



July 24, 2025

The Listing Department,  
National Stock Exchange of India Limited,  
'Exchange Plaza', C 1, Block G,  
Bandra – Kurla Complex, Bandra (E),  
Mumbai 400 051

Dear Sir/Madam

**Sub: Disclosure under Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 - Intimation of newspaper advertisement - reg.**

**Symbol: PRECOT**

We hereby inform you that we have published a shareholders' Notice in Maalai Murasu (Regional Daily) dated July 24, 2025 and Business Standard (National Daily) dated July 24, 2025 regarding "Notice of 63<sup>rd</sup> Annual General Meeting, Remote E-Voting and Book closure".

Kindly take the information on record.

Thanking you,

Yours truly,

**For Precot Limited**

**S Kavitha**  
**Company Secretary**





PHOTOS: POCKET FILMS

# The big short

Micro dramas are all the rage, but their ability to make money remains a mystery

**VANITA KOHLI-KHANDEKAR**  
Pune, 23 July

Shock, terror, disappointment, redemption, joy, achievement... How many emotions can you pack into two minutes? Turns out, many. That's the trick to making binge-worthy micro dramas — fictional shows of 2- to 3-minute episodes.

Each one of the 30-50 episodes has to end on a cliffhanger — or “the consumer can leave you. His finger is just one centimetre away from the screen,” says Vinod Kumar Meena, cofounder, KuKu FM, which launched its micro-drama service, KuKu TV, this February.

Go through any of the hundreds of micro dramas, such as *Rented Husband*, *Love Potion*, or *I Wish it Were You*, and it is evident that they are not about subtlety, quality of talent, or writing. They are cheap, snacky programming to go.

“There are moments in the day when consumers are looking for short, thumb-scrolling kind of content,” says Amogh Dusat, director and head of content, Amazon MX Player. “The same consumer who binge-watches series on weeknights may be watching micro dramas in the daytime.” Amazon MX Player’s micro drama play, MX Fatafat, is expected later this year.

“You see them so fast that you don’t know how much you have consumed,” adds Sameer Mody, founder and managing director, Pocket Films. The short film aggregator launched micro dramas in May this year.

Snackability, low cost, and an ability to titillate consumers into spending more time than they intended has made micro dramas all the rage globally.

In China, Korea, and India — the three big micro-drama markets — the action has been relentless.

In China, of the 1.04 billion users of short-form video, 662 million watch micro dramas. “If a market like China can get almost 60 per cent penetration as fast as it has, the potential in India must also be very strong,” says Daoud Jackson, senior analyst, Omdia, a tech research and advisory firm.

This is what investors seem to be betting on. Flick TV, ReelSaga and Chai Shots, among a host of startups and existing firms, have raised \$2-\$5 million (₹17-45 crore) each this year to build their micro-drama business.

This is where the questions come up.

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**What about the money?**

In April this year, India had about 523 million people browsing online for news, entertainment and social media, according to media measurement and analytics firm Comscore. That is the potential audience size. The bulk of them are probably already watching micro dramas.

“The screen time for mobile-first content is four times that of TV or OTT,” reckons Meena.

However, putting a revenue number to this is near impossible. This means the entire digital media market, which got ₹80,000 crore in ad and pay revenues in 2024, is the playing field.

Micro dramas lie in the Venn space at the intersection of YouTube, Netflix, Instagram and Dangal TV, or services such as those. They lie in the gaps of time when we watch

reels, surf a news channel, or chat with friends on WhatsApp. But they demand the kind of gripping storytelling associated with streaming at a fraction of that cost and quality. And they serve episodes in bulk, much like Dangal TV or Star Utsav. It is fiction fighting for the time spent on user-generated stuff on YouTube or Instagram.

Why would advertisers pay a premium for it? Because it is part of a larger package: such as MX Fatafat on Amazon MX Player (which already has 250 million unique visitors), or Fliqs on Dish TV’s app Watcho, or Bullet on ZeeS.

“For MX, it is about capitalising on both different consumer cohorts and the same consumers in different formats,” says Dusat.

Or it could be part of a specialised service like Pocket Films, which is a large distributor of short films across platforms like YouTube, Facebook, JioHotstar, and MX Player. Since its inception in 2009, Pocket Films has distributed over 4,000 films; it shares ad revenues with creators.

“We are like a YouTube for short films,” says Mody. Pocket Films has 4 million subscribers each on YouTube and Facebook (which already in healthy ad revenues till July 2023). But then Meta, which owns Facebook, deprioritised video on the platform.

