

INEOS STYROLUTION

INEOS STYROLUTION INDIA LIMITED

Registered Office : 5th Floor, OHM House - II, OHM Business Park, Subhanpura, Vadodara - 390 023, Gujarat.
CIN : L25200GJ1973PLC002436

Tel. No : +91 265 2303201 Fax No : +91 265 2303203
E mail : INSTY.secshare@ineos.com | Website : www.ineosstyrolutionindia.com

NOTICE

For transfer of equity shares of the Company to Investor Education and Protection Fund (IEPF) Suspend Account

NOTICE is hereby given that pursuant to the provisions of section 124 of the Companies Act, 2013 ("the Act") read with the Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and Refund) Rules, 2016 ("the Rules") notified by the Ministry of Corporate Affairs as amended from time to time, equity shares of the Company on which dividend has remained unclaimed or unpaid for a period of seven consecutive years or more, are required to be transferred by the Company to the Investor Education and Protection Fund (IEPF) Suspend Account.

Adhering to the various requirements set out in the Rules, the Company had communicated to the concerned shareholders individually via letters on their addresses registered with the Company, whose shares are liable to be transferred to IEPF Suspend Account under the said Rules, for taking appropriate action(s).

The details of such shareholders and shares due for transfer to IEPF Suspend account has been uploaded on the website of the Company www.ineosstyrolutionindia.com. Shareholders can verify the details of the unclaimed dividend and the shares liable to be transferred to IEPF Suspend Account from the website.

The concerned shareholders holding shares in physical form may note that the Company would be issuing duplicate share certificate(s) in lieu of the original share certificates held by them for the purpose of transfer of shares to IEPF Suspend Account as per the Rules and upon issue of such shares, the original share certificate(s) which stand registered in their name shall stand automatically cancelled and be deemed as non-negotiable. The shareholders may further note that the details uploaded by the Company on its website should be regarded and shall be deemed adequate notice in respect of issue of the duplicate share certificate(s) by the Company for the purpose of transfer of shares to IEPF Suspend Account pursuant to the Rules.

In case the Company does not hear anything from the concerned shareholders by 15 May 2021, the Company shall with a view of complying with the requirements of the said Rules, transfer the shares to IEPF Suspend Account by the due date as per procedure stipulated in the Rules, without any further notice to the share holders and no liability shall lie against the Company in respect of the shares so transferred.

Shareholders may note that both the unclaimed dividend and the shares transferred to IEPF Suspend Account including all benefits accruing on such shares, if any, can be claimed back by them from IEPF Authority after following the procedure prescribed in the Rules.

For any queries in respect of the above matter, please write to company or contact our RTA M/s. Link Intime India Pvt. Ltd., 'B' Tower, 102 and 103, Shangrila Complex, 1st Floor, Opp. HDFC Bank, Near Radhakrishna Char Rasta, Akota, Vadodara - 390020, Tel No.: 0265 - 6136000, 2356573 , e-mail : vadodara@linkintime.co.in.

By order of the Board

For INEOS Styrolution India Limited

Date : 26.02.2021
Place : Vadodara

Ahijaat Sinha
Head Legal and Company Secretary

Business Standard

AHMEDABAD EDITION

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No Air Surcharge

ANDHRA PRADESH INDUSTRIAL INFRASTRUCTURE CORPORATION LIMITED (APIIC)

(A Government of Andhra Pradesh Undertaking)

MEGA FOOD PARK, MALLAVALLI (M), KRISHNA (D), ANDHRA PRADESH

APIIC has developed a Mega Food Park under the Mega Food Park scheme by Ministry of Food Processing Industry (MoPI), at Mallavalli (V), Balupalada (M), Krishna (D) wherein, a Core Processing Centre is setup, along with basic enabling infrastructure for establishment of Food Processing Units with around 28 plots available for allotment. Parties interested to avail these facilities established under the park may contact the following:

