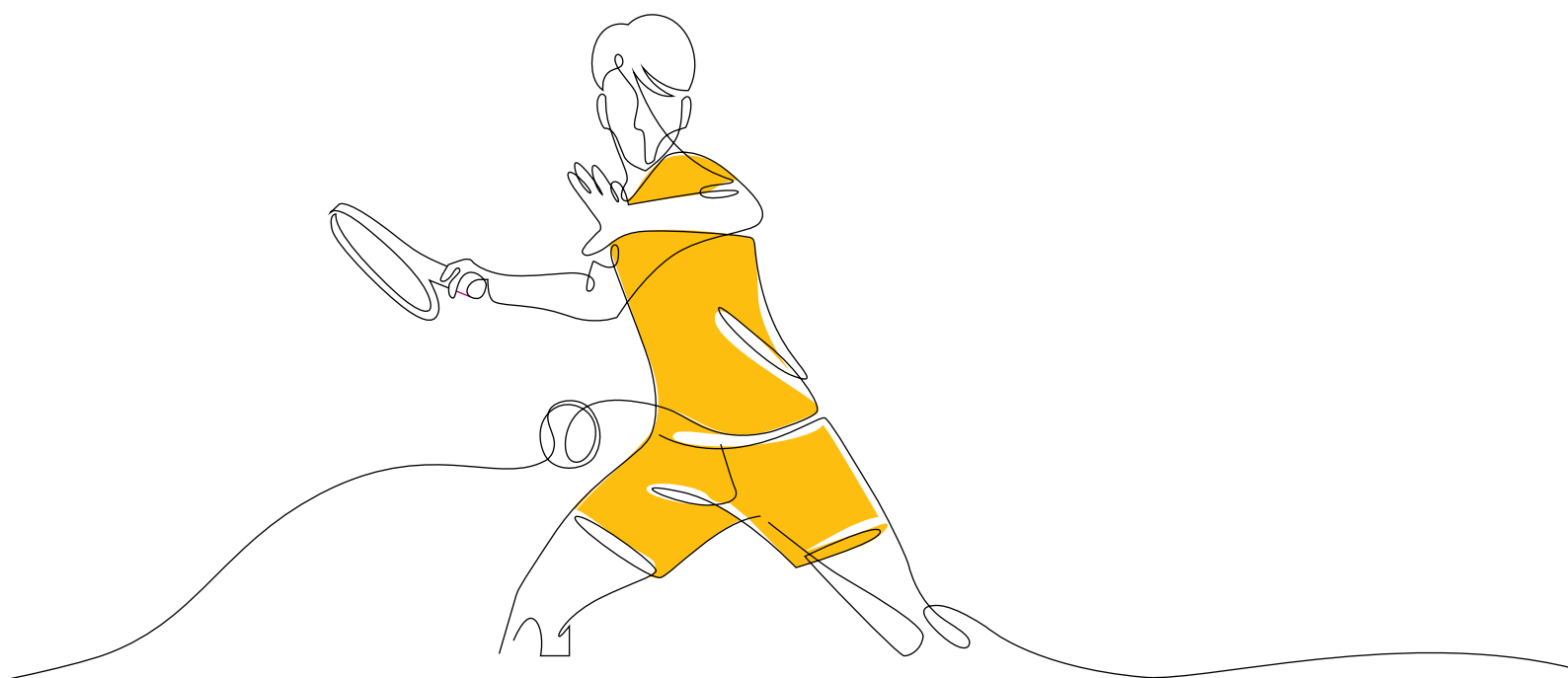


STANDALONE FINANCIAL STATEMENTS



INDEPENDENT AUDITOR'S REPORT

To the members of R K SWAMY Limited

REPORT ON THE AUDIT OF THE STANDALONE FINANCIAL STATEMENTS

OPINION

We have audited the accompanying standalone financial statements of R K SWAMY Limited ("the Company"), which comprise the Standalone Balance sheet as at 31st March, 2025, the Standalone Statement of Profit and Loss including the statement of Other Comprehensive Income, the Standalone Cash Flow Statement and the Statement of Changes in Equity for the year then ended, and notes to the standalone financial statements, including a summary of material accounting policy information and other explanatory information (hereinafter referred to as "standalone financial statements").

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid standalone financial statements give the information required by the Companies Act, 2013, as amended ("the Act") in the manner so required and give a true and fair view in conformity with the Indian Accounting Standards prescribed under Section 133 of the Act read with the Companies (Indian Accounting Standards) Rules, 2015, as amended, ("Ind AS") and accounting principles generally accepted in India, of the state of affairs of the Company (financial position) as at 31st March, 2025, its profit including other comprehensive income (financial performance), its cash flows and the changes in equity for the year ended on that date.

BASIS FOR OPINION

We conducted our audit of the standalone financial statements in accordance with the Standards on Auditing (SAs), as specified under section 143(10) of the Act. Our responsibilities under those Standards are further described in the 'Auditor's Responsibilities for the Audit of the Standalone Financial Statements' section of our report. We are independent of the Company in accordance with the 'Code of Ethics' issued by the Institute of Chartered Accountants of India ("ICAI") together with the ethical requirements that are relevant to our audit of the standalone financial statements under the provisions of the Act and the Rules thereunder, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the ICAI's Code of Ethics. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion on the standalone financial statements.

KEY AUDIT MATTERS

Key audit matters are those matters that, in our professional judgment, were of most significance in our audit of the standalone financial statements of the current period. These matters were addressed in the context of our audit of the standalone financial statements as a whole, and in forming our opinion thereon, and we do not provide a separate opinion on these matters. We have determined the matter described below to be the key audit matters to be communicated in our report.

Sr. No.	Key Audit Matters	How the matter was addressed in our audit
1.	Revenue Recognition The Company is primarily engaged in the business of providing Integrated Marketing Services. We identified revenue recognition from contracts with customers as a Key Audit Matter since: <ul style="list-style-type: none"> i) Company provides various services like advertisement in various media such as television, newspaper, radio, outdoor, strategic media planning and buying, developing and managing campaigns in the space of creative services, promotions through appropriate media etc; ii) Revenue from rendering of these services is recognised when control is transferred to the customers and there are no other unfulfilled obligations; 	Our audit procedures over the recognition of revenue included the following: <ul style="list-style-type: none"> a) Obtained an understanding of the Company's Revenue recognition process including design and implementation of controls, tested the operating effectiveness, for selected sample transactions, of key controls over revenue recognized over the period of time / at a point in time and material fixed price contracts; b) Assessed the appropriateness of the Company's revenue recognition accounting policies with reference to the relevant accounting standards; c) Performed test of details on selected statistical samples of revenue transactions recorded during the year. d) Verified the underlying documents such as Invoices, Statement of works / Purchase Order, Agreements and customer acknowledgements, related correspondence for disagreements, if any where applicable;

<p>iii) Due to diverse nature of contracts with customers and the subjectivity and manual analysis involved in revenue recognition, it requires detailed analysis of each contract regarding timing of revenue recognition and an inappropriate assessment could lead to risk of revenue getting recognised inaccurately;</p> <p>iv) An analysis of past trends of the Company shows that revenue is not evenly distributed across the year</p>	<p>e) On a sample basis, we tested the invoices and other relevant documents for revenue transactions recorded during the period closer to the year end and subsequent to the year end to verify recognition of revenue in the correct period;</p> <p>f) Inspected the credit notes/reversals of revenue, if any in the subsequent period to assess revenue is appropriately recognised in the period in which related service is rendered</p> <p>g) Tested journal entries regarding revenue recognition based on specified risk-based criteria to identify unusual items;</p> <p>h) Assessed the adequacy of disclosures made in the standalone financial statements with respect to revenue recognized during the year as required by applicable Indian Accounting Standards.</p>
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OTHER MATTER

The standalone financial statements of the Company for the year 31st March, 2024 were audited by the predecessor auditor who expressed an unmodified opinion on those standalone financial statements on 24th May, 2024;

We have relied upon the said report for the purpose of our report on these standalone financial statements and do not express any opinion, as the case maybe, on the figures reported in the audited standalone financial statements for the year ended 31st March, 2024.

INFORMATION OTHER THAN THE STANDALONE FINANCIAL STATEMENTS AND AUDITOR'S REPORT THEREON

The Company's Management and Board of Directors is responsible for the other information. The other information comprises the information included in the Director's Report, Corporate Governance Report and Management Analysis and Discussion report, but does not include the standalone and consolidated financial statements and our auditor's report thereon.

Our opinion on the standalone financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the standalone financial statements, our responsibility is to read the other information and, in doing so, consider whether such other information is materially inconsistent with the standalone financial statements, or our knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

RESPONSIBILITIES OF MANAGEMENT AND THOSE CHARGED WITH GOVERNANCE FOR THE STANDALONE FINANCIAL STATEMENTS

The Company's Board of Directors is responsible for the matters stated in section 134(5) of the Act with respect to

the preparation of these standalone financial statements that give a true and fair view of the financial position, financial performance including other comprehensive income, cash flows and changes in equity of the Company in accordance with the accounting principles generally accepted in India, including the Ind AS specified under section 133 of the Act. This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding of the assets of the Company and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and design, implementation and maintenance of adequate internal financial controls, that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the standalone financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error;

In preparing the standalone financial statements, Management and Board of Directors are responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless Management and Board of Directors either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Those Board of Directors are also responsible for overseeing the Company's financial reporting process.

AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE STANDALONE FINANCIAL STATEMENTS

Our objectives are to obtain reasonable assurance about whether the standalone financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with SAs will always detect a

Standalone Audit Report

material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken based on these standalone financial statements.

As part of an audit in accordance with SAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the standalone financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control;
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under section 143(3) (i) of the Act, we are also responsible for expressing our opinion on whether the Company has adequate internal financial controls with reference to standalone financial statements in place and the operating effectiveness of such controls;
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management;
- Conclude on the appropriateness of Management and Board of Director's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the standalone financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern;
- Evaluate the overall presentation, structure and content of the standalone financial statements, including the disclosures, and whether the standalone financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

Materiality is the magnitude of misstatements in the standalone financial statements that, individually or in aggregate, makes it probable that the economic decisions of a reasonably knowledgeable user of the standalone financial statements may be influenced. We consider quantitative materiality and qualitative factors in (i) planning the scope of our audit work and in evaluating the results of our work; and (ii) to evaluate the effect of any identified misstatements in the standalone financial statements.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

From the matters communicated with those charged with governance, we determine those matters that were of most significance in the audit of the standalone financial statements of the current period and are therefore the key audit matters. We describe these matters in our auditor's report unless law or regulation precludes public disclosure about the matter or when, in extremely rare circumstances, we determine that a matter should not be communicated in our report because the adverse consequences of doing so would reasonably be expected to outweigh the public interest benefits of such communication.

REPORT ON OTHER LEGAL AND REGULATORY REQUIREMENTS

1. As required by the Companies (Auditor's Report) Order, 2020 ("the Order"), issued by the Central Government of India in terms of sub-section (11) of section 143 of the Act, we give in the "Annexure 1" a statement on the matters specified in paragraphs 3 and 4 of the Order.
2. As required by Section 143(3) of the Act, we report that:
 - (a) We have sought and obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of our audit;
 - (b) In our opinion, proper books of account as required by law have been kept by the Company so far as it appears from our examination of those books;
 - (c) The Standalone Balance Sheet, the Standalone Statement of Profit and Loss including the Statement of Other Comprehensive Income, the Standalone Cash Flow Statement and Statement of Changes in Equity dealt with by this Report are in agreement with the books of account;
 - (d) In our opinion, the aforesaid standalone financial statements comply with the Ind AS specified under Section 133 of the Act;
 - (e) Based on the written representations received from the directors as on 31st March, 2025 and taken on record by the Board of Directors, none of the directors is disqualified as on 31st March, 2025 from being appointed as a director in terms of Section 164 (2) of the Act;

- (f) With respect to the adequacy of the internal financial controls with reference to standalone financial statements and the operating effectiveness of such controls, refer to our separate Report in "Annexure 2" to this Report. Our report expresses an unmodified opinion on the adequacy and operating effectiveness of the company's internal financial controls with reference to standalone financial statements;
- (g) With respect to the other matters to be included in the Auditor's Report in accordance with Rule 11 of the Companies (Audit and Auditors) Rules, 2014, as amended in our opinion and to the best of our information and according to the explanations given to us:
- i. The Company has disclosed the impact of pending litigations on its financial positions in its standalone financial statements – Refer Note 37.1 to the standalone financial statements;
 - ii. The Company did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses;
 - iii. There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Company;
 - iv. a) The management has represented that, to the best of its knowledge and belief, other than as disclosed in the notes to the accounts, no funds have been advanced or loaned or invested (either from borrowed funds or share premium or any other sources or kind of funds) by the Company to or in any other person(s) or entity(ies), including foreign entities ("Intermediaries"), with the understanding, whether recorded in writing or otherwise, that the Intermediary shall, whether, directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Company ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries;
 - b) The management has represented, that, to the best of its knowledge and belief, other than as disclosed in the notes to the accounts, no funds have been received by the Company from any person(s) or entity(ies), including foreign entities ("Funding Parties"), with the understanding, whether recorded in writing or otherwise, that the Company shall, whether, directly or indirectly, lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Funding Party ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries;
 - c) Based on such audit procedures that we have considered reasonable and appropriate in the circumstances; nothing has come to our notice that has caused us to believe that the representations under clause (i) and (ii) of Rule 11(e), as provided under a) and b) above, contain any material misstatement;
 - d) The final dividend paid by the Company during the year in respect of the same declared in the previous year is in accordance with section 123 of the Act, as applicable;
 - e) As stated in note no 43 to the standalone financial statements, the Board of Directors of the Company have proposed final dividend for the year which is subject to the approval of the members at the ensuing Annual General Meeting. The dividend declared is in accordance with section 123 of the Act, as applicable;
 - v. Based on our examination which included test checks, the company has used an accounting software for maintaining its books of account which has a feature of recording audit trail (edit log) facility and the same was enabled throughout the year. Further, during the course of our audit, we did not come across any instance of audit trail feature being tampered with. Additionally, the audit trail has been preserved by the company as per the statutory requirements for record retention.
3. With respect to the matter to be included in the Auditor's Report under section 197(16) of the Act:
- In our opinion and to the best of our information and according to the explanations given to us, the remuneration paid by the Company to its directors during the year is in accordance with the provisions of section 197 of the Act.

For C N K & Associates LLP
Chartered Accountants
Firm Registration No: 101961W/W – 100036

Sd/-
Himanshu Kishnadwala
Partner
Membership No. 037391
Place: Mumbai
Date: May 21, 2025
UDIN: 25037391BMLFUP4985

ANNEXURE 1 TO INDEPENDENT AUDITOR'S REPORT

[Referred to in paragraph 1 under the heading "Report on Other Legal and Regulatory requirements" in the Independent Auditor's Report of even date to the members of RK SWAMY Limited ("the Company") on the standalone financial statements for the year ended 31st March, 2025]

To the best of our information and according to the explanations provided to us by the Company and the books of account and records examined by us in the normal course of audit, we state that;

- i. (a) (A) The Company has maintained proper records showing full particulars, including quantitative details and situation of Property, Plant and Equipment and relevant details of right-of-use assets;
 - (B) The Company has maintained proper records showing full particulars of intangible assets;
- (b) Property, Plant and Equipment and right of use assets have been physically verified by the management during the year and no material discrepancies were identified on such verification;
- (c) The Company does not have any immovable properties (other than properties included in Right of use assets in the standalone financial statements where the Company is the lessee and the lease agreements are duly executed in favour of the Company except for four leases for which lease agreement renewals are under process)
- (d) The Company has not revalued any Property, Plant and Equipment including Right of Use Assets and intangible assets during the year;
- (e) As disclosed in note 46(iv) of the standalone financial statements, no proceedings have been initiated during the year or are pending against the Company for holding any benami property under the Benami Transactions (Prohibition) Act, 1988 and rules made thereunder.
- ii. (a) The Company is a service company primarily in the business of integrated marketing services and hence does not have any inventory. Accordingly reporting under clause 3(ii)(a) of the Order is not applicable;
- (b) During the year Company has been sanctioned a working capital facility in excess of Rs. 5 crores, in aggregate, from bank on the basis of security of current assets; based on our verification of quarterly statements filed by the Company with such bank are in agreement with the books of account of the Company. The Company has not been sanctioned working capital limits from any financial institution.
- iii During the year the Company has not made investment in, provided any security or granted loans or advances in the nature of loans, secured or unsecured, to companies, firms, Limited Liability Partnership or any other parties. The Company has granted loans to

employees and provided guarantees to companies, in respect of which the requisite information is as below.

(a)

Particulars	Guarantees Amount (Rs. in Lakhs)	Loans Amount (Rs. in Lakhs)
A) <u>Aggregate amount during the year</u>		
- Subsidiaries	1,000	-
- Employees	-	6.96
B) <u>Balance outstanding as at the Balance sheet date</u>		
- Subsidiaries	1,300	-
- Employees	-	3.88

- (b) In our opinion, terms and condition of loans given during the year and providing of guarantees to subsidiaries during the year are, prima facie, not prejudicial to the interest of the Company. The Company has not provided any security or granted any advances in the nature of loans during the year.
- (c) In respect of loans given by the Company, schedule of repayment of principal and payment of interest has been stipulated and the repayment and receipts of principal amounts and interest have been regular as per stipulation except for the following:

Name of the Entity	Principal Amount (Rs. In Lakhs)	Interest Amount (Rs. In Lakhs)	Due Date	Extent of Delay
El Tech Appliance Private Limited	100.00	0.33 (not accrued)	7 March, 2021	1,486 Days

- (d) In respect of following loans granted by the Company, which have been overdue for more than ninety days at the balance sheet date, as explained to us, the management has taken reasonable steps for recovery of such principal and interest (Refer Note no. 8 to the standalone financial statements):

No. of cases	Principal Amount Overdue (Rs. In Lakhs)	Interest Overdue (Rs. In Lakhs)	Total Overdue
1	100.00	0.33	100.33

- (e) No loans and advances in the nature of loans granted by the Company which has fallen due during the year, has been renewed or extended or fresh loans granted to settle the overdue of existing loans given to the same parties;
- (f) The Company has not granted any loans either repayable on demand or without specifying any terms or period of repayment during the year. Hence, reporting under clause 3(iii)(f) is not applicable;

iv. The Company has complied with the provisions of section 185 and 186 of the Act, with respect to grant of loans, making investments, providing guarantees and securities, as applicable;

v. The Company has not accepted any deposits or amounts which are deemed to be deposits. Hence, reporting under clause 3(v) of the Order is not applicable to the Company;

vi. The Central Government has not prescribed the maintenance of cost records under sub-section (1) of section 148 of the Act for any of the services rendered by the Company. Accordingly, the provision of clause 3(vi) of the Order is not applicable to the Company;

vii. The Company is regular in depositing with appropriate authorities undisputed statutory dues including goods and services tax, provident fund, employees' state insurance, income-tax, cess and other statutory dues applicable to it. As informed, the provisions of sales-tax, duty of custom, duty of excise and value added taxes are not applicable to the Company;

a. According to the information and explanations given to us, no undisputed amounts payable in respect of goods and services tax, provident fund, employees' state insurance, income-tax, cess and other statutory dues were outstanding, at the year end, for a period of more than six months from the date they became payable. As informed, the provisions of sales-tax, duty of custom, duty of excise and value added taxes are not applicable to the Company;

b. Details of the statutory dues referred to in clause (a) above which have not been deposited as on 31st March 2025 on account of any dispute are given below;

Name of the Statute	Nature of the Dues	Amount involved (Rs. In Lakhs)	Amount unpaid (after refund adjusted / taxes paid / adjusted under protest)	Period to which the amount relates	Forum where the dispute is pending
Goods and Service Tax Act, 2017	Goods and Service Tax	60.73	57.12	FY 2017-18	Commissioner of Appeals
Service Tax Act, 1994	Service Tax	24.86	20.73	FY 2012-13 and FY 2013-14	Custom Excise and Service Tax Appellate Tribunal
Service Tax Act, 1994	Service Tax	96.54	94.39	FY 2016-17	Custom Excise and Service Tax Appellate Tribunal
Income Tax Act, 1961	Income Tax	94.70	-	FY 2017-18	Income Tax Appellate Tribunal
Income Tax Act, 1961	Income Tax	57.97	-	FY 2018-19	Commissioner of Income Tax (Appeals)

Name of the Statute	Nature of the Dues	Amount involved (Rs. In Lakhs)	Amount unpaid (after refund adjusted / taxes paid / adjusted under protest)	Period to which the amount relates	Forum where the dispute is pending
Income Tax Act, 1961	Income Tax	17.17	-	FY 2019-20	Commissioner of Income Tax (Appeals)
Income Tax Act, 1961	Income Tax	25.44	-	FY 2020-21	Commissioner of Income Tax (Appeals)

viii. There were no transactions relating to previously unrecorded income that were surrendered or disclosed as income in the tax assessments under the Income Tax Act, 1961 (43 of 1961) during the year;

ix. (a) During the year, the Company has not defaulted in repayment of loans or other borrowings or in the payment of interest thereon to any lender;

(b) As disclosed in note 38 of the standalone financial statements, the Company has not been declared wilful defaulter by any bank or financial institution or government or any government authority;

