

# **CRAYONS ADVERTISING PVT. LTD.**

**ANNUAL ACCOUNTS FOR F.Y. 2019 - 2020**

**Regd. office:**

**NSIC Complex, Maa Anandmayee Marg,**

**Okhla Industrial Estate – III**

**New Delhi – 110 020**



**Independent Auditors' Report**

**To the members of Crayons Advertising Private Limited**

**Report on Audit of the Financial Statements**

**Opinion**

We have audited the accompanying financial statements of **Crayons Advertising Private Limited** ("the Company"), which comprise the balance sheet as at March 31, 2020, the statement of profit and loss for the year then ended and cash flow statement, and a summary of the significant accounting policies and other explanatory information (hereinafter referred to as "the financial statements").

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid financial statements give the information required by the Companies Act, 2013 ("the Act") in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India, of the state of affairs of the Company as at March 31, 2020 and its profit for the year ended on that date.

**Basis for opinion**

We conducted our audit of the financial statements in accordance with Standards on Auditing 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 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 together with the ethical requirements that are relevant to our audit of the 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 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 financial statements.

**Emphasis on matter**

We draw attention to

- a) Note 39(b) in the financial statements, which describes the possible effects of uncertainties relating to COVID-19 on Company's operations and results as assessed by the management.
- b) Note 39(c) in the financial statements wherein it is mentioned that , during the year, one of the vendor of the Company has filed Application with National Company Law Tribunal ("NCLT"), New Delhi under Insolvency and Bankruptcy Code, 2016 ( IBC) to recover its outstanding balance. The NCLT has admitted the application under IBC and appointed the Interim resolution professional.



Subsequent to the year end, the Company has made settlement with the above said vendor and NCLT has withdrawn their Order on application of Interim Resolution professional. There is no impact of the same on the functioning of the Company. We have relied upon the management contention.

Our Opinion is not modified in respect of above matters.

#### **Information Other than the Financial Statements and Auditor's Report Thereon**

The Company's Board of Directors is responsible for the other information. The other information comprises the information included in the Annual report but does not include the financial statements and our auditor's report thereon. The Annual Report is expected to be made available to us after the date of this Auditors' Report. Our opinion on the 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 financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.

When we read Annual Report, if we conclude that there is a material misstatement therein, we are required to communicate the matter to those charged with governance.

#### **Responsibilities of Management for the 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 financial statements that give a true and fair view of the financial position, financial performance & cash flows of the Company in accordance with the accounting principles generally accepted in India, including the Accounting Standards specified under Section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014 and the Companies (Accounting Standards) Amendment Rules, 2016 as amended.

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 financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is 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 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 Financial Statements

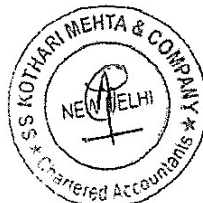
Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee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

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

- Identify and assess the risks of material misstatement of the 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 system 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'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 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 financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

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.

### Report on Other Legal and Regulatory Requirements

1. As required by the Companies (Auditor's Report) Order, 2016 ("the Order") issued by the Central Government of India in terms of Section 143(11) of the Act, we give in the "Annexure A" 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 balance sheet, the statement of profit and loss and cash flow statement dealt with by this Report are in agreement with the books of account;
  - d) In our opinion, the aforesaid financial statements comply with the Accounting Standards specified under Section 133 of the Act, read with relevant Rules issued thereunder;
  - e) On the basis of the written representations received from the directors as on March 31, 2020 and taken on record by the Board of Directors, none of the directors is disqualified as on March 31, 2020 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 over financial reporting of the Company and the operating effectiveness of such controls, refer to our separate Report in "Annexure B"; and
  - g) In our opinion, and according to the information and explanations given to, the provisions of section 197 read with Schedule V of the Act are not applicable to the Company for the year ended March 31, 2020; and
  - h) 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, 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 litigation on its financial position in its financial statements as referred to in Note 25 to the financial statements;
    - ii. The Company did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses;



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- iii. There is no amount required to be transferred to the Investor Education and Protection Fund by the Company.

For S.S. KOTHARI MEHTA & COMPANY  
Chartered Accountants  
Firm's Registration No. 000756N



*Amit Goel*

**AMIT GOEL**  
Partner  
Membership No. 500607

Place: New Delhi  
Date: December 31, 2020  
UDIN: 21500607AAAABH4541



Annexure A to the Independent Auditor's Report to the Members of Crayons Advertising Private Limited dated December 31, 2020.

Report on the matters specified in paragraph 3 of the Companies (Auditor's Report) Order, 2016 ('the Order') issued by the Central Government of India in terms of section 143(11) of the Companies Act, 2013 ('the Act') as referred to in paragraph 1 of 'Report on Other Legal and Regulatory Requirements' section.