“Our revenues fell by 55 per cent. It was scary because our monetisation was primarily on YouTube and Facebook,” says Mody. That is why Pocket Films decided to launch its own app, which includes micro dramas. Only this time, one can watch 10 episodes of a micro drama free before paying ₹29 a month.

“Micro dramas can drive involvement for short films, which remain free,” says Mody.

**Micro to macro**

Building a micro drama business on top of an existing portfolio is becoming a common model. For instance, for KuKu FM, which has been offering audio series and books since 2018, KuKu TV is another way of expanding its portfolio. The combined service has 6 million subscribers paying between ₹499 for three months and ₹1,499 annually.

However, this play works when there is a huge variety of shows. While there is a good deal of licensed stuff from all over the world in Indian languages, the originals have just about taken off as the creative ecosystem catches up.

Pocket Films has just commissioned five shows, and MX Fatafat is working on a slate that has both licensed and original content, much like its mother service.

“OTT had a learning curve. Micro dramas are on the same journey,” says Dusat. “They have to be written differently; the story arcs are different.”

But just like the dramas themselves, the cycle is faster. A 30-50 episode micro drama takes 4-6 weeks to make compared to, say, one season of a streaming show, which takes 12-24 months. “There is a frugality to micro dramas, but it offers a wider selection,” says Dusat.

Jackson quips that the audience has moved — “from 30 minutes to 8 minutes, and now to one or two minutes. Eventually, they might just be going through pictures.” The way things are going, it will be no surprise if even those are packed with a dozen emotions.



### Hindustan Unilever Limited

Registered Office: Unilever House, B. D. Sawant Marg, Chakala, Andheri (East), Mumbai - 400 099.  
CIN: L15140MH1933PLC002030, Web: [www.hul.co.in](http://www.hul.co.in).  
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**ATTENTION SHAREHOLDERS**  
**Opening of Special Window for Re-lodgement of Transfer Requests of Physical Shares**

Notice is hereby given to Shareholders that in terms of SEBI Circular No. SEBI/HO/MIRSD/MIRSD-PoD/P/CIR/2025/97 dated 2nd July, 2025, a Special Window has been opened for a period of six months, from 7th July, 2025 to 6th January, 2026, to facilitate re-lodgement of transfer requests of physical shares.

This facility is available for transfer deeds that were lodged prior to 1st April, 2019, but were rejected/returned/not attended to due to deficiency in the documents/process/or otherwise.


All transfer requests duly rectified and re-lodged during the aforesaid period will be processed through the transfer-cum-demat mode, i.e., the shares will be issued only in dematerialised form after transfer. The lodger(s) must have a demat account and provide the Client Master List (CML) along with the transfer documents, share certificate(s) and other necessary document(s) while lodging the documents for transfer with our RTA.

Eligible shareholders are requested to contact the Company's Registrar and Transfer Agent (RTA) i.e. **KFin Technologies Limited**, Selenium Building, Tower-B, Plot No. 31 & 32, Financial District, Nanakramguda, Serilingampally, Hyderabad, Telangana - 500032, Toll Free : +91 1800 309 4001, WhatsApp No.: +91 91000 94099, Email: [einward.ris@kfinfintech.com](mailto:einward.ris@kfinfintech.com) OR contact the Company at [levercare.shareholder@unilever.com](mailto:levercare.shareholder@unilever.com) for further assistance.

Eligible shareholders are requested to submit their transfer requests duly complete in all respects on or before the SEBI deadline of **6th January, 2026**.

For Hindustan Unilever Limited  
Sd/-  
**Radhika Shah**  
Company Secretary & Compliance Officer  
ACS No: A19308

Place: Mumbai  
Date: 24th July, 2025



### GODFREY PHILLIPS INDIA LIMITED

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**NOTICE**  
**(for attention of Equity Shareholders of the Company)**  
**Transfer of Unclaimed Dividend/Equity Shares of the Company to Investor Education and Protection Fund Authority.**

This Notice is published pursuant to the provision 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, as amended, (the Rules) which inter-alia, provides that all unclaimed dividend and shares in respect of which Dividends have not been claimed or paid for seven (7) consecutive years or more, shall be transferred to the Investor Education and Protection Fund ("IEPF") Authority set up by the Government of India. Accordingly, the unclaimed Dividend for the Financial Year 2017-18 declared by the Company and the corresponding Equity Shares on which Dividend remained unclaimed/unpaid for seven (7) consecutive years starting from Financial Year 2017-18 shall be transferred to the IEPF within a period of 30 days from the due date of transfer i.e. 31st October 2025.