(c) During the year Company has not availed any term loans and hence reporting under the clause 3(ix) (c) of the Order is not applicable;

(d) On an overall examination of the standalone financial statements of the Company, we report that funds raised on short term basis have prima facie not been used for long term purposes;

(e) On an overall examination of the standalone financial statements of the Company, we report that the Company has not taken any funds from any entity or person on account of or to meet the obligations of its subsidiaries. The Company does not have any Associate or Joint Ventures;

(f) The company has not raised loans during the year on the pledge of securities held in its subsidiaries.

x. (a) In our opinion, moneys raised by way of initial public offer by the Company during the previous year, have been partly utilised by the Company in the current year for the purpose for which they were raised, and balance unutilised amounts are temporarily deployed in a separate Bank account and short-term deposits with Bank. Refer note 45 of the standalone financial statements;

(b) During the year Company has not made any preferential allotment or private placement of shares or convertible debentures (fully, partially or optionally convertible) and hence clause 3(x)(b) of the Order is not applicable;

xi. (a) We report that no fraud by the Company or no fraud on the Company has been noticed or reported during the year;

Standalone Audit Report

- (b) No report under sub section (12) of section 143 of the Act has been filed in the form ADT – 4 as prescribed under rule 13 of Companies (Audit and Auditors) Rules, 2014 with central government during the year;
- (c) As represented to us by the management, there are no whistle blower complaints received by the Company during the year;
- xii. The Company is not a Nidhi company. Therefore, the reporting under clause 3(xii) (a) to (c) of the Order is not applicable to the Company;
- xiii. In our opinion, transactions with the related parties are in compliance with section 177 and 188 of Companies Act, 2013 where applicable and the details have been disclosed in the notes to the standalone financial statements, as required by the applicable accounting standards;
- xiv. (a) In our opinion, the Company has an internal audit system commensurate with the size and nature of its business;
- (b) We have considered the internal audit reports of the company issued till date, for the period under audit.
- xv. During the year, the Company has not entered any non-cash transactions with directors or persons connected with him as referred to in section 192 of the Act;
- xvi. (a) The Company is not required to be registered under section 45-IA of the Reserve Bank of India Act, 1934. Hence, reporting under clause (xvi)(a) and (b) are not applicable to the Company;
- (b) The Company is not a Core Investment Company ("CIC") as defined in the regulations made by the Reserve Bank of India and accordingly requirements of clause 3(xvi)(c) of the Order is not applicable;
- (c) There are no CICs as a part of the Group;
- xvii. The Company has not incurred any cash losses in the Current year and in the immediately preceding financial year and hence the reporting under clause 3(xvii) of the Order are not applicable to the Company;
- xviii. There has been no resignation of statutory auditors of the Company during the year;
- xix. On the basis of the financial ratios, ageing and expected dates of realization of financial assets and payment of financial liabilities, other information accompanying the standalone financial statements, our knowledge of the Board of Directors and management plans and based on our examination of the evidence supporting the assumptions, nothing has come to our attention, which causes us to believe that any material uncertainty exists as on the date of the audit report that Company is not capable of meeting its liabilities existing at the date of balance sheet as and when they fall due within a period of one year from the balance sheet date;
- We, however, state that this is not an assurance as to the future viability of the Company. We further state that our reporting is based on the facts up to the date of the audit report and we neither give any guarantee nor any assurance that all liabilities falling due within a period of one year from the balance sheet date, will get discharged by the company as and when they fall due;
- xx. The Company has fully spent the required amount towards Corporate Social Responsibility (CSR) and there are no unspent CSR amount for the year requiring a transfer to a fund specified in a Schedule VII to the Act or special account in compliance with the provision of sub-section (6) of section 135 of the said Act. Accordingly, reporting under clause 3(xx)(a) and 3(xx)(b) of the Order are not applicable.

For C N K & Associates LLP
Chartered Accountants
Firm Registration No: 101961W/W – 100036

Sd/-
Himanshu Kishnadwala
Partner
Membership No. 037391
Place: Mumbai
Date: May 21, 2025
UDIN: 25037391BMLFUP4985

ANNEXURE 2 TO THE INDEPENDENT AUDITOR'S REPORT OF EVEN DATE ON STANDALONE FINANCIAL STATEMENTS OF R K SWAMY LIMITED

REPORT ON THE INTERNAL FINANCIAL CONTROLS UNDER CLAUSE I OF SUBSECTION 3 OF SECTION 143 OF THE COMPANIES ACT, 2013 ("THE ACT")

OPINION

We have audited the internal financial controls with reference to standalone financial statements of R K SWAMY Limited ("the Company") as of 31st March, 2025

in conjunction with our audit of the standalone financial statements of the Company for the year ended on that date.

In our opinion, the Company has, in all material respects, adequate internal financial controls with reference to these standalone financial statements and such internal financial controls with reference to these standalone financial statements were operating effectively as at

31st March, 2025, based on the internal control with reference to financial statements criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting issued by the Institute of Chartered Accountants of India.

MANAGEMENT'S RESPONSIBILITY FOR INTERNAL FINANCIAL CONTROLS

The Company's Management is responsible for establishing and maintaining internal financial controls based on the internal control with reference to standalone financial statements criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting issued by the Institute of Chartered Accountants of India ("ICAI"). These responsibilities include the design, implementation and maintenance of adequate internal financial controls that were operating effectively for ensuring the orderly and efficient conduct of its business, including adherence to the Company's policies, the safeguarding of its assets, the prevention and detection of frauds and errors, the accuracy and completeness of the accounting records, and the timely preparation of reliable financial information, as required under the Act.

AUDITOR'S RESPONSIBILITY

Our responsibility is to express an opinion on the Company's internal financial controls with reference to standalone financial statements based on our audit. We conducted our audit in accordance with the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting (the "Guidance Note") and the Standards on Auditing as specified under section 143(10) of the Act, to the extent applicable to an audit of internal financial controls and, both issued by the ICAI. Those Standards and the Guidance Note require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether adequate internal financial controls with reference to these standalone financial statements were established and maintained and if such controls operated effectively in all material respects.

Our audit involves performing procedures to obtain audit evidence about the adequacy of the internal financial controls with reference to these standalone financial statements and their operating effectiveness. Our audit of internal financial controls with reference to standalone financial statements included obtaining an understanding of internal financial controls with reference to these standalone financial statements, assessing the risk that a material weakness exists, and testing and evaluating the design and operating effectiveness of internal control based on the assessed risk. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit

opinion on the Company's internal financial controls with reference to these standalone financial statements.

MEANING OF INTERNAL FINANCIAL CONTROLS WITH REFERENCE TO FINANCIAL STATEMENTS

A Company's internal financial control with reference to these standalone financial statements is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles. A Company's internal financial control with reference to these standalone financial statements includes those policies and procedures that (1) pertain to the maintenance of records that, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the Company; (2) provide reasonable assurance that transactions are recorded as necessary to permit preparation of standalone financial statements in accordance with generally accepted accounting principles, and that receipts and expenditures of the Company are being made only in accordance with authorisations of management and directors of the Company; and (3) provide reasonable assurance regarding prevention or timely detection of unauthorised acquisition, use, or disposition of the Company's assets that could have a material effect on the standalone financial statements.

INHERENT LIMITATIONS OF INTERNAL FINANCIAL CONTROLS WITH REFERENCE TO THESE STANDALONE FINANCIAL STATEMENTS

Because of the inherent limitations of internal financial controls with reference to these standalone financial statements, including the possibility of collusion or improper management override of controls, material misstatements due to error or fraud may occur and not be detected. Also, projections of any evaluation of the internal financial controls with reference to these standalone financial statements to future periods are subject to the risk that the internal financial control with reference to these standalone financial statements may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

For C N K & Associates LLP
Chartered Accountants
Firm Registration No: 101961W/W – 100036

Sd/-
Himanshu Kishnadwala
Partner
Membership No. 037391
Place: Mumbai
Date: May 21, 2025
UDIN: 25037391BMLFUP4985

STANDALONE BALANCE SHEET AS AT 31 MARCH 2025

(Rs in lakhs)

	Particulars	Notes	As at 31 March 2025	As at 31 March 2024
A	ASSETS			
1	Non-current Assets			
	(a) Property, Plant and Equipment	5(a)	812.57	265.02
	(b) Right-of-use Assets	6	513.66	445.65
	(c) Intangible Assets	5(a)	36.54	13.02
	(d) Capital Work in progress	5(b)	76.29	-
	(e) Financial Assets			
	(i) Investments	7	9,624.68	9,618.61
	(ii) Other Financial Assets	9(a)	409.30	105.99
	(f) Deferred Tax Assets (net)	19	161.17	161.00
	(g) Non-current Tax Assets (net)	9(b)	854.68	1,095.62
	Total Non-current Assets		12,488.89	11,704.91
2	Current assets			
	(a) Financial assets			
	(i) Trade Receivables	11	11,570.43	9,915.19
	(ii) Cash and Cash Equivalents	12(a)	1,180.54	4,216.64
	(iii) Bank Balances other than (ii) above	12(b)	9,313.60	10,810.46
	(iv) Loans	8	79.03	79.06
	(v) Other Financial Assets	9(a)	2,286.51	1,605.61
	(b) Other Current Assets	10	1,118.98	944.37
	Total Current Assets		25,549.09	27,571.33
	Total Assets		38,037.98	39,276.24
B	EQUITY AND LIABILITIES			
1	Equity			
	(a) Equity share capital	13	2,523.87	2,523.87
	(b) Other equity	14	22,485.36	22,156.98
	Total Equity		25,009.23	24,680.85
	Liabilities			
2	Non-current Liabilities			
	(a) Financial Liabilities			
	(i) Lease Liabilities	29	355.23	206.84
	(b) Provisions	16	31.94	27.52
	Total Non-current Liabilities		387.17	234.36
3	Current Liabilities			
	(a) Financial Liabilities			
	(i) Borrowings	15	2,560.00	3,198.55
	(ii) Lease Liabilities	29	159.74	291.74
	(iii) Trade payables	18		
	- Total outstanding dues of micro enterprises and small enterprises		608.31	522.94
	- Total outstanding dues of creditors other than micro enterprises and small enterprises		7,682.10	6,951.22
	(iv) Other Financial liabilities	17(b)	1,192.85	1,397.83
	(b) Other Current Liabilities	17(a)	202.13	1,791.56
	(c) Provisions	16	236.45	207.19
	Total Current Liabilities		12,641.58	14,361.03
	Total Liabilities		13,028.75	14,595.39
	Total Equity and Liabilities		38,037.98	39,276.24

See accompanying notes forming part of the standalone financial statements **1-48**

In terms of our report of even date attached

For C N K & Associates LLP

Chartered Accountants
Firm's Registration No.: 101961W/W-100036

Sd/-
Himanshu Kishnadwala
Partner

Membership No.: 37391
Place: Mumbai
Date: May 21, 2025

For and on behalf of the Board of Directors

R K SWAMY LIMITED
CIN: L74300TN1973PLC006304

Sd/-
Srinivasan K Swamy
Executive Group Chairman
and Whole-time Director
DIN: 00505093
Place: Mumbai
Date: May 21, 2025

Sd/-
Narasimhan Krishnaswamy
Managing Director and
Group CEO
DIN: 00219883
Place: Mumbai
Date: May 21, 2025

Sd/-
Aparna Bhat
Company Secretary
Membership No: A19995

Place: Mumbai
Date: May 21, 2025

Sd/-
Rajeev Newar
Group CFO

Place: Mumbai
Date: May 21, 2025

STANDALONE STATEMENT OF PROFIT AND LOSS FOR YEAR ENDED 31 MARCH 2025

(Rs in lakhs)

	Particulars	Notes	For the year ended 31 March 2025	For the year ended 31 March 2024
	Income			
1	Revenue from Operations	20	11,954.71	16,213.62
2	Other Income	21	1,450.45	277.08
3	Total Income (1+2)		13,405.16	16,490.70
	Expenses			
	(a) Operational expense	22	4,042.15	5,643.53
	(b) Employee benefits expense	23	4,344.66	3,703.99
	(c) Other expenses	26	2,559.56	2,299.44
4	Total Expenses		10,946.37	11,646.96
	Earnings before interest, tax, depreciation and amortisation (3-4)		2,458.79	4,843.74
	(d) Finance costs	24	313.89	750.90
	(e) Depreciation and amortisation expenses	25	469.52	545.73
5	Profit Before Tax		1,675.38	3,547.11
6	Tax Expense			
	(a) Current tax	19		
	- Current year		316.40	835.32
	- Short/ (Excess) Provision of earlier year taxes (net)		0.92	-
	(b) Deferred tax charge/(credit)	19	4.94	61.18
			322.26	896.50
7	Profit After Tax (5-6)		1,353.12	2,650.61
	Other Comprehensive Income			
	A (i) Items that will not be reclassified to profit or loss			
	Remeasurement of the defined benefit plans	30	(20.32)	(44.37)
	(ii) Income tax related to items that will not be reclassified to profit or loss	19	5.12	11.17
	B (i) Items that will be reclassified to profit or loss		-	-
	(ii) Income tax related to items that will not be reclassified to profit or loss		-	-
8	Total other comprehensive (loss) for the year [A(i-ii)+B(i-ii)]		(15.20)	(33.20)
9	Total comprehensive income for the year (7+8)		1,337.92	2,617.41
10	Earnings per equity share of Rs.5 each	28		
	Basic (in Rs)		2.68	5.91
	Diluted (in Rs)		2.68	5.91

See accompanying notes forming part of the standalone financial statements **1-48**
In terms of our report of even date attached

For C N K & Associates LLP

Chartered Accountants
Firm's Registration No.: 101961W/W-100036
Sd/-
Himanshu Kishnadwala
Partner

Membership No.: 37391
Place: Mumbai
Date: May 21, 2025

For and on behalf of the Board of Directors
R K SWAMY LIMITED

CIN: L74300TN1973PLC006304

Sd/-
Srinivasan K Swamy
Executive Group Chairman
and Whole-time Director
DIN: 00505093
Place: Mumbai
Date: May 21, 2025

Sd/-
Narasimhan Krishnaswamy
Managing Director and
Group CEO
DIN: 00219883
Place: Mumbai
Date: May 21, 2025

Sd/-
Aparna Bhat
Company Secretary
Membership No: A19995

Place: Mumbai
Date: May 21, 2025

Sd/-
Rajeev Newar
Group CFO

Place: Mumbai
Date: May 21, 2025

STANDALONE STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 31 MARCH 2025

A. Equity share capital

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Balance as at beginning of the year	2,523.87	444.57
Changes in equity share capital during the year:		
Add: Bonus shares issued during the year (refer note no 13(a)(iii))	-	1,778.29
Add: Shares Issued through Initial Public Offer ("IPO") during the year (refer note 45)	-	301.01
Balance as at end of the year	2,523.87	2,523.87

B. Other equity

(Rs in lakhs)

Particulars	Reserves and surplus				Total
	General Reserve	Securities Premium	Capital Reserve	Retained Earnings	
Balance as at 1 April 2023	1,921.38	-	(208.13)	4,209.23	5,922.48
Profit for the year	-	-	-	2,650.61	2,650.61
Other comprehensive (loss), net of tax	-	-	-	(33.20)	(33.20)
Total comprehensive income for the year	-	-	-	2,617.41	2,617.41
Bonus shares issued during the year (refer note 13(a)(iii))	(1,778.29)	-	-	-	(1,778.29)
Premium arising on issue of equity shares through IPO (refer note 45)	-	16,998.99			16,998.99
Share issue expense on IPO (refer note 45)		(1,425.78)			(1,425.78)
Dividend paid during the year (refer note 43)	-	-	-	(177.83)	(177.83)
Balance as at 31 March 2024	143.09	15,573.21	(208.13)	6,648.81	22,156.98
Profit for the year	-	-	-	1,353.12	1,353.12
Other comprehensive (loss), net of tax	-	-	-	(15.20)	(15.20)
Total comprehensive income for the year	-	-	-	1,337.92	1,337.92
Dividend paid during the year (refer note 43)	-	-	-	(1,009.54)	(1,009.54)
Balance as at 31 March 2025	143.09	15,573.21	(208.13)	6,977.19	22,485.36

Note :

In accordance with the notification issued by Ministry of Corporate Affairs dated 24 March 2021, re-measurement of defined benefit plan shall be recognised as a part of retained earnings. Accordingly, re-measurement of defined benefit plan has been disclosed as part of retained earnings.

See accompanying notes forming part of the standalone financial statements

1-48

In terms of our report of even date attached

For C N K & Associates LLP

Chartered Accountants
Firm's Registration No.: 101961W/W-100036

Sd/-
Himanshu Kishnadwala
Partner

Membership No.: 37391
Place: Mumbai
Date: May 21, 2025

For and on behalf of the Board of Directors

R K SWAMY LIMITED
CIN: L74300TN1973PLC006304

Sd/-
Srinivasan K Swamy
Executive Group Chairman
and Whole-time Director
DIN: 00505093
Place: Mumbai
Date: May 21, 2025

Sd/-
Narasimhan Krishnaswamy
Managing Director and
Group CEO
DIN: 00219883
Place: Mumbai
Date: May 21, 2025

Sd/-
Aparna Bhat
Company Secretary
Membership No: A19995

Place: Mumbai
Date: May 21, 2025

Sd/-
Rajeev Newar
Group CFO

Place: Mumbai
Date: May 21, 2025

STANDALONE STATEMENT OF CASH FLOW FOR YEAR ENDED 31 MARCH 2025

(Rs in lakhs)

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
A. Cash Flow From Operating Activities		
Profit before tax	1,675.38	3,547.11
<i>Adjustments for:</i>		
Interest Income on bank deposits	(737.64)	(70.90)
Liabilities/Provision no longer payable written back	(19.76)	(24.16)
Finance costs	313.89	750.90
Depreciation and amortisation expenses	469.52	545.73
Profit on sale of Property, Plant and Equipment (net)	(2.43)	(0.70)
Profit on sale of Investment property	-	(72.00)
Irrecoverable Trade receivables (Bad debts) written off (net of provision utilised)	-	14.04
Allowance for Expected credit loss (net)	41.51	31.45
Net gain arising on financial assets measured at FVTPL	(6.07)	(11.10)
Dividend Income	(427.99)	(0.46)
Interest income on financial assets carried at amortised cost	(39.00)	(43.91)
Operating Profit before Working Capital / Other Changes	1,267.41	4,666.00
<i>Adjustments for (increase)/decrease in operating assets:</i>		
Trade Receivables	(1,696.75)	7,947.94
Non-Current and Current Financial Assets	(809.45)	(127.62)
Other Non-Current and Current Assets	(174.61)	(260.71)
<i>Adjustments for increase/(decrease) in operating liabilities:</i>		
Trade Payables	836.02	(10,765.95)
Other Non-Current and Current financial Liabilities	(189.38)	(968.44)
Other Non-Current and Current Liabilities	(1,589.43)	1,562.38
Non-Current and Current Provisions	13.36	(43.04)
Cash (Used in) / Generated from Operations	(2,342.83)	2,010.56
Income Tax Paid (net of refund)	(76.38)	(1,438.48)
Net Cash (Used in) / Generated from Operating Activities (A)	(2,419.21)	572.08
B. Cash Flow From Investing Activities		
Purchase of Property, Plant and Equipment (including Intangible Assets and Capital Work in progress)	(781.24)	(63.09)
Sale Proceeds on Property, Plant and Equipment (including Investment Property)	2.43	72.70
Interest Received on Bank deposits	530.04	70.90
Placement of Bank deposits	(16,860.00)	(10,563.27)
Maturities of Bank deposits	18,361.77	100.00
Dividend Income Received	427.99	0.46
Net Cash Generated From / (Used in) Investing Activities (B)	1,680.99	(10,382.30)

STANDALONE STATEMENT OF CASH FLOW FOR YEAR ENDED 31 MARCH 2025 (Contd.)

(Rs in lakhs)

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
C. Cash Flow From Financing Activities		
Dividend Paid	(1,009.35)	(177.83)
Finance Cost Paid	(282.44)	(554.17)
Payment of lease liabilities (including interest)	(367.54)	(501.22)
Proceeds from intercompany loan	650.00	2,355.00
(Repayment) of intercompany loan	(1,288.55)	(3,292.70)
Proceeds from current borrowings	-	5,000.00
(Repayment) of Current borrowings	-	(5,000.00)
Proceeds from issue of equity shares	-	17,300.00
Share issue expenses	-	(1,425.78)
Net Cash (Used in) / Generated from Financing Activities (C)	(2,297.88)	13,703.30
Net (Decrease) / Increase in Cash and Cash Equivalents (A) + (B) + (C)	(3,036.10)	3,893.08
Cash and Cash Equivalents at the Beginning of the year (refer note 12(a))	4,216.64	323.56
Cash and Cash Equivalents at the End of the year (refer note 12(a))	1,180.54	4,216.64

Notes:

1. The Standalone Statement of Cash Flow has been prepared under the indirect method as set out in the Indian Accounting Standard (Ind AS 7) Statement of Cash Flows.

