



Visitors at a stall during the AAHAR food and hospitality fair, organised by India Trade Promotion Organization (ITPO), at Pragati Maidan in New Delhi.

He always Tweeted like he owned the place

Musk's Twitter isn't simply a busier version of everyone else's; it's a different animal entirely, working in ways that others do not.

Even before Elon Musk proposed a roughly \$44 billion deal to take over Twitter, his tweeting habit had become an essential part of his public persona. He was the world's richest person, the founder of Tesla, the SpaceX guy, and someone who would not, or could not, stop posting.

This didn't stop when Twitter accepted his offer. Musk lashed out at critics, mocked coverage of the deal, posted photos of rockets and criticised Twitter itself, amplified right-wing criticism of the service and singled out the company's top lawyer. (The deal could still fall apart.)

As Musk's Twitter use became essential to his business, it was often construed as somehow humanising, as part of his populist appeal, or as a weakness or a vice. Andy Warhol's observation that "no amount of money can get you a better Coke" could at times feel applicable: The man at the centre of a trillion-dollar business empire, who has cultivated an identity as a bold future builder, was looking down at the same iPhone that everyone can buy, opening the same Twitter app that everyone else can download, settling scores or just deciding to post "I put the art in fart."

This view turns Musk's plan to purchase Twitter into a pat story: rich guy who loves Twitter decides to buy it. If this isn't wrong, exactly, it misses two things. One is obvious: Someone with resources and interests as vast as Musk's has plenty of practical uses for a powerful communications platform that has permeated politics, media and eco-



nomics; for years, Twitter has helped him get his way. The other is less visible. While Musk taps his blue bird icon like the rest of us, the thing he actually interacts with — and now wants to control, and fix — isn't Twitter as anyone else knows it.

Twitter has to work for the majority of people who use it, meaning people who have few followers and who rarely, if ever, tweet. It is, primarily, a service for passive-consuming information — for dipping into conversations that are happening around you, and maybe joining them.

The company certainly attends to its high-profile users, who provide content that people want to follow. But beyond some point of visibility, many users outsource their presences, become risk averse and step away, or seem to lose their minds. Prominent users regularly observe how unwieldy the service becomes after 10,000, or 50,000, or

1,00,000 followers.

Musk has more than 85 million, making him the seventh most followed person. According to the analytics firm SocialTracker, however, his account produces by far the most engagement of his peers.

Around the time he was making his offer, 1.86 per cent of Musk's followers were interacting — through likes and retweets — with his posts, according to SocialTracker. That may not sound high, but the only peer account that came close in the firm's analysis was that of the soccer player Cristiano Ronaldo, with an interaction rate of 0.65 per cent. Barack Obama's was 0.03 per cent. Katy Perry's was 0.01 per cent.

This period was full of provocations and newsworthy posts from Musk; hardly a week goes by, however, that isn't Musk's engagement rate fluctuates, and among the most highly followed users, there are some who have posted more, and others who receive greater en-

agement on infrequent individual posts. None, however, consistently produce as much total Twitter engagement as Musk.

The world's wealthiest person, in other words, might also be in possession of Twitter's most frequently engaged account, and his influence only stands to grow. (In 2021, a different firm ranked his account as the fourth most influential.)

Musk's singular relationship with the world around him translates to a singular relationship with Twitter, the company; its power to move markets and shape politics is plausibly worth more to him, financially, than to anybody else. His relationship with Twitter the service is, in reality, no less remote.

The material existence of billionaires is not something you can easily extrapolate from a wage-earning existence, or even from considerable wealth; they do not simply live in upgraded versions of common financial realities. Their perspectives are informed by an extraordinarily rare relationship to the world. Their wealth also affords them plenty of space to cultivate their idiosyncratic concerns. Similarly, Musk's Twitter isn't simply a busier version of everyone else's. It's a different animal entirely.

Musk's Twitter, much like his money, works in ways that others do not. He follows only 114 accounts, but his tweets usually receive tens of thousands of replies apiece. He opens his Twitter app to what is quite likely the busiest notifications tab on the entire service, representing millions of words directed at him, largely about him.

It's a Twitter that is too busy and overloaded to resemble Twitter as most people know it.

