



# Social commerce users to touch 228 mn by '22

There are currently about 157 mn social commerce shoppers in India: Report

suneera.t@livemint.com **NEW DELHI** 

ndia is forecast to have 228 million native social commerce consumers by the end of 2022, a 45% jump from the current user base as more shoppers discover newer ways of buying goods online through social media apps like You-Tube, WhatsApp, Facebook, and Insta-

A new report defines social commerce as shopping done or brands discovered via social media platforms such as WhatsApp, Instagram, and Roposo. It does not include re-selling or video-selling platforms such as Trell and Meesho which have proliferated currently. There are currently about 157 million social commerce shoppers, comprising 53% of total online shoppers in India, according to the report by WATConsult, part of Dentsu's digital agency Isobar Company. The report tracked consumer sentiment and attitude towards social commerce usage.

In India, Google-backed video platform YouTube leads as a platform used for social commerce followed by Meta-owned WhatsApp and then Facebook. Younger shoppers in India prefer to shop on Instagram

**A** new report defines social commerce as

via social media

and Facebook, while older customers prefer to shop on Facebook and WhatsApp. Social commerce users are very likely to make online purchases

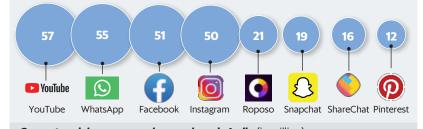
from ShareChat in the future, according to the report. Over 58% shoppers surveyed said they are comfortable spending time and shopping on these platforms.

Users are drawn to such platforms as the recommendations and comments help them in making their purchasing decisions. Moreover, affordable prices and the ability to shop on the platform itself instead of switching to other e-commerce apps or websites helps shoppers spend more time

### **Shopping pattern**

The 157 mn social commerce shoppers comprise 53% of total online shoppers in India, according to the report by WATConsult.

% of users who make online purchases from social media platforms



**Current social commerce shopper base in India (in million)** 157

**YOUNGER** shoppers prefer Instagram, Facebook, while older

Facebook, WhatsApp

shoppers prefer

228 2022

on such platforms, the report said.

The report listed mobile and tablet accessories as the most purchased products on social commerce platforms, followed by fashion and accessories, electronics and appliances, beauty and grooming products, and sports, fitness and outdoor products.

"Social media and e-commerce are paving strong inroads in the regular Indian Internet users' daily routine. Since the

**NEW WAY OF SHOPPING** 

shopping environment on social media has

ripened, there is huge potential to drive

sales through these platforms," Heeru

Dingra, chief executive officer, Isobar India

India's swelling smartphone population

as well as cheap data is rapidly helping con-

sumers log online and order everything

from affordable cosmetics to groceries.

This could have significant implications for

businesses as shoppers easily discover

IN India, YouTube leads as a platform

commerce followed

by WhatsApp

group said.

newer brands online, make repeat purchases and get swayed by consumer reviews. Small retailers are already leveraging such platforms, the report said.

For instance, social media platforms are the "go-to places" for small retailers in India to promote and sell products and services during the pandemic. Small sellers are now able to sell to first-time online buyers. Small retailers prefer social commerce due to the

**SOCIAL** commerce

users are very likely

to make purchases

from ShareChat in

the future

reach of social media platforms and their ability to connect directly with the customers, it said.

The pandemic has accelerated growth of the

e-commerce industry, and social commerce has emerged as a favoured model as it helps tap audiences beyond the top metros, the report said.

"The major reasons behind the increase in social commerce are the abilities of social media platforms to have several buying and selling groups, as well as messaging, video sharing and photo-sharing features that make online socializing and shopping highly compatible," it added.

## **SII resumes** covid-19 vaccine exports

feedback@livemint.com **NEW DELHI** 

erum Institute of India (SII), the world's largest vaccine maker, on Friday said it has resumed exports of Covishield vaccine to low- and middle-income countries, with the first batch of consignment leaving its Pune facility.

An unnumbered amount of doses of the AstraZeneca shot were shipped for export under the Covax initiative, with Serum hoping to increase doses "substantially" into the first quarter of next year and to include Novavax Inc's inoculation at an unspecified time.

SII has cumulatively produced 1.25 billion doses so far, a company statement said.

