



BEARDSELL LIMITED

Regd. Office :
47, Greams Road,
CHENNAI - 600 006. (INDIA)
Tel : 2829 32 96, 2829 09 00
Fax : 044-2829 03 91
CIN No. : L65991TN1936PLC001428
E-mail : ho@beardsell.co.in
Website : www.beardsell.co.in

29th September 2025

To,
National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor, Plot No.C/1, G Block
Bandra Kurla Complex, Bandra (E)
Mumbai - 400051
Scrip: BEARDSELL

Dear Sirs,

Sub: Newspaper Advertisement - DPT-1 - Inviting Deposits from Shareholders

We are hereby submitting copies of the newspaper advertisements published today i.e. on 29th September 2025, in English and Tamil Language, inviting unsecured fixed deposits from shareholders of the Company.

The above information is also available on the website of the Company www.beardsell.co.in

You are requested to take the same on your records.

Thanking you,

For BEARDSELL LIMITED

Company Secretary & Compliance Officer

Encl: As above

POINT OF VIEW

WVS

How politicians trampled tragedy to score point

In a country where empathy is often outsourced to compensation cheques, the tragic stampede at Vijay's Karur rally that left 40 people dead has now become India's hottest political football - kicked around by men in white dhotis, saffron scarves, and designer blazers, each more concerned with prime-time optics than with the grieving families.

As families mourn the senseless loss of children and loved ones, political leaders from every direction have descended like vultures - but with floral tributes, microphones, and ready-made outrage. The dead can't vote, but they sure can be used to win elections.

Leading the parade of performative grief is BJP's K. Annamalai, who seized this opportunity to demand a CBI inquiry faster than ambulances reached the scene. Citing "gross failure" by the state administration and "intelligence lapses" by the police, Annamalai dramatically declared, "This is not Vijay's fault," while simultaneously blaming Vijay for designing a 'faulty yatra' and holding rallies on weekends - a cardinal sin in the new rulebook of public safety.

While the Tamil Nadu Chief Minister announced compensation of Rs. 10 lakh per victim, Vijay countered it with Rs. 20 lakh - not to be outdone in the Great Indian Grief Bidding War. The Prime Minister's Office dropped Rs. 2 lakh from the National Relief Fund like pocket change at a high-stakes poker table. Karur BJP threw in Rs. 1 lakh, perhaps as a tip for loyalty.

Total political guilt compensation: Rs. 33 lakhs per life.
Total public accountability: Rs. 0.

One would think this was a bidding war on eBay titled: "Deceased Citizens - Slightly Trampled, Politically Useful." Of course, Vijay and some responsible opposition leaders visited the victims' families immediately. But no hospital visits. No public apologies; Only statements and sanitized Press releases, and Prime-time debates. Maybe a few planned photo-ops on the horizon.

Meanwhile, Annamalai, known for his flair for symbolic drama (remember the self-whipping episode), is once again whipping up political capital - this time using the corpses of a crowd that came to see a movie star pretending to be a messiah.

Not to be left out, Vijay, still polishing his "leader" credentials, is reportedly too busy managing damage control from a distance-A tweet, a cheque, and a prayer - the holy trinity of celebrity crisis management. Politics, like acting, demands timing. Unfortunately, Vijay missed his cue - both in arrival and accountability.

The tragic irony- No one actually wants to talk about why a venue unfit for 5,000 was allowed to host a crowd of over 20,000. No one wants to ask why mothers brought children to a political rally on a weekend - and why that was predictable and preventable. Because those answers require something no political party has: the courage to admit failure without pointing fingers.

Everyone is guilty, So No One Will Be Held Accountable. The Tamil Nadu ADGP (Law & Order) insists that there was "no intelligence failure." The state government insists that compensation is enough. The BJP insists that only a central investigation can bring justice (also read: more screen time). And Vijay, still basking in his own star power, is learning the hard way that charisma can't substitute competence.

This was not a natural disaster. It was a man-made disaster. Poor planning, and lack of moral responsibility. A crowd didn't just gather - it was lured, hyped, and herded. And when the inevitable happened, everyone turned to the playbook: blame the police, blame the state government, blame the weather, blame the crowd, blame the weekend, and finally - gift-wrap it with condolence cash.

Not a single public mea culpa-just sound and fury, signifying political ambition. What the People Want: Not Cheques, But Change. For the families left behind, Rs. 33 lakh is money they neither asked for nor want in this manner. Grief is not a currency, and no amount of hollow compensation can replace a child's life. What they would rather have is a job, a future, accountability - something more lasting than news-cycle sympathy.

Maybe next time, a proper crowd management plan; Maybe an actual safety audit. Maybe someone asks the basic question: should a political rally be designed like a concert for a rock star, or like a civic event in a democracy?

