

## GUJARAT APOLLO INDUSTRIES LIMITED

APOLLO HOUSE, NR. MITHAKHALI CIRCLE, NAVRANGPURA, AHMEDABAD-380009. INDIA. TEL : 079-26563730, 26444597, 66188888 FAX : 079-26564705

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### NOTICE

**Notice** is hereby given that 25<sup>th</sup> Annual General Meeting of the Members of the Company will be held on 26<sup>th</sup> September, 2012 at 11.00 a.m. at the Registered office of the Company situated at Ditasan, Post Jagudan, State Highway, Mehsana – 382 710 to transact the business as mentioned in the Notice convening the Meeting being sent to the shareholders separately.

Notice is further given that the “Register of Members” & “Share Transfer Books” shall remain closed from 19.09.2012 to 26.09.2012 (both days inclusive) pursuant to Section 154 of the Companies Act, 1956, for the purpose of payment of Dividend to the Members for the financial year 2011-2012.

**For Gujarat Apollo Industries Limited**

**Place : Mehsana**

**Date : 04.09.2012**



**Company Secretary**



# Indian Mobile Startups Eye Growth Through Google Partnership

**RADHIKA P NAIR**  
BANGALORE

Google has picked three Indian technology startups as vendors for an initiative it has just launched to help local businesses build a mobile interface. This is the first time that the Indian arm of the internet company is partnering with local startups, a move seen as a validation of the technology offered by the three startups — Mobstac, Neuron Mediatech and Srishti Technet.

"They have gone through a rigorous five-month long process and are the ones who met all our criteria," said Nikhil Rungta, Country Head-Marketing, Google India.

The Let's Talk Mo is part of Google's international Go Mo (short for Go Mobile) programme through which the internet major handholds customers to make their websites mobile-friendly as an increasing numbers of internet users consume online content on cellphones.

About two-fifths of Google India's search originates from mobile phones, according to a recent study by Asia Digital Marketing Association.

The initiative, launched just last week, also features a couple of international ventures, along with the local startups, to help Indian internet content publishers and brands looking to create mobile sites.

"A selection by Google is as good an endorsement of the startup's technology as it can get. It will build credibility for a young startup," said S Sadagopan, director of the International Institute of Information Technology in Bangalore.

Google's Rungta said that as users migrate to the mobile, brands are ready to advertise but mobile-ready quality content has so far not been available widely, a gap that these technology vendors are seeking to plug.

Mobstac's do-it-yourself platform make it possible for small publishers and large enterprises to convert their website to a mobile site.

"There are hundreds of thousands of publishers who use Google Ad Sense to monetise their websites. We expect at least 50,000 of these users to sign up for our product," said Sharat Potharaju, who co-founded the venture in 2009.

"Even if half of them opt for the paid version after the pilot, we are looking at a number of 25,000 immediately."

Mobstac, which had over 1,000 users prior to the Let's Talk Mo programme, is offering a free 30-day trial for users on various packages that are priced from \$19 to \$2,000 (₹1,000 to ₹1 lakh) depending on the number of page views.

Industry experts said Google too

stands to benefit. "As more high quality content comes onto mobile devices, more advertisers will advertise on mobile," said Shekhar Kirani, Partner at Accel Partners, an investor in Mobstac.

Mobstac, along with the other two ventures, went through numerous iterations with the Google team both in India and abroad before they were signed on.

Two-year-old venture Neuron Mediatech's subsidiary Mobsters is a full-service partner for the initiative. "We can create a dynamic site with video and rich text content and manage the site for the clients," said Irfan Khan, co-founder at Neuron, who is developing a mobile marketing site for Kingfisher beer and had run a mobile campaign for Google India during the London Olympics.