Ch.S.S. Prasad
Engineer in Chief
+91-9950515007
chiefengineer-ap@apiic.in

V. Murali Krishna
Zonal Manager
+91 9848933877
zm.vij.apiic@nic.in

For further details on the list of plots please visit:
<https://apiic.in/8443KPI/apic/Apiic/VacantPlots.jsp?param=vac2&uszn=ALL&zn=VU&VAVADA&apname=Mega%20Food%20Park%20Mallavalli>

LIST OF FACILITIES

Asseptic Pulping Line | ECRIC Ripening Chambers with crates and conveyor system for fruit transfer
Fully automatic Aseptic brick carton filling and packing line | Packing Unit for powders and granules
Warehouse | Civil Work and Building (Including PEB) of above components
Cold Store | Plots for allotment : 28 Nos

PUBLIC NOTICE

That our Clients 1. Jyotindrabhai Archhaval Parikh 2. Ashish Jyotindrabhai Parikh have demanded for the title clearance certificate for the property situated at non agricultural plot of land in Majje: Tandajia, Vadodara lying being land bearing R. S. no. 242 & 250. Consolidated Survey no. 242, C. S. no. 159. Total admeasuring 13153 Sq. Mtrs., Known as "SHREEM GALAXY" Building, Shyama Building, First Floor, Flat No. 103, First Floor Construction admeasuring 108.32 Sq. Mtrs., Undivided Land admeasuring 30.97 Sq. Mtrs., at Sub District & District Vadodara, that for the captioned property an Agreement to Sell was executed by Bhailalbai Balubhai Patel through his P.O. Holder Manish Rameshbhai Jadav in favour of Anilkumar Jayantilal Pandya, which was cancelled through a Cancellation Agreement Vides Registration No. 9209 dated 25.07.2014, but the original R.R & Cancellation Agreement is missing. Therefore if any individual, Bank or any Financial Institution has its charge or lien on the said property then within 7 days from the publication of the notice may send their objections along with the Supportive Evidence. If not send within given period then my client will initiate further proceedings. .
Date - 26-02-2021. Under the instruction form the client.

SAPAN TEREDESAI (ADVOCATE)

Office: 407, 4th Floor, Bluechip Complex, B/s. Vadodara Stock Exchange, Sayajigunj, Vadodara. (M) 9426306324

pnb पंजाब नैशनल बैंक Punjab National Bank

Zonal SASTRA Ahmedabad : Address: 4th Floor, Chanakya Building, Near Dinesh Hall, Ashram Road, Ahmedabad - 380009. Phone: 9909996665, E mail: zs8336@pnb.co.in

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. Notice is hereby given to the public in general and in particular to the Borrower (s) and Guarantor (s) that the below described immovable property mortgaged/charged to the Secured Creditor, the constructive/physical/ symbolic possession of which has been taken by the Authorised Officer of the Bank/ Secured Creditor, will be sold on "As is where is", "As is what is", and "Whatever there is" on the date as mentioned in the table herein below, for recovery of its dues due to the Bank/ Secured Creditor from the respective borrower (s) and guarantor (s). The reserve price and the earnest money deposit will be as mentioned in the table below against the respective properties.