Vijay's first political step has become slippery by arriving late to the venue- about five hours knowing fans are waiting eagerly; not political loyalists.

Karur was a tragedy. But the real tragedy is how quickly it became a stage. The political actors have all taken their bows - each one applauding themselves. But the audience - the public - is left to pick up the pieces, once again wondering if anyone on that stage actually cares



Sasikumar onboards director Dharani's next

J.K. Film International, founded by J. Kamalakannan, is set to deliver a content-driven spectacle with its upcoming untitled film directed by Dharani Rasendran of Yaathisai fame. The project gains prominence with filmmaker-actor Sasikumar joining the cast in a key role as an INA officer, announced through a special poster on his birthday.



"This feels like a crowning moment for our project, not just an icing on the cake," says director Dharani Rasendran, expressing his joy at Sasikumar's gracious acceptance. "In this story set during the British era, he will portray an INA officer. We are gearing up to shoot intense action sequences that will be one of the film's highlights."

With 70% of filming already completed, J.K. Film International is shaping the project on a grand scale. The ensemble cast also includes Seyon, Bhavani Sre, Samuthirakani, Shivadha, and Kishore. On this special occasion, the team extends heartfelt wishes to Sasikumar and promises to reveal more exciting details in the coming days.

Sidharth, Kiara new brand faces of vivo



vivo, the global smartphone innovator, has announced Bollywood couple Sidharth Malhotra and Kiara Advani as its new brand ambassadors in India. Known for their warmth and authenticity, the duo reflects vivo's philosophy of fostering real connections and self-expression.

The partnership highlights the vivo V Series, celebrated for its sleek design and portrait photography. Geetaj Chanaana, Head of Corporate Strategy at vivo India, said: "We are delighted to welcome Sidharth and Kiara to the vivo family. With the all-new vivo V60, we continue to push imaging innovation, offering users a device designed to capture timeless memories with clarity and style."

Grandeur, charities mark SMCA's Sharodotsav festival in city

Chennai, Sep 29
The South Madras Cultural Association (SMCA) commenced its 47th Annual Autumn Festival, "Sharodotsav," with immense pride. The mega five-day event, running from Sep 28 to Oct 2 2025, combines the invocation of the Goddess of Shakti, Maa Durga with a vibrant lineup of cultural programs and a significant fundraising initiative for the SMCA Charitable Trust.

The festival's inauguration was graced by a distinguished panel of guests, including a Retired Chief Justice of Manipur and Agartala and two sitting judges of the Madras High Court Justice Murlidharan and Justice Senthil Kumar.

A Fusion of Culture and Community Spirit Spearheaded by SMCA President Kausik Ganguly and Secretary Sandip Dey, the Sharodotsav is set to be a spectacle of art, entertainment, and community bonding. Vice Presidents Bhaskar Sain and Debashish Mukherjee along with Executive Committee Member Dr Anita Ramesh, were also present to mark the festival's commencement.

The five-day itinerary is packed with gala events including a Musical Nights and Stage Performances by renowned artists and members.

A main attraction is the diverse Food-fest and various contests.

Beardsell Limited

CIN :L65991TN1936PLC001428
Registered Office: 47, Greames Road, Chennai 600 006
Tel. No.044-28293296 / 28290900 | Website : www.beardsell.co.in | E-mail : ho@beardsell.co.in

FORM DPT-1

CIRCULAR OR CIRCULAR IN THE FORM OF ADVERTISEMENT INVITING DEPOSITS

{Pursuant to section 73(2)(a) and other applicable provisions under Companies Act, 2013 and rule 4(1) and 4(2) of the Companies(Acceptance of Deposits) Rules, 2014}

