

Sports retailers for the fitness t

French major Decathlon's rival Go Sport has launched in India, taking on one of its key competitors in a growing market

VIVEAT SUSAN PINTO
Mumbai, 4 June

For a decade, Decathlon, the French sports retailer, quietly built its presence in India, competing mostly with sports goods makers Nike, Puma and Adidas and footwear major Bata. That is now set to change as Decathlon's rival Go Sport, headquartered in Sassenage, France, enters India. The French retailer launched its first super store in Navi Mumbai last week, signaling its intent to take on its key competitor, in a growing market.

The domestic sports retail industry, including organised and unorganised players, is pegged at around ₹15,000 crore, according to industry experts, with mostly small shops dotting the landscape. Organised players are slowly waking up to the potential of the market, led in part by Decathlon's success here.

Decathlon's revenue was nearly ₹1,300 crore for the year ended March 2018, ahead of Puma, the largest sports goods maker in India, whose topline at the end of calendar year 2018 was nearly ₹1,200 crore. Decathlon follows an April-March accounting year, while Puma follows a January-December format. Figures for the year ended March 2019 for Decathlon were not immediately available. But experts say that the French major, headquartered in Villeneuve-

"We will be offering mainly branded goods, both from local and international manufacturers, under one roof"

ADEEB AHAMED

MD, Tablez India, Go Sport's local partner

pushing private labels across disciplines. But Go Sport will be a multi-brand retailer, Adeeb Ahamed, managing director, Tablez India, Go Sport's local partner and master franchisee, says. The plan is to set up around 25 large-format stores in key cities over the next few years.

Retailers such as Go Sport are banking on increased health awareness and the emergent playing culture in the country that is closely linked with the mushrooming of sports leagues. The rise in league tournaments has also helped create a marketing infrastructure for retailers, with advertisers and sponsors ready to back games (beyond cricket) and the players endorsing a range of gear, kits

d'Ascq in the north of France, is expected to keep its lead.

Decathlon, with around 70 super stores, has opted to build its base by pricing low and

and allied fitness of this, say ages people stars and the brands establish an unorganised

"We propose 80:20 mix for versus private our stores. Our proposition will be offering goods, both international under one roof

At a time in cities is proposes to around 10,000 feet, lower average 20,000 outlets. Some stores are square feet as on the lines of furniture major in India.

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EIH Associated Hotels Limited

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NOTICE TO EQUITY SHAREHOLDERS OF THE COMPANY

Sub: Transfer of Ordinary Equity shares of the Company to Investor Education and Protection Fund Account

Shareholders are hereby informed that in accordance with the provisions of Section 124(6) of the Companies Act, 2013 read with the Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and Refund) Rules, 2016 (IEPF Rules), as amended from time to time, ordinary Equity Shares of the Company, in respect of which dividend entitlement have remained unclaimed or unpaid for a consecutive period of Seven(7) years or more, are required to be statutorily transferred by the Company to the Investor Education and Protection Fund (IEPF) Suspense Account of the Government of India.

As per records of the Company, unclaimed/unpaid dividend for the financial year 2011-12 ie. for the year ended 31st March, 2012 will be transferred to IEPF on or after 11th September, 2019. The unclaimed/unpaid dividend for the 7(seven) consecutive years from the financial year 2011-12 up to the Dividend for the financial Year 2017-18 is presently lying with the Company.

In accordance with the IEPF Rules, the Shareholders concerned are given an opportunity to claim such dividend for the financial year 2011-12 and onwards up to the financial year 2017-18 by sending a letter under their signature so as to reach the Company's Share Transfer Agent viz. EIH Limited, Investors Services Division, 7, Sham Nath Marg, Delhi - 110 054 on or before 11th September, 2019. The details of Shareholders concerned and the ordinary Equity Shares held by the Shareholders which, if not claimed, will be transferred to IEPF, are available on the Company's website www.eihassociatedhotels.in under the section "Investor Relations". In case, valid claim is not received by the Investors Services Division by the aforementioned date or such extended date as notified by the Central Government in this regard, the Company will have no option but to take action towards transfer of the shares to IEPF, pursuant to IEPF Rules.

The Shareholders concerned, holding shares in physical form and whose shares are liable to be transferred to IEPF Suspense Account, may note that the Company would be issuing duplicate share certificate(s) in lieu of the original share certificate(s) held by them for the purpose of transfer of shares to IEPF Suspense Account as per IEPF Rules and upon such issue, the original share certificate(s) which stand registered in their name will stand automatically cancelled and be deemed non-negotiable. The Shareholders may further note that the details uploaded by the Company on its website should be regarded and shall be deemed adequate notice in respect of issue of duplicate share certificate(s) by the Company for the purpose of transfer of shares to IEPF Suspense Account pursuant to IEPF Rules.

Upon transfer of shares to IEPF, Shareholders can only claim the shares from the IEPF. For claiming such shares, the Shareholders are required to follow the procedure stated below :-

- Make an online application in Form IEPF-5 available on the website www.iepf.gov.in along with the fee as may be prescribed by the Central Government from time to time;
- Send a copy of the online application duly signed by him/her along with all documents mentioned in Form IEPF-5 to the Company's Share Transfer Agent, viz. EIH Limited, Investors Services Division, 7, Sham Nath Marg, Delhi-110 054 for verification of his/her claim;
- The Company shall, within 15 days of receipt of the claim form, send a verification report to the IEPF Authority along with all documents submitted by the claimant;
- On verification, the IEPF Authority shall release the shares directly to the claimant.

Individual Notice dated 3rd June, 2019 in this regard have been sent to the Shareholders concerned by Registered Post at the address registered with the Company. In case the Shareholders have any query on the subject matter, they may write to the Company's Share Transfer Agent, viz. EIH Limited, Investors Services Division, 7, Sham Nath Marg, Delhi-110054 or send e-mail at isdho@oberoigroup.com, invcom@tridenthotels.com or by call at telephone no. 011-23890505.

For EIH Associated Hotels Limited
 Indrani Ray
 Company Secretary

Place: Kolkata
 Date: 6th June, 2019

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