid business reply envelope has not been sent to the Members and the communication of the assent or dissent of the Members will only take place through remote e-voting.  
4. The Company has engaged the services of NSDL to offer its Members the facility to cast their vote by electronic means through e-voting facility, in compliance with Sections 108 and 110 of the Act read with Rules framed thereunder and Regulation 44 of the SEBI Listing Regulations.  
5. The e-voting period commences on Sunday, October 06, 2024 (9.00 A.M. IST) and ends on Monday, November 04, 2024 (5.00 P.M. IST). During this period, Members of the Company, holding shares either in physical form or demat form, as on Friday, September 27, 2024 (the ‘cut-off date’) may cast their vote electronically. The e-voting module shall be disabled by NSDL for voting thereafter and the voting shall not be allowed beyond the said date and time.  
6. Once the vote on the Resolution is exercised and confirmed by the Member, he or she shall not be allowed to modify it subsequently. Any person who is not a member of the Company on the cut-off date should treat this Notice for information purpose only.  
7. The voting rights of Members shall be in proportion to their share of the paid-up equity share capital of the Company as on the cut-off date.  
8. The Board of Directors has appointed Mr. Mitesh J. Shah, Proprietor of M/s Mitesh J. Shah & Associates, Company Secretaries (FCS 10070 & CP No: 12891), as the Scrutinizer for conducting the Postal Ballot process in a fair and transparent manner.  
9. The result of the vote conducted through Postal Ballot (through remote e-voting process) will be announced on or before November 06, 2024. The said results along with the Scrutinizers’ Report will be available on the website of the Company www.niyogin.com and will also be intimated to BSE Limited www.bseindia.com where the equity shares of the Company are listed in accordance with the provisions of the SEBI Listing Regulations. The Company will also display the results of the postal ballot at its registered office and corporate office.  
10. The last date specified by the Company for remote e-voting i.e. November 04, 2024 shall be the date on which the Resolution shall be deemed to have been passed, if approved by the requisite majority.  
The instructions on the process of e-voting for members holding shares in dematerialised and physical form as well as members who have not registered their email id have been provided in the Postal Ballot Notice.  
For any queries/grievances relating to voting by electronic means, members are requested to refer the Frequently Asked Questions (FAQs) for Shareholders and e-voting user manual for Shareholders available at the download section of www.evoting.nsdl.com or call on 022 4886 7000 or send a request to Mr. Sagar S Gudhate, Senior Manager, National Securities Depository Limited at the designated email id: evoting@nsdl.com to get your grievances on e-voting addressed.  
For Niyogin Fintech Limited  
Neha Daruka  
Company Secretary  
Date: October 04, 2024  
Place: Mumbai

**CORRIGENDUM**  
**M/s. Suryajyoti Spinning Mills Limited (In Liquidation)**  
With Reference to Sale Notice published on 04th October 2024 in this newspaper for sale of M/s. Suryajyoti Spinning Mills Limited (In Liquidation), I, Liquidator, hereby inform that the sale notice stands withdrawn.  
G.Madhusudhan Rao, Liquidator,  
Mobile No.: 9177715558,  
IBBI Reg No.: IBBI/IPA-001/IP-P00181/2017-18/10360  
AFA Valid till 31st Dec 2025

**FRANKLIN TEMPLETON**  
Franklin Templeton Mutual Fund  
One International Centre, Tower 2, 12th & 13th Floor, Senapati Bapat Marg, Elphinstone (West) Mumbai-400013.  
Tel. No: 022-67519100; Fax No.: 022- 66391282 | Website: www.franklintempletonindia.com  
CIN: U67190MH1995PTC093356  
Public Caution Notice  
This notice is being issued in public interest by Franklin Templeton Asset Management (India) Pvt. Ltd. (FTAMIL). The general public are hereby cautioned that certain unknown individuals have created fake WhatsApp groups named as follows:  
(i) F3-FTAM Stock Wealth Hunter Group  
(ii) (F303) FTAM Wealth Strategies Exchange Group  
(iii) (FRANKLIN TEMPLETON ASSET MANAGEMENT (INDIA) PRIVATE LIMITED).  
(iv) G5 FTAM Investment Elite Alliance  
(v) (Z-66) FTAM Financial Strategy Center  
(vi) B 101-FTAM group  
(vii) [A2] FATM practical exchange group  
(viii) [A2] FTAM practical...  
(ix) E2/FTAM Finance Innovators  
(x) (S-55) FTAM Wealth Strategies Team  
(xi) (D-704) FTAM <<Financial Times>> Stock Market Exchange  
(xii) Z1 Franklin Templeton stock pull g...  
(xiii) A004-FTAM Stock Learning Group  
(xiv) 24 FTAM Wealth Group  
These individuals are fraudsters trying to mislead and cheat the general public by using the Franklin Templeton logo and name, falsely posing as employees of Franklin Templeton and providing misleading investment analysis & advice. We would like to bring to the notice of the public that Franklin Templeton Mutual Fund/FTAMIL is in no way associated with these fake social media groups created by these fraudsters and we condemn such acts of defrauding. We advise the general public to stay vigilant of such scams and exercise due caution. Franklin Templeton Mutual Funds/FTAMIL shall not accept any responsibility or liability whatsoever for any loss that anyone may suffer or incur owing to any transactions made with such unknown individuals or agencies making false claims. Please be advised that investments in Franklin Templeton Mutual Fund can only be made through their OPAT (Official Point of Acceptance of Transactions). For any inquiry you may visit our website at www.franklintempletonindia.com or visit any of our branches. For any queries kindly reach out to us on our toll numbers 1800258 4255 / 18004254255 or write to us on service@franklintempleton.com. For Franklin Templeton Asset Management (India) Pvt. Ltd. (Investment Manager of Franklin Templeton Mutual Fund) Sd/- Authorized Signatory Date: October 4, 2024 Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