See accompanying notes forming part of the standalone financial statements **1-48**

In terms of our report of even date attached

For C N K & Associates LLP

Chartered Accountants
Firm's Registration No.: 101961W/W-100036

Sd/-
Himanshu Kishnadwala
Partner

Membership No.: 37391
Place: Mumbai
Date: May 21, 2025

For and on behalf of the Board of Directors

R K SWAMY LIMITED
CIN: L74300TN1973PLC006304

Sd/-
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Company Secretary
Membership No: A19995

Place: Mumbai
Date: May 21, 2025

Sd/-
Rajeev Newar
Group CFO

Place: Mumbai
Date: May 21, 2025

NOTES FORMING PART OF THE STANDALONE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

1. GENERAL INFORMATION

R.K. Swamy BBDO Private Limited ('the Company') was incorporated in the year 1973 and the Company changed its name from R.K. Swamy BBDO Private Limited to R K Swamy Private Limited on 21 June, 2022. Further, the Company has changed its name from R K Swamy Private Limited to R K Swamy Limited based on the approval received from Registrar of Companies, Chennai on 17 July, 2023 and accordingly it has become a Public Limited Company w.e.f. 17 July, 2023. The Company has completed its Initial Public Offer ('IPO') during the previous year and its equity shares got listed on National Stock Exchange of India Limited and BSE Limited on 12 March, 2024.

The Company is primarily engaged in the business of providing Integrated Marketing Services which comprises of advertising in various media, such as television, newspaper, radio, outdoor and strategic media planning and buying; undertaking market research activities offering research and analytics solutions and customer analytics, developing and managing campaigns in the space of creative services, promotions, through appropriate media and rendering such other service and carrying out such other activity as may be relating to any of the above.

2. BASIS OF PREPARATION AND PRESENTATION OF FINANCIAL STATEMENTS

The Standalone Financial Statements of the Company comprises the Standalone Balance Sheet as at 31 March, 2025, and the Standalone Statement of Profit and Loss (including Other Comprehensive Income), the Standalone Statement of Cash Flows and the Standalone Statement of Changes in Equity for the year then ended and a summary of material accounting policies and other explanatory information (together referred to as the "Standalone Financial Statements").

These Standalone Financial Statements have been prepared in accordance with the Indian Accounting Standards ("Ind AS") notified under Section 133 of the Companies Act, 2013 ("the Act") read with the Companies (Indian Accounting Standards) Rules, 2015 as amended from time to time, and other relevant provisions of the Act and Rules thereunder.

The Standalone Financial Statements have been prepared and presented under the historical cost convention, on accrual and going concern basis except for certain financial assets and financial liabilities that are measured at fair values at the end of each reporting period, as explained in the accounting policies below. Historical cost is generally based on fair value of the consideration given in exchange of goods and services.

Accounting policies have been consistently applied except where a newly issued accounting standard is initially adopted or a revision to an existing accounting standard requires a change in accounting policy hitherto in use.

The financial statements of the Company for the year ended 31 March 2025 were approved for issue in accordance with the Resolution passed by the Board of Directors at their meeting held on 21 May 2025.

A. Determination of Functional and presentation currency

The Financial Statements are presented in Indian Rupees and all amounts disclosed in the financial statements and notes have been rounded off to the nearest lakhs, unless otherwise stated.

B. Current / Non-Current Classification

Based on the nature of activities of the Company and the normal time between acquisition of assets and their realisation in cash or cash equivalents, the Company has determined its operating cycle as 12 months for the purpose of classification of its assets and liabilities as current and non-current.

Any asset or liability is classified as current if it satisfies any of the following conditions:

1. the asset/liability is expected to be realised/settled in the Company's normal operating cycle;
2. the asset is intended for sale or consumption;
3. the asset/liability is held primarily for the purpose of trading;
4. the asset/liability is expected to be realised due to be settled within twelve months after the reporting period;
5. the asset is cash or cash equivalent unless it is restricted from being exchanged or used to settle a liability for at least twelve months after the reporting date; in the case of a liability, the Company does not have an unconditional right to defer settlement of the liability for at least twelve months after the reporting date.

All other assets and liabilities are classified as non-current.

C. Critical accounting judgements and key source of estimation uncertainty

In applying the Company's accounting policies, which are described in Note 3 below, the management are required to make judgments (other than those involving estimations) that have significant impact on the amounts recognised and to make estimates and assumptions about the carrying amounts of assets and liabilities that are not readily apparent from other sources.

The Management believes that the estimates and associated assumptions made in the preparation of these financial statements are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates. Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimates are revised and in any future periods affected.

The following are the significant areas of estimation, uncertainty, and critical judgements in applying accounting policies:

1. Determination of the estimated useful lives of property, plant and equipment and intangible assets

Useful lives of property, plant and equipment and intangible assets are based on the life prescribed in Schedule II of the Act. In cases, where the useful lives are different from those prescribed in Schedule II, they are based on technical advice, taking into account the nature of the asset, the estimated usage of the asset, the operating conditions of the asset, past history of replacement, anticipated technological changes, manufacturers' warranties and maintenance support.

2. Recognition and measurement of defined benefit obligations

The obligation arising from defined benefit plan is determined on the basis of actuarial assumptions. Key actuarial assumptions include discount rate, trends in salary escalation, vested future benefits, attrition rate and life expectancy. The discount rate is determined by reference to market yields of the government bonds at the end of the reporting period. The period of maturity of the underlying bonds correspond to the probable maturity of the post-employment benefit obligations.

3. Income Taxes

The Company's tax jurisdiction is India. Significant judgements are involved in estimating budgeted profits for the purpose of paying advance tax, determining the provision for income taxes, including amount expected to be paid / recovered for uncertain tax positions. The provision for taxation for the current year has been determined by the Management based on the tax position to be considered for tax filing and its assessment of the probability of acceptance of the same by the taxation authorities.

A deferred tax asset is recognised for all the deductible temporary differences to the extent that it is probable that taxable profit will be available against which the deductible temporary difference can be utilised. The management assumes that taxable profits will be available while recognising deferred tax assets.

4. Recognition and measurement of provisions

The recognition and measurement of provisions are based on the assessment of the probability of an outflow of resources, and on past experience and circumstances known at the Balance Sheet date. The actual outflow of resources at a future date may therefore vary from the figure included in other provisions.

Critical judgements:

a) Application of Ind AS 115:

In making the judgement, the management considered the detailed criteria for the recognition of revenue set out in Ind AS 115 and in particular determination of the nature and timing of satisfaction of performance obligations duly considering the terms of the contract and the assessment of the amount of revenue to be recognised based on whether the Company acts as a principal or an agent for the individual contracts.

b) Application of Ind AS 116:

i. Critical judgements in determining the lease term:

At inception of an arrangement, the Company determines whether the arrangement is or contains a lease. At inception or on reassessment of an arrangement that contains a lease, the Company separates payments and other considerations required by the arrangement into those for the lease and those for other elements on the basis of their relative fair values. If the Company concludes that it is impracticable to separate the payments reliably, then an asset and a liability are recognised at an amount equal to the fair value of the underlying asset; subsequently, the liability is reduced as payments are made and an imputed finance cost on the liability is recognised using the Company's incremental borrowing rate. In case of short-term and low-value leases, all payments under the arrangement are treated as lease payments.

In determining the lease term, management considers all facts and circumstances that create an economic incentive to exercise an extension option, or not exercise a termination option. Extension options (or periods after termination options) are only included in the lease term if the lease is reasonably certain to be extended (or not terminated).

The lease term is reassessed if an option is actually exercised (or not exercised) or the Company becomes obliged to exercise (or not exercise) it. The assessment of reasonable certainty is only revised if a significant event or a significant change in circumstances occurs, which affects this assessment, and that is within the control of the lessee.

ii. Determination of the discount rate:

The discount rate is generally based on the incremental borrowing rate specific to the lease being evaluated or for a portfolio of leases with similar characteristics.

D. Measurement of fair values

The Company's accounting policies and disclosures require the measurement of fair values for financial instruments.

The Company has an established control framework with respect to the measurement of fair values. The management regularly reviews significant unobservable inputs and valuation adjustments. If third party information, such as broker quotes or pricing services, is used to measure fair values, then the management assesses the evidence obtained from the third parties to support the conclusion that such valuations meet the requirements of Ind AS, including the level in the fair value hierarchy in which such valuations should be classified.

Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transition between market participants at the measurement date, regardless of whether that price is directly observable or estimated using another valuation technique. In estimating the fair value for an asset or liability, the Company takes into account the characteristics of the asset or liability if market participants would take those characteristics into account when pricing the asset or liability at the measurement date. Fair value for measurement and/or disclosure purposes in the standalone financial statements is determined on such a basis except for leasing transactions that are within the scope of Ind AS 116 and measurements that have some similarities to fair value but are not fair value, such as value in use in IND AS 36.

When measuring the fair value of a financial asset or a financial liability, the Company uses observable market data as far as possible. Fair values are categorised into different levels in a fair value hierarchy based on the inputs used in the valuation techniques as follows:

Level 1: inputs are quoted prices (unadjusted) in active markets for identical assets or liabilities that the Company can access at the measurement date;

Level 2: inputs other than quoted prices included in Level 1 that are observable for the asset or liability, either directly (i.e. as prices) or indirectly (i.e. derived from prices); and

Level 3: inputs for the asset or liability that are not based on observable market data (unobservable inputs). Fair values are determined in whole or part using a valuation model based on assumptions that are neither supported by prices from observable current market transactions in the same instrument nor are they based on available market data.

If the inputs used to measure the fair value of an asset or a liability fall into different levels of the fair value hierarchy, then the fair value measurement is categorised in its entirety in the same level of the fair value hierarchy as the lowest level input that is significant to the entire measurement.

The Company recognises transfers between levels of the fair value hierarchy at the end of the reporting period during which the change has occurred.

3. MATERIAL ACCOUNTING POLICY INFORMATION

1. Property, plant, and equipment including Capital Work-in-progress

a. Recognition and measurement

The Company had applied for the one time transition exemption of considering the carrying cost on the transition date i.e. 1st April, 2020 as the deemed cost under IND AS, regarded thereafter as historical cost.

Property, plant, and equipment is recognised when it is probable that future economic benefit associated with the asset will flow to the Company, and the cost of the asset can be measured reliably.

Property, plant and equipment are measured at original cost less accumulated depreciation and any accumulated impairment losses. Capital Work-in-progress includes expenditure incurred till the assets are put into intended use. Capital Work-in-Progress are measured at cost less accumulated impairment losses, if any.

The initial cost of property, plant and equipment comprises:

i. its purchase price, including import duties and non-refundable purchase taxes, after deducting trade discounts and rebates.

ii. any costs directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by the management.

Income and expenses related to the incidental operations, not necessary to bring the item to the location and condition necessary for it to be capable of operating in the manner intended by the management, are recognised in the Statement of Profit and Loss.

If significant parts of an item of property, plant and equipment have different useful lives, then they are accounted for as separate items (major components) of property, plant and equipment, and depreciated over their respective useful lives.

Any gain or loss on disposal of an item of property, plant and equipment is recognised in the Statement of Profit and Loss.

b. Subsequent expenditure

Subsequent expenditure is capitalised only if it is probable that the future economic benefits associated with the expenditure will flow to the Company.

c. Depreciation

The Company has followed the Straight Line method for charging depreciation on all items of property, plant, and equipment, at the rates specified in Schedule II to the Act; these rates are considered as the minimum rates. If management's technical estimate of the useful life of the property, plant and equipment is different than that envisaged in Schedule II to the Act, depreciation is provided at a rate based on management's estimate of the useful life. The useful

Standalone Financial Statements

lives followed for various categories of property, plant and equipment are given below:

Asset Category	Useful Life other than assets given on lease to subsidiaries
Photographic and Sound Equipment	8 years
Furniture and fixtures	5, 10 years
Electrical Fittings	3 years to 10 years
Computers	3, 5 years
Office and other equipment	5 years
Air conditioners	5, 10 years
Vehicles	8 years to 10 years

In respect of additions to/deductions from the assets, the depreciation on such assets is calculated on a pro rata basis from/upto the month of such addition/deduction. Assets costing less than Rs. 5,000 are fully depreciated in the year of purchase/acquisition.

Leasehold improvements are amortised over the period of the lease.

The useful life for assets given on lease to subsidiaries have been considered as 5 years.

The Company retains the residual value of assets @ 5% of original cost.

The residual values and useful life of property, plant and equipment are reviewed at each financial year end and changes, if any, are accounted in the line with revisions to accounting estimates.

2. Intangible-assets

a. Recognition and measurement

Intangible assets, including software, which is acquired by the Company and have finite useful lives are measured at cost less accumulated amortisation and any accumulated impairment losses.

b. Subsequent expenditure

Subsequent expenditure is capitalised only if it is probable that the future economic benefits associated with the expenditure will flow to the Company.

c. Amortisation

Intangible assets are amortised over their estimated useful life on straight line method. The amortisation period followed for intangible assets are:

Intangible assets	Amortisation period
Computer software costs relating to ERP System	3 years

3. Financial Instruments

Financial assets and financial liabilities are recognised in the Company's Balance Sheet when the Company becomes a party to the contractual provisions of the instrument.

a. Financial Assets

i. Initial recognition and measurements:

The Company recognises a financial asset in its Balance Sheet when it becomes party to the contractual provisions of the instrument. All financial

assets are recognised initially at fair value, plus in the case of financial assets not recorded at fair value through profit or loss (FVTPL), transaction costs that are attributable to the acquisition of the financial asset.

Where the fair value of the financial asset at initial recognition is different from its transaction price, the difference between the fair value and the transaction price is recognised as a gain or loss in the Statement of Profit and Loss at initial recognition if the fair value is determined through a quoted market price in an active market for an identical asset (i.e. level 1 input) or through a valuation technique that uses data from observable markets (i.e. level 2 input).

In case the fair value is not determined using a level 1 or level 2 input as mentioned above, the difference between the fair value and transaction price is deferred appropriately and recognised as a gain or loss in the Statement of Profit and Loss only to the extent that such gain or loss arises due to change in factor that market participants take into account when pricing the financial asset.

However, trade receivables that do not contain a significant financing component are measured at transaction price.

ii. Subsequent measurement:

For subsequent measurement, the Company classifies a financial asset in accordance with the below criteria;

- The Company's business model for managing the financial asset and
- The contractual cash flow characteristics of the financial asset.

Based on the above criteria, the Company classifies its financial assets into the following categories:

- a) Financial assets measured at amortised cost
- b) Financial assets measured at fair value through other comprehensive income ('FVOCI')
- c) Financial assets measured at fair value through profit or loss ('FVTPL')

a) Financial assets measured at amortised cost:

A financial asset is measured at the amortised cost if both the following conditions are met:

- The Company's business model objective for managing the financial asset is to hold financial assets in order to collect contractual cash flows, and
- The contractual terms of the financial asset give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding.

This category applies to cash and cash equivalents, other bank balances, trade receivables, loans and other financial assets of the Company. Such financial assets are subsequently measured at amortised cost using the effective interest method.

Under the effective interest rate method, the future cash receipts are discounted to the initial recognition value using the effective interest rate. The cumulative amortisation using the effective interest method of the

difference between the initial recognition amount and the maturity amount is added to the initial recognition value (net of principal/repayments, if any) of the financial asset over the relevant period of the financial asset to arrive at the amortised cost at each reporting date. The corresponding effect of the amortisation under effective interest method is recognised as interest income over the relevant period of the financial asset. The same is included under other income in the Statement of Profit and Loss.

The amortised cost of financial asset is also adjusted for loss of allowance, if any.

b) Financial asset measured at FVOCI:

A financial asset is measured at FVOCI if both of the following conditions are met:

- The Company's business model objective for managing the financial asset is achieved both by collecting contractual cash flows and selling the financial asset, and
- The contractual terms of the financial asset give rise on specified dates to cash flows that are solely payment of principal and interest on the principal amount outstanding.

This category applies to certain investments in debt instruments. Such financial assets are subsequently measured at fair value at each reporting date. Fair value changes are recognised in the other Comprehensive Income ('OCI'). However, the Company recognises interest income and impairment losses and its reversals in the Statement of Profit and Loss.

On derecognition of such financial assets, cumulative gain or loss previously recognised in OCI is reclassified from equity to the Statement of Profit and Loss. However, the Company may transfer such cumulative gain or loss into retained earnings within equity.

c) Financial asset measured at FVTPL:

A financial asset is measured at FVTPL unless it is measured at amortised cost or at FVOCI as explained above. This is a residual category applied to all other financial assets of the Company. Such financial assets are subsequently measured at fair value at each reporting date. Fair value changes are recognised in the Statement of Profit and Loss.

d) Investment in subsidiaries:

Investment in subsidiaries are measured at cost less impairment as per Ind AS 27 - 'Separate Financial Statements'. On disposal of the Investment, the difference between the net disposal proceeds and the carrying amount is charged or credited to the Statement of Profit and Loss.

Impairment of investments:

The Company reviews its carrying value of investments carried at cost annually, or more frequently when there is indication for impairment. If the recoverable amount is less than its carrying amount, the impairment loss is recorded in the Statement of Profit and Loss. When an impairment loss subsequently reverses, the carrying amount of the Investment is increased to the

revised estimate of its recoverable amount, so that the increased carrying amount does not exceed the cost of the Investment. A reversal of an impairment loss is recognised immediately in Statement of Profit or Loss.

iii. Derecognition:

A financial asset (or, where applicable, a part of a financial asset or part of a Company of similar financial assets) is derecognised (i.e. removed from the Company's balance sheet) when any of the following occurs:

- a) The contractual rights to cash flows from the financial asset expires;
- b) The Company transfers its contractual rights to receive cash flows of the financial asset and has substantially transferred all the risks and rewards of ownership of the financial asset;
- c) The Company retains the contractual rights to receive cash flows but assumes a contractual obligation to pay the cash flows without material delay to one or more recipients thereby substantially transferring all the risks and rewards of ownership of the financial asset; or
- d) The Company neither transfers nor retains substantially all risk and rewards of ownerships and does not retain control over the financial assets.

In cases where Company has neither transferred nor retained substantially all of the risks and rewards of the financial asset, but retains control of the financial asset, the Company continues to recognise such financial asset to the extent of its continuing involvement in the financial asset. In that case, the Company also recognises an associated liability. The financial asset and the associated liability are measured on a basis that reflects the rights and obligations that the Company has retained.

On Derecognition of a financial asset, (except as mentioned in b) above for financial assets measured at FVOCI), the difference between the carrying amount and the consideration received is recognised in the Statement of Profit and Loss.

iv. Impairment of financial assets:

The Company applies expected credit losses ('ECL') model for measurement and recognition of loss allowance on the following:

- a) Trade receivables and Contract assets
- b) Financial assets measured at amortised cost (other than Trade receivables and Contract assets)
- c) Financial assets measured at fair value through other comprehensive income (FVOCI)

In case of Trade receivables the Company follows a simplified approach wherein an amount equal to lifetime ECL is measured and recognised as loss allowance.

In case of other assets (listed as (b) and (c) above), the Company determines if there has been a significant increase in credit risk of the financial assets since initial recognition, if the credit risk of such assets has not increased significantly, an amount equal to

12-month ECL is measured and recognised as loss allowance. However, if credit risk has increased significantly, an amount equal to lifetime ECL is measured as recognised as loss allowance.

Subsequently, if the credit quality of the financial asset improves such that there is no longer a significant increase in credit risk since initial recognition, the Company reverts to recognizing impairment loss allowance based on 12-month ECL.

ECL is the difference between all contractual cash flows that are due to the Company in accordance with the contract and all the cash flows that the Company expects to receive (i.e. all cash shortfalls), discounted at the original effective interest rate.

Lifetime ECL are the expected credit losses resulting from all possible default events over the expected life of a financial asset. 12-month ECL are a portion of the lifetime ECL which result from default events that are possible within 12-month from the reporting date.

ECL are measured in a manner that they reflect unbiased and probability weighted amounts determined by a range of outcome, taking into account the time value of money and other reasonable information available as a result of past events, current conditions and forecasts of future economic conditions.

As a practical expedient, the Company uses a provision matrix to measure lifetime ECL on its portfolio of trade receivables. The provision matrix is prepared based on historically observed default rates over the expected life of trade receivables is adjusted for forward-looking estimates. At each reporting date, the historically observed default rates and changes in the forward-looking estimates are updated.

ECL allowance (or reversal) recognised during the period is recognised as expense (or income) in the Statement of Profit and Loss under the head 'Other expenses (or Other Income)'.

b. Financial Liabilities

i. Initial recognition and measurements:

The Company classifies all financial liabilities as subsequently measured at amortised cost, except for financial liabilities at fair value through profit or loss. Such liabilities, shall be subsequently measured at fair value.

Where the fair value of a financial liability at initial recognition is different from its transaction price, the difference between the fair value and the transaction price is recognised as a gain or loss in the Statement of Profit and Loss at initial recognition if the fair value is determined through a quoted market price in an active market for an identical asset (i.e. level 1 input) or through valuation technique that uses data from observable markets (i.e. level 2 input).

In case the fair value is not determined using a level 1 or level 2 input as mentioned above, the difference between the fair value and transaction price is deferred appropriately and recognised as a gain or loss in the Statement of Profit and Loss only to the extent that

such gain or loss arises due to a change in factor that market participants take into account when pricing the financial liability.

ii. Subsequent measurement:

All financial liabilities of the Company are subsequently measured at amortised cost using the effective interest method.

