

11<sup>th</sup> November, 2022

The Secretary  
BSE Ltd.  
Corporate Relationship Department, 1st Floor  
New Trading Ring, Rotunda Building, P.J.Tower  
Dalal Street, Fort,  
Mumbai -400001  
**BSE Scrip Code: 502420**

The Manager  
Listing Department  
National Stock Exchange of India Ltd.  
Exchange Plaza, C-1, Block G, 5th Floor,  
Bandra-Kurla Complex  
Sandra (E), Mumbai -400051  
**NSE Scrip Code: ORIENTPPR**

Dear Sirs,

**Sub: Copies of the newspaper in connection with publication of Un-Audited Financial Results for the quarter ended 30th September, 2022.**

Please find enclosed herewith copies of the newspapers namely Business Standard (English Daily) and Pratidin (Oriya Daily) pertaining to publication of Un-Audited Financial Results of the Company for the quarter ended 30th September, 2022. The above Financial Results were published in the above newspapers on 11<sup>th</sup> November, 2022.

You are requested to take the enclosed documents on your record.

Thanking you,

Yours faithfully,  
For ORIENT PAPER & INDUSTRIES LTMITED.

(R.P. Dutta)  
Company Secretary  
ACS 14337

Encl: as above.

# From tweeting to tooting

Two front runners have emerged as alternatives in the wake of Musk's chaotic takeover, but they're some distance from viably competing with Twitter

DEVANGSHU DATTA  
New Delhi, 10 November

The takeover of Twitter by Elon Musk and his attempts at reorganisation have caused chaos and uncertainty. As a result, there's been a jump in interest in alternative microblogging platforms.

We know from patterns on Facebook, Instagram and TikTok — and Twitter itself — that social media users tend to be "sticky" and rarely change platforms though they may use several platforms with different functionalities. There is usually room for just one player in a given social media segment — one Facebook, one Insta, one Twitter, one TikTok. However, we've also seen the examples of MySpace and Orkut. Those platforms boasted user bases upwards of nine digits before they collapsed and Facebook took over that space. So change, when it comes, can be catastrophic.

In the microblogging space, Twitter has 238 million active daily users. It has far more global reach than the weibos, Chinese microblogging platforms with larger user-bases. (Weibo is the generic Chinese word for microblog and the most popular Sina Weibo and Tencent Weibo have over 500 million regular users in aggregate).

If we assume Twitter users will not consider weibos a serious alternative, Twitter has an enormous lead over any potential rival. Mastodon and Bluesky Social seem to be the front runners as Twitter rivals.

Mastodon is the best known of the Twitter wannabes and it has just over one million active users — so yes, the gap is truly wide. Mastodon also has a radically different architecture and back end though it offers users much the same functionalities. Bluesky is another social network. This was recently launched by Twitter founder Jack Dorsey. It has a similar architectural philosophy to Mastodon.

The first crucial difference vis-à-vis Twitter is that Mastodon and Bluesky are federated, open-source set-ups. They are decentralised with no single server, or central node controlling



## BIRDS OF A FEATHER

■ Mastodon has just over 1 mn active users; Bluesky Social recently launched by Twitter founder Jack Dorsey, is also a rival of Twitter

■ Mastodon and Bluesky are federated, open-source set-ups. They are decentralised with no single server or central node controlling flows; anyone can set up a server and host users

■ Mastodon servers allow longer toots (minimum 500 characters) than

tweets; video and audio can also be posted with size limits

■ Finding somebody on Mastodon is tricky, more difficult than the Twitter search equivalent

■ Unlike Twitter, the owner of a Mastodon server is responsible for moderating content on it

■ The biggest issue for the federated rival networks is monetary compensation; Mastodon has a no-ads policy, Bluesky's revenue model is also not clear

Anybody who's interested can set up a server and host users by downloading the software. Since the software is open-source, geeks can tweak it as well. These are peer-to-peer networks. Any node on the network can speak to every other node on the network and no node has extra privileges. There is no "boss server", or single-network administrator.