- i.
  - (a) The Company has maintained proper records showing full particulars including quantitative details and situation of the fixed assets.
  - (b) The fixed assets have been physically verified by the management subsequent to the yearend due to lockdown restriction imposed by the Government. In our opinion, is reasonable having regard to the size of the Company and the nature of its assets. No material discrepancies were noticed on such verification.
  - (c) According to the information and explanation given by the Company, the title deed of the immovable property is held in the name of the Company.
- ii. The Company is in the business of rendering services, and consequently, does not hold any inventory. Therefore, the provisions of clause 3(ii) of the Order are not applicable to the Company.
- iii. The Company has granted unsecured loan to two companies covered in the register maintained under section 189 of the Act.
  - a. In our opinion and according to information and explanation given to us, the terms and conditions of such loan are not prejudicial of the Company's interest.
  - b. The above loan is re-payable on demand as agreed. We are informed that the Company has demanded repayment of such loan on requirement, thus there is no default on repayment of such loan.
  - c. Since there is no overdue amount as on the date, the relevant reporting is not applicable.
- iv. According to the information and explanations given to us, provisions of section 185 and 186 of the Act in respect of loans to directors including entities in which they are interested and in respect of loans and advances given, investments made and, guarantees, and securities given have been complied with by the company.
- v. In our opinion and according to the information and explanations given to us, the Company has not accepted any deposits from the public within the meaning of directives issued by the Reserve Bank of India and provisions of sections 73 to 76 or any other relevant provisions of the Act and the Rules framed thereunder.



- vi. According to the information and explanations given to us, the Central Government has not prescribed maintenance of cost records under clause (d) of sub-section (1) of section 148 of the Act for the Company's activities. Hence, the provisions of clause 3(vi) of the Order are not applicable to the Company.
- vii. a. According to the records of the Company examined by us and the information and explanations given to us, the Company is generally regular in depositing its undisputed statutory dues including Employees' Provident Fund, Employees' State Insurance, Investor Education and Protection Fund, Income Tax, Goods & Service Tax, Custom Duty, Excise duty, Cess and any other material statutory dues, as applicable, with the appropriate authorities during the year and there are no such undisputed amounts payable which have remained outstanding as at March 31, 2020 for a period of more than six months from the date they became payable.
- b. We are informed that there are no dues in respect of Income-tax, Sales-tax, Service-tax, Customs Duty, Excise Duty, Goods and Service Tax and Value added tax which have not been deposited on account of any dispute.
- viii. In our opinion and according to the information and explanations given to us, we are of the opinion that the Company has not defaulted in repayment of dues to financial institution, bank or Government. The Company does not have any outstanding debentures.
- ix. In our opinion, and according to the information and explanations given to us, the Company has not raised any money way of initial public offer / further public offer and term loan. Hence, the provisions of clause 3(ix) of the Order are not applicable to the Company.
- x. In our opinion, and according to the information and explanations given to us, we report that no fraud by the Company or on the Company by the officers and employees of the Company has been noticed or reported during the year.
- xi. In our opinion, and according to the information and explanations given to us the provisions of section 197 of the Act is not applicable to the Company. Accordingly, provisions of clauses 3(xi) of the Order are not applicable to the Company.
- xii. The Company is not a Nidhi company. Therefore, the provisions of clause 3(xii) of the Order are not applicable to the Company.
- xiii. In our opinion, and according to the information and explanations given to us during the course of audit, transactions with the related parties are in compliance with section 188 of the Act, where applicable, and the details have been disclosed in the notes to the financial statements, as required by the applicable accounting standards. The provisions of section 177 of the Act are not applicable to the Company and hence not commented upon.



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**& COMPANY**  
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- xiv. According to the information and explanations given to us and on an overall examination of the books of account, the Company has not made any preferential allotment or private placement of shares or fully or partly convertible debentures during the year and hence not commented upon.
- xv. In our opinion, and according to the information and explanations given to us, the Company has not entered into any non-cash transactions with directors or persons connected to him as referred in section 192 of the Act.
- xvi. According to the information and explanations given to us, the provisions of section 45-IA of the Reserve Bank of India Act, 1934 are not applicable to the Company.

For **S.S. KOTHARI MEHTA & COMPANY**  
Chartered Accountants  
Firm's Registration No. 000756N



*Amit Goel*

**AMIT GOEL**  
Partner  
Membership No. 500607

Place: New Delhi  
Date: December 31, 2020  
UDIN : 21500607AAAABH4541



**Annexure B to the Independent Auditor's Report to the Members of Crayons Advertising Private Limited dated December 31, 2020.**

**Report on the Internal Financial Controls under Clause (i) of Sub-section 3 of Section 143 of the Act as referred to in paragraph 2(f) of 'Report on Other Legal and Regulatory Requirements' section**

We have audited the internal financial controls over financial reporting of the **Crayons Advertising Private Limited** (the Company) as of March 31, 2020 in conjunction with our audit of the financial statements of the Company for the year ended on that date.

#### **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 over financial reporting 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". 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 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.