Under the effective interest method, the future cash payments are exactly discounted to the initial recognition value using the effective interest rate. The cumulative amortisation using the effective interest method of the difference between the initial recognition amount and the maturity amount is added to the initial recognition value (net of principal repayments, if any) of the financial liability over the relevant period of the financial liability to arrive at the amortised cost at each reporting date. The corresponding effect of the amortization under effective interest method is recognised as interest expense over the relevant period of the financial liability. The same is included under finance cost in the Statement of Profit and Loss.

iii. Derecognition:

A financial liability is derecognised when the obligation under the liability is discharged or cancelled or expires. When the existing financial liability is replaced by another from the same lender or substantially different terms, or the terms of an existing liability are substantially modified, such an exchange or modification is treated as the derecognition of the original liability and the recognition of a new liability. The difference between the carrying amount of the financial liability derecognised and the consideration paid is recognised in the Statement of Profit and Loss.

4. Cash and cash equivalents

The Company considers all highly liquid investments, which are readily convertible into known amounts of cash as cash and cash equivalents. Cash and cash equivalents in the Balance Sheet comprise of cash on hand, bank balances which are unrestricted for withdrawal and usage and short-term deposits with an original maturity of three months or less, which are subject to an insignificant risk of changes in value.

5. Dividend

The Company recognises a liability to make dividend distributions to its equity holders when the distribution is authorised and the distribution is no longer at the discretion of the Company. As per the corporate laws in India, a distribution is authorised when it is approved by the shareholders. A corresponding amount is recognised directly in equity.

6. Borrowing costs

Borrowing costs consist of interest and other costs incurred in connection with the borrowing of funds. Borrowing costs that are directly attributable to the acquisition, construction or production of qualifying assets, which are assets that necessarily takes a substantial period of time to get ready for its intended use are capitalised as part of the cost of that asset

till the date it is ready for its intended use or sale. Interest income earned on the temporary investment of specific borrowings pending their expenditure on qualifying assets is deducted from the borrowing costs eligible for capitalization. Other borrowing costs are recognised as an expense in the period in which they are incurred. Finance costs are recorded using the effective interest rate method.

7. Provisions and Contingent Liabilities and Contingent Assets

A provision is recognised only when there is a present legal or constructive obligation as a result of a past event that probably requires an outflow of resources to settle the obligation and in respect of which a reliable estimate can be made. Provision is determined based on the best estimate required to settle the obligation at the Balance Sheet date. The amount recognised as a provision is the best estimate of the consideration required to settle the present obligation at the reporting date, taking into account the risks and uncertainties surrounding the obligation. If the effect of the time value of money is material, provisions are discounted using a current pre-tax rate that reflects current market assessment of time value of money and, where appropriate, the risks specific to the liability. Provisions are reviewed at each reporting date and are adjusted to reflect the current best estimate.

Contingent liabilities are also disclosed when there is a possible obligation arising from past events, the existence of which will be confirmed only by the occurrence or non - occurrence of one or more uncertain future events not wholly within the control of the Company. Claims against the Company where the possibility of any outflow of resources in settlement is remote, are not disclosed as contingent liabilities.

Provisions and Contingent Liabilities and Contingent Assets are reviewed at each Balance Sheet date. Contingent Assets and related income are recognised when there is virtual certainty that inflow of economic benefit will arise.

A provision for onerous contracts is measured at the present value of the lower of the expected cost of terminating the contract and the expected net cost of continuing with the contract. Before a provision is established, the Company recognises any impairment loss on the assets associated with that contract.

Contingent assets are not recognised in financial statements since this may result in the recognition of income that may never be realised. However, when the realization of income is virtually certain, then the related asset is not a contingent asset and is recognised. A contingent asset is disclosed, in financial statements, where an inflow of economic benefits is probable.

8. Revenue Recognition

Revenue from contracts with customers

Revenue recognition is based on the delivery of performance obligations and an assessment of when control is transferred to the customer. Revenue is recognised either when the performance

obligation in the contract has been performed (point in time' recognition) or 'over time' as control of the performance obligation is transferred to the customer. The Company enters into contracts which have combinations of services which are generally capable of being distinct and are accounted as separate performance obligations.

The transaction price, being the amount to which the Company expects to be entitled and has rights to under the contract is allocated to the identified performance obligations. The transaction price will also include an estimate of any variable consideration based on the achievement of agreed targets. Variable consideration is not recognised until the performance obligations are met. Revenue is stated exclusive of Goods and Service tax and other taxes, which are subsequently remitted to the government authorities. Following are the revenue recognition principles for major streams of business:

- a. Commission Revenue in respect of advertisements placed with media by the Company on behalf of its clients (net of trade discount, as applicable) is recognised on telecast or publishing of the advertisements.
- b. Revenue from creative jobs and other media related services is recognised at a point in time or over a period based on assessment of the terms of respective agreements.

The amount of revenue recognised depends on whether the Company acts as an agent or as a principal.

Certain arrangements with customers are such that the Company's responsibility is to arrange for a third party to provide a specified good or service to the customer. In these cases the Company is acting as an agent as the Company does not control the relevant good or service before it is transferred to the client. When the Company acts as an agent, the revenue recorded is the net amount retained. Costs incurred with external suppliers (such as production costs and media suppliers) are excluded from revenue and recorded as work in progress until billed.

The Company acts as principal when the Company controls the specified good or service prior to transfer. When the Company acts as a principal, the revenue recorded is the gross amount billed. Billings related to out-of-pocket costs such as travel are also recognised at the gross amount billed with a corresponding amount recorded as an expense.

A contract asset is the right to consideration in exchange for goods or services transferred to the customer. Contract assets are transferred to receivables when the rights become unconditional.

A contract liability is the obligation to transfer goods or services to a customer for which the Company has received consideration (or an amount of consideration is due) from the customer. If a customer pays consideration before the transfer of goods or services, a contract liability is recognised when the actual payment is made or the payment is due (whichever is earlier). Contract liabilities are recognised as revenue when the performance obligation is satisfied.

9. Other Income

Interest income from a financial asset is recognised when it is probable that the economic benefits will flow to the Company and the amount of income can be measured reliably. Interest income is accrued on a time basis, by reference to the principal outstanding and at the effective interest rate applicable.

Facility sharing income is accounted on accrual basis based on the terms of the agreement.

Dividend income is recognised when the right to receive the amount is established.

10. Employee benefits

A. Short-term employee benefits:

All employee benefits payable within twelve months of rendering the service are classified as short-term employee benefits. A liability is recognised for benefits accruing to employees in respect of wages and salaries in the period the related service is rendered at the undiscounted amount of the benefits expected to be paid in exchange for that service. Liabilities recognised in respect of short-term employee benefits are measured at the undiscounted amount of the benefits expected to be paid in exchange for the related service.

B. Post employment benefits

a. Defined contribution plans

Provident Fund: Contribution towards provident fund is made to the regulatory authorities. Such benefits are classified as Defined Contribution Schemes as the Company does not carry any further obligations, apart from the contributions made on a monthly basis and are charged as an expense based on the amount of contribution required to be made and when services are rendered by the employees.

Employee State Insurance: Fixed contributions towards contribution to Employee State Insurance etc. are considered as defined contribution plans and are charged as an expense based on the amount of contribution required to be made and where services are rendered by the employees.

b. Defined Benefit Plans

Gratuity: The Company provides for gratuity, a defined benefit plan (the "Gratuity Plan") covering eligible employees in accordance with the Payment of Gratuity Act, 1972 as amended. The Gratuity Plan provides a lump sum payment to vested employees at the time of separation, retirement, death, incapacitation or termination of employment, of an amount based on the respective employee's salary and the tenure of employment. For defined benefit retirement benefit plans, the cost of providing benefits is determined using the projected unit credit method, with actuarial valuations being carried out at the end of each annual reporting period by an independent Actuary. Remeasurement, comprising actuarial gains and losses, the effect of the changes to the asset ceiling (if applicable) and the return on plan assets (excluding net interest), is reflected immediately in the balance sheet with a charge or

credit recognised in other comprehensive income in the period in which they occur. Remeasurement recognised in other comprehensive income is reflected immediately in retained earnings and is not reclassified to profit or loss. Past service cost is recognised in the Statement of profit or loss in the period of a plan amendment. Net interest is calculated by applying the discount rate to the net defined benefit liability or asset.

Defined benefit costs are categorised as follows:

- i. Service cost (including current service cost, past service cost, as well as gains and losses on curtailments and settlements);
- ii. Net interest expense or income; and
- iii. Remeasurements

The Company presents the service costs in profit or loss in the line item 'Employee benefits expense'.

Curtailment gains and losses are accounted for as past service costs.

Remeasurement, comprising actuarial gains and losses, (excluding net interest), recognised in other comprehensive income is reflected immediately in retained earnings and is not reclassified to profit or loss.

The retirement benefit obligation recognised in the balance sheet represents the actual deficit or surplus in the Company's defined benefit plans. Any surplus resulting from this calculation is limited to the present value of any economic benefits available in the form of refunds from the plans or reductions in future contributions to the plans.

A liability for a termination benefit is recognised at the earlier of when the Company can no longer withdraw the offer of the termination benefit and when the Company recognises any related restructuring costs.

C. Long Term Employee Benefits:

The Company accounts for its liability towards compensated absences based on actuarial valuation done as at the Balance Sheet date by an independent actuary using the Projected Unit Credit Method. Liabilities in respect of other long-term employee benefits are measured at the present value of the estimated future cash outflows expected to be made by the Company in respect of services provided by employees upto the reporting date.

11. Foreign currency transactions

Income and expenses in foreign currencies are recorded at the exchange rate prevailing on the date of the transaction.

Monetary items:

Monetary assets and liabilities denominated in foreign currencies are translated into the functional currency at the exchange rate at the reporting date. Non-monetary assets and liabilities that are measured at fair value in a foreign currency are translated into the functional currency at the exchange rate when the fair value was determined. Foreign currency differences are recognised in the Statement of Profit and Loss.

Non-Monetary items:

Non-monetary items which are carried in terms of historical cost denominated in a foreign currency, are reported using the exchange rate at the date of the transaction.

12. Taxation

Income tax expense comprises current tax expense and the net change in deferred taxes recognised in the Statement of Profit and Loss, except when they relate to items that are recognised in other comprehensive income or directly in equity, in which case, the current and deferred tax are also recognised in other comprehensive income or directly in equity respectively.

a. Current tax

The tax currently payable is based on the taxable profit for the year. Taxable profit differs from net profit as reported in profit or loss because it excludes items of expense or income that are taxable or deductible in other years and it further excludes items that are never taxable or deductible. The Company's liability for tax is calculated using tax rates enacted or substantively enacted at the reporting date. Current tax also includes any tax arising from dividends as per the provisions of Income-tax Act, 1961.

Current tax assets and liabilities are offset only if, the Company:

- i) has a legally enforceable right to set off the recognised amounts; and
- ii) intends either to settle on a net basis, or to realise the asset and settle the liability simultaneously.

b. Deferred tax

Deferred tax is recognised in respect of temporary differences between the carrying amounts of assets and liabilities for financial reporting purposes and the amounts used for taxation purposes. Deferred tax is not recognised for temporary differences on the initial recognition of assets or liabilities in a transaction that is not a business combination and that affects neither accounting nor taxable profit or loss.

Deferred tax assets are recognised for unused tax losses, unused tax credits, unabsorbed depreciation and deductible temporary differences to the extent that it is probable that future taxable profits will be available against which they can be used. Deferred tax assets are reviewed at each reporting date and are reduced to the extent that it is no longer probable that the related tax benefit will be realised; such reductions are reversed when the probability of future taxable profits improves.

Unrecognised deferred tax assets are reassessed at each reporting date and recognised to the extent that it has become probable that future taxable profits will be available against which they can be used.

Deferred tax assets and liabilities are measured at the tax rates that are expected to apply in the year when the asset is realised or the liability is settled, based on tax rates and tax laws that have been enacted or substantively enacted at the reporting date.

The measurement of deferred tax reflects the tax consequences that would follow from the manner in which the Company expects, at the reporting date, to recover or settle the carrying amount of its assets and liabilities.

Deferred tax assets and liabilities are offset only if:

- a) the Company has a legally enforceable right to set off current tax assets against current tax liabilities; and
- b) the deferred tax assets and the deferred tax liabilities relate to income taxes levied by the same taxation authority on the same taxable Company.

Deferred tax asset / liabilities in respect of temporary differences which originate and reverse during the tax holiday period are not recognised. Deferred tax assets / liabilities in respect of temporary differences that originate during the tax holiday period but reverse after the tax holiday period are recognised. Deferred tax assets on unabsorbed tax losses and tax depreciation are recognised only to the extent that it is probable that taxable profits will be available against which deductible temporary differences can be utilised. The tax effect is calculated on the accumulated timing differences at the year-end based on the tax rates and laws enacted or substantially enacted on the balance sheet date.

Where current tax or deferred tax arises from the initial accounting for business combination, the tax effect is included in the accounting for the business combination.

13. Leases**A. Where the Company is the lessee**

The Company assesses whether a contract is or contains a lease, at inception of the contract. The Company recognises a right-of-use asset and a corresponding lease liability with respect to all lease agreements in which it is the lessee, except for short term leases (defined as leases with a lease term of 12 months or less) and leases of low value assets. For these leases, the Company recognises the lease payments as an operating expense on a straight-line basis over the term of the lease unless another systematic basis is more representative of the time pattern in which economic benefits from the leased asset are consumed.

The lease liability is initially measured at the present value of the lease payments that are not paid at the commencement date, discounted by using the rate implicit in the lease. If this rate cannot be readily determined, the Company uses its incremental borrowing rate.

Lease payments included in the measurement of the lease liability comprise of fixed lease payments (less any lease incentives), variable lease payments, penalties, etc.

The lease liability is presented as a separate line in the Balance sheet.

The lease liability is subsequently measured by increasing the carrying amount to reflect interest on the lease liability (using the effective interest method) and by reducing the carrying amount to reflect the lease payments made.

The Company remeasures the lease liability (and makes a corresponding adjustment to the related right-of-use asset) whenever:

- the lease term has changed or changes in circumstances resulting in a change in the assessment of exercise of a purchase option, in which case the lease liability is remeasured by discounting the revised lease payments using a revised discount rate.
- the lease payments change due to changes in an index or rate or a change in expected payment under a guaranteed residual value, in which cases the lease liability is measured by discounting the revised lease payments using the initial discount rate (unless the lease payments change is due to a change in a floating interest rate, in which case a revised discount rate is used).
- a lease contract is modified and the lease modification is not accounted for as a separate lease, in which case the lease liability is remeasured by discounting the revised lease payments using a revised discount rate at the effective date of the modification.

The Company has made such adjustments during the periods presented.

The right-of-use assets comprise the initial measurement of the corresponding lease liability, lease payments made at or before the commencement day and any initial direct costs. They are subsequently measured at cost less accumulated depreciation and impairment losses.

Whenever the Company incurs an obligation for costs to dismantle and remove a leased asset, restore the site on which it is located or restore the underlying asset to the condition required by the terms and conditions of the lease, a provision is recognised and measured under Ind AS 37. The costs are included in the related right-of-use asset, unless those costs are incurred to produce inventories.

Right-of-use assets are depreciated over the shorter period of lease term and useful life of the underlying asset.

The right-of-use assets are presented as a separate line in Balance sheet. The Company applies Ind AS 36 Impairment of Assets to determine whether a right-of-use asset is impaired.

B. Where the Company is the lessor

Leases in which the Company does not transfer substantially all the risks and rewards of ownership of an asset are classified as operating leases. Rental income from operating lease is recognised on a straight-line basis over the term of the relevant lease. Contingent rents are recognised as revenue in the period in which they are earned.

Leases are classified as finance leases when substantially all of the risks and rewards of ownership transfer from the Company to the lessee. Amounts due from lessees under finance leases are recorded as receivables at the Companies net investment in the leases. Finance lease income is allocated to accounting periods so as to reflect a constant periodic rate of return on the net investment outstanding in respect of the lease.

14. Earnings per share

Basic earnings per share is computed by dividing the profit / (loss) after tax by the weighted average number of equity shares outstanding during the year.

Diluted earnings per share is computed by dividing the profit/ (loss) after tax as adjusted for dividend, interest and other charges to expense or income relating to the dilutive potential equity shares, by the weighted average number of equity shares considered for deriving basic earnings per share and the weighted average number of equity shares which could have been issued on the conversion of all dilutive potential equity shares. Potential equity shares are deemed to be dilutive only if their conversion to equity shares would decrease the net profit per share from continuing ordinary operations. Potential dilutive equity shares are deemed to be converted as at the beginning of the year, unless they have been issued at a later date. The dilutive potential equity shares are adjusted for the proceeds receivable had the shares been actually issued at fair value (i.e. average market value of the outstanding shares). Dilutive potential equity shares are determined independently for each year presented. The number of equity shares and potentially dilutive equity shares are adjusted for share splits / reverse share splits and bonus shares, as appropriate.

15. Segment Reporting

Operating segments reflect the Company's management structure and the way the financial information is regularly reviewed by the Company's Chief Operating Decision Maker (CODM) who is the Chief Executive Officer of the Company. The CODM considers the business from both business and product perspective based on the dominant source, nature of risks and returns and the internal organisation and management structure. The accounting policies adopted for segment reporting are in line with the accounting policies of the Company.

16. Impairment of non-financial assets

The Company assesses at each reporting dates as to whether there is any indication that any Property, Plant and Equipment or Other Intangible assets or Investment Property or other class of an asset or Cash Generating Unit ('CGU') may be impaired. If any such indication exists, the recoverable amount of the assets or CGU is estimated to determine the extent of impairment, if any. When it is not possible to estimate the recoverable amount of an individual asset, the Company estimates the recoverable amount of the CGU to which the asset belongs.

An impairment loss is recognized in the Statement of the Profit and Loss to the extent, asset's carrying amount exceeds its recoverable amount. The recoverable amount is higher of an asset's fair value less cost of disposal and value in use. Value in use is based on the estimated future cash flows, discounted to their present value using pre-tax discount rate that reflects current market assessments of the time value of money and risk specific to the assets. The impairment loss recognised in prior accounting period is reversed if there has been a change in the estimate of recoverable amount.

17.Events after reporting date

Where events occurring after the balance sheet date till the date when the financial statements are approved by the Board of Directors of the Company, provide evidence of conditions that existed at the end of the reporting period, the impact of such events is adjusted within the financial statements. Otherwise, events after the reporting balance sheet date of material size or nature are only disclosed.

18.Non-Current Assets held for Sale

Non-Current Assets classified as held for sale are measured at the lower of the carrying amount and fair value less cost of disposal. Non-current assets are classified as held for sale if their carrying amount will be recovered through a sale transaction rather than through continuing use. This condition is regarded as met only when the sale is highly probable, and the asset is available for immediate sale in its present condition. Management must be committed to the sale which should be expected to qualify as a completed for recognition as a completed sale within one year from the date of classification.

19.Statement of Cash Flows

Cash flows are reported using the indirect method, whereby profit / (loss) before extraordinary items and tax is adjusted for the effects of transactions of non-cash nature and any deferrals or accruals of past or future cash receipts or payments. The Company reports cash flows during the year by classifying it as operating, investing and financing activities. For the purpose of Statement of Cash Flows, Cash and cash equivalents include cash at bank, cash, cheque and draft on hand as they are considered an integral part of the Company's cash management.

20.Related party transactions

Related party transactions are accounted for based on terms and conditions of the agreement / arrangement with the respective related parties. These related party transactions are determined on an arms-length basis and are accounted for in the period in which such transactions occur and adjustments if any, to the amounts accounted are recognised in the period of final determination.

There are common costs incurred by the Holding Company / Other Group Companies on behalf of various entities in the group including the Company. The cost of such common costs are allocated among beneficiaries on appropriate basis and accounted to the extent debited separately by the said related parties.

21.Investment property

Investment properties are measured initially at cost, including transaction costs. Subsequent to initial recognition, investment properties are stated at cost less accumulated depreciation and accumulated impairment loss, if any.

Investment properties are derecognised either when they have been disposed of or when they are permanently withdrawn from use and no future economic benefit is expected from their disposal. The

difference between the net disposal proceeds and the carrying amount of the asset is recognised in Statement of Profit and Loss in the period of derecognition. Depreciable investment properties have been ascribed a useful life in the range of 30 years.

22.Earnings before interest, tax, depreciation and amortisation ("EBITDA")

The Company presents EBITDA in the Statement of Profit and Loss; this is not specifically required by Ind AS 1. The term EBITDA is not defined in Ind AS. Ind AS compliant Schedule II allows line items, sub-line items and sub-totals to be presented as an addition or substitution on the face of the Financial Statements when such presentation is relevant to an understanding of the Company's financial position or performance or to cater to industry/sector-specific disclosure requirements or when required for compliance with the amendments to the Companies Act or under the Indian Accounting Standards.

Measurement of EBITDA:

Accordingly, the Company has elected to present earnings before interest, tax, depreciation and amortisation (EBITDA) before exceptional items as a separate line item on the face of the Statement of Profit and Loss. The Company measures EBITDA before exceptional items on the basis of profit/(loss) from continuing operations including other income. In its measurement, the Company does not include exceptional items, depreciation and amortisation expense, finance costs, and tax expense.

