

Caution Notice

Attention to all Customers and the General Public

Dear Client,

It has come to our notice that some unknown individuals have been fraudulently using our Company name Angel One Ltd. to carry out scams and illicit activities through the social media. Certain Whatsapp / Telegram groups such as “HNW”-1003 K-LINE Game Club” are wrongfully and deceptively using the brand name and logo of Angel One Limited along with name & image of Senior Officials bearing no. 8769013635 to deceive the general public into believing it is associated with Angel One Limited. We would like to emphasize that these individuals do not represent Angel One Limited or any of its affiliates/channel partners in any capacity.

It has also been observed that these fraudsters have been reaching out to individuals, claiming to be representatives of our company Angel One Ltd, and offering false services, products, advisory or investment opportunities. They may even provide fraudulent websites, documents, contact details, or mobile apps (resembling the same as Angel One Ltd.) on Android / iOS to trick their victims into believing their authenticity or association with Angel One Limited. We would like to inform everyone that Angel One Limited has no involvement whatsoever in any such activities.

To protect yourself from falling victim to their scams, we advise the following precautions:

- Be cautious of fake accounts that impersonate genuine trading/investments or influencers.
- Double-check the website URLs, reviews, privacy policy, terms & conditions and social media handles and review from the open source.
- Verify & think twice before investing money in such platforms which are mostly coming through such online social media profiles/channels/influencers.
- Avoid sharing sensitive personal or financial information through social media.
- Avoid clicking on suspicious links or downloading unauthorized applications from facebook, instagram, whatsapp, telegram & other social media platforms.
- Beware of suspicious offers: Be wary of any offers or schemes that seem too good to be true. Always conduct thorough research and due diligence before engaging in any financial transactions or investments. Be cautious while transferring funds to a third-party account.
- Do not share OTP / PIN / Password with anyone.
- Report any fraudulent activity through our official channels. Connect with our support team 18001020 or write to support@angelone.in
- Report online cybercrime related incidents on <https://www.cybercrime.gov.in> and National Helpline Number 1930 or nearest police station.

Please remember that Angel One Ltd. takes your security and trust seriously and we remain dedicated & committed to providing our customers with reliable and legitimate services.

Thank you for your cooperation and assistance in preventing any further suspicious activities.

Regards,
Team Angel One

Amazon enters qcom race in Delhi with 10-minute delivery

VRINDA GOEL
New Delhi, 10 July

Amazon has rolled out its 10-minute delivery service, Amazon Now, in New Delhi — marking a major step forward in its quick-commerce ambitions. The launch comes after a successful pilot in three Bengaluru PIN codes last month, according to a report by *Bloomberg*.

With this move, Amazon enters direct competition with India's leading quick-commerce players — Zomato-owned Blinkit, Swiggy's Instamart, and Zepto — which currently dominate the sub-15-minute delivery market. These platforms offer a wide range of essentials, from groceries and fresh produce to gadgets and cosmetics.

Traditionally known for same-day or next-day deliveries, Amazon's foray into 10-minute logistics reflects a larger pivot to meet shifting consumer expectations and tap into the growing demand for near-instant service among urban shoppers.

The company officially launched Amazon Now in Bengaluru in June and is now expanding it to a large section of western Delhi. A full-scale launch across the capital is expected soon.

"It's a large part of western Delhi right now, but it's a very rapidly evolving network. So, you'll very soon see it live across Delhi," said Abhinav Singh, vice-president of operations for India and Australia at Amazon, in an interview with a financial daily.

Amazon Now promises 10-minute delivery for a range of daily essentials, including groceries, snacks, meat, personal care products,



At your doorstep

- This initiative aims to meet shifting consumer expectations and demand for near-instant service
- Amazon expects a full-scale launch across the capital very soon under Amazon now
- It will cater to a range of daily essentials, including groceries, snacks, meat, personal care products, fashion, etc

and fresh produce—mirroring the offerings of its quick commerce rivals.

Also, Amazon plans to expand its dark store network. The expansion is backed by a ₹2,000 crore (\$233 million) investment announced last month to boost Amazon's delivery infrastructure in India.

A key component of this strategy is scaling up its dark store network — small fulfilment hubs near high-

demand neighbourhoods that facilitate faster last-mile deliveries.

Amazon aims to operate up to 300 dark stores across Bengaluru, Delhi-NCR, and Mumbai by the end of 2025. Rival Flipkart Minutes is targeting 800 such stores across India.

The launch of Amazon Now is part of the company's broader push in India, where it has already invested over \$11 billion since 2013.

In addition to its quick commerce efforts, Amazon recently opened five new fulfilment centres to support faster delivery in Tier-II and Tier-III cities.

With urban Indian consumers increasingly prioritising convenience and speed — especially for daily essentials — quick commerce is emerging as a core battleground in e-commerce.

Amazon's entry into the space signals its intent to stay ahead in a highly competitive and evolving market.

AI push: Google bets on India's farms, languages

Tech giant's new AI initiatives target farming productivity, cultural representation

PEERZADA ABRAR
Bengaluru, 10 July

Google launched open-source artificial intelligence (AI) initiatives on Thursday, targeting India's agriculture sector and cultural representation in AI models. The tech giant introduced its Agricultural Monitoring and Event Detection (AMED) Application Programming Interface (API), which tracks crop and field data across India to help developers create farming productivity tools.

Researchers at Google DeepMind also partnered with IIT-Kharagpur through the company's Amplify Initiative to build datasets capturing India's linguistic and cultural diversity for integration into large language models (LLMs).

