

## RARE EARTH MAGNETS CRISIS A WAKE-UP CALL, SAYS ACMA

# Auto parts' body seeks govt policy on critical minerals

NITIN KUMAR  
New Delhi, July 8

**AMID GROWING SHORTAGE** of rare earth magnets, which are essential for electric vehicle (EV) manufacturing, the auto components industry on Tuesday urged the government to frame a national strategy on critical materials.

The Automotive Component Manufacturers Association of India (ACMA) said the supply crunch threatens the sector's long-term competitiveness and stability.

"Limited availability of rare earth magnets remains a key concern, highlighting the urgent need for a national strategy on critical materials to safeguard the future of EV and mobility manufacturing in India," ACMA president Shradha Suri Marwah said, releasing the auto components' industry performance review for FY25.

Since April, India has been unable to import rare earth magnets from China, the primary global supplier. These magnets are vital for traction

### IN SHORT SUPPLY

■ ACMA said the rare magnets supply crunch threatens the sector's long-term competitiveness and stability

■ Since April, India has been unable to import rare earth magnets from China

■ Bajaj Auto and TVS Motor have warned of possible production delays if the situation persists



■ Govt is examining ways to boost domestic production of rare earth materials

■ Industry representatives have also sought meetings with Chinese authorities

motors used in electric vehicles. China, which controls nearly 90% of global rare earth processing, introduced stricter export controls earlier this year, requiring permits for out-bound shipments of rare earth elements and related products. While some Western countries have reportedly seen improved access, Indian importers have not received any such relief.

The domestic automotive supply chain has started witnessing disruption. Manufac-

turers, including Bajaj Auto and TVS Motor, have publicly flagged the issue, warning of possible production delays if the situation persists. "Nobody has formally told us [about production cuts]. But yes, we understand that since April, there has been no import of rare-earth magnets, and the situation can last as long as they have the inventories," Marwah said.

Industry representatives are seeking meetings with Chi-

nese authorities to resolve the impasse, but there has been no progress so far. In parallel, the government is examining ways to boost domestic production of rare earth materials. Despite holding over 7 million tonne in reserves, India's annual output has remained under 3,000 metric tonne.

ACMA director-general Vinnie Mehta described the situation as a wake-up call. "The only solution for this is for us to be Atmanirbhar. We have to focus all our energies. There are no options left," he said, stressing the need to localise the supply chain for critical materials.

Several domestic companies are working on alternatives to conventional rare earth magnets or developing magnet-free motors. Firms such as Mahle, Valeo, Sterling Gtake, and Sona Comstar are pursuing designs that avoid rare earths altogether. However, industry experts caution that these solutions face performance and scalability challenges, especially for high-efficiency EV applications.

## Marriott, Ventive ink pact for seven new hotels

FE BUREAU  
Pune, July 8

**VENTIVE HOSPITALITY**, a luxury hotels and resorts chain, has partnered Marriott International by signing management contracts for seven luxury and upscale hotels, totalling 1,548 rooms across India and Sri Lanka.

Of the seven hotels, three are being developed by Ventive and its subsidiaries: Ritz-Carlton Reserve at Pottuvil in Sri Lanka, Varanasi Marriott Hotel in Varanasi, and Courtyard by Marriott in Mundra.

The remaining four—the proposed JW Marriott Navi Mumbai, Moxy Navi Mumbai, Moxy Pune Wakad, and Moxy Pune Kharadi—are being developed by promoter group firms under a right of first offer for Ventive. These will be transferred to the firm under arrangements that maximise equitable value for all stakeholders, it said.

Ventive chairman and ED Atul Chordia said the firm will start FY26 on a strong note, especially as it will be their first full financial year post-listing.

