

Rising Costs, Slowing Sales Push Smartphone Brands to Cut Jobs

Staffing cost estimate 15% drop in commercial and corporate roles

Subhojit Mallick

New Delhi: Smartphone brands are trimming marketing, offline sales and general administrative support teams as rising input costs and slowing overall sales push companies to cut costs and focus on profitability, industry experts said. Staffing firms estimate up to 15% drop in commercial and corporate roles in recent months as brands shed administrative overhead built during the high-volume growth phases of previous years even as sustained premiumisation continues to support overall market value. The headcount rationalisation is happening mainly in companies that rely on low-margin, high-volume entry-level segments, where sales have

declined 8-10% over the last one year, according to Randstad India. "As consumer footfalls lean heavily toward premium models and online/omnichannel platforms, large, localised marketing and field activation teams are being streamlined," Yeshab Giri, chief commercial officer for operational talent solutions at Randstad India, told ET. "We estimate that corporate and commercial headcounts have been optimised by roughly 12% to 15% over the last two quarters."

The impact is mostly on non-core and localised corporate functions such as traditional marketing, regional field-force operations, offline retail channel management, and general administrative support.

An industry analyst said companies are reducing admin and general overhead expenses as the smartphone market moves toward significant brand consolidation. "The consolidation has resulted in severe job cuts, such as the complete elimination of the offline expansion team at OnePlus—some 60 employees



—leaving executives who were aggressively planning major expansions just months prior suddenly looking for work," the analyst said.

Staffing experts said Realme has also delegated marketing functions such as distributor agents, and has asked over 50 area business managers

to join the payroll of their agents. Field force operations from Xiaomi and Transsion are also impacted and many are looking for jobs, they said. A Transsion spokesperson, however, denied reducing headcount. "In response to the current dynamic market environment, we are actively strengthening our on-ground teams and expanding our marketing capabilities to deepen consumer connect across India," the person said.

OnePlus, Realme and Xiaomi did not respond to emails seeking comments until press time on Friday.

TeamLease said smartphone brands are cutting back on frontline workforce, specifically third-party contract staff and promoter networks by 5-15% in certain regions

where sales have slowed down.

"This reduction is driven by a lower tolerance for under-performing retail counters," said Balasubramanian A, senior vice president and business head at TeamLease. "While brands previously tolerated up to 15% under-performance during good times, that threshold has now dropped to single-digits due to the broader market slowdown."

Industry executives said the headcount reduction comes amid a calibrated alignment with market realities and is not a systemic collapse of the electronics ecosystem.

Brands are adopting leaner structures where employees

take on significantly broader and fractional roles.

"We are routinely seeing product marketing professionals absorb brand communications portfolios, while regional sales leads are being mandated to manage multi-territory zones or bridge both online and offline distribution channels simultaneously," Randstad's Giri said.

There is a financial correction happening for incoming talent streams with variable pay components tied to much tighter performance metrics, he said, adding that the aggressive 40-50% salary hikes that characterised lateral hiring two years ago have corrected downwards by 15-20%.

PUBLIC NOTICE

Take notice that LB Denim Pvt. Ltd. is the owner having right, title, interest and possession of lease hold land of Plot No. 01, GDC Industrial Estate, Kerala, Survey No. 249 Paki, Mouje, Kerala, Taluka, Savda, District: Ahmedabad. Despite due diligence some of the original documents relating to the title of the said property are not found and traceable and are misplaced. The documents misplaced are original of duplicate lease deed dated 21/12/2013 registered at Sr. No. 485 and its original registration receipt. In such circumstances title clearance certificate is sought and therefore it is hereby informed that in case anybody have / has any claim, right or interest of any nature relating to the above property or the document concerned, the undersigned may be informed in writing with necessary proof within 14 days from the date of this notice. In the event if no objection is received within stipulated time then it would be deemed that any objection or dispute shall be deemed to have been waived and title clearance certificate of the above property shall be issued and would proceed further. The public at large and the concerned person may take note of the same. Date: 23/05/2026

VMP Legal & Associates, Solicitor & Advocates
423, Platinum Plaza, Judges' Bungalow Road, Bodakdev, Ahmedabad. Ph. 26840304.

