

COS WORRIED OVER DROP IN RATINGS

Advertisers in a Fix as India Crashes Out of T20 Cup

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Mumbai: Advertisers who had bet big money on the ICC T20 World Cup and the Men in Blue — hoping that the Virat Kohli-led team will win or at least reach the finals — are now a nervous lot after the Indian team crashed out of the tourney.

These advertisers were expecting a big reach for their spending of ₹9 lakh for 10-second spots on average. But, Team India's abysmal performance against arch rivals Pakistan and subsequent exit from the World Cup in the Super 12 stage itself have given many marketing heads sleepless nights.

"The ad rates for the T20 World Cup were as high as ₹9-9.5 lakh per spot. Everyone was expecting Team India to win. They were serious contenders. But losing the place in the semi-finals after two games was something we never expected," said a senior executive at an FMCG major.

When asked if the company would pull back advertising,

STUMPED
INDIA Vs PAKISTAN match
8.71 TVR
PAKISTAN Vs NEW ZEALAND
2.17 TVR
AVERAGE OF FIRST 12 MATCHES
1.81 TVR
Advertisers spent ₹9-9.5 lakh per 10 seconds
Usually cost per rating point is ₹2-3 lakh
Star India signed 16 sponsors for TV, 10 for Disney+Hotstar
₹1,200 cr. ad deals worth

he said that was not an option as the ad rates were not based on viewership.

"It's the calculated risk. So far, whoever has already consumed their inventory, would be fine, but the spot buyers, who got inventory in the later matches, may have some problem," he said.

ET first reported that Star India had sold the entire inventory for the World Cup of the tournament for ₹1,200 crore, marking a three-time jump over the tournament which was in 2016 in India.

It had signed 16 sponsors for Star Sports and 10 for Disney+Hotstar. Among the first matches of the Super 12, the India-Pak match recorded the highest viewership and recorded an overall reach of 167 million.

The total reach for the number of matches was 1 million as per BARC India viewership data sourced from a subscriber. A senior executive at a media buying agency told ET that if one looks at viewership at an all-India level, the India-Pak match recorded a 8.71 television rating (TRP). However, the second-highest rated match between Pakistan and New Zealand was rated at 2.17. None of the remaining matches could get a rating of 2 TVR. The average of the first 12 matches was 1.81 TVR. BARC data reach as the total number of individuals who viewed the event for at least one minute.

Hospitality Sector's Revenue Per Room up 169% in July-Sept: JLL

Goa re-emerges as RevPAR leader in Q3 2021 with a growth of 390%

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Travel Diaries

Growth of 122.9% in revenue per room in Q3 2021 as compared to Q2 2021

Leisure locations may see a further increase in occupancy

Total number of signings in Q3 of 2021 stood at 32 hotels



New Delhi: The Indian hospitality industry witnessed a growth of 169.4% in revenue per available room (RevPAR) in Q3 2021 (July-September) compared to Q3 2020, according to consultancy JLL's Hotel Momentum India Q3 2021, a quarterly hospitality sector monitor.

At a pan-India level, there has been a 122.9% growth in RevPAR in Q3 2021 as compared

to Q2 2021, due to strong recovery in leisure demand as travel restrictions were eased post the second wave of the pandemic. The firm said the year-on-year growth witnessed in the sector during Q3 2021 is primarily due to the low base effect of Q3 2020 as the nation began to cautiously ease travel restrictions. According to the company, for the next

two quarters, the growth in travel is expected to continue as India further ramps up vaccination rate resulting in improved sentiment. IT/companies have indicated their travel expenditure increase in the coming quarters as they foresee staff returning to work. Leisure locations are expected to see further rise in occupancy.

The total number of signings in Q3 of 2021 stood at 32 hotels comprising 2,624 keys, recording a growth of 13.4% compared to the same period last year. In line with the overall increasing trend, 15 new signings (47% of total properties signed) are conversions of old hotels. Goa re-emerged as the RevPAR leader in absolute terms in Q3 2021 with a growth of 389.8% as compared to the low base of Q3 2020.