**SUMEDHA FISCAL SERVICES LIMITED**  
CIN: L70101WB1989PLC047465  
Regd. & Corp. Office: 6A, Geetanjali, 85 Middleton Street, Kolkata - 700 071  
Tel: (033) 2229 8936/8758  
Email: investors@sumedhafiscal.com  
Website: www.sumedhafiscal.com

**ATTENTION SHAREHOLDERS**

**OPENING OF SPECIAL WINDOW FOR RE-LODGE-MENT OF TRANSFER REQUESTS FOR PHYSICAL SHARES**

Pursuant to SEBI Circular No. SEBI/HO/MIRSD/MIRSD-PoD/PI/CIR/2025/97 dated July 02, 2025, to facilitate ease of investing for investors and to secure the rights of investors, a special window has been opened only for re-lodgement of transfer deeds, which were logged prior to the deadline of April 01, 2019 and rejected/ returned/ not attended to due to deficiency in the documents/ process/ or otherwise, for a period of six months from July 07, 2025 till January 06, 2026.

During this period, shareholders can re-lodge the request after rectifying the errors to our RTA - Maheshwari Dalmatics Pvt. Ltd., 23, R. N. Mukherjee Road, 5th floor, Kolkata - 700001 and the securities that are re-lodged for transfer (including those requests that are pending with the listed Company / RTA, as on date) shall be issued only in demat mode. Due process shall be followed for such transfer-cum-demat requests.

The detailed circular is also available on the website of the Company at <https://www.sumedhafiscal.com/other-related-disclosure/important-circulars-sebi/>

For Sumedha Fiscal Services Limited  
Dhwani Fatehpuria  
Company Secretary & Compliance Officer  
FCS 12817

Place : Kolkata  
Date : 08-07-2025

## KRBL targets ₹300 cr from new blended edible oil biz in 3 yrs

SANDIP DAS  
New Delhi, July 8

**KRBL, WHICH MARKETS** basmati and non-basmati rice under the India Gate brand, on Tuesday announced its foray into edible oils. The company aims to achieve sales of ₹200-300 crore from the segment in the next three years.

Ayush Gupta, India business head, KRBL, told FE that the company is also evaluating launching several other staples, including atta (flour) and value-added processed foods, under the India Gate brand.

"There has been only one brand 'Saffola' so far that has dominated this blended edible oils category with a market size of 0.11 million tonne (MT). We are going to expand

this space," Gupta said.

The company had a soft launch of two edible oil variants in February under its India Gate Uplife range—gut pro and lite—priced ₹192-199 per litre. For the blended rice bran oil products, the company is targeting sales of 2,000 tonne and a revenue of about ₹50 crore in the current fiscal. "In the next three years, we aim for 8,000-10,000 tonne sales and revenue of ₹200-300 crore," Gupta said.

The new products are priced 5.7% higher than Saffola's blended oil variants as KRBL positions itself as a premium brand, Gupta said.

At present, 80% rice bran oil blended with soyabean or sunflower is available in Delhi-NCR and Mumbai.

**BHARAT FORGE LIMITED**  
CIN: L25209PN1961PLC012046  
Regd. Office: Mundhwa, Pune Cantonment, Pune-411 036, Maharashtra, India  
Ph. No.: 91-20-6704 2777 / 2476 Fax No.: 91-20-2682 2163  
E-mail: secretarial@bharatforge.com Website: www.bharatforge.com

**NOTICE TO SHAREHOLDERS**  
**RE-LODGE-MENT OF PHYSICAL SHARES TRANSFER REQUESTS**

Notice to Shareholders is hereby given that, in terms of SEBI Circular No. SEBI/HO/MIRSD/MIRSD-PoD/PI/CIR/2025/97 dated July 02, 2025, a special window has been opened for re-lodgement of transfer requests of Physical Shares. This applies to transfer deeds lodged prior to April 01, 2019 that were rejected, returned, or remained unattended due to document deficiencies. The re-lodgement window will remain open from July 07, 2025 to January 06, 2026, and all such transfers shall be processed only in demat mode.

Eligible shareholders are requested to contact the Company's Registrar and Share Transfer Agent (RTA) MUFG Intime India Private Limited at email ID [rtm.helpdesk@in.mpmu.mfg.com](mailto:rtm.helpdesk@in.mpmu.mfg.com) or at their office address at C-101, First Floor, 247 park, LBS Marg, Vikhroli (W) Mumbai 400083 Tel. 022 49186270/491 8108118484 or the Company at secretarial@bharatforge.com for further assistance.