कार्यालय अधिवानी अधिवक्ता कार्यालय राजा कुली विमान बोर्ड, वाराणसी
Date: 23/05/2026
Tender No: 04/2026-27
बिडिंग तिथि: 04/2026-27
कार्यालय राजा कुली विमान बोर्ड द्वारा अवर के विभिन्न निम्न कार्यों की निम्न सूची पर आधारित निविदा 4-प्रयोजन (www.eprocrajasthan.gov.in) के माध्यम से की गई है। अवर कार्यालय विमान में वापस आने से संबंधित निविदा को जमा करने की तिथि 8 मई 2026 से कार्यालय विमान विमान बोर्ड की वेबसाइट: www.ranrajasthan.gov.in पर उपलब्ध रहेगी। (UJIN No. AGM2627WS0800483 to 004088)
बिडिंग तिथि: 04/2026-27

NOTICE FOR TITLE CLEARANCE CERTIFICATE
Notice to hereby given to the public that, Nishitha Amarashankar Patel is owner of the property bearing Plot No. 118 of the Society known as "Rajendra Gosh House Society" Constituting of the Non-Agriculture Land bearing Revenue Survey No. 127, Block No. 127 (After UP new Block No. 127/118) situated at More, Taluka, Sub-District & Taluka: Choryasi, District: Surat, and he has decided to sale the said property in favor of Kishanbhai Rajendra Patel and Rajendra Patel. In this regard, per the statement given by said owner it is found that Original Registration Fee (Deed Serial No. 4824 dated 26/03/2013 along with KYC Original registration fees receipt is lost or mis-placed and not traceable, they have offered said property to the owner of whatever nature or person who may be interested in respect of the property are hereby informed to raise any such rights or claims all within a period of 7 (Seven) days from the date of publication of this notice personally before the undersigned at following address, along with all documentary proofs in original, in support of which, they may claim their rights or claims. If no claim is received, thereafter, I will issue title clearance certificate regarding publication and our bank will issue title clearance certificate regarding the said property.
Place: Surat, Date: 23/05/2026
SUMAN O. RAJPUT (ADVOCATE)
Office: 403, Shubham Complex, Raj Mohali, Nr. Anand Hospital, Nampura, Surat. Mo. 98798 16360

PUNJAB STATE TRANSMISSION CORPORATION LIMITED
Regd. Office: PSEB Head Office, The Mall, Patiala, 147001
Corporate Identity No. U40109PB2015OC03814 www.pstcl.org
O/o: Dy. CTS (Design), Telefax: 0175-2207774, E-mail: sec@pstcl.org
Notice Inviting E-Tender (Short Term Tender Enquiry)
Tender Enquiry No.: STQ-6127
FOR MANUFACTURE, TESTING AND DELIVERY OF ARMOURD, FRPS PVC OUTER, SHEATHED, HEAT RESISTANT PVC INSULATED ANNEALED, TINNED COPPER CONTROL CABLE OF THE SIZE 4C X 4 mm²-60 kV.
1. Last date and time for submission of tender: 08.06.2026 upto 11:00 AM
2. Date & time for opening of tender: 10.06.2026 at 11:00 AM
Detailed NIT/A Specification may be downloaded from Punjab Govt. e-tendering website: <https://eproc.punjab.gov.in/nkgsp/app>. Consequent, if any, will not be published in newspapers. As such the website may be visited regularly for updates.
Dy. CTS (D), PSTCL, Patiala.

Karnataka Soaps & Detergents Limited
(A Government of Karnataka Undertaking)
Sandal City, P.B. No. 5531, Bengaluru - Pune Highway, Bengaluru - 560055. Ph: 080-22164879, 22164886, Website: www.mysoresandal.org E-mail: kstd.dgmtts@gmail.com
Date: 22.05.2026
NOTICE INVITING TENDER
Tenders are invited by KSDAL in two cover system through Karnataka Public Procurement Portal (Website: <https://kppp.karnataka.gov.in/>) with respect to supply of following Goods/Services/Works.
Sl.No. Tender Number Tender Name Tender Quantity Published date Last date of submission
1 KSDAL/2026-27/IND1251 Procurement of Softshone DS 40 8600 Kgs 22.05.2026 29.05.2026
2 KSDAL/2026-27/IND1252 Procurement of Cocamidopropyl Betaine (CAPB) 40 MT 22.05.2026 29.05.2026
For any queries contact the undersigned
Sd/- Asst. Gen. Manager (Materials)