SCHEDULE OF THE SECURED ASSETS					
Date of E-Auction: 31.03.2021 (Last date of submission of EMD: 30.03.2021 up to 5.00 PM)					
Lot No.	Name of Branch Name & address of the Borrower/ Guarantors Account	Description of Immovable Properties / securities mortgaged / Owner's name (Mortgagors of properties)	(e) Date of demand Notice u/s 13(2) of SARFAESI Act 2002 (f1) O/S amount as on date of 13(2) notice (f2) O/S amount as on given date (g) Possession date u/s 13 (4) of SARFAESI Act 2002 (h) Nature of possession Symbolic/Physical/constructive	(a) Reserve Price (b) EMD (c) Bid Increase Amt	Date/ Time of E-Auction
1.	Ashram Road Branch (eOBC), Vinayak Coal Traders Pvt Ltd, Ekta Anilvallah Raval (Guarantor)	Commercial property i.e. Office No. B-502, 5th floor, Block No. B, Wall Street-2, Ratnik Apartments Owners Association, Near Ellis bridge, Mouje: Chhadavad Ahmedabad (Super built up area 662 sq ft) Owned by Ekta Anilvallah Raval. North: Lift & passage; South: Office No B-501; East: Margin Space; West: Passage & office No B-507	(e) 01.09.2017 (f1) 15,82,90,554.89/- plus further interest (f2) 19,47,62,160.89/- as on 31.01.2021 (g) 28.11.2017 (h) Symbolic	(a) Rs 26,75,000/- (b) Rs 2,67,500/- (c) Rs 20,000/-	Date: 31.03.2021 Time: 11:00 am to 1:00 pm
2.	Ashram Road Branch (eOBC), Vinayak Coal Traders Pvt Ltd, Kosh Hemant Pandey (Guarantor)	Residential Flat B/502, Pushpavan Appt., Bodakdev, Ahmedabad (Built up area 202 sq yds & Super Built up area 310 Sq yds) Owned by Kosh Hemant Pandey North: Flat No B-501; South: Other's property; East: Other's property; West: Staircase, passage & Flat No B-503	(e) 01.09.2017 (f1) 15,82,90,554.89 plus further interest (f2) 19,47,62,160.89 as on 31.01.2021 (g) 28.11.2017 (h) Symbolic	(a) Rs 1,25,12,000/- (b) Rs 1,21,200/- (c) Rs 1,00,000/-	Date: 31.03.2021 Time: 11:00 am to 1:00 pm
3.	Ashram Road Branch (eOBC), Vinayak Coal Traders Pvt Ltd, Krishnadevi Banvarilal Gupta (Guarantor)	Commercial property i.e. Office No. B-708, 7th floor, Wall Street-2, Ratnik Apartments Owners Association, near Ellis bridge, Mouje: Chhadavad, Ahmedabad (Area Super built up 95.23 sq mtr, Net built up 77 sq mtr) Owned by Krishnadevi Banvarilal Gupta North : Passage; South: Other's property; East: Office No B-701; West: Margin space	(e) 01.09.2017 (f1) 15,82,90,554.89 plus further interest (f2) 19,47,62,160.89 as on 31.01.2021 (g) 28.11.2017 (h) Symbolic	(a) Rs 41,35,000/- (b) Rs 4,13,500/- (c) Rs 20,000/-	Date: 31.03.2021 Time: 11:00 am to 1:00 pm
4.	Ashram Road Branch (eOBC), Vinayak Coal Traders Pvt Ltd, Mukesh B Agarwal & Rekha Mukeshbhai (Guarantor)	Residential Flat A/901, Prayag Residency, Bodakdev, Ahmedabad (385 sq yrd super built up area) Owned by Mukesh B Agarwal & Rekha Mukeshbhai Agarwal. North: Margin space; South: Lift & Flat No A-903 & A-904; East: Flat No A-902; West: Margin space	(e) 01.09.2017 (f1) 15,82,90,554.89 plus further interest (f2) 19,47,62,160.89 as on 31.01.2021 (g) 28.11.2017 (h) Symbolic	(a) Rs 1,94,50,000/- (b) Rs 19,45,000/- (c) Rs 1,00,000/-	Date: 31.03.2021 Time: 11:00 am to 1:00 pm