Users can choose a server and set up an account. Bluesky is still in beta so you may have to wait to set up a Bluesky account. Many Mastodon servers are also experiencing overloads due to the sudden influx of new accounts, as Twitter users migrate or set up secondary accounts of alternative platforms.

But let's say you set up an account on Mastodon. You can now post the same sort of content

(it's called tooting) you would on Twitter. Mastodon servers allow longer toots (minimum 500 characters) than tweets. Video and audio can also be posted, with size limits. People can find and follow you, and you can find and follow others including accounts on different servers. Finding somebody is a tricky process, by the way, and more difficult than the Twitter search equivalent. It is likely to remain more cumbersome, since there is no central directory of accounts.

The moderation process is seriously different, though these federated networks also ask users to stay away from fake news, hate speech and so on. Every server has its own list of policies and while the freedom of expression standards may largely overlap, there are differences

due to the idiosyncratic preferences of individual hosts. German servers (Mastodon has German origins so there are a lot of German and other European Union servers) tend to be hypersensitive to content on fascism. There are religious sensitivities on some servers, etc.

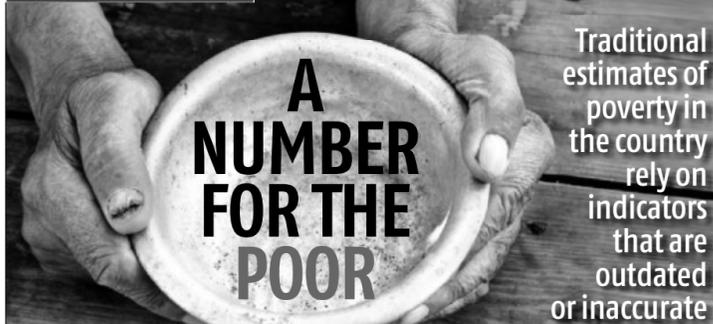
Unlike Twitter with its global moderation team (which has reportedly been largely laid off), the owner of a Mastodon server is responsible for moderating content on that server. If a host persistently allows objectionable content to be tooted, other servers can block access or even take concerted action to cut that server out of the network. So you could, for instance, have a host who enjoys conspiracy theories and allows accounts to generate such content. But if other server hosts don't like this content, it would be isolated to one small poisonous bubble. That's how this type of federated network is supposed to work in theory. Frankly, we don't know how this will pan out at scale, in practice.

The biggest issue for the federated rival networks is monetary compensation. Twitter finds it hard enough to generate revenue. Mastodon has a no-ads policy, and hosts must undertake not to "sell, trade, or otherwise transfer to outside parties, any personally identifiable information". Trusted third parties who assist in operations must agree to keep personal data confidential. This data may only be released to comply with legal requests.

One possible revenue stream is sending promotional emails to the email id account you signed up with, but spamming users is unlikely to make Mastodon hosts popular. Bluesky has similar question marks about revenue models.

On Mastodon, your public content may be downloaded and an authorised application may access your public profile information, your following list, your followers, your lists, all your posts, and your favourites. Applications can never access your e-mail address or password. This severely restricts monetising the network and in the long run, that could be a deal breaker.

## NUMBER WISE



ISHAAN GERA  
New Delhi, 10 November

India's poverty estimates are problematic. The World Bank's measurement shows that extreme poverty declined by 57 million between 2015-16 and 2019-21. UNDP data indicates that multidimensional poverty declined by 140 million (see chart 1).

Such reports vindicate part of an argument advanced by Surjit Bhalla et al in an IMF paper — the number of people in extreme poverty declined by 79 million sans transfers and by 84 million if one incorporated welfare schemes.

Estimates of how many fell below the poverty line vary. Per UNDP data, the number of multi-dimensionally poor declined 10.7 percentage. Bhalla estimated a decline of 5.9 percentage points sans transfers and 6.3 percentage points with transfers. The World Bank report puts the decline at 4.7 percentage points (see chart 2).

But any academic inquiry fails to reflect the true nature of the problem, given the outdated estimates and gaps in new measures like the CMIE's Consumer Pyramids Household Survey. Poverty estimates rely on consumer expenditure surveys from 2011-12, but consumption patterns have changed drastically. Hence, the Tendulkar poverty line or even the World Bank's \$2.15 PPP dollar measure, could be outdated (see chart 3).