Karnataka Soaps & Detergents Limited
(A Government of Karnataka Undertaking)
Sandal City, P.B. No. 5531, Bengaluru - Pune Highway, Bengaluru - 560055. Ph: 080-22164879, 22164886, Website: www.mysoresandal.org E-mail: kstd.dgmtts@gmail.com
Date: 21.05.2026
NOTICE INVITING TENDER
Tenders are invited by KSDAL in two cover system through Karnataka Public Procurement Portal (Website: <https://kppp.karnataka.gov.in/>) with respect to supply of following Goods/Services/Works.
Sl.No. Tender Number Tender Name Tender Quantity Published date Last date of submission
1 KSDAL/2026-26/ES022/CALL-2 Appointment of Agency for supplying Enterprise Resource Planning (ERP) Licenses for KSDAL 19.05.2026 29.05.2026
2 KSDAL/2026-27/IND1249 Procurement of Wooden Pallet Two side closer 63 inch length X 48 inch width X 6 inch thickness at KSDAL, Bengaluru Complex 1000 Nos. 20.05.2026 06.06.2026
3 KSDAL/2026-26/ES022/CALL-2 Secondary Freight for the transportation of KSDAL Products from KSDAL DPG/C&FA godowns to requisite destinations (Institution sales and RDS) in Karnataka and Goa 21.05.2026 01.06.2026
4 KSDAL/2026-27/IND121/CALL-2 Procurement of Habbalodine/Globallide (Short-Term Tender) 8300 Kgs 21.05.2026 29.05.2026
For any queries contact the undersigned
Sd/- Asst. Gen. Manager (Materials)

20 MICRONS LIMITED
L I M I T E D
CIN: L99999GJ1987PLC009768
Regd. Office: 9-10, GIDC Industrial Estate, Wagdhoda - 391 760. Dist.: Vadodara
Ph.: 75748 06350 E-mail: sec@20microns.com
Website: www.20microns.com
Statement of Audited Financial Results (Standalone and Consolidated) for the Quarter and Year ended March 31, 2026
The Board of Directors of the Company, at its meeting held on Friday, May 22, 2026 approved the Audited Financial Results (Standalone and Consolidated) of the Company for the Quarter and Year ended March 31, 2026 ("Financial Results").
The Financial Results have been posted on the Company's website and are accessible at: <https://www.20microns.com/financial-result>
You may also access the results by scanning the QR code below:

For and on behalf of the Board of Directors
20 Microns Limited
Place: Wagdhoda
Date: May 22, 2026
Rajesh C. Parikh
Chairman & Managing Director
DIN: 00041610
Note: This intimation is made pursuant to Regulation 33 & 52 read with Regulation 47(1) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Website: www.20microns.com

ZONAL OFFICE, VADODARA ZONE:
Ellorapark, Subhanpura, Vadodara - 390023. Ph.: (0265) 2396573, 2397032
STAR MEGA E-AUCTION SALE NOTICE FOR SALE OF PROPERTIES UNDER SARFAESI ACT 2002
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 provision to Rule 6(i) and rule 6(2) of the Security Interest (Enforcement) Rules, 2002 Notice is hereby given to the public in general and in particular to the following Borrower(s) & Guarantor(s) that the below described immovable properties mortgaged/charged to Bank of India (secured creditor), the Symbole/Physical Possession of which has taken by the Authorised Officer of Bank of India will be sold on "AS IS WHERE IS BASIS" "AS IS WHAT IS BASIS" and "WHAT EVER THERE IS BASIS" for recovery of respective dues hereunder against the secured assets mortgaged/charged to Bank of India from the respective Borrower(s) and Guarantor(s). The reserve price and the earnest money deposit is shown there against secured asset. The sale will be done by the undersigned through e-Auction platform provided hereunder.
DATE AND TIME OF AUCTION: 25.06.2026 between 11.00 noon to 05.00 pm (with Auto extension clause in case of bid in last 10 minutes before closing)