5.	Ashram Road Branch (eOBC), Vinayak Coal Traders Pvt Ltd, (Borrower)	Commercial Property, Office Premises at A-610, 6th Floor, Signature-II, Survey No.441/1, TPS No. 86, Final Plot No.116/1, Fatehwadi, Ta-City, Distt.- Ahmedabad, Sanand Cross Road, Ahmedabad (Super built up Carpet area 61.42 sq mtr on sixth floor together with undivided proportionate land share of 28.60 sq mtr) Owned by M/s Vinayak Coal Traders Pvt Ltd North: Margin space; South: Office No A-609; East: Office No A-611; West: Office No A-603	(e) 01.09.2017 (f1) 15,82,90,554.89 plus further interest (f2) 19,47,62,160.89/- as on 31.01.2021 (g) 28.11.2017 (h) Symbolic	(a) Rs 25,30,000/- (b) Rs 2,53,000/- (c) Rs 20,000/-	Date: 31.03.2021 Time: 11:00 am to 1:00 pm
6.	Ashram Road Branch (eOBC), VNKC Agrocom Pvt Ltd, Krunal Chandrakant Kotecha (Guarantor)	Residential Property, Flat no B/303 on 3rd Floor in "Ashirwad Residency", Admeasuring 147.62 Sq Yards constructed as plot no 69 of Brahman Mitramandal Co-operative Housing Society Ltd on land bearing final plot no 706+776+777 of Town planning scheme no 3/5 at Mouje - Chhadavad; Opposite Jalaram Temple, Paldi Railway Crossing, Distt.- Ahmedabad (Owned by Krunal Chandrakant Kotecha) North: Open Space; South: Passage and Flat No-302 East : Open Space; West: Open Space and Block No-A	(e) 07.11.2020 (f1) 30,83,38,709.73 plus further interest (f2) Rs 31,21,43,908.73 as on 23.02.2021 (g) 11.02.2021 (h) Symbolic	(a) Rs 81,56,000/- (b) Rs 8,15,600/- (c) Rs 50,000/-	Date: 31.03.2021 Time: 11:00 am to 1:00 pm
7.	Ashram Road Branch (eOBC), VNKC Agrocom Pvt Ltd, Vipul N Kanabar (Guarantor)	Residential Property, Flat no J/201 at "Kala Residency Apartment" admeasuring 119.03 Sq Yards Constructed on S no 48 Town Planning Scheme No 3 of Final Plot No 74/1, Constructed on Non - agricultural Land bearing survey no-48, TPS No- 3, Final plot no-74/1 Near Radio Mirchi, Mouje- Vejalpur, Distt.- Ahmedabad (Owned by Vipul N Kanabar) North : Stair, Lift & common passage; South : Society Road & common road ; East : Society entrance and Block no-A; West: Flat No J/202	(e) 07.11.2020 (f1) 30,83,38,709.73 plus further interest (f2) Rs 31,21,43,908.73 as on 23.02.2021 (g) 11.02.2021 (h) Symbolic	(a) Rs 60,70,000/- (b) Rs 6,07,000/- (c) Rs 50,000/-	Date: 31.03.2021 Time: 11:00 am to 1:00 pm
8.	Ashram Road Branch (eOBC), VNKC Agrocom Pvt Ltd, (Borrower)	Commercial Property, Office no 408, 4th Floor in the building known as "Sangrila Arcade" near Shyamal cross Road, admeasuring 316.60 Sq Mtrs constructed over land bearing survey no 72, FP no-115/2, TPS no-3 at Mouje- Vejalpur, Ahmedabad (Owned by VNKC Agrocom Private Limited) North: 30 Mtr Wide road ; South: Final Plot No-72/3, East: Final plot no-230-34; West: Final Plot no-115/2	(e) 07.11.2020 (f1) 30,83,38,709.73 plus further interest (f2) Rs 31,21,43,908.73 as on 23.02.2021 (g) 11.02.2021 (h) Symbolic	(a) Rs 1,36,15,000/- (b) Rs 13,61,500/- (c) Rs 1,00,000/-	Date: 31.03.2021 Time: 11:00 am to 1:00 pm