CubicPV and Waaree Announce Multi-Year Supply Agreement

CHENNAI: CubicPV and Waaree Energies, Ltd., India's largest solar module manufacturer announced that they have entered into a multi-year supply agreement in which CubicPV will supply, per annum, 1 GW of silicon cells to Waaree. The cells will feature wafers made with CubicPV's transformative Direct Wafer technology that produces wafers in one-step, directly from a molten bath of silicon.

The agreement intends to strategically position Waaree to capture robust industry growth by delivering the lowest levelized cost of electricity (LCOE) to the Indian utility-scale market. "Our Direct Wafer technology is the ideal solution for India's domestic utility market and Waaree, by choosing this technology over generic methods, is setting the tone for an Indian manufacturing future that makes better use of materials, requires less energy and is defined by high efficiency," said Frank van Mierlo, CEO, CubicPV.

"CubicPV is honored to begin our journey in India with Waaree. The synergy between one of the leading module manufacturers in India and Cubic's innovation agenda will create value for both companies and the solar industry in India." The partnership between the two companies aims to strengthen India's domestic solar manufacturing ecosystem, with CubicPV providing the basis for a domestic supply line for Waaree and a level of immunity with respect to the logistics challenges and volatile commodity pricing that has defined the import market.

"As an early entrant in the solar industry, Waaree recognizes the value of innovation to our continued leadership position. CubicPV's technologies will deliver significant benefit to our customers and to the Indian solar market both immediately and in the long-term. We're proud to bring a module to market featuring domestically-produced wafers and cells manufactured with a low carbon footprint," said Hitesh Doshi, Chairman and MD, Waaree.



Insiders fear Musk will return platform to earlier troubles

Elon Musk had a plan to buy Twitter and undo its content moderation policies. Just a day after reaching his \$44 billion deal to buy the company, Musk was already at work on his agenda. He tweeted that past moderation decisions by a top Twitter lawyer were "obviously incredibly inappropriate." Later, he shared a meme mocking the lawyer, sparking a torrent of attacks from other users.

Musk's critique was a rough reminder of what faces employees who create and enforce Twitter's complex content moderation policies. His vision for the company would take it right back to where it started, employees said, and force Twitter to relive the last decade.

Twitter executives who created the rules said they had once held views about online speech that were similar to Musk's. They believed Twitter's policies should be limited, mimicking local laws. But more than a decade of grappling with violence, harassment and election tampering changed their minds. Now, many executives at Twitter and other social media companies view their content moderation policies as essential safeguards to protect speech.

"He's basically buying the position of being a rule-maker and a speech arbiter," said David Kaye, a law professor at the University of California, Irvine, who worked with the United Nations on speech issues.

In its early years as a small start-up, Twitter was governed by one philosophy: The tweets must flow. That meant Twitter did little to moderate conversations, as its founders believed that any reprehensible content would be countered or drowned out by other users. "There's a certain amount of idealistic zeal that you have: If people just embrace it as a platform of self-expression, amazing things will happen," said Jason Goldman, who was on Twitter's founding team and served on its board of directors. "That mission is valuable, but it blinds you to think certain bad things that happen are bugs rather than equally weighted users of the platform."

The Arab Spring protests started

in 2010, and Twitter became a megaphone for activists, reinforcing many employees' belief that good speech would win out online. But its power as a tool for harassment became clear after Gamergate, a mass harassment campaign that flooded women in the video game industry with death and rape threats, and Russian troll farm sowing discord about the presidential election in the US among others. "If there are no rules against abuse and harassment, some people are at risk of being bullied into silence, and then you don't get the benefit of their voice, their perspective, their free expression," said Colin Crowell, Twitter's former head of global public policy.— NYT

IndoStar Home Finance Private Limited
 Registered Office: One World Center, 20th Floor, Tower 2A, Jupiter Mills Compound, Senapatti Bypass Marg, Mumbai - 400 013
 CIN: U65900AH2018PT0219877 Tel: +91 22 43151000; Fax: +91 22 43157010
 Email: contact@indostarcapital.com Website: www.indostarfin.com

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For IndoStar Home Finance Private Limited
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 Nithi Saldani
 Company Secretary

Date: 01-05-2022