"In the late nineties, there was a wave of internet users who wanted to build websites. We expect a similar wave for mobile sites with this initiative," said Khan, who charges fees starting from ₹1 lakh for building and managing mobile sites. Srishti Technet plans to increase its team size to cater to greater demand as a result of this initiative. The company builds marketing-focused mobile sites that integrate such features like mobile-based discount coupons for the client's customers and was co-founded by brothers Sanjay and Rajiv Goel in 2007.

the exclusive financial advisor for Tech Mahindra, while Hutchison was advised by Goldman Sachs. Ernst & Young and AZB Partners acted as tax and legal advisors, respectively for Tech Mahindra, while Khaitan & Co. acted as the legal advisors for Hutchison.

*Economic Times*  
Date: 5<sup>th</sup> Sept, 2012  
Page: 5

## PRERNA INFRABUILD LIMITED

Regd. Off.: Prerna, Survey 820/1, Makarba, In Lane of Panchwati Auto, Opp. Ananddham Derasar, S. G. Road, Ahmedabad-380058.

### NOTICE

Notice is hereby given that the Twenty Fourth Annual General Meeting of the Members of the company will be held on Thursday, 27 September, 2012, at 10.00 a.m. at registered office of the Company to transact the business mentioned in the notice convening the said Annual General Meeting which together with the Audited Accounts for the year ended 31st March, 2012, Directors Report and Auditors Report has been dispatched to the members individually to their respective addresses.

Notice is also hereby given pursuant to the provisions of Section 154 of the Companies Act, 1956 that the Register of Members and Share Transfer Books of the Company will remain closed from 20<sup>th</sup> Sep., 2012 to 27<sup>th</sup> September, 2012 (both days inclusive).

Place : Ahmedabad  
Date : 4-9-2012  
Sanket V Shah  
Managing Director

## APOLLO GUJARAT APOLLO INDUSTRIES LIMITED

Regd. Off.: Dilasan, Post Jagudan, State Highway, Mehansa-382710. (N.G.)  
Corp. Off.: 'APOLLO HOUSE', Nr. Mittakhal Circle, Navrangpura, Ahmedabad-380009.

### NOTICE

Notice is hereby given that 25th Annual General Meeting of the Members of the Company will be held on 26th September, 2012, Wednesday at 11.00 a.m. at the Registered office of the Company situated at Dilasan, Post Jagudan, State Highway, Mehansa - 382710 to transact the business as mentioned in the Notice convening the Meeting being sent to the shareholders separately.

Notice is further given that the "Register of Members" & "Share Transfer Books" shall remain closed from 19.09.2012 to 26.09.2012 (both days inclusive) pursuant to Section 154 of the Companies Act, 1956, for the purpose of payment of Dividend to the Members for the financial year 2011-2012.

For, Gujarat Apollo Industries Ltd.  
Sd/-  
Company Secretary  
Place : Ahmedabad  
Date : 04-09-2012

## STATEMENT OF CONSOLIDATED AUDITED RESULTS FOR THE QUARTER AND YEAR ENDED 30TH JUNE 2012

Particulars	Stand alone		Stand alone		Consolidated	
	Quarter ended		Year Ended		Year Ended	
	30.06.2012	31.03.2012	30.06.2011	30.06.2012	30.06.2011	30.06.2012
	Audited	(unaudited)	Audited	Audited	Audited	Audited
Gross Sales / Income from Operation	17,442.04	18,628.23	14,605.01	71,824.35	50,121.73	71,782.74
Net Sales / Income from Operations	2,883.36	3,053.14	1,644.92	9,345.38	5,962.84	9,345.38
Export Sales	20,325.42	21,681.37	16,249.93	81,169.73	56,074.57	81,128.12
Total Income						
EXPENDITURE :						
(Increase)/decrease in stock in trade & work in progress	6,202.76	(6,715.66)	(2,401.84)	(1,852.45)	(3,331.02)	(1,852.45)



For more information  
Manager (MDP), IIM,  
Phone: 91-79-6632 4071, 72-77, 91-79-6632  
email: mdp@iimahd.ernet.in • www.iimahd.ernet.in

**ANDREW ROSS SORKIN**  
only among Silicon Valley's cognoscenti.  
It is David Ebersman's fault.  
And yet if there is one single individual more responsible

## Facebook CFO Ebersman: Man Behind IPO Debacle