India had halted covid vaccine exports in April to cater to domestic demand as infections shot up. It decided to resume exports after the domestic inoculation drive gained momentum and enough doses were available to meet future needs. "The first batches of its COVISHIELD covid-19 vaccine left the SII manufacturing facility in Pune earlier today, for distribution to low- and middle-income countries via the COVAX mechanism," it said. "SII's supply of doses via COVAX is expected to increase substantially into Quarter 12022."

The resumption of exports, it said, is linked to the company surpassing its original target to produce 1 billion doses of Covishield by the end of this year. "SII has reached this milestone ahead of time via rapid expansion of production capacity at its site in Pune," it said.

Doses to Covax from SII are dedicated to supplying 92 lower-income countries.

Advt. No. J.S.V. 672 (2021-22)



### Jubilant Industries Limited

(CIN: L24100UP2007PLC032909)

Registered Office: Bhartiagram, Gajraula, District Amroha - 244 223, Uttar Pradesh, India Email: investorsjil@jubl.com; Website: www.jubilantindustries.com Phone: +91-5924-267200

### NOTICE OF POSTAL BALLOT

Members are hereby informed that pursuant to Section 108 and Section 110 of the Companies Act, 2013, (the 'Act') read with the Companies (Management and Administration) Rules, 2014 and MCA Circular No. 14/2020 dated April 8, 2020 read with General Circular Nos.17/2020 dated April 13, 2020, 22/2020 dated June 15, 2020, 33/2020 dated September 28, 2020, 39/2020 dated December 31, 2020, and 10/2021 dated June 23, 2021 issued by the Ministry of Corporate Affairs (the 'MCA Circulars') and Regulation 44 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (the 'Listing Regulations') and other applicable provisions of the Act and the Listing Regulations, circulars and notifications issued thereunder (including any statutory modification or re-enactment thereof for the time being in force), the Company has sent E-mail along with the Postal Ballot notice dated November 26, 2021 through National Securities Depository Limited (NSDL) on November 26, 2021, and the Login ID and password to the Members for e-voting who have registered their E-mail IDs with the Depository Participants or with the Company, for seeking: 1. Approval for Modification to the JIL Employees Stock Option Scheme, 2013, 2. Approval for Modification to the JIL Employees Stock Option Scheme, 2018.

The Board of Directors of the Company has appointed Mr. Devesh Kumar Vasisht (FCS No. 8488, CP No. 13700), of M/s. Sanjay Grover & Associates, Company Secretaries as 'Scrutinizer' for conducting the Postal Ballot process.

Members shall be able to provide their assent or dissent through e-voting only. The Company has entered into an agreement with NSDL for facilitating e-voting to enable the Members to cast their votes electronically. The detailed procedure for e-voting is enumerated in the Notes to the Postal Ballot Notice. Members are requested to note that e-voting shall commence from Saturday, November 27, 2021 at 9:00 a.m. (IST) and shall end on Sunday, December 26, 2021, at 5:00 p.m. (IST). The e-voting module shall be disabled by NSDL for voting thereafter.

In accordance with the above mentioned MCA Circulars, physical copies of the Postal Ballot Notice along with Postal Ballot forms and prepaid Business Reply Envelope are not being sent to the Members. The communication of the assent or dissent of the Members would take place through the remote e-voting system only.

The voting rights of Members shall be reckoned as on November 25, 2021, which is the Cut-off date. The copy of the Postal Ballot Notice is available on the Company's website at www.jubilantindustries.com, 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 and on the website of NSDL at https://www.evoting.nsdl.com/. Members who do not receive the Postal Ballot Notice may download it from the above mentioned websites

Members, who are holding shares in physical/ electronic form and whose e-mail addresses are not registered with the Company/ their respective Depository Participants, are requested to register their E-mail addresses at the earliest by sending scanned copy of a letter duly signed by the Member(s) mentioning their name, complete address, folio number, number of shares held with the Company along with self-attested scanned copy of the PAN Card and self-attested scanned copy of Aadhar Card in support of the address proof of the Member(s) as registered with the Company for receiving the Postal Ballot Notice by emailing at investorsjil@jubl.com or rta@alankit.com. Members holding shares in demat form can update their email address with their Depository Participants

In case of any queries or grievances relating to e-voting, you may contact Ms. Sarita Mote, Assistant Manager, NSDL, Trade World, 4th Floor, Kamala Mills Compound, Senapati Bapat Marg, Lower Parel, Mumbai - 400013, India through e-mail at evoting@nsdl.co.in or on Toll Free No.: 1800 1020 990 and 1800 22 44 30 or Mr. J.K. Singla, Senior Manager, M/s. Alankit Assignments Limited, Alankit House, 4E/2, Jhandewalan Extension, New Delhi - 110055, India through email at rta@alankit.com or on Telephone No.: +91-11-23541234 or 42541234