Advertisement No. 76/2021
Government of India
Public Enterprises Selection Board
invites applications for the post of
DIRECTOR (FINANCE)
in
POWER GRID CORPORATION OF INDIA LIMITED
Last date of receipt of applications in PESB is
by 15:00 hours on
11th January, 2022
For details login to website
<http://www.pesb.gov.in>

FORM G INVITATION FOR EXPRESSION OF INTEREST
Under Regulation 36A (1) of the Insolvency and Bankruptcy Board of India (Insolvency Resolution Process for Corporate Persons) Regulations, 2016
For The Attention Of Prospective Resolution Applicants of M/s Tirupati Infraprojects Pvt Ltd

RELEVANT PARTICULARS	
1. Name of the Corporate Debtor	M/S TIRUPATI INFRAPROJECTS PVT LTD
2. Date of Incorporation of Corporate Debtor	05-01-2007
3. Authority under which corporate debtor is incorporated / registered	Registrar of Companies, National Capital Territory Delhi and Haryana, Under Companies Act 1956.
4. Corporate identity number/limited liability identification number of corporate debtor	U45200DL2007PTC157455
5. Address of the registered office & principal office (if any) of corporate debtor	(Hotel Redission Blu) Plot No D, District Centre, Paschim Vihar, New Delhi-110087
6. Insolvency commencement date of the corporate debtor	03-07-2017
7. Date of invitation of expression of interest	11-11-2021
8. Eligibility for resolution applicants under section 25(2)(h) of the Code is available at:	Minimum Eligibility Criteria for resolution applicants (Singly, jointly or in consortium) to approach the Resolution Professional ("RP") with Resolution Plan:- 1. For body corporates & Individuals : Minimum net worth of INR 10 crores supported by Documentary Evidence. - Minimum liquid funds including investments INR 50 Crores supported by Documentary Evidence. 2. For Financial Entities including ARCs/ NBFCs AUM of INR 1000 crores Complete details available on website, www.arkc.in Or maybe sought by E-mail at Insolvency@arkc.in
9. Norms of Ineligibility applicable under section 29A are available at:	Available at website of: www.arkc.in IBBI: www.ibbi.gov.in Or maybe sought by E-mail at Insolvency@arkc.in
10. Last date for receipt of expression of interest	26-11-2021
11. Date of issue of provisional list of prospective resolution applicants	29-11-2021
12. Last date for submission of objections to provisional list	4-12-2021
13. Date of issue of final list of prospective resolution applicants	07-12-2021
14. Date of issue of information memorandum, evaluation matrix and request for resolution plans to prospective resolution applicants	29-11-2021
15. Manner of obtaining request for resolution plan, evaluation matrix, information memorandum and further information	All prospective Resolution Applicants ("PRAs") in the provisional list and those PRAs who have contested against their non-inclusion in the provisional list shall be provided Request for Resolution Plan (RRFP), evaluation matrix and information memorandum electronically, further information may be obtained by sending email at Insolvency@arkc.in .
16. Last date for submission of resolution plans	29-12-2021
17. Manner of submitting resolution plans to resolution professional	By E-mail at Insolvency@arkc.in or by Regd. post/ Speed post or in person in sealed envelopes at the correspondence address of Resolution Professional
18. Estimated date for submission of resolution plan to the Adjudicating Authority for approval	31-01-2022
19. Name and registration number of the resolution professional	Name: Anil Kohli Reg. No.: IBBI/IPA-001/IP-P00112/2017-18/10219
20. Name, Address & e-mail of the resolution professional, as registered with the Board	Name: Anil Kohli Add: 409 Ansal Bhawan, 16 KG Marg, Connaught Place, New Delhi 110001 E-Mail: insolvency@arkc.in
21. Address and email to be used for correspondence with the resolution professional	Same as above (Point No. 20)
22. Further Details are available at or with	At the website of IPE of Resolution Professional: www.arkc.in or may be sought by Email from Resolution Professional at insolvency@arkc.in
23. Date of publication of Form G	11-11-2021

ANIL KOHLI
Resolution Professional for Tirupati Infraprojects Pvt Ltd
Reg. No.: IBBI/IPA-001/IP-P00112/2017-18/10219
Date : 11.11.2021 Address: 409 Ansal Bhawan, 16 KG Marg, Connaught Place
Place: New Delhi New Delhi 110001