Individual Letters in this regard have been sent to the concerned Members at their last known address advising them to claim their dividends expeditiously. The details of such members and number of shares that would be required to be transferred to the IEPF, is being made available on Company's website at [www.godfreyphillips.co.in](http://www.godfreyphillips.co.in), members are requested to refer the "Investor Relations" section on the above website to verify the details of the shares liable to be transferred to the IEPF.

The concerned shareholders, holding shares in physical form and whose shares are liable to be transferred to the IEPF Authority, may note that the Company would be issuing new certificate(s) in lieu of the original share certificate(s) held by them for the purpose of dematerialization and transfer of shares to the IEPF Authority as per the Rules and upon such issue, the original share certificate(s) which stands registered in their name will stand automatically cancelled and deemed non-negotiable. The shareholders may further note that this notice shall be deemed to be adequate notice in respect of issue of new Share Certificate(s) by the Company for the purpose of transfer of shares to the IEPF Authority pursuant to the Rules. In case Shares are held in electronic mode, the Demat Account of the concerned shareholder will be debited for the Shares liable to be transferred to the IEPF Authority by way of Corporate Action through respective Depository(s). Any further dividend, including other corporate benefits, on such Shares shall be credited to the IEPF Authority and no claim shall lie against the Company in respect of the unclaimed dividend amount and the Shares transferred to the IEPF Authority.

Both the unclaimed dividend and the shares transferred to the IEPF authority including all benefits accruing on such shares, if any, can be claimed back by the concerned shareholder from the IEPF Authority after following the procedure prescribed under the Rules, as amended from time to time. Members can also refer to the details available on [www.iepf.gov.in](http://www.iepf.gov.in) in this regard

The concerned shareholders are being provided an opportunity to claim such unclaimed/ unpaid dividends, by sending a request letter to the Registrar and Transfer Agent (RTA) of the Company viz. MUFG Intime India Private Limited (formerly Link Intime India Private Limited) at C-101,247 Park, L.B.S Marg, Vikhroli (West), Mumbai- 400083, Tel. No. 022-49186270, e-mail ID: [rlt.helpdesk@in.mpmfsmfug.com](mailto:rlt.helpdesk@in.mpmfsmfug.com).

**In case the Company does not receive any communication (claiming the unclaimed dividend) from the concerned shareholders on or before 31st October 2025, the Company shall with a view to complying requirements set out in the Rules, dematerialize and transfer the shares to IEPF Authority by way of corporate action as per the procedure stipulated in the Rules.**

A Member having any query on this matter may contact the RTA or the Company by sending letter/e-mail.

For Godfrey Phillips India Limited  
Sd/-  
**Punit Kumar Chellaramani**  
Company Secretary & Compliance Officer

Date: 23rd July 2025

## NOTICE

**TRANSFER OF UNITS**  
**SBI LARGE & MIDCAP FUND**  
**(PREVIOUSLY KNOWN AS SBI MAGNUM MULTIPLIER FUND/SBI MAGNUM MULTIPLIER PLUS SCHEME1993) (SLMF)**

Folio No.	Scheme	Transferor	Transferee	No. of Units	Certificate No.		Distinctive No(s)		Transfer Deed Date	Intimation Sent to Both Transferor & Transferee
					From	To	From	To		
171318866	SBI Large & Midcap Fund	Ganesh Prasad Gupta	Arun Kumar Goel	500	16873903	16873907	808027801	808028300	11/01/1994	12/06/2025


For any claim in respect of the units, the transferor should communicate to the company at the Registered Office within fifteen days from the date hereof and the Company would not assume any responsibility for the objections received after the expiry of fifteen days and the Company will carry out transfer process.

For SBI Funds Management Limited  
Sd/-  
**Nand Kishore**  
Managing Director & CEO

Asset Management Company: SBI Funds Management Limited (A Joint Venture between SBI & AMUNDI) (CIN: U65990MH1992PLC065289) Trustee: SBI Mutual Fund Trustee Company Pvt. Ltd. (CIN: U65991MH2003PTC138496) Sponsor: State Bank of India Regd Office: 9<sup>th</sup> Floor, Crescenzo, C – 38 & 39, G Block, Bandra-Kurla Complex, Bandra (E), Mumbai – 400051 Tel: 91-22-61793000 • Fax: 91-22-67425687 • E-mail: [partnerforlife@sblmf.com](mailto:partnerforlife@sblmf.com) • [www.sblmf.com](http://www.sblmf.com)

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

SBIMF/2025/JULY/04



**SBI MUTUAL FUND**  
A PARTNER FOR LIFE