These developments build on Google's sustained investments and commitment to AI research that assist real-world impact across critical areas while also supporting India's AI-focused ambition.

"We've been inspired by the solutions India's innovators have unlocked with these capabilities, demonstrating AI to be a powerful catalyst for multiplier impact and unprecedented effectiveness," said Dr Manish Gupta, senior director for India and Asia Pacific (Apac) at Google DeepMind, during a roundtable in Bengaluru.

Google DeepMind and the Partnerships Innovation team have developed AMED API to improve agricultural monitoring across India. Building on the company's Agricultural



Agri boost

- Google unveiled Agricultural Monitoring and Event Detection to track crop and field data across India
- This tool helps to develop AI-driven solutions that improve farm management
- It is built on Google's sustained investments and commitment to AI research
- It uses metrics like machine learning, crop labels, etc, to check crop health

Landscape Understanding (ALU) API, the new tool uses machine learning, crop labels, and satellite imagery to identify crop types, field sizes, and sowing and harvesting dates. It also offers three years of his-

torical data to track agricultural activity at the field level.

These insights aim to help develop AI-driven solutions that improve farm management. This is done by addressing crop-specific needs such as

soil, water, growth patterns, and climate while also forecasting harvest volumes.

Agriculture and Sustainability Research Lead of Google DeepMind Alok Talekar said the firm is working on accelerating crucial shifts, transforming broad insights to granular, real-time data. "So that increasingly impactful solutions not only translate into benefits for India's farmers, but also bolster the nation against rising climate risks," said Talekar.

TerraStack, a startup incubated at IIT-Bombay, has used ALU API to build a rural land intelligence system. The aim is to support rural lending, land record modernisation, and determine the vulnerability of farms to climate risk. It is exploring AMED API for a rural-lending use case.

Influencer content grabs 2x higher attention than avg digital ads: Kantar

ROSHNI SHEKHAR
Mumbai, 10 July

Influencer content in advertisements (ads) grabs a longer attention span, with viewers staying 2.2 times longer on an ad before skipping it compared to average digital ads, according to Kantar, a marketing data and analytics company, which tested 1,350 ads released last year.

The average skip time for branded content in ads is 7.9 seconds while for influencer content (influencer promoted products/services), it is 17.8 seconds. Additionally, the average time viewers spend watching influencer content in ads is 1.4 times higher than other digital ads in India, Kantar said.

Influencer recommendations are also more trusted and influential, with 76 per cent of consumers trusting them compared to traditional ads. This comes at a time when

influencers are becoming an important part of digital campaigns for several brands to drive audience engagement.

"With 50 per cent (of ad) spends in the digital medium, there are a lot of influencers who are today coming in and putting out content, and also becoming brand ambassadors," Soumya Mohanty, managing director and chief client officer, South Asia, Insights Division of Kantar, told *Business Standard*. "It is also more effective in building desire for the brand and salience for the brand compared to an average digital video ad."

While influencer content is gaining prominence in the digital medium and is good for a short period, Mohanty noted that the lack of consistency of an influencer associated with a brand creates a challenge for advertisers. Generally, brands initially use influencers for



ads and later move to celebrities to build long-term associations for brand equity.

"Influencers don't build long-term brand equity as effectively, and it's very fragmented the way brands use influencers. Sometimes, it is difficult for the viewers to understand why an influencer is talking about a particular brand," she added.

However, Mohanty noted that the industry is evolving to build effective brand equity in the digital medium.

"Digital is underutilised for brand-building and often used more for performance marketing. This is expected to change," she said.

On the other hand, with the rise in short-form content and people spending more time on social media, ad durations have also been getting shorter across both television (TV) and digital platforms. On TV, the traditional 30-second ads still exist, but 15-second and 10-second commercials are becoming more common.

COCHIN INTERNATIONAL AIRPORT LIMITED

CIAL/COMM/VACS/06/2025

11/07/2025

TENDER NOTICE

Online Item rate E-tenders are invited from reputed agencies for the work mentioned below at Cochin International Airport.

Sl. No	Name of Work	Estimate Amount	EMD	Completion Period
1	SITC of Under Vehicle Scanning System (UVSS) and Tyre Killer	Rs. 5 Crore + GST	Rs. 10 Lakh	5 Months

Interested firms may register themselves on the online E-Tendering portal <https://etenders.kerala.gov.in> and then download the Tender documents. For eligibility criteria and other details, visit our website www.cial.aero.

Sd/- Managing Director

ANGEL ONE LIMITED

Regd. Off: 601, 6th Floor, Akruti Star, Central Road, MIDC, Andheri East, Mumbai - 400093 SEBI Registration No (Stock Broker): INZ000161534

PUBLIC NOTICE

This is to inform that, certain whatsapp / telegram groups are wrongfully and deceptively using the brand name, logo of Angel One Limited along with Name & Image of Senior Official to deceive the general public in believing it to be associated with Angel One Limited.

Investors and General Public are hereby informed that Angel One Limited does not have any association and/or relation, directly or indirectly with such Private Whatsapp /Telegram groups in any capacity.

Angel One Limited will not be liable in any manner of financial loss and /or consequence of dealing with such Whatsapp / Telegram groups. Please note that any person dealing with them will be dealing at his/her own risk and responsibility.

For ANGEL ONE LTD
Sd/-, Authorized Signatory

Date : 11.07.2025

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* Investors should consult their financial advisors if in doubt about whether the product is suitable for them.

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