23.Business Combinations of entities or businesses under common control

Business combinations involving entities or businesses under common control are accounted for using the pooling of interest method. The assets and liabilities of the transferor entity or business are accounted at their carrying amounts on the date of acquisition subject to necessary adjustments required to harmonise accounting policies. Any excess or shortfall of the consideration paid over the share capital of the transferor entity or business is recognised as capital reserve under equity. The financial information in the financial statements in respect of prior periods shall be restated as if the business combination had occurred from the beginning of the preceding period in the financial statements, irrespective of the actual date of the combination.

4. RECENT ACCOUNTING PRONOUNCEMENTS

Ministry of Corporate Affairs ("MCA") notifies new standards or amendments to the existing standards under Companies (Indian Accounting Standards) Rules as issued from time to time. For the year ended March 31, 2025, MCA has notified Ind AS - 117 Insurance Contracts and amendments to Ind AS 116 - Leases, relating to sale and leaseback transactions, applicable to the Company w.e.f. April 1, 2024. The Company has reviewed the new pronouncements and based on its evaluation has determined that it does not have any significant impact in its financial statements.

5(a) PROPERTY, PLANT AND EQUIPMENT (OWNED)

Current Year

(Rs in lakhs)

Particulars	Gross Block				Accumulated Depreciation/Amortisation				Net Block	
	As at 01 April 2024	Additions	Deletions	As at 31 March 2025	As at 01 April 2024	Depreciation/Amortisation for the year	Elimination on Disposal of Assets	As at 31 March 2025	As at 31 March 2025	As at 31 March 2024
Tangible Assets										
Lease Hold Improvements	118.64	222.11	-	340.75	72.63	17.96	-	90.59	250.16	46.01
Office and Other Equipment	94.39	97.40	-	191.79	46.81	18.71	-	65.52	126.27	47.58
Photographic and Sound Equipment	1.09	0.38	-	1.47	0.88	0.07	-	0.95	0.52	0.21
Electrical Fittings	10.68	-	-	10.68	7.22	0.68	-	7.90	2.78	3.46
Furniture and Fixtures	136.10	72.70	-	208.80	51.58	14.10	-	65.68	143.12	84.52
Vehicles	14.20	14.03	5.70	22.53	7.04	2.16	5.70	3.50	19.03	7.16
Computers and Equipment	202.98	268.09	-	471.07	126.90	73.48	-	200.38	270.69	76.08
Total - Tangible assets	578.08	674.71	5.70	1,247.09	313.06	127.14	5.70	434.52	812.57	265.02
Intangible Assets										
Computer Software	22.51	30.24	-	52.75	9.49	6.72	-	16.21	36.54	13.02
Total - Intangible assets	22.51	30.24	-	52.75	9.49	6.72	-	16.21	36.54	13.02
Total	600.59	704.95	5.70	1,299.84	322.55	133.86	5.70	450.73	849.11	278.04

Previous Year

(Rs in lakhs)

Particulars	Gross Block				Accumulated Depreciation/Amortisation				Net Block	
	As at 01 April 2023	Additions	Deletions	As at 31 March 2024	As at 01 April 2023	Depreciation/Amortisation for the year	Elimination on Disposal of Assets	As at 31 March 2024	As at 31 March 2024	As at 31 March 2023
Tangible Assets										
Lease Hold Improvements	118.64	-	-	118.64	60.01	12.62	-	72.63	46.01	58.63
Office and Other Equipment	83.70	11.54	0.85	94.39	32.42	15.24	0.85	46.81	47.58	51.28
Photographic and Sound Equipment	0.90	0.19	-	1.09	0.63	0.25	-	0.88	0.21	0.27
Electrical Fittings	10.68	-	-	10.68	6.41	0.81	-	7.22	3.46	4.27
Furniture and Fixtures	130.07	6.03	-	136.10	39.47	12.11	-	51.58	84.52	90.60
Vehicles	13.47	0.73	-	14.20	5.25	1.79	-	7.04	7.16	8.22
Computers and Equipment	160.98	42.96	0.96	202.98	79.87	47.99	0.96	126.90	76.08	81.11
Total - Tangible assets	518.44	61.45	1.81	578.08	224.06	90.81	1.81	313.06	265.02	294.38
Intangible Assets										
Computer Software	20.87	1.64	-	22.51	3.29	6.20	-	9.49	13.02	17.58
Total - Intangible assets	20.87	1.64	-	22.51	3.29	6.20	-	9.49	13.02	17.58
Total	539.31	63.08	1.81	600.59	227.35	97.01	1.81	322.55	278.04	311.96

Notes:

1. Refer note 15 for charge created on Property, plant and equipment
2. Investment property- Company does not own any Investment property as at 31 March 2025. During the year ended 31 March 2024, the company sold the investment property having Nil WDV and the profit on sale was Rs. 72.00 lakhs disclosed under the head "other income" in the Standalone Statement of Profit and Loss (refer note 22).

5(a) PROPERTY, PLANT AND EQUIPMENT (OWNED) (Contd.)

Notes: (Contd.)

3. Out of above assets, following assets have been given on operating lease as on March 31, 2025 (Nil as at 31 March 2024):

Particulars	Gross Block				Accumulated Depreciation/Amortisation				Net Block	
	As at 01 April 2024	Additions	Deletions	As at 31 March 2025	As at 01 April 2024	Depreciation/ Amortisation for the year	Elimination on Disposal of Assets	As at 31 March 2025	As at 31 March 2025	As at 31 March 2024
Tangible Assets										
Lease Hold Improvements	-	222.11	-	222.11	-	6.81	-	6.81	215.30	-
Office and Other Equipment	-	84.48	-	84.48	-	2.59	-	2.59	81.89	-
Furniture and Fixtures	-	71.18	-	71.18	-	2.18	-	2.18	69.00	-
Computers and Equipment	-	111.06	-	111.06	-	7.99	-	7.99	103.07	-
Computer Software	-	3.75	-	3.75	-	0.00	-	0.00	3.75	-
Total	-	492.58	-	492.58	-	19.57	-	19.57	473.01	-

Income earned from the operating leases recognised in the standalone statement of profit and loss during the current year is Rs 27.03 (31 March 2024: Rs Nil). Refer note 21.

The maturity analysis of leases receivables under operating leases as at 31 March 2025 are as follows:

Particulars	Within 1 year	More than 1 year	Total
Undiscounted lease payment receivables*	94.63	-	94.63

* Nil as at 31 March 2024

5(b) CAPITAL WORK IN PROGRESS (CWIP)

(Rs in lakhs)

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
Balance at the beginning of the year	-	-
Add: Additions during the year	76.29	-
Less: Capitalised during the year	-	-
Balance at the end of the year	76.29	-

Ageing for capital work-in-progress as at 31 March 2025 is as follows:

(Rs in lakhs)

Capital Work In Progress*	Amount in Capital work-in-progress for the period of				Total
	Less than 1 year	1-2 years	2-3 years	More than 3 years	
Projects in progress	76.29	-	-	-	76.29
Projects temporarily suspended or delayed	-	-	-	-	-

* Nil as at 31 March 2024

6 RIGHT-OF-USE ASSETS

(Rs in lakhs)

Gross Block	Office	Furniture	Total
Balance as at 01 April 2024	2,252.45	12.29	2,264.74
Additions	413.89	-	413.89
Disposals	-	-	-
Modifications	(10.22)	-	(10.22)
Balance as at 31 March 2025	2,656.12	12.29	2,668.41
Accumulated Depreciation	Office	Furniture	Total
Balance as at 01 April 2024	1,807.97	11.12	1,819.09
Depreciation during the year	334.49	1.17	335.66
Elimination on disposals	-	-	-
Balance as at 31 March 2025	2,142.46	12.29	2,154.75
Net Block	Office	Furniture	Total
Balance as at 31 March 2025	513.66	-	513.66

Gross Block	Office	Furniture	Total
Balance as at 01 April 2023	2,252.45	12.29	2,264.74
Additions	-	-	-
Disposals	-	-	-
Modifications	-	-	-
Balance as at 31 March 2024	2,252.45	12.29	2,264.74
Accumulated Depreciation	Office	Furniture	Total
Balance as at 01 April 2023	1,362.03	8.34	1,370.37
Depreciation during the year	445.94	2.78	448.72
Elimination on disposals	-	-	-
Balance as at 31 March 2024	1,807.97	11.12	1,819.09
Net Block	Office	Furniture	Total
Balance as at 31 March 2024	444.48	1.17	445.65

Note: Some of the lease contracts are held in the erstwhile name of the company R K Swamy Private Limited and R.K. Swamy BBDO Private Limited.

7 INVESTMENTS

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Non-current Investments (Unsecured, Considered good)		
Investment in Equity Instruments		
i) In subsidiaries		
Fully Paid Equity Shares - Unquoted (At Cost)		
Hansa Research Group Private Limited 10,82,000 (31 March 24: 10,82,000) equity shares of Rs.10 each	2,289.08	2,289.08
Hansa Customer Equity Private Limited 52,66,760 (31 March 2024: 52,66,760) equity shares of Rs.1 each	7,287.41	7,287.41
	9,576.49	9,576.49
ii) In other entities		
a) Fully Paid Equity Shares - Quoted (At Fair Value Through Profit and Loss - FVTPL)		
Sundaram Brake Linings Limited 976 (31 March 2024: 976) equity shares of Rs.10 each	7.17	6.63
Apollo Tyres Limited 1,000 (31 March 2024: 1,000) equity shares of Rs.1 each	4.26	4.66
Ashok Leyland Limited 18,000 (31 March 2024: 18,000) equity shares of Rs.1 each	36.76	30.83
	48.19	42.12
Total Investments	9,624.68	9,618.61
Aggregate amount of quoted investments and market value thereof	48.19	42.12
Aggregate amount of unquoted investments	9,576.49	9,576.49
Total	9,624.68	9,618.61

8 LOANS

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Current		
Loans receivable considered good: (unsecured)		
- to Employees (refer note 8.2)	4.03	4.06
- to others (refer note 8.2)	100.00	100.00
Less: Allowance for bad and doubtful loan (refer note 8.1)	(25.00)	(25.00)
	75.00	75.00
Total	79.03	79.06

8.1 Allowance for bad and doubtful loan

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Balance at the beginning of the year	25.00	25.00
Movement in loss allowance on receivables at life time expected credit losses / additional provision	-	-
Balance at the end of the year	25.00	25.00

8.2 Details of loan given:

(a) Details of loans given, investments made and guarantees given covered under section 186(4) of the Companies Act, 2013: Disclosures for investments made are included under note 7 to the Standalone financial statements. For disclosures related to guarantees given, please refer note 36. Details of loan given are as below:

For the year ended 31 March 2025

(Rs in lakhs)

Particulars of loan given	Name of the entity	Amount given during the year	Amount outstanding as at the year end	Purpose for which loan is proposed to be utilised by the recipient
Inter corporate loan	El Tech Appliance Private Limited	-	100.00	Business Purpose

For the year ended 31 March 2024

(Rs in lakhs)

Particulars of loan given	Name of the entity	Amount given during the year	Amount outstanding as at the year end	Purpose for which loan is proposed to be utilised by the recipient
Inter corporate loan	El Tech Appliance Private Limited	-	100.00	Business Purpose

8.3 There are no dues from directors or other officers of the Company either severally or jointly with any other person, nor dues from companies or firms respectively in which any director is a director, partner or member.

9(a) OTHER FINANCIAL ASSETS

(Unsecured -considered good unless otherwise stated)

Particulars	As at 31 March 2025	As at 31 March 2024
Non-current		
Security deposits	7.74	7.74
Rental deposits		
- Related parties	252.75	-
- Others	43.06	21.94
Other deposits	105.75	71.59
Bank deposits with more than 12 months maturity [#]	-	4.72
Total	409.30	105.99
Current		
Rental deposits		
- Related parties	125.00	398.97
- Others	179.50	197.09
Other deposits	314.21	306.00
Other receivables*	7.05	240.34
Unbilled revenue (refer note 11.2)	1,200.43	331.44
Accrued interest on bank deposits	257.43	49.83
Expenses recoverable from related parties (refer note 36.3)	202.89	81.94
Total	2,286.51	1,605.61

[#] Bank deposits of Rs Nil (31 March 2024: Rs 4.72) are lien against the bank guarantees. (also refer note 15.1 and 12(b))

*The Company has incurred expenses towards its Initial Public Offering (IPO) of its equity shares, the same is receivable at year end.

9(b) Non-current Tax Assets (net)

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Advance Income-tax (net of provision of tax of Rs. 2,207.61 lakhs, 31 March 2024 -Rs. 1,890.29 lakhs)	854.68	1,095.62
Total	854.68	1,095.62

10 OTHER ASSETS

(Unsecured, Considered Good unless otherwise stated)

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Current		
Expenses paid in Advance	673.42	601.42
Advances to suppliers	60.36	153.45
Capital Advances	1.74	-
Contract assets (refer note 20(f))	-	42.38
Input credit receivable (net)^	282.81	133.07
Others*	100.65	14.05
Total	1,118.98	944.37

^ includes service tax paid under protest of Rs 2.86 lakhs and caution deposit with service tax department of Rs. 0.39 lakhs

*includes Rs 2.65 lakhs (31 March 2024 : Rs 0.65 lakhs) on account of carried forward excess expenditure towards CSR (Refer note 42)]

11 TRADE RECEIVABLES

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Trade Receivables considered good - Unsecured	11,561.25	9,925.45
Trade Receivables which have significant increase in credit Risk	195.74	134.79
	11,756.99	10,060.24
Less : Allowance for expected credit loss	(186.56)	(145.05)
Total	11,570.43	9,915.19
Of the above, trade receivables from:		
- Related Parties (refer note 36.3)	491.07	193.27
- Others	11,265.92	9,866.97

Note: There are no dues from directors or other officers of the Company either severally or jointly with any other person, nor dues from companies or firms respectively in which any director is a director, partner or member, except as disclosed above.

11.1 The Company is making provisions on trade receivables based on Expected Credit Loss (ECL) Model.
The reconciliation of ECL is as follows:

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Balance as at beginning of the year	145.05	309.84
Allowance for credit loss allowance recognised during the year	41.51	31.45
Less: Write offs, net of recoveries	-	(196.24)
Balance as at end of the year	186.56	145.05

Note: The Company has used a practical expedient by computing the expected credit loss allowance for trade receivable based on a provision matrix. The provision matrix takes into account historical credit loss experience and adjusted for forward - looking information. The expected credit loss allowance is based on the ageing of the receivables (other than related parties) from the date of the invoice and the rates are given in the provision matrix as per which trade receivables aged (from date of invoice) beyond 3 years are provided entirely, age of 2 to 3 years is provided 50%, age of 1 to 2 years at 25% and no provision is made upto 1 year. Additional provision, where required, has been made based on specific debtors and other conditions impacting recoverability. The Company believes that the carrying amount of allowance for expected credit loss with respect to trade receivables is adequate.

As at 31 March 2025

(Rs in lakhs)

Particulars	Unbilled	Outstanding for following periods from date of invoice					
		Less than 6 months	6 months - 1 year	1 - 2 years	2 - 3 years	More than 3 years	Total
(i) Undisputed Trade receivables - considered good	-	10,605.68	797.24	158.33	-	-	11,561.25
(ii) Undisputed Trade receivables - which have significant increase in credit risk	-	-	-	-	47.64	106.44	154.08
(iii) Undisputed Trade receivables - credit impaired	-	-	-	-	-	-	-
(iv) Disputed Trade receivables - considered good	-	-	-	-	-	-	-
(v) Disputed Trade receivables - which have significant increase in credit risk	-	-	-	31.80	9.86	-	41.66
(vi) Disputed Trade receivables - credit impaired	-	-	-	-	-	-	-
Trade receivables	-	10,605.68	797.24	190.13	57.50	106.44	11,756.99
Allowance for expected credit loss	-	-	-	47.74	32.38	106.44	186.56
Net trade receivables	-	10,605.68	797.24	142.39	25.12	-	11,570.43
Unbilled revenue (refer note 9(a))	1,200.43	-	-	-	-	-	1,200.43
Total	1,200.43	10,605.68	797.24	142.39	25.12	-	12,770.86

As at 31 March 2024

(Rs in lakhs)

Particulars	Unbilled	Outstanding for following periods from date of invoice					
		Less than 6 months	6 months - 1 year	1 - 2 years	2 - 3 years	More than 3 years	Total
(i) Undisputed Trade receivables - considered good	-	9,668.12	164.83	92.50	-	-	9,925.45
(ii) Undisputed Trade receivables - which have significant increase in credit risk	-	-	-	-	25.73	109.06	134.79
(iii) Undisputed Trade receivables - credit impaired	-	-	-	-	-	-	-
(iv) Disputed Trade receivables - considered good	-	-	-	-	-	-	-
(v) Disputed Trade receivables - which have significant increase in credit risk	-	-	-	-	-	-	-
(vi) Disputed Trade receivables - credit impaired	-	-	-	-	-	-	-
Trade receivables	-	9,668.12	164.83	92.50	25.73	109.06	10,060.24
Allowance for expected credit loss	-	-	-	23.13	12.86	109.06	145.05
Net trade receivables	-	9,668.12	164.83	69.37	12.87	-	9,915.19
Unbilled revenue (refer note 9(a))	331.44	-	-	-	-	-	331.44
Total	331.44	9,668.12	164.83	69.37	12.87	-	10,246.63

Note:

(a) Trade receivables includes Rs 6,899.44 lakhs (31 March 2024: Rs 4,549.87 lakhs) receivables outstanding from customers constituting individually 5% or more of the total trade receivables.

(b) Refer note 34.4 for credit risk.

12 (a) CASH AND CASH EQUIVALENTS

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Balances with Banks		
- In current accounts ^{##}	480.54	2,864.12
- In deposit accounts	700.00	1,352.52
Cash on Hand*	-	0.00
	1,180.54	4,216.64

\$ Include Rs Nil lakhs as on 31 March 2025 (31 March 2024: Rs 1.21 lakhs) pertaining to 2 bank accounts which have become in-operative and the balance in these bank accounts has been transferred by banks in financial years 2018-19 and 2022-23 in Depositor Education and Awareness Fund (DEAF) as per DEAF scheme. During the year the Company has claimed back the amount of Rs 1.21 lakhs and closed the bank accounts.

Include amount of Rs 124.31 (31 March 2024: Rs. 663.88 lakhs) lakhs held in Public offer account on account of IPO. The Company will utilise this balance as per the Offer Document. (Refer note 45)

* Rs Nil (31 March 2024 : Less than Rs 0.01 lakhs)

12 (b) OTHER BANK BALANCES

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Balance with banks		
- In Deposit Accounts with original maturity of more than three months but less than one year	9,313.41	10,810.46
- Earmarked balances	0.19	-
	9,313.60	10,810.46

Note:

(a) Bank deposits of 403.00 (31 March 2024: Rs 416.81 lakhs) are lien against the bank guarantees. (also refer note 15.1 and 9(a))

(b) Bank deposits includes Rs 5,583.41 lakhs (31 March 2024: Rs 10,400.00 lakhs) temporarily invested in short term fixed deposits with Scheduled Commercial Bank out of IPO proceeds. Also refer note 45.

(c) Earmarked balances consists of unclaimed dividend of Rs 0.19 lakhs (31 March 2024 : Rs Nil)

13 EQUITY SHARE CAPITAL

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Authorised		
6,00,00,000 Equity Shares of Rs. 5 each (31 March 2024 6,00,00,000 Equity Shares of Rs.5 each)	3,000.00	3,000.00
	3,000.00	3,000.00
Issued, Subscribed and Paid-up		
5,04,77,241 Equity Shares of Rs 5 Each (31 March 2024: 5,04,77,241 Equity Shares of Rs.5 each) fully paid up (refer note below)	2,523.87	2,523.87
Total	2,523.87	2,523.87

Note:

a) During the year ended March 31, 2024, pursuant to the resolution passed by the Board of Directors as on 21 July 2023 and the approval of shareholders granted in the extra-ordinary General meeting held on 25 July 2023:

- the paid-up share capital of the Company has been sub-divided from the face value of Rs 10 per equity share to Rs 5 per equity share;
- the authorised share capital of the Company has been increased from Rs 1,000.00 lakhs divided into 1,00,00,000 equity shares of Rs 10 each to Rs 3,000.00 lakhs divided into 6,00,00,000 equity shares of Rs 5 each; and
- the Company has issued and allotted 3,55,65,712 fully paid up 'bonus shares' at par in proportion of 4 new equity shares of Rs 5 each for every one existing fully paid up equity share of Rs 5 each held on the record date of 25 July 2023. The Company has utilised General Reserves of Rs 1778.29 Lakhs for issuing such bonus shares in accordance with the provisions of the Companies Act, 2013."

(b) Also refer note 45 for Initial Public Offering.