Sr. No.	Name of the Borrower/ Guarantor/Owner/Partner/ Mortgagee of the property	Lot No.	Details of Property to be Sold	Details of Bank dues as per Notices	Possession	Minimum Reserve Price (Rs. in Lac)	EMD (Rs. in Lac)	Date/Time of E-Auction
DAHOD BRANCH, 1st Floor, Ganga Bhawan, Opp. Kalabhai Petrol Pump, Nr. Manek Chowk, Dahod, Gujarat- 389151. Mobile: 6267138238								
1	Mrs. Kamleshkumar Bhagwatsinh Baman	1	Gram Panchayat Property No. 1335, Open Ganesh Industrial Land with Constructed Property at Village Chandwana Dist. Dahod-389151 in the Name of Mr. Kamleshkumar Bhagwatsinh Baman	As per Notice US 13(2) Dt. 16.11.2024 Rs. 37,24,150.56 (Rupees Thirty Seven Lakh Twenty Four Thousand One Hundred Fifty and Paise Fifty Six) plus further interest and cost incidental expenses etc. - recovery if any	Symbolic	Rs. 45.00	Rs. 4.50	25.06.2026 11 AM to 5 PM
2	Govindbhai Arjunbhai Parmar	2	All part and parcel of the property consisting of 15, Al Ashiward Bungalows, Beside St. Mary School, Delsar, Dahod, Taluka & Dist. Dahod.	As per Notice US 13(2) Dt. 26.10.2023 Rs. 15,26,292.74 (Rupees Fifteen Lakh Twenty Six Thousand Two Hundred Ninety Two and Paise Seventy Four) plus further interest and cost incidental expenses etc. - recovery if any	Symbolic	Rs. 21.00	Rs. 2.1	25.06.2026 11 AM to 5 PM
MANJALPUR BRANCH, "Himja Nivas", Opp. Lalbaug Society, Manjalpur Main Road, Manjalpur, Vadodara-390 011. Ph. 0265-2635650. Mobile: 8130143429								
3	Dinesh Punamaram Prajapati	1	Tower: E Flat No. E-106, Shree Hari Residency, B/S Parham Paradise, Tarsali Vadodara-390019 in the name of Mr. Dinesh Punamaram Prajapati	As per Notice US 13(2) Dt. 16.01.2025 Rs. 15,18,577.55 (Rupees Fifteen Lakh Eighteen Thousand Five Hundred Seventy Seven and Paise Fifty Five) plus further interest and cost incidental expenses etc. - recovery if any	Physical	Rs. 16.28	Rs. 1.63	25.06.2026 11 AM to 5 PM
VALLABH VIDYANAGAR BRANCH, G-2/3, Radha Swami Samipyra, Opp. Home Science College, Mota Bazar, Vallabha, Vidyannagar, Dist. Anand-388120. Ph: 02692-230577. Mobile: 7990785965								
4	Mitesh Kanubhai Rathod, Kailashbhai Kanubhai Rathod, Kanubhai Motibhai Rathod	1	City Survey No. NA161611, Paki Sub Plot No. 37, Sayajinagar, Po-Bakro, Tal-Dist-Anand-388315 (According to Broad Sheet Plot No. 71) in the Name of Mr. Kanubhai Rathod & Mrs. Kailashbhai Kanubhai Rathod	As per Notice US 13(2) Dt. 26.11.2025 Rs. 30,23,900.58 (Rupees Thirty Lakh Twenty Three Thousand Nine Hundred and Paise Fifty) plus further interest and cost incidental expenses etc. - recovery if any	Symbolic	Rs. 32.70	Rs. 3.27	25.06.2026 11 AM to 5 PM