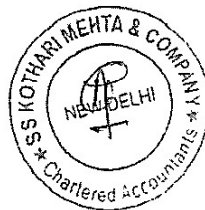
#### **Auditors' Responsibility**

Our responsibility is to express an opinion on the Company's internal financial controls over financial reporting 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, issued by ICAI and deemed to be prescribed under section 143(10) of the Act, to the extent applicable to an audit of internal financial controls, both applicable to an audit of Internal Financial Controls and, both issued by the Institute of Chartered Accountants of India. 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 over financial reporting was 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 system over financial reporting and their operating effectiveness.

Our audit of internal financial controls over financial reporting included obtaining an understanding of internal financial controls over financial reporting, 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 system over financial reporting.

#### Meaning of Internal Financial Controls over Financial Reporting

A company's internal financial control over financial reporting 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 over financial reporting includes those policies and procedures that:

- a) pertain to the maintenance of records that, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the company;
- b) provide reasonable assurance that transactions are recorded as necessary to permit preparation of financial statements in accordance with generally accepted accounting principles, and that receipts and expenditures of the company are being made only in accordance with authorizations of management and directors of the company; and
- c) provide reasonable assurance regarding prevention or timely detection of unauthorized acquisition, use, or disposition of the company's assets that could have a material effect on the financial statements.

#### Inherent Limitations of Internal Financial Controls over Financial Reporting

Because of the inherent limitations of internal financial controls over financial reporting, 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 over financial reporting to future periods are subject to the risk that the internal financial control over financial reporting may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

#### Opinion

In our opinion, the Company has, in all material respects, an adequate internal financial controls system over financial reporting and such internal financial controls over financial reporting were operating effectively as at March 31, 2020, based on "the internal control over financial reporting criteria established



**SS KOTHARI MEHTA  
& COMPANY**  
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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”.

For S.S. KOTHARI MEHTA & COMPANY  
Chartered Accountants  
Firm's Registration No. 000756N



*Amit Goel*

**AMIT GOEL**

Partner

Membership No. 500607

Place: New Delhi  
Date: December 31, 2020  
UDIN : 21500607AAAABH4541



Crayons Advertising Private Limited  
 NSIC Complex, Maa Anandmayee Marg, Okhla Phase-3, New Delhi-20  
 CIN-U52109DL1986PTC024711  
 Balance Sheet as at March 31, 2020

	Note	As at March 31, 2020 Rs.	As at March 31, 2019 Rs.
<b>EQUITY AND LIABILITIES</b>			
<b>Shareholders' funds</b>			
Share capital	3	22,500,000	22,500,000
Reserves and surplus	4	332,463,312	317,902,064
<b>Total shareholders funds</b>		<b>354,963,312</b>	<b>340,402,064</b>
<b>Non-current liabilities</b>			
Long-term borrowings	5	133,675,737	138,972,363
Long-term provisions	6	21,560,189	23,818,599
<b>Total non-current liabilities</b>		<b>155,235,926</b>	<b>162,790,962</b>
<b>Current liabilities</b>			
Short-term borrowings	7	10,000,000	-
Trade payables	8		
Total outstanding dues of micro enterprises and small enterprises			
Total outstanding dues of creditors other than micro enterprises and small enterprises		617,716,244	494,687,791
Other current liabilities	9	181,136,943	345,271,466
Short-term provisions	10	2,751,329	2,381,715
<b>Total current liabilities</b>		<b>811,604,516</b>	<b>842,340,972</b>
		<b>1,321,803,754</b>	<b>1,345,533,998</b>
<b>ASSETS</b>			
<b>Non-current assets</b>			
Property plant and equipment	11	75,732,264	82,022,259
Other intangible assets	11	681,931	943,024
Non-current investments	12	187,964,536	174,092,399
Deferred tax assets (net)	13	12,558,163	15,650,947
Long-term loan and advances	14	45,666,054	37,078,732
Other non-current assets	15	2,766,203	1,140,339
<b>Total non-current assets</b>		<b>325,369,151</b>	<b>310,927,700</b>
<b>Current assets</b>			
Trade receivables	16	755,451,502	712,395,641
Cash and cash equivalents	17	58,702,682	139,767,250
Short-term loans and advances	18	168,447,628	164,361,860
Other current assets	19	13,832,791	18,081,547
<b>Total current assets</b>		<b>996,434,603</b>	<b>1,034,606,298</b>
		<b>1,321,803,754</b>	<b>1,345,533,998</b>

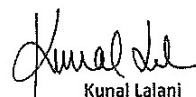
Significant accounting policies 2  
 The accompanying notes form an integral part of these financial statements


As per our report of even date

For S.S. Kothari Mehta & Company  
 Chartered Accountants  
 Firm registration No.: 000756N  
  
 Amit Goel  
 Partner  
 Membership No. 500607



For and on behalf of the Board of Directors of  
 Crayons Advertising Private Limited

  
 Kunal Lalani  
 Managing Director  
 DIN NO: 00002756

  
 H.M. Lalani  
 Director  
 DIN NO: 00257693

Place : New Delhi  
 Date: Decemeber 31, 2020



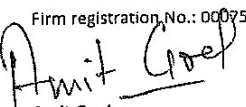
Crayons Advertising Private Limited  
 NSIC Complex, Maa Anandmayee Marg, Okhla Phase-3, New Delhi-20  
 CIN-U52109DL1986PTC024711  
 Statement of profit and loss for the year ended March 31, 2020