Poverty measures need regular update for an accurate assessment.

### 1: HOW MANY DID INDIA LIFT OUT OF POVERTY?

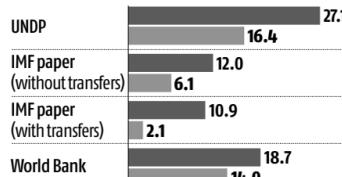
(Reduction in the number of poor people between 2015 and 2020, in million)



UNDP estimate is for multidimensional poverty for 2015-16 and 2019-21. World Bank estimate is based on extreme poverty (people earning less than \$2.15 PPP per day). IMF paper by Surjit Bhalla, Karan Bhasin and Arvind Virmani (2021) considers calendar year data for 2015 and 2020 and poverty line of \$1.9 PPP per day. Source: World Bank, IMF, UNDP

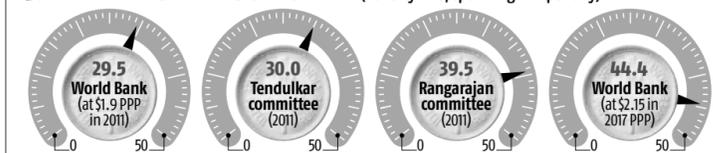
### 2: MULTIDIMENSIONAL POVERTY RECORDED THE HIGHEST DECLINE

Reduction in poor people between 2015 and 2020, (by poverty line in %)



UNDP estimate is for multidimensional poverty for 2015-16 and 2019-21. World Bank estimate is based on extreme poverty (people earning less than \$2.15 PPP per day). IMF paper by Surjit Bhalla, Karan Bhasin and Arvind Virmani (2021) considers calendar year data for 2015 and 2020 and poverty line of \$1.9 PPP per day. Source: World Bank, IMF, UNDP

### 3: DIFFERENT ESTIMATES OF POVERTY (Poverty line, spending in ₹ per day)



## ASCI lens on manipulative patterns of online ads

AKSHARA SRIVASTAVA  
New Delhi, 10 November

The Advertising Standards Council of India (ASCI) Thursday released a discussion paper, drawing attention to how digital platforms use UI/UX design to manipulate and mould consumer choices and behaviours.

Practices like drip pricing, where only a part of the actual cost is disclosed to a potential buyer, or creating a false urgency, all fall under such manipulative tactics or dark patterns.

Researchers say that UI/UX developers use data on how the eye moves on a screen to design user interfaces for apps. However, dark patterns use this information to guide consumer surfing, thus impairing the surfing experience.

The regulatory body has identified four broad such dark patterns that it looks to address: bait and switch, where a user's action is expected to lead to a certain outcome but another outcome is served like clicking on a cross sign to close an ad and instead being redirected to a different page; disguised advertising; drip pricing; and false urgency.

At least 29 per cent of ads processed by ASCI in 2021-22 pertained to disguised advertising. "Such practices impair a consumer's right to make an informed choice," said Manisha Kapoor, CEO and secretary general, ASCI.

ASCI has formed a 12-member task force to identify and examine various dark patterns. The body is now inviting comments on the proposed expansion of the ASCI code. The deadline for the comments is December 31. The new codes are expected to be released by early next year.



## WEST COAST PAPER MILLS LIMITED

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EXTRACT OF UNAUDITED CONSOLIDATED FINANCIAL RESULTS FOR THE QUARTER AND HALF YEAR ENDED SEPTEMBER 30, 2022

