

**EXPRESSION OF INTEREST
FOR
RESOLUTION PLAN
OF
M/s DUNAR FOODS LIMITED**

(Under Corporate Insolvency Resolution Process)

M/s Dunar Foods Limited ("Corporate Debtor") is a well-known name in the Rice Industry. Pursuant to the order of Hon'ble National Company Law Tribunal, Mumbai ("NCLT") dated 22.12.2017, corporate insolvency resolution process has been initiated with regard to the said corporate debtor as per the provisions of the Insolvency and Bankruptcy Code, 2016 ("IBC").

Expression of interest (EOI) is hereby invited from the interested resolution applicants for submission of Resolution Plan, considering it an investment opportunity in a well-known brand not only in India but internationally also.

Minimum Eligibility Criteria for resolution applicants (Singly, Jointly or in consortium) to approach the Resolution Professional ("RP") with such plan is:-

- Minimum Net worth of INR 25 crores; supported by Documentary Evidence.

Last date of submission of EOI is 02-07-2018.

The interested applicants may mail the documents evidencing the above eligibility criteria and the eligible applicants will be required to sign a Confidentiality Undertaking. Upon this, the applicants will be provided an Information Memorandum (IM) containing the requisite information under the IBC and a Process Memorandum inviting the applicants to submit Resolution Plan in accordance with Process Memorandum. The process memorandum contains, besides other details on the way forward, the times lines and a detailed Evaluation Matrix approved by Committee of Creditors. Those applicants found eligible based on above stipulated Eligibility Criteria will be invited to submit Resolution Plan till 02-08-2018. The resolution Plans are invited on AS IS WHERE IS AND AS IS WHAT IS basis as regards the status of assets and documents thereof.

The applicants submitting resolution plans will have to deposit EMD of INR 5 Crores at the time of submission of Resolution Plan and additional INR 5 Crores within 3 working days of the approval of Resolution Plan by Members of COC, in a designated account under lien for implementation of Resolution Plan, with State Bank of India since only those Resolution Plans will be opened whose applicants have deposited stipulated EMD by stipulated date

The Committee of Creditors shall have the right to approve or reject any Resolution Plan forwarded by the Resolution Professional without assigning any reasons to the Resolution Applicant.

For Process Memorandum, Evaluation Matrix, terms and updates visit the website of the Corporate Debtor i.e. www.dunarbasmatrixe.in & www.arck.in

For submitting EOI or for any clarification with regard to inspection, terms and conditions and other details, please write to-

ANIL KOHLI, Resolution professional- M/s Dunar Foods Ltd

Address for Correspondence: 409, 4th Floor, Ansal Bhawan, 16 K G Marg, Connaught Place, New Delhi 110001. Tel: 011-45101111

Registered Detail with IBBI: Add: 1011, Kirti Shikhar, District Centre, Janakpuri, New Delhi- 110058.

IP Reg No. IBBI/IPA-001/IP-P00112/2017-18/10219

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and triple billion to 20. "Online accordingly sectors; sign users will tier-1 cities, der con- t said. s such as s numbers are ed by the Landmark days that its s have had skew in the d the trend he months ame time, it its online der assort- nd lifestyle ory that has t response pers. lifestyle out- ntry at pres- to expand to by the end of the last two 10 stores a r it is expect- 2-14 stores. re large for- cated inside e store size is 2,000 square ormat stores hke in prop- growing dig- the sector? st portfolio of style is home

when it comes to store sizes. "We have around 250 brands across apparel, watches, fragrance, shoes, beauty products, footwear, handbags and accessories for women, men and kids at affordable prices. We pick the merchandise that we believe is good for our customers," said Rao.

Despite the costs and digital dominators, Rao believes that multi-brand, affordable retail store brands have a chance. The key, he says, is to keep products and brands that are relevant and accessible to buyers across budgets. The target audience is the young consumer, he added, and the stores and the digital marketing initiatives are being designed to appeal to this segment. And in terms of the stocking policy, the focus is on value for money rather than luxury products.

At present the sales from its digital channels is around 1.5-2 per cent of its offline sales and set to grow hereon. In the next three to four years Lifestyle targets 10 per cent of total sales will come from online stores—its own as well as other marketplaces. For this, the compa-

stronger brand for the store and for the private labels. "Combining digital, currently we spend between 2.5-3.5 per cent of sales for branding. Before we launched our digital store, only about five per cent of total advertising budgets went to digital. Currently almost 30 per cent goes to digital and we see that going up," said Rao.

"We are focusing extensively on our private label brands. We have endorsements and digital activation to support these brands"

SRINIVASA RAO
Senior VP-Marketing,
Lifestyle

Lifestyle's growth in spends on digital advertising is in line with industry trends. Digital advertising is expected to continue at a CAGR (compound annual growth rate) of 30 per cent to touch ₹12,046 crore by December 2018, according to latest findings of the 'Digital Advertising in India 2017' report, jointly published by the Internet and Mobile Association of India (IAMAI) and Kantar IMRB. According to the report, digital advertising spend is about 16 per cent of total advertising spends in the country.

The store is also going all out to create a uniform experience between its online and offline platforms. The aim is to create an endless aisle where buyers can select their purchases online, step into a store for a purchase and vice versa.