	Note	For the year ended March 31, 2020 Rs.	For the year ended March 31, 2019 Rs.
<b>Revenue</b>			
Revenue from operations		1,610,003,712	1,787,253,697
Other income	20	26,759,430	40,783,117
<b>Total revenue</b>		<b>1,636,763,142</b>	<b>1,828,036,814</b>
<b>Expenses</b>			
Advertising and job work costs		1,376,500,270	1,462,734,765
Employee benefits expense	21	86,498,798	112,708,237
Finance costs	22	23,639,525	27,471,193
Depreciation and amortization expenses	11	14,195,767	15,624,268
Other expenses	23	117,874,168	181,517,091
<b>Total expenses</b>		<b>1,618,708,528</b>	<b>1,800,055,554</b>
<b>Profit before taxation</b>		<b>18,054,614</b>	<b>27,981,260</b>
<b>Less: Tax expenses</b>			
- Current tax		4,447,575	4,305,955
- Earlier year tax expenses		-	-
- MAT credit entitlement for earlier year		(1,142,047)	-
- Deferred tax charge		3,092,784	(823,808)
<b>Net profit for the year after tax</b>		<b>11,656,302</b>	<b>24,499,113</b>
<b>Earning per equity share:</b>			
Basic and diluted earnings per share (In Rs.)	24	5.18	10.89
(Nominal value of share Rs.10 each)			

Significant accounting policies 2

The accompanying notes form an integral part of these financial statements

As per our report of even date annexed

For S.S. Kothari Mehta & Company  
 Chartered Accountants  
 Firm registration No.: 000756N  
  
 Amit Goel  
 Partner  
 Membership No. 500607



For and on behalf of the Board of Directors of  
 Crayons Advertising Private Limited

  
 Kunal Lalani  
 Managing Director  
 DIN NO: 00002756

  
 H.M. Lalani  
 Director  
 DIN NO: 00257693

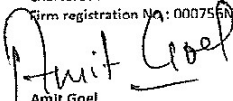
Place : New Delhi  
 Date: Decemeber 31, 2020



Crayons Advertising Private Limited  
 NSIC Complex, Maa Anandmayee Marg, Okhla Phase-3, New Delhi - 20  
 CIN - U52109DL1986PTCO24711  
 Cash Flow Statement for the year ended March 31, 2020

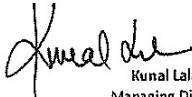
	For the Year ended March 31, 2020 Rs.	For the Year ended March 31, 2019 Rs.
<b>A. Cash flow from operating activities</b>		
Net profit before tax	18,054,614	27,981,260
Adjustment for :		
Depreciation and amortization	14,195,767	15,624,268
Interest and finance charges	23,639,525	27,471,193
Interest income received	(8,396,809)	(4,691,105)
Amount written back	(1,669,664)	(5,699,592)
Loss on sale of property plant & equipment	3,498	-
Profit from partnership firms	(779,843)	-
Bad debts written off	11,485,609	56,251,028
Profit on sale of property plant & equipment	(78,509)	(452,924)
Operating profit before working capital changes	56,454,188	116,484,128
Adjustment for :		
(Decrease)/Increase in long term and short term provisions	(1,888,796)	1,430,802
(Decrease)/Increase in current and other liabilities	(220,892,531)	178,285,130
(Decrease)/Increase in trade payables	124,698,117	182,659,966
(Increase)/decrease in trade receivables	(54,541,470)	(375,416,059)
(Increase)/decrease in short-term loans and advances	(10,464,710)	(35,255,625)
Cash generated from operations	(106,635,202)	68,188,342
Adjustment for :		
Income tax paid (Net of refund)	(479,854)	7,977,115
Net cash flow from operating activities (A)	<u>(107,115,056)</u>	<u>76,165,457</u>
<b>B. Cash flow from investing activities</b>		
Investment in investment property advance	(958,002)	149,587,942
Purchase of property plant & equipment	(7,637,992)	(7,458,126)
Proceeds from sale of property plant & equipment	213,041	1,186,349
Purchase of Intangible Assets	(144,720)	-
Purchase of investments	(10,967,191)	(170,564,754)
Proceeds from sale of investments	-	90,706,000
Advance Against Property	54,520,000	-
Profit from partnership firms	779,843	-
Interest income received	8,569,517	4,691,105
Fixed deposits (investment)/ matured	24,101,322	(25,668,111)
Net cash flow used in Investing activities (B)	<u>68,475,818</u>	<u>42,480,405</u>
<b>C. Cash flow from financing activities</b>		
Amount of Loan Taken	10,000,000	-
Repayment of long term borrowings	(4,613,585)	(25,709,617)
Finance charges paid	(22,084,559)	(27,977,207)
Net cash flow used in financing activities (C)	<u>(16,698,144)</u>	<u>(53,686,824)</u>
Net increase/(decrease) in cash and cash equivalents (A+B+C)	(55,337,382)	64,959,038
Cash and cash equivalents at beginning of the year	106,574,886	41,615,847
Cash and cash equivalents at the end of the year	<u>51,237,504</u>	<u>106,574,885</u>
<b>* Components of closing cash and cash equivalents</b>	<b>As at March 31, 2020</b>	<b>As at March 31, 2019</b>
Balance with banks in current accounts	13,883,158	97,832,863
Cash in hand as certified by management	1,650,321	1,396,930
Fixed deposits having maturity of less than 3 months	35,704,025	7,345,093
	<u>51,237,504</u>	<u>106,574,886</u>