Transferred Shares will only be issued in demat mode once all the documents are found in order by RTA. The lodger must have a demat account and provide its Client Master List (CML), along with the transfer documents and share certificate, while lodging the documents for transfer with RTA. Transfer requests submitted after January 06, 2026, will not be accepted by the Company/RTA.

For Bharat Forge Limited  
Tejaswini Chaudhari  
Company Secretary and Compliance Officer  
Membership No. A18907

Place : Pune  
Date : July 8, 2025

Regd. Office: IFCI Tower, 61 Nehru Place, New Delhi-110019  
Tel: 011-41732000  
Website: www.ifcilt.com  
CIN: L74899DL1993GOI053677

**APPENDIX - IV-A**  
(See proviso to rule 8 (6))  
**SALE NOTICE FOR SALE OF IMMOVABLE PROPERTIES**

E-Auction Sale Notice for Sale of Immovable Assets under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to Rule 8(6) of the Security Interest (Enforcement) Rules, 2002.

Notice is hereby given to the public in general and in particular to the Borrower/Mortgagor and Guarantor(s) that the below described immovable property mortgaged/charged to the Secured Creditor, the symbolic possession of which has been taken by the Authorised Officer of IFCI Limited (Secured Creditor), will be sold on "As is where is", "As is what is", and "Whatever there is" basis on 20/08/2025, for recovery of Rs.446.59 crore as on 30/06/2025 (interest calculated up to 30/06/2025), together with further interest at the contractual rates w.e.f 01/07/2025 along with cost, charges, expenses & other debts, due to IFCI Limited (Secured Creditor) from C and C Projects Ltd (Borrower and Mortgagor), and Guarantors (under PIRP). The reserve price shall be Rs.17.14 crore for Lot-I and Rs.5.29 crore for Lot-II. The Earnest Money Deposit (EMD) shall be Rs.1.714 crore for Lot-I, Rs.0.529 crore for Lot-II.

**Description of the Immovable Property**

All that pieces and parcels of Lands, comprised in and forming part of property bearing Khasra nos. detailed as hereunder:

Description of Property/Secured Assets	Reserve price
(1) All that pieces and parcels of lands, comprised in and forming part of the property admeasuring <b>266.19 Katha</b> (831.84375 Dec.= 8 Acre 31.84375 Dec.) bearing survey nos.:	For (1) and (2)-Rs.17.14 crore (Lot-I)
<b>Tauzi No. Khata No. Survey P.No. Area of land</b>	
8537 30 213 190.625 Dec.= 61 Katha	
2 209 42½ Dec. 18 Dec.	
10 188 202.34375 Dec.	
10 206 22½ Dec. 103 Dec. 18 Dec.	
26 207 96.875 Dec./ 31 katha	
31 208 23 Dec. 115 Dec.	
41 212 23 Dec. 115 Dec.	
30 213 23 Dec. 115 Dec.	
2 189 23 Dec. 115 Dec.	
191 23 Dec. 115 Dec.	

Situated in Thana No.139 & 140 at **Mauza Hakikatpur, Thana Bakhtiyarpur**, Sub registry Barh, Patna, Bihar.

(2) All that pieces and parcels of lands, comprised in and forming part of the property admeasuring **80.285 Katha** (250.890625 Dec.= 2 Acre 50.890625 Dec.) bearing survey nos.:	
**Tauzi No. Khata No. Survey P.No. Area of land**	
7867 36 497 66 Dec.	
2 486 (P) 42 Dec.	
69 269 (P) 06 Dec.	
105 375 23 Dec.	
105 378 15 Dec.	
78 377 37 Dec.	
199 380 34.46875 D	
389 13.59375 D	
639 13.828125 D	

Situated in Thana No.139 & 140 at **Mauza Bulan Bujurg, Thana Bakhtiyarpur**, Sub registry Barh, Patna, Bihar.

(3) All that pieces and parcels of lands, comprised in and forming part of the property admeasuring **106.79 Dec. (34.1728 Katha)** bearing survey nos.:	
**Tauzi No. Khata No. Survey P.No. Area of land**	
348 29 35 19.29 Dec.	
94 12 44 (P) 87.5 Dec.	

Situated in Thana No.485 at **Mauza Daulatpur, Thana FATUHA**, Patna, Bihar.