13.1 Reconciliation of Shares Outstanding at the beginning and at the end of the year

Particulars	For the year ended 31 March 2025		For the year ended 31 March 2024	
	Number of Shares	Amount (Rs.in lakhs)	Number of Shares	Amount (Rs.in lakhs)
At the Beginning of the year	5,04,77,241	2,523.87	44,45,714	444.57
Add: Increase in number of shares on account of split (refer note 13(a)(i) above)	-	-	44,45,714	-
Add: Bonus Shares Issued during the year (refer note 13(a)(iii) above)	-	-	3,55,65,712	1,778.29
Add: Shares Issued through Initial Public Offer during the year (refer note 13(b) above)	-	-	60,20,101	301.01
Outstanding at the End of the year	5,04,77,241	2,523.87	5,04,77,241	2,523.87

13.2 Shares held by the Holding Company

The Company does not have Holding Company, hence relevant disclosures is not applicable.

13.3 Details of Shareholders holding more than 5% Shares in the Company

Particulars	As at 31 March 2025		As at 31 March 2024	
	Number of Shares	% Holding	Number of Shares	% Holding
Srinivasan K Swamy	1,66,07,540	32.90%	1,54,58,987	30.63%
Narasimhan Krishnaswamy	1,66,07,540	32.90%	1,59,60,287	31.62%
Evanston Pioneer Fund	-	-	17,95,806	3.56%

Note: During the previous year, Mr. Srinivasan K Swamy, Executive Group Chairman and Whole-time Director and Promoter of the Company, and Mr. Narasimhan Krishnaswamy, Managing Director and Group Chief Executive Officer and Promoter of the Company, transferred 1,334,000 (3.00%) and 832,700 (1.87%) Equity Shares of Rs 5 each, respectively, to certain individuals by way of a gift, for no consideration as on 31 January 2024. Also refer note 13.4 and note 45 for change in shareholding of promoters.

13.4 Details of shares held by promoters

As at 31 March 2025

S. No	Promoter name	No. of Shares at the beginning of the year	Change during the year	No. of Shares at the end of the year	% of total shares	% Change during the year
1	Srinivasan K Swamy	1,54,58,987	11,48,553	1,66,07,540	32.90%	2.27%
2	Narasimhan Krishnaswamy	1,59,60,287	6,47,253	1,66,07,540	32.90%	1.28%
Total		3,14,19,274	17,95,806	3,32,15,080		

As at 31 March 2024

S. No	Promoter name	No. of Shares at the beginning of the year	Change during the year	No. of Shares at the end of the year	% of total shares	% Change during the year
1	Srinivasan K Swamy	18,58,108	1,36,00,879	1,54,58,987	30.63%	11.17%
2	Narasimhan Krishnaswamy	18,58,108	1,41,02,179	1,59,60,287	31.62%	10.18%
Total		37,16,216	2,77,03,058	3,14,19,274		

13.5 Restriction of Rights

The Company has only one class of equity shares having a face value of Rs.5 per share. Each shareholder is entitled to one vote per equity share held. Dividend proposed by the Board of Directors, if any, is subject to the approval of the shareholders at the Annual General Meeting. In the event of liquidation, the equity shareholders are eligible to receive the remaining assets of the Company after distribution of all preferential amounts, in proportion to their shareholding.

13.6 Shares issued for other than cash

- i) The Company has issued 4,445,714 Equity Shares having a face value of Rs 10 each during the financial year 2022-23 pursuant to the Scheme of Arrangement.
- ii) During the financial year 2023-24, the Company has issued and allotted 3,55,65,712 fully paid up 'bonus shares' at par in proportion of 4 new equity shares of Rs 5 each for every one existing fully paid up equity share of Rs 5 each held on the record date of 25 July 2023.

14 OTHER EQUITY

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
General Reserve	143.09	143.09
Securities Premium	15,573.21	15,573.21
Capital Reserve	(208.13)	(208.13)
Retained Earnings	6,977.19	6,648.81
Total	22,485.36	22,156.98

Note: Please refer Standalone Statement of Changes in Equity for the movement

Nature and purpose of reserves

General Reserve

General reserve represents appropriation of retained earnings and are available for distribution to the shareholders. The general reserve is used from time to time to transfer profits from retained earnings for appropriation purposes. As the general reserve is created by a transfer from one component of equity to another and is not an item of other comprehensive income, items included in the general reserve will not be reclassified subsequently to profit or loss except to the extent permitted as per Companies Act, 2013 and rules made thereunder.

Securities Premium

Securities premium represents the premium received on issue of shares over and above the face value of equity shares. The same is available for utilisation in accordance with the provisions of the Companies Act, 2013.

Capital Reserve

The Capital Reserve comprises reserve created on account of business combinations.

Retained earnings

Retained earnings represent surplus/accumulated earnings of the Company and are available for distribution to shareholders. The amount that can be distributed by the Company as dividends to its equity shareholders is determined based on the standalone financial statements of the Company and considering the requirements of the Companies Act, 2013.

15 BORROWINGS

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Current		
Loans from related parties (unsecured) (refer note 36.3)	2,560.00	3,198.55
Total	2,560.00	3,198.55

15.1 Details of working capital and cash credit facilities:

a. Working capital facility from the Bank are secured by:

- i) First charge on the current assets and hypothecation of movable fixed assets and fixed deposits (also refer note 5(a), 9(a), 12(b))

b. Interest on working capital facility ranges from 8.50% to 9.50% during the previous year.

c. During the previous year, the Company utilized short-term working capital facilities provided by HDFC Bank, which were fully repaid before the previous year-end. As of 31 March, 2024, the Company maintained a positive balance in its Cash Credit (CC) account.

15.2 Borrowings from HDFC Bank Limited on the basis of Security of Assets

The Company has been sanctioned working capital / cash credit facility limits in excess of Rs. 5 crores, in aggregate, from bank on the basis of security of current assets. The quarterly returns or statements comprising information on book debt, ageing analysis of the debtors/other receivables and other stipulated financial information filed by the Company with such bank are in agreement with the unaudited books of account of the Company of the respective quarters and audited financial statements for the financial year end.

15.3 The terms and conditions laid down by the bank with respect of the above borrowing from bank contain certain stipulations / covenants which the Company has complied with. The bank also confirmed to the Company that the Company has complied with their lending terms as at 31 March 2025 and during the current year the account is in good order.

15.4 Loans from related parties

Loans taken from related parties during the year are unsecured and carries interest rate of 10.00% and 10.25% (31 March 2024: 10%) per annum. All the loans are repayable within one year from the reporting date.

16 PROVISIONS

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Non-current		
Provision for employee benefits		
Gratuity (refer note 30)	31.94	27.52
Total	31.94	27.52
Current		
Provision for employee benefits		
Compensated absences (refer note 30)	236.45	207.19
Total	236.45	207.19

17(a) OTHER LIABILITIES

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Current		
Advance from customers	34.07	21.67
Statutory dues	168.06	1,769.89
Total	202.13	1,791.56

17(b) OTHER FINANCIAL LIABILITIES

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Current		
Interest accrued on loan taken from related parties (refer note 36.3)	116.60	132.38
Unclaimed Dividends	0.19	-
Salary and Other Payables	53.85	35.47
Book overdraft	1,022.21	1,229.98
Total	1,192.85	1,397.83

18 TRADE PAYABLES

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Current		
Trade Payables		
- total outstanding dues of micro enterprises and small enterprises (refer note 27)	608.31	522.94
- total outstanding dues of creditors other than micro enterprises and small enterprises	7,682.10	6,951.22
Total	8,290.41	7,474.16

18.1 Trade Payables ageing schedule

As at 31 March 2025

(Rs in lakhs)

Particulars	Unbilled	Outstanding for following periods from invoice date				
		Less than 1 year	1 - 2 years	2 - 3 years	More than 3 years	Total
(i) MSME	-	608.31	-	-	-	608.31
(ii) Others	-	7,500.53	15.69	1.44	1.32	7,518.97
(iii) Disputed dues - MSME	-	-	-	-	-	-
(iv) Disputed dues - Others	-	-	-	-	-	-
Unbilled	163.12	-	-	-	-	163.12
Total	163.12	8,108.84	15.69	1.44	1.32	8,290.41

As at 31 March 2024

(Rs in lakhs)

Particulars	Unbilled	Outstanding for following periods from invoice date				
		Less than 1 year	1 - 2 years	2 - 3 years	More than 3 years	Total
(i) MSME	-	522.94	-	-	-	522.94
(ii) Others	-	6,215.63	14.62	13.14	-	6,243.39
(iii) Disputed dues - MSME	-	-	-	-	-	-
(iv) Disputed dues - Others	-	-	-	-	-	-
Unbilled	707.83	-	-	-	-	707.83
Total	707.83	6,738.57	14.62	13.14	-	7,474.16

19 CURRENT TAX AND DEFERRED TAX

(i) Income Tax Expense

(Rs in lakhs)

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
Current Income-tax	316.40	835.32
Deferred tax (net)	4.94	61.18
Total Tax Expense for effective tax reconciliation	321.34	896.50
Prior year taxes	0.92	-
Deferred tax - Other Comprehensive Income	(5.12)	(11.17)
Total Tax Expense recognised in Standalone Statement of Profit and Loss	317.14	885.33

(ii) Following is the analysis of the deferred tax asset/(liabilities) presented in the Balance sheet (Rs in lakhs)

Particulars	For the year ended 31 March 2025			
	Opening Balance	Recognised in Profit and Loss	Recognised in OCI	Closing Balance
<u>Tax effect of items constituting deferred tax assets /(liability)</u>				
Property, Plant and Equipment including Intangible Assets	45.93	(22.78)	-	23.15
Provision for Employee Benefits	59.74	14.73	5.12	79.59
Gain on instruments measured at fair value through profit and loss	(10.48)	(1.53)	-	(12.01)
Financial assets carried at amortised cost	9.70	7.17	-	16.87
Right-of-use Assets	(112.16)	(17.12)	-	(129.28)
Lease Liabilities	125.48	4.12	-	129.61
Provision for expected credit loss- Trade Receivables	36.50	10.45	-	46.95
Provision for expected credit loss- Loans	6.29	0.00	-	6.29
	161.00	(4.96)	5.12	161.17
Net Tax Asset / (Liabilities)	161.00	(4.96)	5.12	161.17

(Rs in lakhs)

Particulars	For the year ended 31 March 2024			
	Opening Balance	Recognised in Profit and Loss	Recognised in OCI	Closing Balance
<u>Tax effect of items constituting deferred tax assets /(liability)</u>				
Property, Plant and Equipment including Intangible Assets	33.80	12.13	-	45.93
Net defined benefit liability	72.13	(23.56)	11.17	59.74
Gain on instruments measured at fair value through profit and loss	(7.69)	(2.79)	-	(10.48)
Financial assets carried at amortised cost	18.16	(8.46)	-	9.70
Right-of-use Assets	(225.09)	112.93	-	(112.16)
Lease Liabilities	235.43	(109.95)	-	125.48
Provision for expected credit loss- Trade Receivables	77.98	(41.48)	-	36.50
Provision for expected credit loss- Loans	6.29	(0.00)	-	6.29
	211.00	(61.18)	11.17	161.00
Net Tax Asset / (Liabilities)	211.00	(61.18)	11.17	161.00

Standalone Financial Statements

(iii) Effective tax reconciliation

(Rs in lakhs)

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
Profit before tax	1,675.38	3,547.11
Income Tax using the Company's Domestic Tax rate (%)	25.17	25.17
Tax expenses basis applicable tax rate	421.66	892.74
Tax Effect of :		
Effect of expenses that are not deductible in determining taxable profit	12.16	10.45
Effect of income that are not taxable	(115.85)	(8.59)
Others	3.36	1.90
Income Tax recognised in the Statement of Profit and Loss	321.34	896.50

20 REVENUE FROM OPERATIONS

(Rs in lakhs)

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
<u>Revenue from contract with customers</u>		
Sale of services - Integrated Marketing Services	11,954.71	16,213.62
Total revenue from operations	11,954.71	16,213.62

20(a) Reconciliation of revenue recognised to amounts billed

(Rs in lakhs)

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
Gross amount billed/billable for media, advertisement and other similar contracts	30,393.19	32,608.99
Amount billed/billable for Film Production and other similar contracts	9,636.74	14,292.16
Total amount billed/billable on customers for services rendered by the Company	40,029.93	46,901.15
Less: costs incurred related to media, advertisement and other similar contracts	(28,075.22)	(30,687.53)
Total revenue recognised for services rendered	11,954.71	16,213.62

20(b) Revenue from operations is net of discount offered to customers of Rs Nil (31 March 2024 : Rs Nil)

20(c) Disaggregation of revenue by time of revenue recognition

(Rs in lakhs)

Major Category of Services	For the year ended 31 March 2025	For the year ended 31 March 2024
Services transferred at a point in time	2,317.97	1,921.46
Services transferred over a period of time	9,636.74	14,292.16
Total	11,954.71	16,213.62

20(d) Revenue from contracts with customers includes revenue from customers individually constituting more than 10% of the total revenue from contracts with customers of Rs. 2,825.08 lakhs for the year ended 31 March 2025 and Rs. 4,591.75 lakhs for the year ended 31 March 2024.

20(e) The Company receives payments from customers based upon contractual billing schedules; accounts receivable is recorded when the right to consideration becomes unconditional. In certain contracts, the Company receives advances from customer on its commencement which is adjusted against subsequent invoicing. The Company records deferred revenue when revenue is recognised subsequent to invoicing. Details of advances from customer (contract liabilities) is disclosed in Note 17(a).

The Company records Unbilled revenue when revenue is recognised prior to billing. Details of Trade receivables, Contract assets and Unbilled revenues are disclosed in Notes 11, 10 and 9(a) respectively.

20(f) The entity has recognised Contract asset for the costs related directly to a contract or to an anticipated contract that the entity can specifically identify for which performance obligation is not satisfied as on 31 March 2025 and 31 March 2024. (Refer note 10)

20(g) The Contract liability outstanding at the beginning of the year has been recognised as revenue during the year ended 31st March, 2025 and 31 March 2024.

The Contract Assets outstanding at the beginning of the year has been billed during the year ended 31st March, 2025 and 31 March 2024.

21 OTHER INCOME

(Rs in lakhs)

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
Interest income earned on financial assets carried at amortised cost		
- Bank deposits	737.64	70.90
- Other deposits	39.00	43.91
Interest on Income Tax refund	102.93	-
Dividend income from investment in equity instruments	427.99	0.46
Gain on Foreign Exchange Fluctuation	4.47	-
Lease Rental Income	33.33	-
Liabilities/Provision no longer payable written back	19.76	24.16
Gain on sale of Investment property (refer note 5(a)(2))	-	72.00
Gain on sale of Property, plant and equipment (net)	2.43	0.70
Facility sharing income	53.58	52.25
Net gain arising on financial assets measured at FVTPL	6.07	11.10
Miscellaneous income	23.25	1.60
Total	1,450.45	277.08

22 OPERATIONAL EXPENSES

(Rs in lakhs)

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
Production costs	3,635.99	5,291.38
Others	406.16	352.15
Total	4,042.15	5,643.53

23 EMPLOYEE BENEFITS EXPENSE

(Rs in lakhs)

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
Salaries and Bonus*	4,005.33	3,397.57
Contribution to Provident and Other Funds (refer note 30)	226.29	176.86
Staff Welfare Expenses	113.04	129.56
Total	4,344.66	3,703.99

24 FINANCE COSTS

(Rs in lakhs)

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
Interest Expense:		
- on loan from related party	266.33	410.05
- on cash credit	-	200.84
- on working capital facility	-	70.64
- on Lease Liabilities	47.23	64.35
Interest expense on statutory dues	0.33	5.02
Total	313.89	750.90

25 DEPRECIATION AND AMORTISATION EXPENSES

(Rs in lakhs)

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
Depreciation on Property, plant and equipments (refer note 5(a))	127.14	90.81
Amortisation on Intangible assets (refer note 5(a))	6.72	6.20
Depreciation on Right-of-use assets (refer note 6)	335.66	448.72
Total	469.52	545.73

26 OTHER EXPENSES

(Rs in lakhs)

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
Rent	284.43	120.05
Electricity expenses	76.06	79.59
Communication expenses	88.43	85.73
Office maintenance	78.07	67.82
Printing & stationery	41.87	68.10
Repairs and maintenance- Others	144.41	163.57
Books, subscription and membership	10.19	10.17
Rates and taxes	19.88	9.25
Insurance	9.65	13.62
Travelling and Conveyance	186.12	163.88
Legal & Professional fees	122.49	126.43
Auditors' Remuneration*	-	-
- Statutory Audit	25.00	35.80
- Other services	2.95	1.25
- Out of pocket expenses	2.24	1.68
Irrecoverable Trade receivables (Bad debts) written off	-	210.28
Less: Irrecoverable Trade receivables (Bad debts) written off against opening provision	-	(196.24)
Software expenses	71.70	39.19
Corporate Social Responsibility expenses (refer note 42)	48.00	26.77
Bank Charges	37.94	66.73
Consultancy Fees	1,170.21	1,057.05
Allowance for Expected credit loss (net)	41.51	31.45
Interest on PF Trust obligation (refer note 44)	(33.22)	(10.75)
Director sitting fees	22.75	32.50
Miscellaneous Expenses	108.88	95.53
Total	2,559.56	2,299.44

* Include payment to erstwhile auditors of Rs 7.98 lakhs (March 31, 2024: Rs 38.73 lakhs). This does not include payment to erstwhile auditors towards IPO related services of Rs 216.94 during the year ended 31 March 2024.

27 DISCLOSURES REQUIRED UNDER SECTION 22 OF THE MICRO, SMALL AND MEDIUM ENTERPRISES DEVELOPMENT ACT, 2006

Based on and to the extent of information received by the Company from the suppliers during the year regarding their status under the Micro, Small and Medium Enterprises Development Act, 2006 (MSMED Act), the relevant particulars are furnished below:

(Rs in lakhs)

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
(a) Dues remaining unpaid to any supplier as at the end of the accounting year:		
(i) Principal amount remaining unpaid	608.31	522.94
(ii) Interest due thereon remaining unpaid	NIL	NIL
(b) The amount of interest paid by the buyer in terms of section 16 of the MSMED Act, along with the amount of the payment made to the supplier beyond the appointed day during each accounting year	NIL	NIL
(c) the amount of interest due and payable for the period of delay in making payment (which has been paid but beyond the appointed day during the year) but without adding the interest specified under the MSMED Act;	NIL	NIL
(d) the amount of interest accrued and remaining unpaid at the end of each accounting year; and	NIL	NIL
(e) the amount of further interest remaining due and payable even in the succeeding years, until such date when the interest dues above are actually paid to the small enterprise, for the purpose of disallowance of a deductible expenditure under section 23 of the MSMED Act.	NIL	NIL

Note: Disclosure of payable to vendors as defined under MSMED Act is based on the information available with the Company regarding the status of registration of such vendors under the said Act, as per the intimation received till Balance sheet date. The statutory auditors have relied on the Company's representation.

28 EARNINGS PER SHARE

In accordance with IND AS 33 - Earnings per share, the earnings and weighted average number of ordinary shares used in the calculation of basic and diluted earnings per share are as follows:

(Rs in lakhs)

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024*
Basic Earnings per share (A/B)	2.68	5.91
Diluted Earnings per share (A/B)	2.68	5.91
Profit for the year used in the calculation of basic and diluted earnings per share (A)	1,353.12	2,650.61
Weighted average number of equity shares (B)	504.77	448.36

*During the year ended 31 March 2024, pursuant to resolution passed by our Board on 21 July 2023 and the approval of shareholders granted in the extra-ordinary General meeting held on 25 July 2023:

- the paid-up share capital of the Company has been sub-divided from face value of Rs 10 per equity share to Rs 5 per equity share;
- the authorised share capital of the Company has been increased from Rs 1,000 Lakhs to Rs 3,000 Lakhs divided into 6,00,00,000 equity shares of Rs 5 each.
- the Company has issued and allotted fully paid up 'bonus shares' at par in proportion of 4 new equity shares of Rs 5 each for every one existing fully paid up equity share of Rs 5 each held on the record date of 25 July 2023.
- the Company has issued and allotted 60,20,101 fully paid up equity shares of Rs 5 each via fresh issue through an initial public offering.

Post sub-division, issue of bonus shares and fresh issue, the issued, subscribed and paid-up equity share capital of the Company stood at Rs 2,523.87 Lakhs divided in 5,04,77,241 fully paid equity shares of Rs 5 each.

29 LEASE LIABILITY

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Non-Current	355.23	206.84
Current	159.74	291.74
	514.97	498.58

Movement in Lease Liabilities

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Opening Balance	498.58	935.45
Modifications	(9.68)	-
Additions	346.37	-
Deletions	-	-
Finance Costs	47.23	64.35
Payment of Lease liabilities	367.54	501.22
Closing Balance	514.96	498.58

Contractual Maturity of lease liabilities (undiscounted):

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Less than one year	204.11	321.94
One to five years	392.17	214.64
More than five years	22.84	26.73
Total	619.12	563.31

Amounts recognised in Profit or Loss

(Rs in lakhs)

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
Amortisation	335.66	448.72
Finance Cost on Lease Liabilities	47.23	64.35
Rent expense - Short term/low value leases	284.43	120.05

Amount recognised in Cash Flows

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Total Cash outflow	367.54	501.22

30 EMPLOYEE BENEFITS

31.1 Defined Contribution Plan

The Company makes Provident Fund and Employee's State Insurance Scheme contributions for qualifying employees. Under the Schemes, the Company is required to contribute a specified percentage of the payroll costs to fund the benefits. The contributions payable by the Company are at rates specified in the rules of the Schemes/Policy are as below:

(Rs in lakhs)

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
Employer's Contribution to Provident Fund	176.56	154.58
Employer's contribution to Employee's State Insurance Scheme	0.19	0.43
Total	176.75	155.01

31.2 Defined Benefit Plans

The Company operates a gratuity plan covering qualifying employees. The benefit payable is the greater of the amount calculated as per the Payment of Gratuity Act, 1972 or the Company scheme applicable to the employee subject to ceiling of Rs 20 lakhs. The benefit vests upon completion of five years of continuous service and once vested it is payable to employees on retirement or on termination of employment. In case of death while in service, the gratuity is payable irrespective of vesting. The Company makes annual contribution to the group gratuity scheme administered by the Life Insurance Corporation of India. The following table sets out the status of the Gratuity scheme and the amount recognised in the standalone financial statements as per the Actuarial Valuation done by an Independent Actuary:

These plans typically expose the Company to actuarial risks such as actuarial risk, investment risk, liquidity risk, legislative risk and Interest Risk.