As per our report of even date

For S.S. Kothari Mehta & Company  
 Chartered Accountants  
 Firm registration No: 000755611  
  
 Amit Goel  
 Partner  
 Membership No. 500607



For and on behalf of the Board of Directors of  
 Crayons Advertising Private Limited

  
 Kunal Lalani  
 Managing Director  
 DIN NO: 00002756

  
 H.M. Lalani  
 Director  
 DIN NO: 00257693

Place : New Delhi  
 Date: Decemeber 31, 2020



Crayons Advertising Private Limited  
Notes to financial statements for the year ended March 31, 2020

	As at March 31, 2020		As at March 31, 2019	
	Number of shares	Amount in Rs.	Number of shares	Amount in Rs.
<b>3 Share capital</b>				
Authorized				
Equity shares of Rs.10/- each	2,500,000	25,000,000	2,500,000	25,000,000
Issued, subscribed and paid up				
Equity shares of Rs.10/- each fully paid up	2,250,000	22,500,000	2,250,000	22,500,000
	<u>2,250,000</u>	<u>22,500,000</u>	<u>2,250,000</u>	<u>22,500,000</u>

a) Reconciliation of shares outstanding at beginning and at end of the year

During the current year and in the previous year, there have been no movement in the number of equity shares outstanding.

b) Terms / rights attached to equity shares

The Company has only one class of equity shares having par value of Rs. 10/- per share. Each equity share holder is entitled for one vote per share. Dividend, if declared and paid, will be in Indian rupees and shall be subject to the approval of shareholders in the ensuing Annual General Meeting.

During the year ended March 31, 2020 and March 31, 2019, Company has not declared any dividend.

In the event of liquidation of the Company, the holder of equity shares shall be entitled to receive remaining assets of the Company, after distribution of preferential amounts. The distribution will be in proportion of the number of fully paid equity shares held by each shareholder.

c) Details of shareholders holding more than 5% shares in the Company

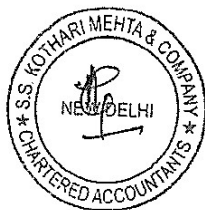
Names	As at March 31, 2020		As at March 31, 2019	
	No. of shares	% Shares held	No. of shares	% Shares held
Mr. Kunal Lalani	548,770	24.39%	548,770	24.39%
Mrs. Vimi Lalani	275,100	12.23%	275,100	12.23%
M/s Vimi Investments & Finance Private Limited	420,000	18.67%	420,000	18.67%
M/s Sahyog Properties Private Limited	1,000,000	44.44%	1,000,000	44.44%

Note for verification of shareholding pattern

As per records of the company including its register of shareholders / members and other declarations received from shareholders regarding beneficial interest, the above shareholding represents both legal and beneficial ownership of shares.

d) Aggregate number of bonus shares issued, shares issued for consideration other than cash and shares bought back during the period of five year immediately preceding the reporting date : Nil (Previous Year Nil)

	As at March 31, 2020 Rs.	As at March 31, 2019 Rs.
<b>4 Reserves and surplus</b>		
General reserve		
Opening balance	2,748,103	2,748,103
Addition/(deletion) during the year	-	-
Closing balance	<u>2,748,103</u>	<u>2,748,103</u>
Surplus in the statement of profit and loss		
Opening balance	315,153,961	290,654,848
Add : adjustment related with profit share in partnership firm	2,904,946	-
Add : Net profit for the year	<u>11,656,302</u>	<u>24,499,113</u>
Closing balance	<u>329,715,209</u>	<u>315,153,961</u>
Total reserve & surplus	<u>332,463,312</u>	<u>317,902,064</u>



Crayons Advertising Private Limited  
Notes to financial statements for the year ended March 31, 2020

	As at March 31, 2020 Rs.	As at March 31, 2019 Rs.
<b>5 Long term borrowings</b>		
Secured		
(a) Term loans from bank Term loans	66,173,332	68,643,099
(b) Term loans from others		
Term loans	71,746,128	73,421,244
Vehicle loans	4,854,506	5,323,208
	<u>142,773,966</u>	<u>147,387,551</u>
Less : Amount disclosed under other current liabilities as current maturities of long term debt (refer note no. 9)	9,098,229	8,415,188
	<u>133,675,737</u>	<u>138,972,363</u>

**Nature of security & terms of repayment :**

**Nature of security**

a) Term loans from banks amounting to Rs. 6,61,73,332/- (previous year Rs. 6,86,43,099/- ) and from others amounting Rs. 7,17,46,128/- (previous year Rs. 7,34,21,244/-) are secured against properties in National Capital Region (capital advance given by the company in respect of properties)

b) Vehicles loans from other financial institutions amounting to Rs.48,54,208/- (previous year Rs.53,23,208/-) are secured against hypothecation of vehicles.