Details of the encumbrances known to the secured creditors - NOT KNOWN

TERMS AND CONDITIONS OF E-AUCTION SALE :- 1. The sale shall be subject to the Terms & Conditions prescribed in the Security Interest (Enforcement) Rules 2002 and to the following further conditions. (1) The auction sale will be "online through e-auction" portal <http://www.mstcecommerce.com> 2. The intending Bidders/Purchasers are requested to register on portal (<https://www.mstcecommerce.com>) using their mobile number and email-id. Further, they are requested to upload requisite KYC documents. Once the KYC documents are verified by e-auction service provider (may take 2 working days), the intending Bidders/ Purchasers has to transfer the EMD amount using online mode in his Global EMD Wallet before the e-Auction Date and time in the portal. The registration, verification of KYC documents and transfer of EMD in wallet must be completed well in advance, before auction. 3. Earnest Money Deposit (EMD) amount as mentioned above shall be paid online through 3 mode i.e. NEFT/ Cash/ Transfer (After generation of Challan from (<https://www.mstcecommerce.com>) in bidders Global EMD Wallet. NEFT transfer can be done from any Scheduled Commercial Bank, however for Cash/ Transfer the bidder has to visit Punjab National Bank Branch. Payment of EMD by any other mode such as Cheques will not be accepted. Bidders, not depositing the required EMD online, will not be allowed to participate in the e-auction. The Earnest Money Deposited shall not bear any interest. 4. Platform (<https://www.mstcecommerce.com>) for e-Auction will be provided by e-Auction service provider M/S MSTC Limited having its Registered office at 225-C, A.J.C. Bose Road, Kolkata 700020 (contact Phone & Toll Free Numbers 079-41072412/ 411/ 413 or 1800-1033-5342). The intending Bidders/ Purchasers are required to participate in the e-Auction process at e-Auction Service Providers website <https://www.mstcecommerce.com> This Service Provider will also provide online demonstration/ training on e-Auction on the portal. 5. The Sale Notice containing the General Terms and Conditions of Sale is available/ published in the following websites/ web page portal. (1) <https://www.ibapi.in> (2) <https://eprocure.gov.in/epublish/app> (3) <http://www.mstcecommerce.com/> (4) <http://www.pnbndia.in> 6. The intending participants of e-auction may download free of cost, copies of the Sale Notice, Terms & Conditions of e-auction, Help Manual on operational part of e-Auction related to this eAuction from e-BAP-IBAPI portal (<https://www.ibapi.in>). 7. The intending Bidders / Purchasers are requested to register on portal (<https://www.mstcecommerce.com>) using their mobile number and email-id. Further, they will upload the requisite KYC documents. Once the KYC documents are verified by e-auction service provider (may take 2 working days), the intending Bidders/Purchasers has to transfer the EMD amount using online mode in his Global EMD Wallet. Only after having sufficient EMD in his Wallet, the interested bidder will be able to bid on the date of e-auction. 8. Bidders Global Wallet should have sufficient balance (> = EMD amount) at the time of bidding. 9. During the e-auction bidders will be allowed to offer higher bid in inter-se bidding over and above the last bid quoted and the minimum increase in the bid amount must be of the amount mentioned above. Ten minutes time will be allowed to bidders to quote successive higher bid and if no higher bid is offered by any bidder after the expiry of ten minutes to the last highest bid, the e-auction shall be closed. 10. It is the responsibility of intending Bidder(s) to properly read the Sale Notice, Terms & conditions of e-auction, Help Manual on operational part of e-Auction and follow them strictly. (1) In case of any difficulty or need of assistance before or during e-Auction process may contact authorized representative of our e-Auction Service Provider (<http://www.mstcecommerce.com>). Details of which are available on the e-Auction portal. 11. After finalization of e-Auction by the Authorized Officer, only successful bidder will be informed by our above referred service provider through SMS/ email. (On mobile no/ email address given by them/ registered with the service provider). 12. The secured asset will not be sold below the reserve price. 13. The successful bidder shall have to deposit 25% (twenty five percent) of the bid amount, less EMD amount deposited, on the same day or not later than the next working day and the remaining amount shall be paid within 15 days from the date of auction in the form of Banker's Cheque/ Demand Draft issued by a Scheduled Commercial Bank drawn in favor of "The Authorized Officer, Punjab National Bank, A/C (Name of the A/C) Payable at in case of failure to deposit the amounts as above within the stipulated time, the amount deposited by successful bidder will be forfeited to the Bank and Authorized Officer shall have the liberty to conduct a fresh auction/ sale of the property & the defaulting bidder shall not have any claim over the forfeited amount and the property. 14. Payment of sale consideration by the successful bidder to the bank will be subject to TDS under Section 194- 1A of Income Tax Act 1961 and TDS is to be made by the successful bidder only at the time of deposit of remaining 75 % of the bid amount/full deposit of BID amount. 15. The Authorized Officer reserves the right to accept any or reject all bids, if not found acceptable or to postpone/cancel/adjourn/discontinue or vary the terms of the auction at any time without assigning any reason whatsoever and his decision in this regard shall be final. 16. The sale certificate shall be issued in the favour of successful bidder on deposit of full bid amount as per the provisions of the act. 17. The properties are being sold on "AS IS WHERE IS BASIS" and "AS IS WHAT IS BASIS" and "WHATEVER THERE IS BASIS" 18. The particulars of Secured Assets specified in the Schedule hereinabove have been stated to the best of the information of the Authorized Officer, but the Authorized Officer shall not be answerable for any error, misstatement or omission in this proclamation. 19. It shall be the responsibility of the bidders to inspect and satisfy themselves about the asset and specification before submitting the bid. The bidder inspect the property in consultation with the dealing official as per the details provided. 20. All statutory dues/attendances/charges/other dues including registration charges, stamp duty, taxes etc. shall have to be borne by the purchaser. 21. The Authorized Officer or the Bank shall not be responsible for any charge, lien, encumbrances, or any other dues to the Government or anyone else in respect of properties (E-Auctioned) not known to the bank. The Intending Bidder is advised to make their own independent inquiries regarding the encumbrances on the property including statutory liabilities, arrears of property tax, electricity dues etc. 22. The bidder should ensure proper internet connectivity, power back-up etc. The Bank shall not be liable for any disruption due to internet failure, power failure or technical reasons or reasons/contingencies affecting the e-auctions. 23. It is open to the Bank to appoint a representative and make self bid and participate in the auction. For detailed terms and conditions of the sale, please refer <https://www.ibapi.in>, <https://eprocure.gov.in/epublish/app>, <http://www.mstcecommerce.com/> and <http://www.pnbndia.in>