The result of the Postal Ballot by e-voting will be announced on Monday, December 27, 2021 at 5:00 p.m. (IST) at the Corporate Office at 1A, Sector 16A, Noida - 201301, Uttar Pradesh, India. The results will be displayed at the Registered Office and the Corporate Office of the

For Jubilant Industries Limited

Abhishek Mishra **Company Secretary** FCS No: 9566



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DELHI JAL BOARD, GOVT. OF N.C.T. DELHI OFFICE OF THE EXECUTIVE ENGINEER (PROJECT) W-IX ASHOK VIHAR, OVERHEAD TANK, DELHI-110052 Tel: 011-27303265, Email ID: projectwater9@gmail.com "STOP CORONA; WEAR MASK, FOLLOW PHYSICAL DISTANCING, MAINTAIN HAND HYGIENE" SHORT NOTICE N.I.T. No. 04 (2021-22) Release of Tender in f submission of ender through Augmentation of water supply through extraction of ground water by boring & installation of 20 nos. tube wells with construction of tube well Annexure 6 to be rooms, distribution mains etc. at Nangloi WT omplex under EE (Project) W-IX made in this NIT will be uploaded and can only be ovtprocurement.delhi.gov.in SSUED BY P.R.O. (WATER) (Naresh Kumar Darnai

Dated: November 26, 2021

Place: Greater Noida

	OFFICE OF 1 A-BUILDIN	DELHI JAL BOARD, GOVT OF N.C.T. OF DELHI OFFICE OF THE EXECUTIVE ENGINEER (PROJECT) W-VIII A-BUILDING, VARUNALAYA, JHANDEWALAN, NEW DELHI-110005 Phone No.: 011-23533083, Email: eeprojectw8@gmail.com							
STOP CORONA WASH Y		YOUR HANDS	WEAR MASK	MAINTAIN	E				
		SHORT NOTICE N	IIT No.: 04/(2021-22	1)					
S. No.	Name of work	Amount put to tender	Earnest Money	Tender Processing Fee (Rs.)	Date of release of tender	Last date/time of submission of tender			
- 1	Installation of Tube Wells at Bhagirathi WTP and other suitable locations for augmentation of water supply. Tender ID: 2021 DJB 211692 1	Rs. 6,05,59,591/-	Exempted (Annexure-6 to be submitted)	Rs. 1500/-	26.11.2021	09.12.2021 upto 3.00 PM			

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FUT	VEIDA URE IS HE			ा कॉम्पलेक्स, ओमेगा–1 (पी–2), ग्रेटर नोएडा, 3 वेबसाइटः www.yamunaexpresswayauthority.com					
पत्रांव	<b>हः वाई</b> .ई	.ए./भलेख/989/2021	र्वजनिव				ांकः 26.11.202 <sup>.</sup>		
यमुना एक्सप्रेसवे औद्योगिक विकास प्राधिकरण द्वारा नियोजित क्षेत्र में आपसी सहमति के आधार पर निम्न काश्तकारों से भूमि क्रय किया जाना प्रस्तावित है:– सैक्टर-29 (ग्राम तिरथली, 24 मीटर रोड)									
क्रम सं.	ग्राम का नाम	खातेदार का नाम व पता				तहसील से प्राप्त रिपोर्ट के आधार पर काश्तकार का हिस्सा			
1	तिरथली	योगेश गुप्ता पुत्र शाशि कुमार गुप्ता नि. सैक्टर 26 नोएडा	84	639	2.0420	में से	0.2397		
2	तिरथली	जहीरूद्दीन पुत्र गफूर बेग नि. ग्राम तिरथली	84	639	2.0420	में से	0.3241		
3	तिरथली	तौकीर व सलाउद्दीन पुत्रगण नन्नू खाँ व मौवीना पत्नी नन्नू खाँ नि.	84	639	2.0420	में से	0.3241		
		क्रय किये जाने में यदि किसी व्यक्ति वर्व पाधिकरण के कार्यालय में अपनी					15 दिन के अंदर		

विशेष कार्याधिकारी, यमुना एक्सप्रेसवे प्राधिकरण

यमना एक्सप्रेसवे औद्योगिक विकास प्राधिकरण