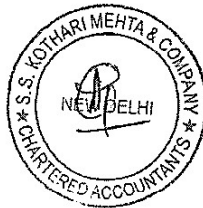
**Terms of repayment :**

a) Rupee loan from bank and others are repayable in 180 equal monthly installments and from other than bank 118 to 264 monthly installments along with interest between 8.60% to 10.90% p.a.

b) Vehicle loans from other than bank in 36 equal monthly installments along with interest of 7.71% and 9.96% p.a

	As at March 31, 2020 Rs.	As at March 31, 2019 Rs.
<b>6 Long term provisions</b>		
Provision for employee benefits:		
Provision for gratuity (refer Note No. 36)	19,616,971	21,644,789
Provision for leave encashment (refer Note No.36)	1,943,218	2,173,810
	<u>21,560,189</u>	<u>23,818,599</u>
	As at March 31, 2020 Rs.	As at March 31, 2019 Rs.
<b>7 Short term borrowings</b>		
From others		
Unsecured loan*	10,000,000	-
	<u>10,000,000</u>	<u>-</u>

\* Unsecured loan from Sahyog Properties Private Limited repayable on demand in 12 months along with quarterly payment of interest with rate of 12% p.a. Delayed payment of principal and interest will attract additional interest @20% for the period of default.



**Crayons Advertising Private Limited**  
**Notes to financial statements for the year ended March 31, 2020**

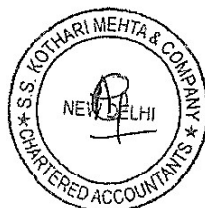
	As at March 31, 2020 Rs.	As at March 31, 2019 Rs.
<b>8 Trade payables</b>		
Payable to Micro Small & Medium Enterprises (MSME) (Refer Note no. 32)	-	-
Payable to other than MSME	617,716,244	494,687,791
	<u>617,716,244</u>	<u>494,687,791</u>

The information as required to be disclosed under the Micro Small and Medium Enterprises (Development) Act, 2006 ("the Act") is in the process at the management level hence the disclosure requirement for balance outstanding, interest paid/payable as the year end as required by the Act has not been given.

	As at March 31, 2020 Rs.	As at March 31, 2019 Rs.
<b>9 Other current liabilities</b>		
Current maturities of long term debt (refer Note no.5)	9,098,229	8,415,188
Interest accrued but not due on :		
Bank and financial institutions	735,045	510,846
Others	1,330,767	-
Book overdraft	41,885	105,791,915
Advance from customers	642,686	10,419,967
Advance Against Property	54,520,000	-
Accrued salaries & benefits	6,275,752	7,975,857
Security Deposit Received	558,000	-
<b>Other Payables :</b>		
Statutory liabilities	15,667,167	52,842,242
Expenses	88,974,379	156,819,742
Others	3,293,033	2,495,709
	<u>181,136,943</u>	<u>345,271,466</u>

	As at March 31, 2020 Rs.	As at March 31, 2019 Rs.
<b>10 Short term provisions</b>		
Provision for employee benefits:		
Provision for gratuity (refer Note No. 36)	2,392,399	2,129,117
Provision for leave encashment (refer Note No. 36)	358,930	252,598
	<u>2,751,329</u>	<u>2,381,715</u>

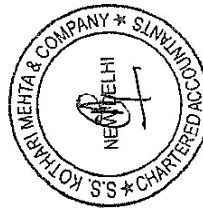
	As at March 31, 2020 Rs.	As at March 31, 2019 Rs.
<b>12 Non-current investments</b>		
Investment in equity Instruments (Unquoted)		
Investment in subsidiary	-	-
Investment in LLP		
Ultra Violet Digital Solutions LLP - 50.25% contribution	20,000,000	11,490,000
Ultra Violet Digital Solutions LLP - (Current account balance)	5,187,725	1,500,000
All White Communications LLP - 51% contribution	1,677,350	-
All White Communications LLP - (Current account balance)	(2,938)	-
Investment in others		
The Rajasthan Urban Co-operative Bank Limited - 15,000 (P.Y. 15,000) equity shares of Rs. 100/- each fully paid up	1,500,000	1,500,000
	<u>28,362,137</u>	<u>14,490,000</u>