(4) All that pieces and parcels of lands, comprised in and forming part of the property admeasuring **89 Dec. (28.480 Katha)** bearing survey nos.:	
**Tauzi No. Khata No. Survey P.No. Area of land**	
Bihar 49 125 12 Dec.	
Govt 10 126 66 Dec.	
48 124 11 Dec.	

Situated at **Mauza Kutubpur, Thana FATUHA**, Patna, Bihar.

The above land parcels together with all buildings and structures thereon and all the plants and machinery attached to the earth or permanently fastened to anything attached to the earth.

There is no known encumbrance(s) with respect to the above-mentioned immovable property.

For detailed terms and conditions of the sale, please refer to the link provided in IFCI Ltd. (Secured Creditor's) website i.e. [www.ifcilt.com](http://www.ifcilt.com)

Date: 09/07/2025  
Place: New Delhi

Sd/-  
Authorized Officer  
IFCI Limited

भारतीय जीवन बीमा निगम  
LIFE INSURANCE CORPORATION OF INDIA

*Har Pal Aapke Saath*

**The 100-year plan!**

**LIC's JEEVAN UMANG**  
UIN No.: 512N312V03 PLAN NO: 745  
A Par, Non-Linked, Individual, Savings, Whole Life Insurance Plan

Get **GUARANTEED** Survival Benefit equal to 8% of Basic Sum Assured each year after the final premium, till Age 99 and lump sum maturity benefit on survival to Age 100.

**FEATURES:**

- Age Eligibility : 30 days to 55 years
- Minimum Basic Sum Assured : ₹ 2,00,000/-
- Maximum Basic Sum Assured : No limit
- Premium Paying Term : 15, 20, 25 and 30 years
- Policy Term : (100 minus age at entry) years

**SPECIAL FEATURES:**

- Life long risk cover till Age 100
- Bonus throughout the term
- Final additional bonus (if any)
- Loan facility

Contact your agent/branch or visit our website [www.licindia.in](http://www.licindia.in) or SMS 'YOUR CITY NAME' to 56767474 (e.g. 'Mumbai')

Our WhatsApp No. **8976862090**

Download LIC Mobile App **digital**

Call Centre Services (022) 6827 6827

BEWARE OF SPURIOUS PHONE CALLS AND FICTITIOUS / FRAUDULENT OFFERS. IRDAI is not involved in activities like selling insurance policies, announcing bonus or investment of premiums. Public receiving such phone calls are requested to lodge a police complaint.

IRDAI Regn No.: 512

LIC/P/2024-25/20/Eng

Co-Sponsor: National Disaster Management Authority, Relief Commissioner Office, Govt of Uttar Pradesh, Uttar Pradesh Fire & Emergency Services, Govt of Uttar Pradesh, Labour Department, Govt of Uttar Pradesh

State Partner: UP

Associate Partner: PHDCCI, INVEST UP

Organised By: 120th Anniversary of PHDCCI

Co-Organiser: SAMAA

**NORTH INDIA'S BIGGEST EXHIBITION & CONFERENCE ON INDUSTRIAL SAFETY (HSE) FIRE SAFETY DISASTER RESPONSE**

**4th EDITION UFSEC**  
10th - 11th JULY 2025

**INAUGURATION TOMORROW**

Don't miss the opportunity to connect with industry leaders and stay updated on the latest safety trends in **Industrial Safety (HSE), Fire Safety and Disaster Response.**

**TITLE PARTNER:** KARAM

**POWERED BY:** FIRESTELLAR

**PLATINUM PARTNER:** SALVATOR

**DIAMOND PARTNER:** Radico, IIL, ZOLOT, JARSH

**GOLD PARTNER:** IndianOil, INDO RAMA, Proxgy

**SUPPORTING PARTNER:** GCI, FSAI

**MEDIA PARTNER:** ESKY SECURE, KE

**KNOWLEDGE PARTNER:** GDI GOENKA GROUP

**10:00 AM - 5:30 PM**

Hall No. 01, EXPO Centre and Mart, Knowledge Park II, Greater Noida

**ENTRY FREE**

SCAN THE QR CODE FOR REGISTRATION