Date : 26-02-2021, Place : Ahmedabad

Tripurari Sharan (M-99099 96665),
Authorized Officer, Punjab National Bank, Secured Creditor

THE NEW NORMAL ARRIVES: TRENDS FOR ENTERPRISES IN 2021



Niranjn Chintam

The COVID-19 pandemic swept the global business landscape in 2020, making it increasingly difficult for many enterprises to balance their books. Enterprises' speed and ability to recover was put under much pressure. One decision was made apparent: enterprises needed digital transformation now more than ever. Businesses' need to survive set their next objective. Leaders pushed strategic investments into new technologies and created new ways to work. The shift to digital models helped them navigate the operational and financial challenges while rapidly catering to the needs of employees, customers, and shareholders. It is safe to say that digital technologies have proven a strong case for themselves, and as per the prevailing sentiments, are set to scale on a new, high-growth trajectory in 2021. Understanding what drivers have supported and will support the sustainability of business growth in the second year of the pandemic is necessary to let enterprises know where to move the needle. A look at the top five may help.

1. Resurgence of Customer Experience
By now, most C-suite executives have led their companies to embrace digitalization, in many ways, to serve customers without interruption. To adapt to the next normal, leaders are turning agile by redefining their business models while capitalizing on three key priorities—digital excellence, contactless engagement, and dynamic customer insights. Self-service digital tools, powered by AI, are credited as a catalyst in reshaping customer experiences. Innovations in chat

bots and virtual assistants will pick up momentum, helping organizations maintain regular, real-time, and context-aware interactions. These new-age channels can help solve queries in a jiffy while elevating the customer satisfaction quotient and eliminating the need for humans to interrupt, thus boosting cost savings. 2021 will see enterprises accelerating innovation with AI technologies. By putting AI in the cloud and gleaning faster insights, CXOs will be able to anticipate customer behaviors to deliver personalized content and cater to their needs efficiently.

