

Date: July 29, 2025

**The National Stock Exchange of India Limited,**  
Exchange Plaza,  
Bandra-Kurla Complex,  
Bandra (E), Mumbai 400 051  
Symbol: FIVESTAR

**BSE Limited**  
Listing department,  
First floor, PJ Towers,  
Dalal Street, Fort Mumbai 400 001  
Scrip code: 543663

Dear Sir/Madam,

**Sub: Newspaper Publication -Unaudited financial Results for the quarter ended June 30, 2025, of Five-Star Business Finance Limited**

In terms of the provisions of Regulation 47 and 52 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulation, 2015, please find enclosed the newspaper clippings of the unaudited financial results of the Company for the quarter ended June 30, 2025, published in English newspaper - Financial Express on July 29, 2025, and Regional (Tamil) newspaper - Makkal Kural on July 29, 2025.

This information is also available on the Company's at <https://fivestargroup.in/>

Please take the same on record

Thanking You,

**For Five-Star Business Finance Limited**

**Vigneshkumar SM**  
Company Secretary & Compliance Officer

**Five-Star Business Finance Limited**

Registered Office : New No. 27, Old No. 4, Taylor's Road, Kilpauk, Chennai - 600 010.  
Phone : 044 - 4610 6200, e-mail : [info@fivestargroup.in](mailto:info@fivestargroup.in), Website : [www.fivestargroup.in](http://www.fivestargroup.in)  
CIN : L65991TN1984PLC010844

FIVE TIMELESS BRANDING LESSONS FROM OLD BOLLYWOOD HITS

# Reel wisdom: 1975 classics still scripting brand recall

GEETIKA SRIVASTAVA  
New Delhi, July 28

AS CLASSIC FILMS from 1975 celebrate their golden jubilee, they serve as important examples for companies that wish to go beyond nostalgia to revive a product. These movies have stood the test of time to such an extent that they are still being quoted, parodied and referred to across generations.

At a time when brands like Kelvinator, Campa Cola, and Bajaj's Chetak are making a comeback, alongside the resurgence of mascots like Onida's devil and taglines such as Pepsi's iconic "Yeh Dil Maange More", these films offer valuable lessons in how to tap into the cultural zeitgeist and build lasting relevance.

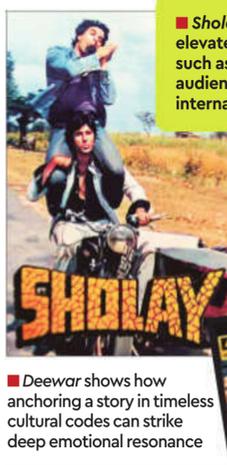
Take *Sholay*. It wasn't just a movie, it was an experience. At its heart, it is a story of friendship — between Jai and Veeru — that outshines even the film's romantic storyline. While brands attempt to build universes in 2025, *Sholay* did it 50 years ago with its beloved characters and iconic dialogues.

It showed that when you elevate emotional undercurrents such as loyalty and sacrifice, your audience not only watches, but they also internalise. For brands, this offers a masterclass in creating campaigns that go beyond just the product and cause cultural imprinting.

The film's soundtrack (with songs such as *Yeh Dosti* and *Mehbooba Mehbooba*) offered moods, something brands today strive to do with reels and playlists.

"The movie was a masterclass in the power of storytelling and held audiences spellbound," said Nisha Sampath, managing partner, Bright Angles Consulting. The

THE COMEBACK CODE



■ *Sholay* showed that when you elevate emotional undercurrents such as loyalty and sacrifice, your audience not only watches, they internalise

■ For brands, this offers a masterclass in creating campaigns that go beyond just the product and cause cultural imprinting

■ *Julie* is a reminder that bold themes only work when delivered with empathy and honesty

■ Some of the strongest campaigns today are those that explore grey areas, such as ones around identity, ambition, responsibility, and let the audience find their side

key takeaway for brands? They must craft layered, emotion-led narratives. Let the message live across dialogue, music, and visual cues in campaigns for lasting cultural relevance.

Now, take the example of *Deewaar*. It tapped into the moral and emotional dilemmas of a generation through its duty versus rebellion, family versus self narrative. The movie wasn't afraid of conflict, and while Bachchan's "Angry Young Man" wasn't aspirational in the traditional sense, he reflected something raw and real.

"*Deewaar* demonstrates how anchoring a story in timeless cultural codes can strike deep emotional resonance with the audience," said Sampath. Bachchan's famous line, "*Mere paas maa hai*", shows how a simple phrase, rooted in emotion, can become part of cultural consciousness.