Sl. No.	PARTICULARS	Quarter Ended			Half Year Ended		Year Ended
		30.09.2022	30.06.2022	30.09.2021	30.09.2022	30.09.2021	
		Unaudited			Unaudited		
1	Total Income from Operations	1,209.97	1,114.15	900.49	2,324.12	1,438.10	3,377.67
2	Net Profit / (Loss) for the period (before Tax, Exceptional and/or Extraordinary Items)	330.52	280.16	88.22	610.68	131.76	420.40
3	Net Profit / (Loss) for the period before tax (after Exceptional and/or Extraordinary items)	330.52	280.16	88.22	610.68	131.76	420.40
4	Net Profit / (Loss) for the period after tax	246.12	208.95	77.73	455.08	116.94	345.88
5	Net Profit / (Loss) for the period after tax (Share of the owners of the Company)	214.67	185.34	72.48	400.01	104.43	307.04
6	Total Comprehensive Income for the period [Comprising Profit / (Loss) for the period (after tax) and Other Comprehensive Income (after tax)]	246.17	208.76	77.35	454.92	116.52	342.52
7	Paid up Equity Share Capital	13.21	13.21	13.21	13.21	13.21	13.21
8	Reserves (excluding Revaluation Reserve)						1,673.00
9	Earnings per share (Basic / Diluted) (Face Value : Rs. 2/- per share) EPS for the quarter are not annualised	32.50	28.06	10.97	60.56	15.81	46.49

Notes :

1) Key information on Standalone Unaudited Financial Results

PARTICULARS	Quarter Ended			Half Year Ended		Year Ended
	30.09.2022	30.06.2022	30.09.2021	30.09.2022	30.09.2021	
	Unaudited			Unaudited		
Total Income from Operations	723.15	660.03	550.28	1,383.18	818.91	1,985.20
Profit / (Loss) before Tax	211.62	164.90	76.09	376.52	83.77	244.44
Profit / (Loss) after Tax	155.84	123.35	72.28	279.19	84.71	218.09
Total Comprehensive Income/(Loss) for the period	156.86	123.15	71.90	280.02	84.28	215.70

2) The above is an extract of the detailed format of unaudited quarterly financial results filed with the Stock Exchanges under Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. The detailed financial results and this extract were reviewed by the Audit Committee and approved by the Board of Directors at the meeting held on November 10, 2022. The full format of the standalone and consolidated quarterly financial results are available on the Stock Exchange websites [www.nseindia.com](http://www.nseindia.com) and [www.bseindia.com](http://www.bseindia.com) and on the Company's website i.e., [www.westcoastpaper.com](http://www.westcoastpaper.com)

By Order of the Board

Place : Dandeli

Date : November 10, 2022

RAJENDRA JAIN  
Executive Director & CFO

Regd. Office : Bangur Nagar, Dandeli - 581 325, District : Uttar Kannada (Karnataka), Phone : (08284) 231391-395 (5 Lines)  
CIN : L02101KA1955PLC001936, GSTIN: 29AAACT4179N1Z0, E-mail : [co.sec@westcoastpaper.com](mailto:co.sec@westcoastpaper.com) • Website : [www.westcoastpaper.com](http://www.westcoastpaper.com)

## ADC INDIA COMMUNICATIONS LIMITED

CIN: L32209KA1988PLC009313

No.10C, 2nd Phase, 1st Main, P.B. No. 5812, Peenya Industrial Area, Bangalore 560 058

Tel: +91 80 2839 6102 | Website: [www.adckcl.com](http://www.adckcl.com)

### EXTRACT OF UNAUDITED FINANCIAL RESULTS FOR THE QUARTER AND HALF YEAR ENDED SEPTEMBER 30, 2022

(Rs. in Lakhs except per share data)

Particulars	Quarter ended		Corresponding 3 months ended	Year to date for the current period ended	Year to date for the previous period ended	Year to date for the Previous year ended
	30.09.2022	30.06.2022				
	(Unaudited)	(Unaudited)				
Total Income from Operations	3,650.70	3,295.67	3,326.71	6,946.37	6,035.90	11,892.51
Net Profit / (Loss) for the period (before Tax, Exceptional and Extraordinary items)	388.93	313.46	242.76	702.39	507.66	1,136.81
Net Profit / (Loss) for the period before tax (after Exceptional and Extraordinary items)	388.93	313.46	242.76	702.39	507.66	1,136.81
Net Profit / (Loss) for the period after tax [(after Exceptional and Extraordinary items)]	285.98	233.57	179.28	519.55	376.87	848.26
Total Comprehensive Income for the period [Comprising Profit for the period (after tax) and Other Comprehensive Income (after tax)]	283.57	235.88	174.39	519.45	372.34	851.79
Paid up Equity Share Capital	460.00	460.00	460.00	460.00	460.00	460.00
Other equity (excluding Revaluation Reserve)	4,439.33			4,439.33		4,563.88
Net worth	4,899.33	460.00	460.00	4,899.33	460.00	5,023.88
Earnings Per Share (of Rs. 10/- each)						
Basic and diluted (in Rs.) (Not annualised)	6.22	5.08	3.90	11.29	8.19	18.44