**RELIANCE**  
Power Notice of Postal Ballot  
Members are hereby informed that pursuant to the provisions of Sections 108 and 110 of the Companies Act, 2013 (the ‘Act’), read with Rules 20 and 22 of the Companies (Management and Administration) Rules, 2014 (the ‘Rules’), as amended from time to time and Regulation 44 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, the dispatch of Notice of postal ballot along with the explanatory statement thereto (‘Postal Ballot Notice’) with respect to the special business mentioned therein and the Postal Ballot Form to the Members of the Company, is being completed on Friday, October 04, 2024. The Postal Ballot Notice along with the Postal Ballot Form containing the process and instructions was sent to all the members, whose names appear in the Register of Members / list of beneficial owners as received from National Securities Depository Limited (‘NSDL’) / Central Depository Services (India) Limited (‘CDSL’) as on Monday, September 30, 2024 (‘Cut-Off Date’), for seeking their approval through Postal Ballot. E-voting facility is provided to the members to enable them to cast their votes electronically. KFin Technologies Limited (‘Kfintech’), the Registrar and Transfer Agent of the Company has been engaged by the Board of Directors of the Company (‘Board’) for providing the e-voting platform. Members whose email address is not registered can register the same in the following manner:  
a. Members holding share(s) in physical mode can register their e-mail ID on the Company’s website at https://www.reliancepower.co.in/web/reliance-power/shareholder-registration by providing the requisite details of their holdings and documents for registering their e-mail address; and  
b. Members holding share(s) in electronic mode are requested to register / update their e-mail address with their respective Depository Participants ‘DPs’ for receiving all communications from the Company electronically. Members whose names appear in the register of members of the Company or in the register of beneficial owners maintained by the depositories as on the Cut-Off Date, i.e., Monday, September 30, 2024 only shall be entitled to cast their votes by way of Postal Ballot or e-voting. Members who wish to vote through Physical Form may download the Postal Ballot Form, from the website of the Company. A person who was not a Member of the Company on Cut-Off Date should treat the Postal Ballot Notice for information purpose only. E-voting for Postal Ballot shall commence at 10.00 A.M. (IST) on Saturday, October 05, 2024 and close at 5.00 P.M. (IST) on Sunday, November 03, 2024 and e-voting module shall be disabled by Kfintech thereafter. In case of voting through physical mode, postal ballot forms received after 5:00 PM (IST) on Sunday, November 03, 2024 shall not be considered as valid. In case of any query or grievances pertaining to voting by Postal Ballot, including the e-voting process can be addressed to Shri Praveen Chaturvedi, Vice-President, KFin Technologies Limited, Selenium Building, Tower-B, Plot No. 31 & 32, Financial District, Nanakramguda, Hyderabad, Telangana - 500 032 or on Tel: +91 40 6716 1500 or Toll free no: 1800 309 4001 or email: evoting@kfinfintech.com. Members may also write to the Company Secretary, at the Registered Office address of the Company or through email at reliancepower.investors@relianceada.com. Shri Anil Lohia, Partner or in his absence Shri Khushit Jain, Partner, M/s. Dayal & Lohia, Chartered Accountants have been appointed as the Scrutinizer for conducting the Postal Ballot voting process in a fair and transparent manner. The results of the Postal Ballot and e-voting will be declared on or before 5.00 P.M. (IST) on Tuesday, November 05, 2024 at the Registered Office of the Company by placing it along with the report of the scrutinizer on its notice board, Company’s website www.reliancepower.co.in and shall also be communicated to the Stock Exchanges where the equity shares of the Company are listed. The Postal Ballot Notice and Postal Ballot Form are available on the Company’s website www.reliancepower.co.in, Kfintech’s website www.evoting.kfintech.com and on websites of the Stock Exchanges i.e., BSE Limited and National Stock Exchange of India Limited at www.bseindia.com and www.nseindia.com respectively.  
For Reliance Power Limited  
Ramandeep Kaur  
Company Secretary cum Compliance Officer  
Place: Mumbai Date: October 04, 2024  
Reliance Power Limited  
CIN: L40101MH1995PLC084687  
Registered Office: Reliance Centre, Ground Floor  
19, Walchand Hirachand Marg, Ballard Estate, Mumbai - 400001  
Tel: +91 22 4303 1000, Fax: +91 22 4303 3166  
Website: www.reliancepower.co.in,  
E-mail: reliancepower.investors@relianceada.com