2. Improved Employee Experiences
COVID-19 has widened the gap between organizations and people, striking right at the roots of employee engagement. As we step into 2021, we see leaders relying on the 4C's—Communication, Collaboration, Care, and Consistency—to make employee interactions seamless and create a culture of inclusiveness. Many progressive, employee-centric organizations will become proactive in their cross-functional work strategies, remote work models, internal mobility programs, and virtual collaborations to enable a foundation for smooth interactions among team members while also redefining productivity. In the post-pandemic world, enterprises will pivot from remote to hybrid workforce scenarios for more sophisticated employee engagement approach. Hybrid work combines remote and in-office work options, giving employees the flexibility to work from anywhere. With a hybrid model in place, companies can experience complete workforce transformation while bolstering employee productivity along with a happy organizational culture that is built on transparency, proactive upskilling, enhanced flexibility, high employee morale, personalized human connections, and new possibilities for work-life balance. This will drive a large positive shift in the realms of employee performance and engagement.

4. Cybersecurity a Key Priority
The digital response to COVID-19 and the proliferation of remote, unsecured devices opened new vulnerabilities. There were more intrusion attempts in the first six months of 2020 than in all of 2019. Thus, it became critical for enterprises to improve cybersecurity capabilities, and this trend is set to scale in 2021. As enterprises move to a hybrid workplace, the C-suite has plans to ramp up cybersecurity budgets, emphasizing the need to hire full-time staff for safeguarding security interests. Most CXOs have identified network and message security as key focus areas to ensure busi-

3. Demand for Gig Workers to Increase
Post 2020, the future of gig workers looks very optimistic. Experts predict a 2X increase in the size of the gig economy. Enterprises of all sizes have plans to hire contingent workers to augment staff in order to optimize spending. Demand for gig workers would be particularly high in IT, ITES, digital, and e-commerce sectors, with employers looking to build a talent base of specialized skills while keeping the cost bar low. Technology will supplement this shift. We will see enterprises keenly investing in virtual desk-top platforms to allow seamless collaborations. Leaders will switch to more scalable cloud platforms to introduce a powerful layer of security and compliance across functions. Innovations with job platforms would pick new steam with AI technologies, making it easy for companies to attract the right talent while also saving a lot on resources. As for what's to come in 2021, we will see gig workers being provided the 'employee' status. COVID exposed deep-seated inequalities with workers who are not in full-time work. Leaders, in a welcome move, would identify contractual workers outside the 'traditional employee-employer relationship' and safeguard their interests by rolling out social security measures that encompass health and age benefits.

5. AI a Linchpin of Digital Transformation
Enterprises, grappling with COVID-induced uncertainty, were forced to pull innovations, instead having to establish new models to stay afloat. AI, out of all, emerged as a game-changer in areas of efficiency, planning, and security. 2021 will witness greater democratization of this technology. AI will help enterprises embed intelligence across business functions far better than before, and with the confluence of IoT, it will help executives capture and process data, detect anomalies, and deliver actionable outcomes. What's more, it will help automate routine tasks while freeing up employees to do more strategic, complex tasks. AI will transform CX initiatives, helping leaders use actionable data to target the right audience and build traction faster. It will enable threat intelligence and help CXOs identify patterns in data to enforce security. Heading into 2021, we will see the trend of AI personalization picking up steam. More and more companies are anticipated to go beyond 'algorithms' and make AI fit their needs for better experiences. From a technology standpoint, 2021 seems to be a positive year for the adoption and expansion of AI use cases.

ness resilience. AI technologies are helping protect user data against the exponential rise in breaches, phishing, and endpoint security attacks. Meaningful investments in IoT and hardware authentication are in the offing to strengthen identification and access management to tackle the privilege access credential abuse. We may also see some exploring the promise of Blockchain technology to transform cybersecurity and reinforce peer-to-peer transactions. 2021 makes it imperative for the C-suite to take a hard, honest review of what they need, not only from the risk management perspective, but also from cost savings, and close gaps in cybersecurity with the power of the new technologies.

— Advertiser