

BH&E भारत हेवी इलेक्ट्रिकल्स लिमिटेड
Bharat Heavy Electricals Limited
 (A Govt of India Undertaking)
 RAMACHANDRAPURAM : HYDERABAD - 502 032 (AP). Phone: 040 - 2318 2185; e-mail: rishidubey@bhel.in
Notice Inviting Tender (Ref No. HYLOG1820HT, NIT No. 40090, Even ID 5590)
 BH&E Ramachandrapuram invites sealed tenders in two-part bid from eligible Transporters / Contractors, who fulfil pre-qualification requirement as per NIT, for providing the total logistics solutions i.e. safe and secure transportation of heavy consignments (weighing 35 MT & above) through road including undertaking of feasibility study/route survey, civil works, if any. Bids are to be submitted through BH&E's e-portal (<https://bhel.abcpocure.com/EPROC/>) only. For details, tenderers are requested to download the tender documents from our e-portal (<https://bhel.abcpocure.com/EPROC/>). All corrigenda, addenda, amendments, time extensions, clarifications etc. to the tender will be hosted on www.bhel.com only.
 Sd/- Sr. Engineer / Centralized Works & Services Cell

AXISCADES Engineering Technologies Limited
 CIN: L72200KA1990PLC084435
Regd Address: Block C, 2nd Floor, Kirloskar Business Park, Bengaluru-560024.
 Karnataka, INDIA. Tel: +91 80 4193 9000 Fax: +91 80 4193 9099
 Email: info@axiscades.com, Website: www.axiscades.com
NOTICE
 Notice is hereby given that pursuant to Regulation 29 read with Regulation 47 of the SEBI (Listing Obligation and Disclosure Requirements) Regulations 2015, meeting of the Board of Directors of AXISCADES Engineering Technologies Limited will be held on Thursday, 9th August, 2018 to consider, approve and take on record the unaudited Financial Results of the Company for the quarter ended June 30, 2018.
 The said notice is also available on the website of the Stock Exchanges at www.nseindia.com and www.bseindia.com and on the Company's website at www.axiscades.com
 For AXISCADES Engineering Technologies Limited
 Sd/-
Shweta Agrawal, Company Secretary
 Date: July 30, 2018

GRAPHITE INDIA LIMITED
 Regd. Off: 31, Chowringhee Road, Kolkata 700 016
 CIN: L10101WB1974PLC094602
 Pursuant to provisions of Regulation 47 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, we have to inform you that a meeting of the Board of Directors of Graphite India Limited would be held on Monday, 6th August 2018 to consider and approve unaudited financial results for the quarter ended 30th June, 2018.
 Intimation in this regard is also available on -
 1) Company website - www.graphiteindia.com 2) NSE website - www.nseindia.com (scrip code - GRAPHITE) 3) BSE website - www.bseindia.com (scrip code - 509488)
 For Graphite India Limited
 B Shiva
 Company Secretary
 30th July, 2018

GAYATRI HIGHWAYS LIMITED
 (Formerly known as Gayatri Highways Private Limited erstwhile Gayatri Domicile Private Limited)
 Regd office: 1st Floor, TSR Towers, 6-3-1090, Rajbhavan Road, Somajiguda, Hyderabad-500082, Telangana. Tel: 040-23310330 / 4284,
 Fax: 040-2339 8435 Email: cs@gayatrihighways.com
 Web: www.gayatrihighways.com CIN: U45100TG2006PLC052146
NOTICE
 Notice is hereby given pursuant to Regulation 29 read with 47(1) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, that a Meeting of the Board of Directors of the Company will be held on Monday, the 13th day of August, 2018 at the Registered Office of the Company, inter-alia to consider and approve the Unaudited Standalone Financial Results of the Company for the first quarter ended 30th June, 2018 and any other business with the permission of the chair. The Trading Window for dealing in the shares of the Company shall remain closed for all the Designated Persons and other connected persons from the period 30th July, 2018 to 16th August, 2018 (both days inclusive). This information is also available on the Company's website www.gayatrihighways.com and also on the website of the Stock Exchanges viz. BSE Limited- www.bseindia.com and National Stock Exchange of India Ltd- www.nseindia.com.
 For Gayatri Highways Limited
 Sd/-
P. Raj Kumar
 Place: Hyderabad
 Date: 30.07.2018
 Company Secretary & Compliance Officer

भारतीय कंटेनर निगम लिमिटेड
CONTAINER CORPORATION OF INDIA LTD.
 (भारत सरकार का नवरत्न उपक्रम)
 (A Navratna Undertaking of Govt of India)
 पूर्वी क्षेत्र / Eastern Region
 "Duckback House", 5th Floor, 41 Shakespeare Sarani, Kolkata - 700017
 Ph. No. 033-22837101-05 Website: concorindia.co.in, email: er@concorindia.co.in

are increasingly style status

are largely the result of companies
to the background

PHOTO: NYTIMES.COM



in a food brand, it sees itself as a purpose-driven lifestyle brand

much more emotional now than it was maybe decades ago," Mr. Dickerson said in an interview. "A lot of people are defining themselves to some degree on how they eat - I'm vegan, I'm vegetarian, I only eat organic. It's so much more personal and emotional than it has been."

The rise of "lifestyle" marketing ploys are largely the result of companies worrying about their brands fading into the background

or losing customers in a crowded marketplace. "Just being a functional brand is not enough anymore - it's very tough to differentiate yourself as a brand in the clutter we have out there," said Tulin Erdem, a professor of marketing at New York University's Stern School of Business.

Godiva, the Belgian chocolatier founded in 1926, has also been trying to form a tighter bond with consumers. "When we think about being a lifestyle

have "a role in people's lives on a daily basis, if not more frequently." For example, the company would like people to stop in at one of its shops for coffee in the morning and a snack in the afternoon. And, ideally, that customer would see more in Godiva than just chocolate or caffeine.

Ms. Young-Scrivner described this customer as "someone who cares about quality ingredients and quality craftsmanship and preserving the heritage," a person who believes "the company they're buying from has tremendous values that are linked to themselves, and that we're doing the right thing."

Brands are playing the long game as they aim for hearts and minds. "It's not an overnight thing to be a lifestyle brand," said Mr. Brandt, the Chipotle executive. "You have to be consistent and find the messages that resonate with

"Chipotle will become a brand that people want to know about, want to be a part of and want to wear as a badge"

CHRISTOPHER BRANDT

Chief marketing officer, Chipotle