Actuarial Risk	The risks that benefits costs more than expected. All assumptions used to compute the liability and cash-flows are a source of risk. If actual experience turns out to be worse than expected experience, there could be a risk of being unable to meet the liabilities as and when they fall due. For example, if assumed salary growth rates turns out to be lesser than reality - this could cause a risk that the provisions are inadequate in comparison to the actual benefits required to be paid.
Investment Risk	There is a minimum investment return guaranteed to the Sponsor (LIC) (called the minimum floor rate) which is a non-zero positive percentage. Hence there is no market risk - risk due to reductions in the market value of the underlying investments backing the insurance policy of the Sponsor. Also there is a Guaranteed Surrender Value to the extent of 90% of contributions made net of withdrawals and charges.
Liquidity Risk	The investments are made in an insurance policy which is also very liquid - withdrawals can happen at any time. There is no Market Value adjustment imposed for withdrawals done by the Sponsor at an untoward time except when the amount withdrawn exceeds 25% of the opening balance at the beginning of the financial year. This can be easily managed by making multiple withdrawals to ensure that the amount withdrawn per transaction does not breach the limit above. Also note that there are no surrender charges after three years. During the first three years, the surrender charges are minimal.
Legislative Risk	There could be changes to Regulation/legislation governing this Plan that could affect the Company adversely (for example, introduction of a minimum benefit). The changes in regulation could potentially increase the plan liabilities.
Interest Risk	A decrease in the interest rate will increase the plan liabilities, however this will be partially offset by an increase in the return of plan assets.

In respect of the above plans, the most recent actuarial valuation of the present value of the defined benefit obligation were carried out as at 31 March 2025 by an independent member firm of the Institute of Actuaries of India. The present value of the defined benefit obligation, and the related current service cost and past service cost, were measured using the projected unit credit method.

(a) Amount recognised in the standalone statement of profit and loss and total comprehensive income in respect of the defined benefit plan are as follows :

(Rs in lakhs)

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
Service Cost		
- Current Service Cost	39.70	31.71
- Past Service Cost	-	-
- Net interest expense	1.92	-9.86
Components of defined benefit costs recognised in Standalone Statement of Profit and Loss (A)	41.61	21.85
Remeasurement on the net defined benefit liability :		
- Remeasurement of Plan Assets	40.37	4.40
- Actuarial loss/(gains) arising from changes in financial assumptions	27.04	20.13
- Actuarial loss arising from experience adjustments	(46.54)	19.84
- Actuarial loss arising from Demographic assumptions	(0.54)	-
Components of defined benefit costs recognised in other comprehensive income (B)	20.32	44.37
Total (A) + (B)	61.93	66.22

(i) The current service cost and net interest expense for the year are included in the "Employee Benefit Expenses" line item in the Standalone Statement of Profit and Loss under contribution to provident and other funds.

(ii) The remeasurement of the net defined benefit liability is included in other comprehensive income.

(b) The amount included in the Standalone Balance Sheet arising from the entity's obligation in respect of defined benefit plan is as follows :

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Net Asset/(Liability) recognised in the Standalone Balance Sheet:		
Gratuity:		
Present value of defined benefit obligation	592.34	595.66
Fair value of plan assets	560.40	568.14
(Deficit)	(31.94)	(27.52)
Non Current portion of the above	(31.94)	(27.52)
Current portion of the above	-	-
Total	(31.94)	(27.52)

Standalone Financial Statements

(c) Movement in the present value of the defined benefit obligation are as follows:

(Rs in lakhs)

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
Present value of defined benefit obligation at the beginning of the year	595.66	552.55
Expenses Recognised in the Standalone Statement of Profit and Loss:		
Service Cost		
- Current Service Cost	39.70	31.71
- Past Service Cost	-	-
- Interest Cost	39.35	37.40
Recognised in Other Comprehensive Income		
- Actuarial (Gain) / Loss arising from:		
i. Financial Assumptions	27.04	20.13
ii. Experience Adjustments	(46.54)	19.84
iii. Demographic Assumptions	(0.54)	-
Transfer In/(Out) Obligation	-	8.42
Benefit payments	(62.32)	(74.39)
Present value of defined benefit obligation at the end of the year	592.34	595.66

(d) Movement in fair value of plan assets are as follows :

(Rs in lakhs)

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
Fair value of plan assets at the beginning of the year	568.14	503.96
Expenses Recognised in the Standalone Statement of Profit and Loss:		
- Expected return on plan assets	37.43	47.25
Recognised in Other Comprehensive Income		
Remeasurement (loss)/gains	(40.37)	(4.40)
- Return on plan assets (excluding amount included in net interest expense)		
Transfer In/(Out) Obligation	-	8.42
Contributions by employer	57.52	87.30
Benefit payments	(62.32)	(74.39)
Fair Value of Plan assets at the end of the year	560.39	568.14

(e) Movement in Net defined benefit obligation

(Rs in lakhs)

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
Net defined benefit liability / (asset) at the beginning of the year	27.52	48.60
Transfer In/(Out) Obligation	-	-
Amount recognised in Standalone Statement of Profit and Loss	41.61	21.85
Amount recognised as Other Comprehensive Income	20.32	44.37
Actual contribution by the sponsor	(57.52)	(87.30)
Net defined benefit liability/(asset) at the end of the year	31.94	27.52

(f) The principal assumptions used for the purpose of actuarial valuation were as follows :**(Rs in lakhs)**

Particulars	As at 31 March 2025	As at 31 March 2024
Discount rate	6.35%	6.97%
Expected rate of salary increase	7.00%	6.00%
Expected return on plan assets	7.68%	7.14%
Attrition Rate	18.00%	14.00%
Retirement Age	60.00	60.00
Mortality *	IALM 2012-14	IALM 2012-14

* Based on India's standard mortality table with modification to reflect the expected changes in mortality/others.

(g) Experience Adjustments**(Rs in lakhs)**

Particulars	As at 31 March 2025	As at 31 March 2024
Projected Benefit Obligation	592.34	595.66
Fair Value of Plan Assets	560.40	568.14
Deficit	31.94	27.52
Experience Adjustments on Plan Liabilities - (gain)	46.54	(19.84)
Experience Adjustments on Plan Assets - (loss) / gain	(40.37)	(4.40)

(h) Defined Benefit Obligation Sensitivity**(Rs in lakhs)**

Particulars	As at 31 March 2025	As at 31 March 2024
DBO - Changes		
Discount Rate: +1%	(18.27)	(19.02)
Discount Rate: -1%	19.61	20.51
Salary Escalation Rate: +1%	16.97	17.64
Salary Escalation Rate: -1%	(16.17)	(16.99)
Attrition Rate: 25% Increase	(5.37)	0.68
Attrition Rate: 25% Decrease	6.15	(1.32)

(i) Maturity Profile - Future Expected Payments**(Rs in lakhs)**

Particulars	As at 31 March 2025	As at 31 March 2024
Year 1	126.58	145.40
Year 2	154.89	104.16
Year 3	104.77	133.71
Year 4	74.13	81.37
Year 5	62.49	55.05
Years 6-10	159.00	170.48

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Best Estimate of contribution over the next year	74.45	64.63
Estimated term of liability in years (decrement-adjusted)	3.89	4.86

(j) The major categories of plan assets as a percentage of the fair value of total plan assets are as follows :

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Fund with LIC	100%	100%

30.3 Compensated Absences

The key assumptions used in the computation of provision for compensated absences as per the actuarial valuation done by an Independent Actuary are as given below:

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Assumptions		
Discount Rate	6.35%	6.97%
Future Salary Increase	7.00%	6.00%
Attrition Rate	18.00%	14.00%
Mortality *	IALM 2012-14	IALM 2012-14

* Based on India's standard mortality table with modification to reflect the expected changes in mortality/others.

The following table sets out the status of the compensated absences and the amount recognised in the Standalone financial statements:

(Rs in lakhs)

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
Expenses recognised during year:	29.25	23.13
Provision at year end:		
Non Current Portion	-	-
Current Portion	236.45	207.19

31 SEGMENT REPORTING

The Company operates in a single operating segment i.e. 'Integrated Marketing Communications' and the information reported to the Chief Operating Decision Maker (CODM) for the purposes of resource allocation and assessment of performance focuses on this operating segment. Accordingly, there is single reportable operating segment in accordance with Ind AS 108 'Operating Segments'.

32 CAPITAL MANAGEMENT

For the purpose of the Company's capital management, capital includes issued equity capital, securities premium and all other equity reserves attributable to the equity holders. The primary objective of the Company's capital management is to maximise the shareholder value.

The Company manages its capital structure and makes adjustments in light of changes in economic conditions and the requirements of the financial covenants. To maintain or adjust the capital structure, the Company may adjust the dividend payment to shareholders, return capital to shareholders or issue new shares. The Company monitors capital using a gearing ratio, which is net debt divided by total capital plus net debt. The Company includes within net debt - leases, interest bearing loans and borrowings as reduced by cash and cash equivalents and excluding discontinued operations.

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Borrowings	2,560.00	3,198.55
Leases (Current and Non-current)	514.97	498.58
Less: Cash and cash equivalents	(1,180.54)	(4,216.64)
Net debt	1,894.43	(519.51)
Capital (Equity)	25,009.23	24,680.85
Net Debt + Capital	26,903.66	24,161.34
Gearing ratio*	0.07	Nil

*Net debt position was negative as at 31 March 2024 hence represented as Nil.

33 FINANCIAL INSTRUMENTS - FAIR VALUES AND RISK MANAGEMENT

33.1 Accounting classification and fair values

Categories of financial instruments

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Financial assets*		
Measured at Fair Value		
Investment in Quoted Equity Instruments	48.19	42.12
Measured at Amortised Cost		
Other Financial Assets - Current and Non Current	2,695.81	1,711.60
Trade Receivables	11,570.43	9,915.19
Cash and Cash Equivalents	1,180.54	4,216.64
Other Bank Balances	9,313.60	10,810.46
Loans	79.03	79.06
Financial liabilities		
Measured at amortised cost		
Borrowings	2,560.00	3,198.55
Trade Payables	8,290.41	7,474.16
Other Financial Liabilities	1,192.85	1,397.83

*other than investments in subsidiaries accounted at cost in accordance with Ind AS 27 'Separate Financial Statements'.

Some of the Company's financial assets and liabilities are measured at fair value at the end of the year. The following table gives information above how the fair values of these financial assets and liabilities are determined:

(Rs in lakhs)

Particulars	Fair Value as at			
	As at 31 March 2025	As at 31 March 2024	Fair Value Hierarchy	Valuation techniques and key inputs
Financial assets				
Other investments				
Quoted equity shares	48.19	42.12	Level I	Quoted share price in active market

Financial assets and financial liabilities that are not measured at fair value:

The Management considers that the carrying amount of all the financial asset and financial liabilities that are not measured at fair value in the standalone financial statements approximate fair values and, accordingly, no disclosure of the fair value hierarchy is required to be made in respect of these assets/liabilities.

34 FINANCIAL RISK MANAGEMENT

The Company's Board of Directors has overall responsibility for the establishment and oversight of the Company's risk management framework. The Board of Directors has established the Risk Management committee, which is responsible for developing and monitoring the Company's risk management policies. The committee reports regularly to the Board of Directors on its activities.

The Company's risk management policies are established to identify and analyse the risks faced by the Company, to set appropriate risk limits and controls and to monitor risks and adherence to limits. Risk management policies and systems are reviewed regularly to reflect changes in market conditions and the Company's activities. The Company, through its training and management standards and procedures, aims to maintain a disciplined and constructive control environment in which all employees understand their roles and obligations.

The committee reviews and agrees policies for managing each of these risks, which are summarized below:

34.1 Market risk

The Company is exposed to market risks such as price, interest rate fluctuation and foreign currency rate fluctuation risks, capital structure and leverage risks.

34.2 Foreign Currency Risk Management:

The Company predominantly undertakes transactions in Indian rupees. The Company undertakes few transactions denominated in foreign currencies and consequently, exposures to exchange rate fluctuation arises. The Company does not enter into trade financial instruments including derivative financial instruments for hedging its foreign currency risk. The appropriateness of the risk policy is reviewed periodically with reference to the approved foreign currency risk management policy followed by the Company.

The carrying amounts of the Company's foreign currency denominated monetary assets and monetary liabilities at the end of each reporting period are as follows :

A. Balances outstanding

(Rs in lakhs)

Particulars	Currency	As at 31 March 2025		As at 31 March 2024	
		Amount in Foreign Currency	Amount	Amount in Foreign Currency	Amount
Trade Payables	USD	0.12	10.20	0.32	25.72
Trade Receivables	USD	5.72	489.53	2.04	170.08
Net Payables/(Receivables)		(5.60)	(479.32)	(1.72)	(144.36)

Out of the above foreign currency exposures, none of the monetary assets and liabilities are hedged by a derivative instrument or otherwise.

B. Foreign Currency Sensitivity Analysis

The following table details the company's sensitivity to a 10% increase and decrease in the Indian Rupee against the relevant foreign currencies (USD). 10% is in the rate in order to determine the sensitivity analysis considering the past trends and expectation of the management for changes in the foreign currency exchange rate (USD). The sensitivity analysis includes the outstanding foreign currency denominated monetary items and adjusts their translation at the year end for a 10% change in the foreign currency rates (USD). A positive number below indicates an increase in profit or equity where the Indian Rupee strengthens 10% against the relevant currency. For a 10% weakening of the Indian Rupee against the relevant currency (USD), there would be a comparable impact on the profit or equity and balance below would be negative.

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Impact on Standalone Statement of Profit and Loss for the year		
Increase by 10%	47.93	14.44
Decrease by 10%	(47.93)	(14.44)
Impact on total equity as at the end of the year		
Increase by 10%	35.87	10.80
Decrease by 10%	(35.87)	(10.80)

34.3 Liquidity Risk Management :

Liquidity risk refers to the risk that the Company cannot meet its financial obligations. The Company manages liquidity risk by maintaining adequate reserves and banking facilities by continuously monitoring forecast and actual cash flows and by matching maturing profiles of financial assets and financial liabilities in accordance with the approved risk management policy of the Company. The Company invests its surplus funds in bank fixed deposits which carry minimal mark to market rates.

Interest Risk Management

Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates. The Company's exposure to the risk of changes in market interest rates relates primarily to the Company's long-term debt obligations with floating interest rates. The Company does not have any long term debt as at reporting date.

The Company manages its interest rate risk by having a mixed portfolio of fixed and variable rate loans and borrowings.

Liquidity and Interest Risk Tables:

The following tables detail the Company's remaining contractual maturity for its non-derivative financial liabilities with agreed repayment periods. The tables have been drawn up based on the undiscounted cash flows of financial liabilities based on the earliest date on which the Company can be required to pay. The tables include both interest and principal cash flows.

To the extent that interest flows are floating rate, the undiscounted amount is derived from interest rate curves at the end of the reporting period. The contractual maturity is based on the earliest date on which the Company may be required to pay.

(Rs in lakhs)

Non Derivative Financial Liabilities	Carrying amount	Contractual Maturities			
		Total	Less than 1 year	1 to 5 years	5 years and above
As at 31 March 2025					
Borrowings	2,560.00	2,560.00	2,560.00	-	-
Lease liabilities (Non current and Current)	514.97	619.12	204.11	392.17	22.84
Trade Payable	8,290.41	8,290.41	8,290.41	-	-
Other Financial Liabilities	1,192.85	1,192.85	1,192.85	-	-
Total	12,558.23	12,662.39	12,247.38	392.17	22.84
As at 31 March 2024					
Borrowings	3,198.55	3,198.55	3,198.55	-	-
Lease liabilities (Non current and Current)	498.58	563.31	321.94	214.64	26.73
Trade Payable	7,509.63	7,509.63	7,509.63	-	-
Other Financial Liabilities	1,397.83	1,397.83	1,397.83	-	-
Total	12,604.59	12,669.33	12,427.96	214.64	26.73

The Company has sufficient current assets comprising of Trade receivables, Cash and cash equivalents, Other bank balances, Loans and other current financial assets to manage the liquidity risk, if any, in relation to current financial liabilities. The fact that the Company also has credit facilities with Banks, the Company believes that it has enough sources to meet its financial obligations as they fall due, in case of any deficit.

34.4 Credit Risk:

Credit risk is the risk of financial loss to the Company if a customer or counterparty to a financial instrument fails to meet its contractual obligations, and arises principally from the Company's receivables from customers. The carrying amount of financial assets represents the maximum credit exposure.

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Trade receivables, loans and other receivables

Credit risk arises from the possibility that customers may not be able to settle their obligations as agreed. To manage this, the businesses periodically assesses the financial reliability of customers, taking into account the financial condition, current economic trends, analysis of historical bad debts and ageing of accounts receivable. The Company establishes an allowance for doubtful receivables that represents its estimate of expected losses in respect of Trade receivables, Loans and Other receivables (refer note 11, 8 and 10). The credit risk from Government agencies, which form a significant portion of the Company's revenue and receivables, is minimal considering the sovereign nature of the receivables. The Company does not give any credit period to the customer however it expects to receive the payments within 30 to 60 days from the date of invoice.

Cash and cash equivalents

The Company maintains its cash and cash equivalents with creditworthy banks and reviews it on ongoing basis. The creditworthiness of such banks is evaluated by the management on an ongoing basis and is considered to be good.

Other financial assets

Other financial assets are neither past due nor impaired. The loan to Hansa Vision India Private Limited was fully realised during previous year.

34.5 Fair value of financial assets and financial liabilities that are not measured at fair value (but fair value disclosures are required)

The Management considers that the carrying amount of financial assets and financial liabilities recognized in the standalone financial statements approximate their fair values.

34.6 Offsetting of financial assets and financial liabilities

The Company does not offset financial assets and financial liabilities

35 RATIO ANALYSIS AND ITS ELEMENTS

Ratio	For the year ended 31 March 2025	For the year ended 31 March 2024	% variance	Reason for variance
Current ratio (times)	2.02	1.92	5.30%	Less than 25%
Debt- Equity Ratio (times)	0.12	0.15	-17.92%	Less than 25%
Debt Service Coverage ratio (times)	1.08	0.40	-168.06%	Note 1
Return on Equity ratio (%)	5.45%	17.07%	-68.10%	Note 2
Inventory Turnover ratio (times)	*	*	NA	NA
Trade Receivables Turnover Ratio (times)	3.73	3.37	10.53%	Less than 25%
Trade Payables Turnover Ratio (times)	4.40	2.99	47.16%	Note 3
Net Capital Turnover Ratio (times)	3.10	3.55	12.70%	Less than 25%
Net Profit ratio (%)	11.32%	16.35%	-30.76%	Note 4
Return on Capital Employed (%)	7.08%	15.13%	-53.19%	Note 5
Return on Investment (%)	*	*	NA	NA

*- Not Applicable

Formulae used for calculation:

- Current Ratio (times) = Current Assets / Current Liabilities
- Debt-Equity Ratio = Debt [Non-Current and Current Borrowings and Lease liabilities] / Equity [Equity Share Capital + Other Equity]

- c. Debt service coverage ratio = Earnings available for Debt service / Debt service
 Earnings available for Debt Service = Net Profit after taxes + Non-cash operating expenses like depreciation and other amortizations + Interest + other adjustments like loss on sale of Fixed assets etc.
 Debt service = Interest & Lease Payments + Principal Repayments
 "Net Profit after tax" means reported amount of "Profit / (loss) for the year" and it does not include items of other comprehensive income."
- d. Return on Equity Ratio = Net Profits after taxes / Average Shareholder's equity
- e. Trade Receivable Turnover (times) = Gross Billings / Average Trade Receivables (Simple Average: Opening + Closing)
- f. Trade Payable Turnover (times) = Net Credit Purchases / Average Trade Payables (Simple Average: Opening + Closing)
- g. Net Capital Turnover = Gross Billings / Working Capital (Current Assets - Current Liabilities)
- h. Net Profit Ratio = Net Profit After Tax / Revenue from Operations
- i. Return on Capital employed = EBIT / Capital Employed (Total Debt + Tangible Net Worth + Deferred Tax Liability)

Reason For Variance (where variance > 25%).