For brands, it's a signal to

lean into the tension. Some of the strongest campaigns today are those that explore grey areas, such as ones around identity, ambition, responsibility, and let the audience find their side.

Then comes *Julie*, a film that dared to tackle pre-marital sex, single motherhood, and religious identity much ahead of its time. "It reflected a changing India, which was gradually evolving from deep-rooted conservatism to a more liberal, tolerant mindset," said Samit Sinha, founder & managing partner, Alchemist Brand Consulting.

Meanwhile in *Aandhi*, legendary filmmaker Gulzar offered a protagonist who was both political and personal, depicting a powerful, independent, and emotionally complex woman. Suchitra Sen's Aarti Devi wasn't a caricature of a strong woman; she was simply a full one. She smoked on screen, wielded political power, and loved on

her own terms.

"It portrayed a strong, independent woman... someone unapologetically her own person, not just an accessory to a man," said Sinha. For brands that speak of women's empowerment today, *Aandhi* is a benchmark not just in representation, but also in how layered, non-tokenised stories create trust. It proves that controversy isn't always a threat. The film was banned and later re-released, but its reputation only grew stronger, which is a lesson in brand resilience when one's purpose is authentic.

Another golden example is that of *Chupke Chupke*, which is proof that clean humour and intelligent writing have lasting appeal. Its satire on language, class, and perception is as relevant in 2025 as it was in 1975. "Even today, it proves that clean, clever humour has lasting appeal and doesn't rely on crassness or gimmicks," said Yasin Hamidani, director, Media Care Brand Solutions.

# Divya beats Humpy, takes World Cup route to GM title: 'It was fate'

AMIT KAMATH & MAYANK  
Mumbai/New Delhi, July 28

IN GEORGIA, A country that birthed some of the earliest pioneers of women's chess, India has discovered its own world-beater: Divya Deshmukh, aged just 19, became the FIDE Women's World Cup champion by defeating the veteran Koneru Humpy, 38, in the final via the tiebreakers on Monday.

Divya winning the Women's World Cup also makes her eligible to be India's fourth woman to become a grandmaster, which is significant because before the event started, she had none of the three norms required for it.

But in one fell swoop, thanks to a regulation in the FIDE rules, Divya has now bypassed the criterion to earn three norms and is now a grandmaster too. India's 88th. By reaching the final, along with Humpy, Divya ensured that at least two Indians will play the Candidates tournament next year, where eight players fight it out to earn the right to play in the women's World Championship against current world champion Ju Wenjun.

"I think it was fate, me getting the grandmaster title this way," an emotional Divya said after her win. "Before the tournament, I didn't even have one norm to be GM. I was thinking that I could maybe earn a grandmaster norm here. And in the end, I became a grandmaster."

Since Humpy became a grandmaster, just two women from India have followed suit. Divya now joins that list.

"This title means a lot. But there's a lot more to achieve. I'm hoping this is just the start," Divya said.

The Divya vs Humpy finale was a battle of generations, with the 19-year-old Divya being half the age of the veteran Humpy, who is India's first woman to become a grandmaster. But more importantly, it was



Divya Deshmukh during the FIDE Women's World Cup 2025 final match tie-breaker against compatriot Koneru Humpy, in Batumi (Georgia) on Monday

a battle between two Indians while two Chinese stars, Tan Zhongyi and Lei Tingjie, fought for the third spot. Having two Indians make it to the final from a field

of 107 players was an indicator that just like in the open section, where the likes of Gukesh and Praggnanandhaa have started to assert themselves, India could drive women's chess in the immediate future after decades of dominance by Chinese and Russian grandmasters.

While Divya's path to the title went through the likes of World No.6 from China, Zhu

**"I think it was fate, me getting the grandmaster title this way," an emotional Divya said after her win**

Jiner, the veteran Indian Harika Dronavalli, and former women's world champion from China, Tan Zhongyi, before the final, Humpy had also defeated

two strong Chinese players on the way to the title clash — Lei Tingjie and Song Yuxin — besides taking down Alexandra Kosteniuk, the Russian-Swiss grandmaster.

On Monday, after the first Divya versus Humpy rapid game ended in a draw, Divya won the second tiebreak game, thanks to a series of errors from Humpy. Over the weekend, the first two classi-

cal games between Humpy and Divya had ended in draws. The first game, which was played on Saturday, was where Divya had the best chances to win, while playing with white pieces. She came with a plan and got a sizeable advantage on the board. But then at the end, she scuffed her lines and allowed Humpy to equalise.