<p>a. Name, address, website and other contacts of the Company</p> <p>BEARDSSELL LIMITED CIN: L65991TN1936PLC001428 47, Greames Road, Chennai - 600006, email: ho@beardsell.co.in web: www.beardsell.co.in 23rd November, 1936</p> <p>b. DETAIL OF INCORPORATION</p> <p>c. Business carried on by the company and its subsidiaries with the details of branches or units, if any;</p> <p>The company is in the business of Manufacturing, Selling and Contracting activities in Expanded Polystyrene, Insulation and packaging material, Prefab Panels & Solar Shield, Quikbuild construction panels, Marketing of Textiles, Electric Motors, Exports and Technical Consultancy Services. Ahmedabad, Bangalore, Chennai, Coimbatore, Hyderabad, Kochi, Mumbai, New Delhi, Pune and Vizag.</p> <p>Wholly Owned Subsidiary : M/s Sarovar Insulation Pvt. Ltd., Chennai, Thane, Karad, Hyderabad, Malur and Hapur.</p> <p>Company is managed by the Executive Director and the Whole-time Director under direction, control and supervision of the Board of Directors of the Company.</p> <p>Branches and Subsidiary</p> <p>Manufacturing units</p> <p>d. Brief particulars of the management of the company;</p> <p>Company is managed by the Executive Director and the Whole-time Director under direction, control and supervision of the Board of Directors of the Company.</p>	<p>e. Terms of raising of Deposits</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>PERIOD IN YEARS</th> <th>Monthly Interest Scheme, Minimum</th> <th>Quarterly Interest Scheme, Minimum</th> <th>Cumulative Interest Scheme, Minimum Deposit Rs.5,000/-</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Deposit of Rs.10,000/-</td> <td>Deposit of Rs.5,000/-</td> <td>Maturity Value %</td> </tr> <tr> <td>2</td> <td>9.75%</td> <td>9.83%</td> <td>Rs. 5509/- 10.20%</td> </tr> <tr> <td>3</td> <td>10.25%</td> <td>10.34%</td> <td>Rs. 6132/- 11.32%</td> </tr> <tr> <td>3</td> <td>10.50%</td> <td>10.59%</td> <td>Rs 6842/- 12.28%</td> </tr> </tbody> </table> <p>f. Mode of payment and repayment Account Payee Cheque / Demand Draft / Net banking / NEFT / RTGS</p> <p>g. Proposed time schedule mentioning the date of opening of the Scheme and time period for which the circular or advertisement is valid</p> <p>Date of opening of the scheme : The Scheme will open from the date, following the day of the Annual General Meeting to be held in the year 2025, subject to regulatory provisions as may be applicable.</p> <p>h. Reasons or objects of raising the deposits;</p> <p>The purpose of the unsecured deposits from members is to fund the ongoing projects and augment working capital needs of the Company.</p> <p>i. Credit rating Obtaining</p> <p>1. Name of the credit rating agency 2. Meaning of the rating obtained 3. Date on which rating was obtained</p> <p>M/s. CARE Ratings Limited CARE BBB, Stable (Upgraded from CARE BBB-, Positive) 04/08/2025</p> <p>j. Extent of deposit insurance : Terms of the insurance coverage Duration of coverage Extent of coverage Procedure for claim in case of default etc.</p> <p>NOT APPLICABLE -</p> <p>k. Short particulars of the charge created or to be created for securing such deposits, if any;</p> <p>NOT APPLICABLE - As the deposits are unsecured</p> <p>l. Any financial or other material interest of the directors, promoters or key managerial personnel in such deposits and the effect of such interest in so far it is different from the interest of other persons.</p> <p>None of the Directors, Key Managerial Personnel and their relatives are concerned or interested</p>	PERIOD IN YEARS	Monthly Interest Scheme, Minimum	Quarterly Interest Scheme, Minimum	Cumulative Interest Scheme, Minimum Deposit Rs.5,000/-	1	Deposit of Rs.10,000/-	Deposit of Rs.5,000/-	Maturity Value %	2	9.75%	9.83%	Rs. 5509/- 10.20%	3	10.25%	10.34%	Rs. 6132/- 11.32%	3	10.50%	10.59%	Rs 6842/- 12.28%	<p>C. A summary of the financial position of the company as in the three audited balance sheets immediately preceding the date of issue of circular or advertisement.</p> <p style="text-align: right;">(Rs. In Lakhs)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Equity and Liabilities</th> <th>31.03.2025</th> <th>31.03.2024</th> <th>31.03.2023</th> <th>Assets</th> <th>31.03.2025</th> <th>31.03.2024</th> <th>31.03.2023</th> </tr> </thead> <tbody> <tr> <td>Equity</td> <td>8099.56</td> <td>7103.44</td> <td>5913.46</td> <td>Non Current Assets</td> <td>5764.25</td> <td>5523.06</td> <td>4944.81</td> </tr> <tr> <td>Non Current Liabilities</td> <td>930.82</td> <td>930.26</td> <td>932.82</td> <td>Current Assets</td> <td>10646.35</td> <td>9440.64</td> <td>8929.34</td> </tr> <tr> <td>Current Liabilities</td> <td>7380.22</td> <td>6930</td> <td>7027.87</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>TOTAL</td> <td>16410.60</td> <td>14963.70</td> <td>13874.15</td> <td>TOTAL</td> <td>16410.60</td> <td>14963.70</td> <td>13874.15</td> </tr> </tbody> </table> <p>D. 