**Crayons Advertising Private Limited**  
**Notes to Financial Statements for the year ended March 31, 2020**

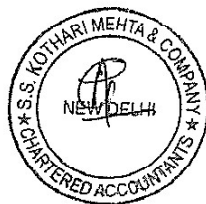
**11. Property plant and equipment**

	Tangible Assets					Other Intangible Assets		(Amount in Rs.) Total Assets
	Total Tangible Assets					Total Intangible Assets		
	Building	Computer	Vehicle	Furniture & Fixtures	Office Equipments	Total Tangible Assets	Computer Software	
<b>Gross Block</b>								
As at April 01, 2018	109,225,457	17,724,383	27,979,133	33,198,538	16,314,683	204,442,194	4,394,726	208,836,919
Additions	1,095,170	1,052,734	2,953,258	1,939,282	417,682	7,458,126	-	7,458,126
Disposals	-	(64,003)	(9,487,668)	(151,530)	(46,000)	(9,759,201)	-	(9,759,201)
Adjustments of last year	-	-	-	-	-	-	-	-
As at March 31, 2019	110,320,627	18,713,114	21,434,722	34,986,290	16,686,365	202,141,119	4,394,726	206,535,844
As at April 01, 2019	110,320,627	18,713,114	21,434,722	34,986,290	16,686,365	202,141,119	4,394,726	206,535,844
Additions	-	2,565,971	4,691,725	172,843	207,453	7,637,992	144,720	7,782,712
Disposals	-	(175,200)	(1,037,658)	(26,713)	(42,704)	(1,282,275)	-	(1,282,275)
Adjustments of last year	-	-	-	-	-	-	-	-
As at March 31, 2020	110,320,627	21,103,885	25,088,789	35,132,421	16,851,114	208,496,836	4,539,446	213,036,282
<b>Depreciation</b>								
As at April 01, 2019	42,907,955	15,283,676	17,910,536	24,537,223	13,166,030	113,805,420	3,166,648	116,972,068
Charge for the year	6,343,945	1,398,272	3,965,491	2,356,147	1,275,360	15,339,215	285,054	15,624,768
Disposals	-	(55,903)	(8,784,028)	(142,894)	(42,950)	(9,025,775)	-	(9,025,775)
Adjustments of last year	-	-	-	-	-	-	-	-
As at March 31, 2019	49,251,900	16,626,045	13,091,999	26,750,476	14,398,440	120,118,860	3,451,702	123,570,562
As at April 01, 2019	49,251,900	16,626,045	13,091,999	26,750,476	14,398,440	120,118,860	3,451,702	123,570,562
Charge for the year	5,772,057	1,854,195	3,405,005	1,969,727	788,972	13,789,956	405,811	14,195,767
Disposals	-	(164,279)	(932,292)	(8,044)	(39,629)	(1,144,244)	-	(1,144,244)
Adjustments of last year	-	-	-	-	-	-	-	-
As at March 31, 2020	55,023,957	18,315,961	15,564,712	28,712,159	15,147,783	132,764,572	3,857,512	136,622,084
<b>Net Block</b>								
As at March 31, 2019	61,068,727	2,087,069	8,342,723	8,235,814	2,287,925	82,022,259	943,024	82,965,283
As at March 31, 2020	55,296,670	2,787,924	9,524,077	6,420,262	1,703,331	75,732,264	681,933	76,414,198



Crayons Advertising Private Limited  
Notes to financial statements for the year ended March 31, 2020

	As at March 31, 2020 Rs.	Charge/ (Credit) during the year	As at March 31, 2019 Rs.
<b>Quoted</b>			
Mega Corporation Limited - 14,45,349 ( P.Y.14,45,349) equity shares of Rs. 1/- each fully paid up	537,645		537,645
	<u>537,645</u>		<u>537,645</u>
<b>Investment In Property</b>			
DLF Flat ( Qty. 09 )	159,064,754		159,064,754
	<u>159,064,754</u>		<u>159,064,754</u>
<b>Aggregate book value of total investments</b>	<u>187,964,536</u>		<u>174,092,399</u>
Aggregate amount of unquoted investments	28,362,137		14,490,000
Aggregate amount of quoted investments	537,645		537,645
Aggregate market value of quoted investments	433,605		491,419
Aggregate market value of DLF Flat investments	159,064,754		159,064,754
Aggregate provision for diminution in the value of investments	Nil		Nil
	<u>12,558,163</u>	<u>3,092,784</u>	<u>15,650,947</u>
<b>13 Deferred tax assets</b>			
Impact of difference between tax depreciation and depreciation/ amortization charged for financial reporting	5,794,698	1,109,536	6,904,234
Provision for gratuity	6,123,007	1,813,674	7,936,681
Provision for leave encashment	640,458	169,574	810,032
<b>Net deferred tax</b>	<u>12,558,163</u>	<u>3,092,784</u>	<u>15,650,947</u>
	As at March 31, 2020 Rs.		As at March 31, 2019 Rs.
<b>14 Long term loans and advances</b>			
<b>Unsecured considered good unless stated other wise</b>			
Capital advances (Refer note-1 mentioned below)	18,765,653		17,807,651
Security and earnest money deposits	26,900,401		19,271,081
	<u>45,666,054</u>		<u>37,078,732</u>
<b>Note -1</b>			
Opening balance of capital advances	17,807,651		174,001,354
Less : Grouping of DLF Flat in Non-Current Investment	-		159,064,754
Add : Amount deposited during the year	-		228,443
Add : Interest capitalised during the year	958,002		2,642,608
	<u>18,765,653</u>		<u>17,807,651</u>
	As at March 31, 2020 Rs.		As at March 31, 2019 Rs.
<b>15 Other non-current assets</b>			
Fixed deposits with maturity of more than 12 months (Refer Note No. 16)	2,766,203		1,140,339
	<u>2,766,203</u>		<u>1,140,339</u>