The measurement of above properties however be verified by bidders at site and also from the revenue records prior to participating in auction.
Terms & Conditions of E-Auction are as under: 1. E-Auction is being held on "as is where is basis", "as is what is basis" and will be conducted "On Line" before submission of bid EMD shall be deposited through NEFT/Found Transfer in working hours on or before 25.06.2026 on 04.00PM. 2. For downloading further details, Process Compliance and Terms & Conditions, Please visit: a. <http://www.bankoffindia.co.in> b. Website address of our e-Auctions Service Provider: MS P&B Alliance e-auction portal - pbaebid.com Bidder may visit <http://www.ebay.in> or BAANKNET.COM where "Guidelines" for bidders are available with educational videos. Bidders have to complete following formalities well in Advance: Step 1: Bidder/Purchaser Registration: Bidder to register on e-Auction Platform (link given above) using his mobile number and email-id. Step 2: KYC Verification: Bidder to upload requisite KYC documents. KYC documents shall be verified by e-Auction service provider (may take 2 working days). Step 3: Transfer of EMD amount to Bidder/Owner/EMD Wallet: Online/offline transfer of fund using NEFT/Transfer, using challan generated on e-Auction Platform. Step 4: Bidding Process and Auction Results: Interested Registered bidders can bid online on e-Auction Platform after completing Step 1, 2 and 3. Please note Step 1 to Step 2 should be completed by bidder well in advance, before e-Auction date. 3. To the best of knowledge and information of the Authorised Officer, there is no encumbrance on the properties. However, the intending bidders should make their own independent inquiries regarding the encumbrances, title of properties put on auction and claim/duties/dues/defaulting the property prior to submitting their bid. The e-Auction advertisement does not constitute and will not be deemed to constitute any commitment or any representation of the Bank. The property is being sold with all the existing and future encumbrances whether known or unknown to the bank. The Authorised Officer/Secured Creditor shall not be responsible in any way for any third party claims/suits/duties. No claim of whatsoever nature will be entertained after submission of the online bid regarding properties put for sale. 4. Date of Inspection 08.06.2026 ON 11AM TO 2.00PM with prior appointment with mentioned respective branches on the contact numbers given against respective branches. 5. Bids shall be submitted through online procedure only. 6. Bidders shall be deemed to have read & understood the terms & conditions of sale & be bound by them. 7. The Bid price to be submitted shall be above the Reserve price & bidders shall improve their offer in multiples of Rs. 10,000/- (Rupees Ten Thousand only). 8. It shall be the responsibility of the interested bidders to inspect and satisfy themselves about the property before submission of the bid. 9. The Earnest Money Deposit (EMD) of the successful bidder shall be returned towards the EMD of unsuccessful bidders shall be refunded. 10. The Earnest Money Deposit shall not bear any interest. The successful bidder shall have to deposit 25% of the sale price including EMD already paid, immediately on acceptance of bid price by the Authorised Officer and the balance of the sale price on or before 15th day of the sale. The auction sale is subject to confirmation by the Bank. Default in deposit of amount by the successful bidder would entail forfeiture of the whole money already deposited and property shall be put to re-auction and the defaulting bidder shall have no claim/right in respect of property/amount. 11. Notwithstanding to the effect of the e-Auction service provider will be held responsible for any internet Network problem/Power failure/any other technical lapses/failure etc. in order to ward-off such contingencies situation the interested bidders are requested to ensure that they are technically well equipped with adequate power back-up, for successfully participating in the e-Auction event. 12. The purchaser shall bear the applicable stamp duties/Registration fee/other charges, and also all the statutory/non-statutory dues, taxes, assessment charges, etc. owing to any body. 13. The Authorised Officer/Bank is not bound to accept the highest offer and has the absolute right to decline to accept or reject any or all offers or to adjourn/postpone/cancel the e-Auction or withdraw any property or portion thereof from the auction proceeding at any stage without assigning any reason there for. 14. The Sale Certificate will be issued in the name of the purchaser(s) applicant(s) only and will not be issued in any other name(s). 15. The sale shall be subject to all conditions prescribed under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002. Further details/inquiries if any on the terms and conditions of sale can be obtained from the respective branches on the contact numbers given. 16. This is also a mandatory notice of 30 days as per provision of the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act the Borrowers/Guarantors/Mortgagees of the above accounts informing them about holding of sale/auction aforesaid date.
Date: 23.05.2026 - Place: Vadodara
Authorised Officer, Bank of India