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Any change in accounting policies during the last three years and their effects on the profits and the reserves of the company;</p> <p>The financial statements have been prepared in accordance with Indian Accounting Standard (Ind AS). All accounting policies and applicable Ind AS have been applied consistently for all periods presented</p> <p>5. DECLARATION BY THE DIRECTORS THAT -</p> <p>A The Company has not defaulted in the repayment of deposits accepted either before or after the commencement of the Act or payment of interest thereon;</p> <p>B The Board of Directors have satisfied themselves fully with respect to the affairs and prospects of the company and that they are of the opinion that having regard to the estimated future financial position of the company, the company will be able to meet its liabilities as and when they become due and that the company will not become insolvent within a period of one year from the date of issue of the circular or advertisement;</p> <p>C The Company has complied with the provisions of the Act and the rules made thereunder;</p> <p>D The compliance with the Act and the rules does not imply that repayments of deposits is guaranteed by the Central Government;</p> <p>E The deposits accepted by the company before the commencement of the Act will be repaid along with interest on the respective due dates and until they are repaid, they shall be treated as unsecured & ranking pari-passu with other unsecured liabilities;</p> <p>F In case of any adverse change in credit rating, depositors will be given a chance to withdraw deposits without any penalty;</p> <p>G The deposits shall be used only for the purposes indicated in the circular or circular in the form of advertisement;</p> <p>H The deposits accepted by the company (other than the secured deposits, if any) are unsecured and rank pari-passu with other unsecured liabilities of the Company.</p> <p>Notes: i) The Text of the Advertisement has been approved by the Board of Directors of the Company on 12th August 2025. ii) This Advertisement is issued on the Authority and in the name of Board of Directors of the Company. iii) Certificate of No Default from Statutory Auditors as per Rule 4(1) of the Companies (Acceptance of Deposits) Rules, 2014 is attached herewith. iv) A Copy of this Advertisement signed by a majority of the Directors of the Company is filed with the Registrar of Companies, Chennai 600 006, Tamil Nadu.</p> <p>DISCLAIMER: It is to be distinctly understood that filing of circular or circular in the Form of advertisement with the Registrar should not in any way be deemed or construed that the same has been deemed or approved by the Registrar or Central Government. The Registrar or Central Government does not take any responsibility either for the financial soundness of any deposit scheme for which the deposit is being accepted or invited or for the correctness of the statements made or opinions expressed in the circular in the Form of advertisement. The depositors should exercise due diligence before investing in the deposit scheme.</p> <p>Date : 29.09.2025 Place : Chennai</p> <p style="text-align: right;">For Beardsell Limited Kanhu Charan Sahu Company Secretary</p>	Equity and Liabilities	31.03.2025	31.03.2024	31.03.2023	Assets	31.03.2025	31.03.2024	31.03.2023	Equity	8099.56	7103.44	5913.46	Non Current Assets	5764.25	5523.06	4944.81	Non Current Liabilities	930.82	930.26	932.82	Current Assets	10646.35	9440.64	8929.34	Current Liabilities	7380.22	6930	7027.87					TOTAL	16410.60	14963.70	13874.15	TOTAL	16410.60	14963.70	13874.15	PARTICULARS	31.03.2025	31.03.2024	31.03.2023	Cash Flow from Operating Activities	1400.47	1069.93	1248.44	Cash Flow from Investing Activities	(733.52)	(1093.24)	(1033.04)	Cash Flow from Financing Activities	(509.45)	(460.39)	(89.28)	Net Increase / (Decrease) in Cash and Cash Equivalents	(157.50)	(483.70)	126.12
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4 FINANCIAL POSITION OF THE COMPANY

A. Profits of the Company, before and after making provision for tax for the Three Financial years immediately preceding the date of issue of circular or a advertisement & Dividends declared by the Company in respect of the said three financial years;

For the Year Ended	Profit / Loss Before Tax	Profit / Loss After Tax	Dividend Declared (Rs. Lakhs)	Interest Coverage Ratio
31.03.2023	1125.87	838.54	39.43 [5%]	4.24
31.03.2024	1208.12	793.43	39.43 [5%]	4.32
31.03.2025	1242.08	957.06	39.43 [5%]	5.41

B. Interest Coverage ratio for last three years.

For the Year Ended	Public	Share Holders
Amount which the company can raise by way of deposits as per the Act and the rules made there under;	Nil	2832.97
Aggregate of deposits actually held on the last day immediately preceding financial year (as on 31/03/2025)	Nil	273.93
Aggregate of deposits actually held on the date of issue of Circular or advertisement (as on 12/08/2025)	Nil	358.47
Amount of deposits proposed to be raised (not exceeding)	Nil	500.00
Amount of Deposits repayable in Next Twelve months (upto 31/03/2026)	Nil	228.83