- 1 Increase in Debt Service implies that the borrowings are lower as compared to the previous year and hence there is an improvement.
- 2 Decrease in profits as compared to the previous year has resulted in the reduction in the return on equity ratio.
- 3 Increase in the Trade Payable to Turnover ratio is on account of better management of vendor payments resulting in improved ratio.
- 4 Decrease in profits as compared to the previous year has resulted in the reduction in the Net Profit ratio.
- 5 Decrease in profits and higher dividend payout as compared to the previous year has resulted in the reduction in the Return on Capital Employed.

36 RELATED PARTY TRANSACTIONS

36.1 Names of Related Parties and Nature of Relationship

Relationship	Name of Related Party
Subsidiaries	Hansa Research Group Private Limited
	Hansa Customer Equity Private Limited
	Dsquare Solutions Private Limited ^{\$}
	Hansa Direct Private Limited ^{\$}
	Autosense Private Limited ^{\$}
	Hansa Marketing Services LLC ^{\$}
	Hansa Marketing Services Private Limited ^{\$}
Companies under common control [^]	Hansa Estates Private Limited
	Hansa Holdings Private Limited
	Hansa Marketing Services Inc, USA
	Hansa Vision India Private Limited
Directors	Mr. Srinivasan K Swamy- Executive Group Chairman and Whole-time Director
	Mr. Narasimhan Krishnaswamy - Managing Director and Group Chief Executive Officer
	Mrs. Sangeetha Narasimhan - Chief Executive Officer and Whole-time Director
	Mr. Siddharth Swamy (w.e.f. February 12, 2025) (Non executive and Non independent director)
Independent Directors	Mr. Pattabhi K Raman (up to December 27, 2024)
	Mr. T T Srinivasaraghavan
	Mrs. Nalini Padmanabhan
	Mr. Sunil Sethy
	Mr Rajiv Vastupal Mehta

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Key Management Personnel	Mr Rajeev Newar - Group CFO
	Mr Desikan Rajagopalan - Company Secretary (till November 15, 2024)
	Mrs. Aparna Bhat - Company Secretary and Compliance Officer (w.e.f. November 16, 2024)
Relatives of Directors^	Mrs. Sruti Swamy
	Mrs. Sudha Srinivasan
Promoter Group^	Mrs. Sangeetha Narasimhan
	Mr. Siddharth Swamy
	Mrs. Sruti Swamy
	Mrs Vimala Ramanan
	Mrs Bhooma Parthasarathy
	Mrs Vathsala Ravindran
	Mrs Kala Santhanaraman
Firms/AOPs/Trusts/Companies in which directors are interested^	Continued Medical Education Foundation of India
	Centre of Excellence For Clinical Studies
	Vidyadhanam and Annadhanam Trust

\$ Subsidiary through Hansa Customer Equity Private Limited

^ Parties whom there were transactions during the year

36.2 Transactions with the Related Parties

(Rs in lakhs)

Transaction	Related Party	For the year ended 31 March 2025	For the year ended 31 March 2024
Income			
Rendering of services	Hansa Research Group Private Limited	2.50	0.45
Rendering of services	Hansa Estates Private Limited	8.85	0.58
Rendering of services	Hansa Marketing Services Inc, USA	484.94	169.54
Rendering of services	Centre of Excellence For Clinical Studies	-	9.95
Rendering of services	Hansa Holdings Private Limited	-	45.00
Facility sharing income	Hansa Research Group Private Limited	47.88	44.84
Facility sharing income	Hansa Customer Equity Private Limited	5.71	7.42
Dividend Received	Hansa Customer Equity Private Limited	210.67	-
Dividend Received	Hansa Research Group Private Limited	216.40	-
Lease Income	Hansa Customer Equity Private Limited	18.61	-
Lease Income	Hansa Research Group Private Limited	8.42	-
Other Income	Hansa Research Group Private Limited	10.00	-
Other Income	Hansa Customer Equity Private Limited	3.00	-
Reimbursement of expenses recovered	Hansa Research Group Private Limited	149.88	121.44
Reimbursement of expenses recovered	Hansa Customer Equity Private Limited	163.61	119.39
Expenses			
Interest expense	Hansa Research Group Private Limited	140.15	191.98
Interest expense	Hansa Customer Equity Private Limited	126.18	209.38
Interest expense	Hansa Vision India Private Limited	-	8.69

Receipt of services	Hansa Research Group Private Limited	47.00	45.35
Receipt of services	Hansa Customer Equity Private Limited	109.73	136.09
Receipt of services	Hansa Holdings Private Limited	2.32	513.72
Rent	Hansa Customer Equity Private Limited	25.30	20.81
Rent	Hansa Vision India Private Limited	93.32	93.18
Rent	Mrs. Sudha Srinivasan	6.51	6.08
Rent	Hansa Research Group Private Limited	14.18	14.18
Other expense	Hansa Customer Equity Private Limited	0.88	-
CSR expenses [refer note 42]	Vidyadhanam and Annadhanam Trust	50.65	-
Remuneration & Other benefits	Mr. Srinivasan K Swamy	143.32	114.47
Remuneration & Other benefits	Mr. Narasimhan Krishnaswamy	151.62	105.05
Remuneration & Other benefits	Mrs. Sangeetha Narasimhan	147.11	99.96
Remuneration & Other benefits*	Mr. Rajeev Newar	220.20	204.00
Remuneration & Other benefits	Mr. Desikan Rajagopalan (till November 15, 2024)	14.63	21.00
Remuneration & Other benefits*	Mrs. Aparna Bhat (w.e.f. November 16, 2024)	12.25	-
Remuneration & Other benefits*	Mrs. Sruti Swamy	23.52	23.52
Remuneration & Other benefits ^{\$}	Dr. Pattabhi K Raman	7.00	-
Remuneration & Other benefits ^{\$}	Mr. T T Srinivasaraghavan	7.00	-
Remuneration & Other benefits ^{\$}	Mrs. Nalini Padmanabhan	7.00	-
Remuneration & Other benefits ^{\$}	Mr. Sunil Sethy	7.00	-
Remuneration & Other benefits ^{\$}	Mr Rajiv Vastupal Mehta	7.00	-
Directors Sitting Fees	Mr. Srinivasan K Swamy	3.50	5.00
Directors Sitting Fees	Mr. Narasimhan K Swamy	2.25	3.75
Directors Sitting Fees	Mrs. Sangeetha Narasimhan	2.75	3.00
Directors Sitting Fees	Dr. Pattabhi K Raman	1.50	3.00
Directors Sitting Fees	Mr. T T Srinivasaraghavan	3.50	5.00
Directors Sitting Fees	Mrs. Nalini Padmanabhan	3.50	5.00
Directors Sitting Fees	Mr. Sunil Sethy	3.25	4.00
Directors Sitting Fees	Mr Rajiv Vastupal Mehta	2.50	3.75
Others			
Loan received	Hansa Research Group Private Limited	400.00	1,425.00
Loan received	Hansa Customer Equity Private Limited	250.00	930.00
Repayment of loan	Hansa Customer Equity Private Limited	475.00	1,470.00
Repayment of loan	Hansa Research Group Private Limited	813.55	1,411.45
Repayment of loan	Hansa Vision India Private Limited	-	411.25
Dividend Paid	Mr. Srinivasan K Swamy	309.18	74.32
Dividend Paid	Mr. Narasimhan Krishnaswamy	319.21	74.32
Dividend Paid	Promoter Group	38.41	1.50
Dividend Paid	Mr. Rajeev Newar	0.40	-
Dividend Paid	Mr. Desikan Rajagopalan	0.18	-

36.3 Outstanding balances at the end of the reporting period

(Rs in lakhs)

Transaction	Related Party	As at 31 March 2025	As at 31 March 2024
Other Financial Assets - Rental Deposit (FV)	Hansa Vision India Private Limited	377.75	398.97
Financial Liabilities - Loans	Hansa Research Group Private Limited	1,300.00	1,713.55
Financial Liabilities - Loans	Hansa Customer Equity Private Limited	1,260.00	1,485.00
Trade Receivables	Hansa Customer Equity Private Limited	-	2.10
Trade Receivables	Hansa Marketing Services Inc, USA	489.53	170.08
Trade Receivables	Hansa Research Group Private Limited	0.59	2.39
Trade Receivables	Hansa Estates Private Limited	0.95	-
Trade Receivables	Centre of Excellence For Clinical Studies	-	11.74
Trade Receivables	Hansa Holdings Private Limited	-	6.96
Expenses recoverable (including lease rentals)	Hansa Research Group Private Limited	109.77	61.28
Expenses recoverable (including lease rentals)	Hansa Customer Equity Private Limited	93.12	20.67
Other financial liabilities - Interest accrued	Hansa Customer Equity Private Limited	56.69	44.76
Other financial liabilities - Interest accrued	Hansa Research Group Private Limited	59.91	87.62
Remuneration & Other benefits payable	Mr. Rajeev Newar	1.15	-
Trade Payables	Hansa Holdings Private Limited	-	0.32
Trade Payables	Hansa Research Group Private Limited	30.09	6.32
Trade Payables	Hansa Customer Equity Private Limited	49.81	78.72

\$ disclosed on payment basis

*include post employment benefit as the details below:

(Rs in lakhs)

Transaction	For the year ended 31 March 2025	For the year ended 31 March 2024
Mr. Rajeev Newar	8.28	7.20
Mrs. Sruti Swamy	1.44	1.44
Mrs. Aparna Bhat (w.e.f. November 16, 2024)	0.39	-

Notes:

- The Company has given corporate guarantee of Rs 1000 lakhs and Rs 300 lakhs to bank in current year in favour of loan taken by Hansa Research Group Private Limited and Hansa Customer Equity Private Limited from bank, respectively. The same is outstanding at year end.
- Related party transactions are at an arms-length.
- The Company has entered into a contract with its subsidiary Hansa Research Group Private Limited to build and provide fit-out for CATI centre on an operating lease basis. The fit-out work is in progress as the the year end (refer note 37.2).
- The remuneration paid to Key Managerial Personnels excludes defined benefit plans (Gratuity) as the provision is computed for the Company as a whole and separate figures are not available.

37 CONTINGENT LIABILITIES, CLAIMS, COMMITMENTS (TO THE EXTENT NOT PROVIDED FOR) AND OTHER DISPUTES

37.1 Contingent Liabilities

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Claims against the Company not acknowledged as Debts:		
Taxation matters		
Income Tax	195.28	209.43

37.2 Commitments

The Company has other commitments for purchase/sale orders which are issued considering the requirements per operating cycle for purchase/sale of services, employee benefits. The Company does not have any long-term commitments or material non-cancellable contractual commitments/contracts, which might have material impact on the financial statements except as disclosed below:

(Rs in lakhs)

Particulars	As at 31 March 2025	As at 31 March 2024
Estimated amount of contracts remaining to be executed on capital account and not provided for (net of advances).	53.61	-

38 WILFUL DEFAULTER:

The Company has not been declared as a wilful defaulter by any bank, financial institutions or any other lender.

39 DETAILS OF CRYPTO CURRENCY OR VIRTUAL CURRENCY:

During the current and previous year the Company has not traded or invested in Crypto or Virtual Currency.

40 UNDISCLOSED INCOME:

There are no transactions which are not recorded in the books of accounts that has been surrendered or disclosed as income during the year in the tax assessments under the Income Tax Act, 1961.

41 UTILISATION OF BORROWED FUNDS

- a.) The Company has not advanced or loaned or invested funds (either borrowed funds or share premium or any other sources or kinds of funds) to any other persons or entities, including foreign entities (Intermediaries) with the understanding (whether recorded in writing or otherwise) that the Intermediary shall:
- (i) directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the company (Ultimate Beneficiaries), or
 - (ii) provide any guarantee, security or the like to or on behalf of the Ultimate Beneficiaries
- b.) The Company has not received any fund from any person or entities, including foreign entities (Funding Party) with the understanding (whether recorded in writing or otherwise) that the company shall:
- (i) directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Funding Party (Ultimate Beneficiaries), or
 - (ii) provide any guarantee, security or the like to or on behalf of the Ultimate Beneficiaries

42 CORPORATE SOCIAL RESPONSIBILITY

As per Section 135 of the Companies Act 2013 (the Act), the Company was required to spend Rs. 48 lakhs, being 2% of the average net profits for the three immediately preceding financial years (calculated in accordance with the provisions of Section 198 of the Act), in pursuance of its Corporate Social Responsibility Policy. A CSR committee has been formed by the Company as per the Act.

(Rs in lakhs)

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
(i) Gross amount required to be spent by the Company	48.00	26.77
(ii) Amount of expenditure incurred:		
(a) Construction/Acquisition of any asset	-	-
(b) On purposes other than (i) above*	48.00	26.77
(iii) shortfall at the end of the year,	-	-
(iv) total of previous years shortfall,	-	-
(v) reason for shortfall	-	-
The aforementioned amount has been contributed to the trust Vidyadhanam and Annadhanam Trust [§] . The Company has during the year contributed towards Point ii(b) of the Schedule VII of the Companies Act 2013 which is promoting education and protection of culture, heritage and food for the underprivileged people.		

*The Company has carried forward the excess expenditure incurred during the current year amounting to Rs 2.65 lakhs (31 March 2024: Rs 0.65 lakhs), refer note 10.

§ Vidyadhanam and Annadhanam Trust is a related party, refer Note 26 and 36 for details.

43 DECLARATION AND PAYMENT OF DIVIDEND

Dividends paid during the year ended 31 March 2025 include an amount of Rs 2.00 per equity share of the face value Rs 5 each towards dividend for the year ended 31 March 2024 amounting to Rs.1,009.54 lakhs. Dividends paid during the year ended 31 March 2024 include an amount of Rs 4.00 per equity share of the face value Rs 10 each towards dividend for the year ended 31 March 2023 amounting to Rs.177 lakhs.

The Board of Directors at its meeting held on 20 May 2025 have recommended payment of dividend of Rs. 1.50 per equity share of face value of Rs.5 each for the financial year ended 31 March 2025, amounting to Rs.757.16 lakhs. The proposed dividend is subject to approval by shareholders at the ensuing Annual General Meeting of the Company.

The Company has complied with provisions of Section 123 of Companies Act, 2013 with respect to declaration and payment of proposed final dividend during respective years.

44 INVESTMENTS IN IL&FS SECURITIES BY PROVIDENT FUND TRUST ADMINISTERED BY THE COMPANY AND RELATED ACCOUNTING

The Company had an exempted (exempted from the operation of the provisions of the Employees Provident Funds Scheme, 1952) Provident Fund (PF) Trust (Trust) which was administered by it and as per the trust deed, the Company shall make good any deficiency in the interest rate declared by the Trust below the statutory limit as well as any loss on account of investments made by the Trust. The Company had surrendered the exemption in the month of August 2019 and effective 1 October 2019, pursuant to an in-principle acceptance by the PF Department of the surrender of exemption subject to specified conditions, the Company started making contributions to the fund administered by the Central Government of India for qualifying employees. Consequent to the surrender of exemption in August 2019, the Company initiated the process of transfer of investments held by the Trust in favour of the PF Department in September 2019 and had also committed to the PF Department that any losses on account of the investments held by the PF Trust would be borne by the Company. The PF Department had carried out a special audit of the PF Trust and the settlement process related to the surrender of exemption with the PF Department was completed in the financial year ended 31 March 2022.

As part of the investments held by the PF Trust at the time of surrender, an amount of Rs. 331 lakhs were investments in the securities of Infrastructure Leasing & Finance Services Limited, in respect of which the proceedings before the National Company Law Appellate Tribunal (NCLAT) are ongoing since 2018-2019. The PF Department required the

Company to pay the amount of principal and the interest shortfall in respect of this investment and during the current year, the Company has paid an amount of Rs. 417.14 lakhs to the PF Department, comprising of Rs. 331.00 lakhs of the principal portion and Rs. 86.44 lakhs being the interest/other charges for the period upto the date of settlement. The securities of IL&FS have been transferred in the name of the Company in April 2022 and the Company is awaiting the outcome of the proceedings before the NCLAT.

Considering the obligations of the Company pursuant to the Trust Deed, the commitment to the PF Department that any losses on account of the investments held by the PF Trust would be borne by the Company and the ongoing proceedings relating to IL&FS at the NCLAT, the Company has accounted for Rs. 331.00 lakhs as provision towards shortfall in realization of the principal value of investments (Provision for Expected PF Trust Loss) on grounds of prudence and has debited the retained earnings on 1 April 2020, the earliest balance sheet presented, in respect of the same. Interest/other charges obligations upto 1 April 2020 of Rs. 29.54 lakhs has been accounted in retained earnings and interest differential for the periods ended 31 March 2021 and 31 March 2022 of Rs. 36.14 lakhs and Rs. 20.76 lakhs has been accounted in the Statement of Profit and Loss for these periods, respectively.

As part of ongoing proceeding before NCLAT, the Company has received Rs 33.22 lakhs for the year ended 31 March 2025 (31 March 2024: Rs. 10.75 lakhs) against the said investment which the Company has accounted as income.

45 UTILISATION OF IPO PROCEEDS

During the previous year, the company completed initial public offering (IPO) of ₹ 42,356.00 lakhs (including fresh issue of ₹ 17,300.00 lakhs) comprising of (i) equity shares of 58,79,751 each at an issue price of ₹ 288 per share towards fresh issue of equity shares (ii) equity shares of 87,00,000 each at an issue price of ₹ 288 per share towards offer for sale (iii) equity shares of 1,40,350 each at an issue price of ₹ 261 per share for employee quota towards fresh issue. The equity shares of the company were listed on National Stock Exchange of India Limited and BSE Limited w.e.f March 12, 2024. The Company incurred issue expenses amounting to Rs 4,127.22 lakhs. These expenses were borne by the Company and Selling Shareholders, in proportion of the Equity Shares issued by the Company and sold by each of the Selling Shareholders in the Offer for Sale and in accordance with Applicable Law amounting to Rs.1,667.48 lakhs and Rs.2,459.74 lakhs respectively. The Company's share of expense of Rs.1,425.78 lakhs (excluding taxes) was adjusted against Securities Premium as at 31 March 2024.

The utilisation of the IPO proceeds is summarised below:

(Rs in lakhs)			
Objects of the issue as per prospectus	Estimated amount to be utilised as per Prospectus	Utilization upto 31 March, 2025	Unutilized amount as at March 31, 2025
1. Funding working capital requirements	5,400.00	5,400.00	-
2. Funding capital expenditure incurred for setting up a DVCP Studio	1,098.50	-	1,098.50
3. Funding investment in IT infrastructure development of Company, and its Material Subsidiaries Hansa Research and Hansa Customer Equity	3,334.20	424.15	2,910.05
4. Funding setting up of new CEC and CATI	2,173.60	574.79	1,598.81
5. General corporate purposes	3,626.22	3,626.22	-
Total net proceeds	15,632.52	10,025.16	5,607.36

46 ADDITIONAL DISCLOSURES

(i) Title deeds of Immovable Properties not held in name of the Company:

The Company does not hold any immovable properties whose title deeds are not in the name of the Company (other than properties where the company is the lessee and the lease agreements are duly executed in favour of the lessee).

(ii) Loans or Advances:

The Company has not granted Loans or Advances in the nature of loans to promoters, directors, KMPs and the related parties (as defined under Companies Act, 2013), either severally or jointly with any other person, that are:

- (a) repayable on demand; or
- (b) without specifying any terms or period of repayment,

(iii) Intangible Assets under Development:

No assets have been classified as intangible assets under development.

(iv) Details of Benami Property held:

No proceeding has been initiated or pending against the company for holding any benami property under the Benami Transactions (Prohibition) Act, 1988 (45 of 1988) and rules made thereunder.

(v) Relationship with Struck off Companies:

The Company does not have any transactions with companies struck off under section 248 of the Companies Act, 2013 or section 560 of Companies Act, 1956.

(vi) Registration of charges or satisfaction with Registrar of Companies (ROC):

The Company does not have any charges or satisfaction yet to be registered with ROC beyond the statutory period.

(vii) Compliance with number of layers of companies:

The Company has complied with the number of layers prescribed under clause (87) of section 2 of the Act read with the Companies (Restriction on number of Layers) Rules, 2017.

47 PREVIOUS YEAR COMPARATIVE

Previous year's numbers have been regrouped/reclassified, wherever necessary, to make them comparable with the figure of the current year.

48 OTHER MATTERS

Information with regards to other matters specified in Schedule III of the Companies Act, 2013 are either Nil or not applicable to the Company.

In terms of our report of even date attached

For C N K & Associates LLP

Chartered Accountants

Firm's Registration No.: 101961W/W-100036

Sd/-

Himanshu Kishnadwala

Partner

Membership No.: 37391

Place: Mumbai

Date: May 21, 2025

For and on behalf of the Board of Directors

R K SWAMY LIMITED

CIN: L74300TN1973PLC006304

Sd/-

Srinivasan K Swamy

Executive Group Chairman and
Whole-time Director

DIN: 00505093

Place: Mumbai

Date: May 21, 2025

Sd/-

Narasimhan Krishnaswamy

Managing Director and
Group CEO

DIN: 00219883

Place: Mumbai

Date: May 21, 2025

Sd/-

Aparna Bhat

Company Secretary
Membership No: A19995

Place: Mumbai

Date: May 21, 2025

Sd/-

Rajeev Newar

Group CFO

Place: Mumbai

Date: May 21, 2025