Note: The above is an extract of the detailed format of Unaudited Financial Results filed with the Stock Exchanges under Regulation 33 of the SEBI (Listing and Other Disclosure Requirements) Regulations, 2015. The full format of the Unaudited Financial Results are available on the Stock Exchange websites ([www.bseindia.com](http://www.bseindia.com)) and Company's website ([www.adckcl.com](http://www.adckcl.com))

Place : Bangalore

Date : November 10, 2022

By Order of the Board of Directors

Managing Director



## ORIENT PAPER & INDUSTRIES LTD.

[Regd. Office : Unit VIII, Plot 7, Bhoingar, Bhubaneswar - 751012 (Odisha)]  
Tel:(0674)2396030 / 2392947, Fax(0674) 2396364, E-mail: [paper@opilbsr.com](mailto:paper@opilbsr.com)  
CIN: L21011OR1936PLC000117

### Extract of Unaudited Financial Results for the Quarter and Half Year Ended 30th September, 2022

(₹ In lacs)

Sl. No.	Particulars	Quarter Ended			Half Year Ended		Year Ended
		30-09-2022	30-06-2022	30-09-2021	30-09-2022	31-03-2022	
		(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Audited)	
1	Total income from operations	22,013.69	21,121.63	13,951.84	43,135.32	23,032.17	58,565.12
2	Profit / (Loss) Before Tax	1,164.34	343.11	(1,871.27)	1,507.45	(3,590.80)	(4,391.47)
3	Net Profit / (Loss) for the period	755.29	223.36	(1,169.49)	978.65	(2,316.86)	(2,887.65)
4	Other comprehensive income not to be reclassified to Profit & Loss in subsequent periods (net of tax)	(4,825.66)	(4,999.91)	8,415.55	(9,825.57)	22,678.67	11,903.67
5	Total comprehensive income / loss (3+4)	(4,070.37)	(4,776.55)	7,246.06	(8,846.92)	20,361.81	9,016.02
6	Paid-up equity share capital (Face value per share : Re.1/-)	2,121.96	2,121.96	2,121.96	2,121.96	2,121.96	2,121.96
7	Other Equity						1,53,163.60
8	Earning per Equity Share of face value & Diluted	0.35	0.11	(0.55)	0.46	(1.09)	(1.36)

Notes :

1) The above financial results were reviewed by the Audit Committee and taken on record by the Board of Directors of the Company at their respective meetings held on November 10, 2022. The financial results for the quarter and half year ended 30th September, 2022 have been subjected to limited review by the Company's Statutory Auditors, as required under Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

2) The above is an extract of the detailed format of Unaudited Financial Results for the quarter and half year ended 30th September, 2022 filed with the Stock Exchanges under Regulation 33 of the SEBI (Listing and Other Disclosure Requirements) Regulations, 2015. The full format of the Financial Results are available on the Stock Exchange websites ([www.bseindia.com](http://www.bseindia.com) / [www.nseindia.com](http://www.nseindia.com)) and Company's website ([www.orientpaperindia.com](http://www.orientpaperindia.com)).

By Order of the Board for ORIENT PAPER & INDUSTRIES LTD. (Ashwin J. Laddha)  
Managing Director & CEO (DIN 09538310)

Place : Amlai

Date : November 10, 2022

Turnover

Q2 FY-2023

₹ 220.13 Crores

Q2 FY-2022

₹ 139.52 Crores

PBT

Q2 FY-2023

₹ 11.64 Crores

Q2 FY-2022

₹ -18.71 Crores

