

18 INTERNATIONAL

FINANCIAL EXPRESS

Boeing cut as S&P joins Moody's with downgrade amid Max crisis

BOEING HAS BEEN downgraded by S&P Global Ratings and Moody's Investors Service as the grounding of the 737 Max plane extends into next year, jeopardizing the company's financial future.

S&P followed Moody's lead Thursday morning with a one-notch cut to A-, four levels above speculative grade amid uncertainty around when the company's best-selling aircraft will return to service,

analyst Christopher Denicolo said in a report. The production halt brings risks to the company's supply chain and Boeing's long-term impact to potential competitive edge, Denicolo said.

Moody's noted the same concerns in a Wednesday note where the ratings firm downgraded the company one level to A3. The company has about \$2.3 billion of debt outstanding.—BLOOMBERG

Adidas & Beyonce to launch gender-neutral collection

REUTERS Berlin, December 19 ADIDAS WILL START selling a new collection designed with singer Beyonce on January 18 in a launch of her Ivy Park brand that includes shoes, clothes and accessories, mostly in maroon, orange and cream. Adidas described the collection, which features on the cover of January's Elle magazine, as gender neutral. It includes jumpsuits, cargo pants, hoodies and cycling shorts, mostly featuring signature Adidas triple-stripes. The German sportswear brand announced it was teaming up with the singer in April to relaunch the Ivy Park brand Beyonce started in 2016 together with British fashion chain Topshop. The company did not give financial details. The partnership comes as Adidas seeks to attract more

female customers, an area where it has lagged bigger rival Nike and German competitor Puma, which saw its sales boosted by a collaboration with singer Rihanna that ended last year. Adidas does not expect much of an immediate help to sales from the initial Beyonce collection, but it will ramp up over time, Chief Executive Kasper Rorsted told analysts in November. "You're going to see several launches coming up, but they have no substantial revenue

impact and this has been part of the plan all the time. You will see that change throughout next year," the CEO said. Adidas has eroded Nike's dominance of the US market in recent years, helped by partnerships with celebrities like Kanye West and Pharrell Williams, but Nike has been growing faster in China and Europe, a trend that continued in the latest results. Ivy Park started last year Beyonce had bought the fitness clothing brand from Topshop.

SHRIRAM HOUSING FINANCE LIMITED. Registered Office: Office No. 123, Angappa Naicken Street, Chennai - 600 001. Head Office: Level -1, Wockhard Towers, East Wing C-2 Block, Bandra Kurla Complex, Bandra (East), Mumbai 400 051; Telephone: 022 4241 0400, 022 4060 3100; Website: www.shriramhousing.in

TERMS AND CONDITIONS OF AUCTION APPENDIX-IV-A [SEE PROVISION TO RULE 8(6)] SALE NOTICE FOR SALE OF IMMOVABLE PROPERTIES. E-Auction Sale Notice for Sale of Immovable Assets under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to Rule 8(6) of the Security Interest (Enforcement) Rules, 2002

PUBLIC ANNOUNCEMENT Regulation 31(2) read with Regulation 12(3) of the Insolvency and Bankruptcy Code of India (Liquidation Process) Regulations, 2016 FOR THE ATTENTION OF THE STAKEHOLDERS OF ASSOCIATED TRADE LOGISTICS PRIVATE LIMITED - IN LIQUIDATION

PUBLIC NOTICE It is notice to the general public as well as all the Creditors and stakeholders of Empire Gears Limited and Osho Forge Limited (herein referred to be as "Companies") having registered offices at D 42, Phase V, Focal Point Ludhiana, Punjab.

Bank of Baroda बैंक ऑफ़ बड़ोदा (A Govt. Of India Undertaking) E-AUCTION NOTICE. ZOSARB, 13th Floor, Bank of Baroda Building, 16 Sansad Marg, New Delhi -110001

E-Auction Sale Notice for Sale of Immovable Properties under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to Rule 9(1) of the Security Interest (Enforcement) Rules, 2002

Table with columns: Name of the Borrower / Guarantor, Description of Properties, Reserve Price (Rs.), Date/Time of e-Auction, Date of Demand Notice, Authorized Officer and Contact Number. Includes entries for Mrs. Asma Begum and Mrs. Nasira Begum.

TERMS AND CONDITIONS: 1. The e-Auction is being held on "AS IS WHERE IS" and "AS IS WHAT IS BASIS". 2. LAST DATE & TIME OF SUBMISSION OF EMD AND DOCUMENTS 21.01.2020 UPTO 4:00 P.M. The interested bidders who require assistance in creating Login ID & Password, uploading data, submitting bid, training on e-bidding process etc., may contact M/S Antares Systems Ltd.

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Table with columns: S. No., Name of the Borrower, Description & owner of Properties, Demand Notice Date, Reserve Price, Date/Time of e-Auction. Includes entries for Smt. Uma Gupta, M/s Devendra Kumar, M/s Raja Sornath, Sh. Brij Mohan Sharma, Sh. Jitendra Sharma, Sh. Shivir S/o Sh. Rahish Qureshi, Sh. Yog Raj Singh, HARI SH CHAND JAIN, Mr. ASLAM KHAN Agra, M/s Amarnath & Sons, M/s Gurav Construction Company.