Divya had said that the draw on Saturday had "felt like a loss" to her. "I had seen everything (beforehand). So I was disappointed by that," she said before adding, "But I got ready for the second game (on Sunday) by telling myself that I have my whole life to feel sorry for that game. I needed to prepare for the second game."

Divya, who is an International Master, was the underdog coming into the tiebreaks, because the games were played in the rapid format and Humpy became the World Rapid Champion for the second time in her career in December last year. Humpy is also currently ranked No.5 in the world in the FIDE ratings list for women while Divya is world No.18 (which makes her the fourth ranked Indian on the list).

In other formats too, Humpy is ranked much higher than the teenager from Nagpur. In rapid, Humpy is No.10 in the world while Divya is No.22. In blitz, while the veteran is No.10 in the world among women, Divya is No.18.

Just like Divya, Humpy was also a prodigy back in the day. In fact, Humpy was once the youngest woman to achieve the grandmaster title, when she beat Judit Polgar's record by three months to reach there at the age of 15 years, one month and 27 days.

Lifting the FIDE Women's World Cup is a significant leap for Divya. It was just last year that she was crowned the world junior champion in the girls section.



## FIVE-STAR BUSINESS FINANCE LIMITED

CIN: L65991TN1984PLC010844 | Registered Office : New No. 27, Old No.4, Taylor's Road, Kilpauk, Chennai - 600 010.



### UNAUDITED FINANCIAL RESULTS FOR QUARTER ENDED JUNE 30, 2025

S. No	Particulars	Amount in Lakhs		
		Quarter ended June 30, 2025 Unaudited	Quarter ended June 30, 2024 Unaudited	Year ended March 31, 2025 Audited
1	Total Income from Operations	78,667.77	66,614.36	2,84,783.96
2	Net Profit/(Loss) for the period (before Tax, Exceptional and/or Extraordinary Items)	35,495.35	33,618.67	1,43,059.43
3	Net Profit/(Loss) for the period before Tax (after Exceptional and/or Extraordinary Items)	35,495.35	33,618.67	1,43,059.43
4	Net Profit/(Loss) for the period after Tax (after Exceptional and/or Extraordinary Items)	26,631.16	25,157.00	1,07,248.99
5	Total Comprehensive Income for the period [comprising profit/loss for the period (after tax) and other comprehensive income/(loss) (after tax)]	26,478.54	25,107.86	1,06,958.83
6	Paid-up equity share capital	2,944.40	2,924.61	2,944.27
7	Reserves (excluding Revaluation Reserve)	6,54,478.20	5,42,051.28	6,27,516.40
8	Securities Premium	2,39,584.10	2,34,205.64	2,39,535.01
9	Net worth	6,57,422.60	5,44,975.89	6,30,460.67
10	Outstanding Debt	7,87,187.15	6,72,394.24	7,92,199.39
11	Outstanding Redeemable Preference Shares	Nil	Nil	Nil
12	Debt Equity Ratio	1.20	1.23	1.26
13	Earnings per Share of Rs.1 each	Not annualised	Not annualised	Annualised
	- Basic	9.04	8.60	36.61
	- Diluted	9.02	8.53	36.50
14	Net Profit Margin (%) (Profit after tax for the period/ Total Income)	33.66%	37.58%	37.42%
15	Total Debt to Total Assets (Debt Securities and Borrowings (other than debt securities)/ Total Assets)	0.53	0.54	0.55

**Notes:**  
 1 The above is an extract of the detailed unaudited financial results for quarter ended June 30, 2025 filed with the Stock Exchanges under Regulation 33 and 52 of the SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015.  
 2 The full format of the aforesaid financial results are available on the website of the Company (www.fivestargroup.in), BSE Limited (www.bseindia.com) and National Stock Exchange of India (www.nseindia.com).  
 3 There is no impact on net profit/loss, total comprehensive income or any other relevant financial item(s) due to change(s) in accounting policies for the quarter ended June 30, 2025.  
 4 The financial statements have been prepared in accordance with the Ind AS notified under the Companies (Indian Accounting Standards) Rules, 2015 as amended.

For and on behalf of the Board of Directors

Lakshmiopathy Deenadayalan  
Chairman & Managing Director

Place: Chennai  
Date: 28 July 2025

SMALL BUSINESSES ARE THE LIGHT THAT MAKES INDIA'S FUTURE BRIGHT