Crayons Advertising Private Limited  
Notes to financial statements for the year ended March 31, 2020

	As at March 31, 2020 Rs.	As at March 31, 2019 Rs.
<b>16 Trade receivables</b>		
As taken, valued and certified by management		
Outstanding for a period exceeding six months from the date they are due for payment unsecured, considered good	205,683,635	124,561,650
Less : Provision for doubtful debts	-	-
	<u>205,683,635</u>	<u>124,561,650</u>
Outstanding for a period less than six months from the date they are due for payment unsecured, considered good	549,767,867	587,833,991
Less : Provision for doubtful debts	-	-
	<u>549,767,867</u>	<u>587,833,991</u>
	<u>755,451,502</u>	<u>712,395,641</u>
	As at March 31, 2020 Rs.	As at March 31, 2019 Rs.
<b>17 Cash and bank balances</b>		
Cash and cash equivalents		
Balances with scheduled banks:		
In current accounts	13,883,158	97,832,863
Cash on hand ( As certified by the management )	1,650,321	1,396,930
Fixed deposits having maturity of less than 3 months	35,704,025	7,345,093
	<u>51,237,504</u>	<u>106,574,886</u>
Other bank balances		
Fixed deposits having maturity of more than 3 months but less than 12	7,465,178	33,192,364
Fixed deposits having maturity of more than 12 months	2,766,203	1,140,339
	<u>61,468,885</u>	<u>140,907,589</u>
Less: Non-current bank balance transferred to other non current asset (Refer note no.14)	2,766,203	1,140,339
	<u>58,702,682</u>	<u>139,767,250</u>
	As at March 31, 2020 Rs.	As at March 31, 2019 Rs.
<b>18</b>		
<b>Short term loans and advances</b>		
Unsecured, considered good, unless otherwise stated		
Advance to vendors	4,307,447	48,411,271
Advances to staff	1,521,895	1,616,649
Advance tax	97,257,517	100,083,191
(Net of Provision for taxation of Rs 44,50,374/-, PY Rs 97,60,911/-)		
Prepaid expenses	38,504,748	1,355,169
Security and earnest money deposits	-	-
Balance with statutory authorities	14,563,406	1,118,279
TDS On GST (ITC)	12,177,400	11,489,378
Interest accrued on fixed deposit	115,215	287,923
	<u>168,447,628</u>	<u>164,361,860</u>
	As at March 31, 2020 Rs.	As at March 31, 2019 Rs.
<b>19</b>		
<b>Other current assets</b>		
Unbilled revenue	13,832,791	18,081,547
	<u>13,832,791</u>	<u>18,081,547</u>



Crayons Advertising Private Limited  
Notes to financial statements for the year ended March 31, 2020

	For the Year ended March 31, 2020 Rs.	For the Year ended March 31, 2019 Rs.
<b>20 Other income</b>		
Rent received	15,270,557	6,518,200
Liabilities no longer required written back	1,669,664	5,699,593
Interest on		
Banks	883,009	730,054
Refund of income tax	4,128,738	2,583,614
Others	3,385,062	1,377,437
Profit on sale of property plant and equipment(net)	78,509	452,924
Profit on sale of investment	-	23,395,501
Profit from partnership firms	779,843	-
Other miscellaneous income	564,048	25,794
	<u>26,759,430</u>	<u>40,783,117</u>
	Rs.	Rs.
<b>21 Employee benefit expense</b>		
Salaries and wages	81,796,648	106,356,613
Contribution to provident & other funds	1,007,331	1,230,304
Staff welfare	3,694,819	5,121,320
	<u>86,498,798</u>	<u>112,708,237</u>
	Rs.	Rs.
<b>22 Finance costs</b>		
Interest on bank loans, bill discounting and cash credits	14,747,827	19,127,456
Interest on others	9,766,380	9,519,356
Other Borrowing Cost	83,320	1,466,989
Less: Interest capitalized	(958,002)	(7,642,608)
	<u>23,639,525</u>	<u>27,471,193</u>
	Rs.	Rs.
<b>23 Other expenses</b>		
Legal and professional charges	34,537,392	58,220,557
Rent expenses	21,405,167	21,325,040
Telephone expenses	1,480,846	1,574,023
Electricity, water and house tax	5,517,444	5,612,664
Conveyance expenses	3,418,404	4,011,339
Vehicle running and maintenance	1,748,405	1,828,937
Computer and software maintenance	2,688,844	3,627,525
Repair and maintenance expenses	844,539	1,780,183
Office maintenance expenses	2,931,064	3,890,982
Bad debts written off	11,485,609	56,251,028
Sundry balances written off	-	-
Business promotion expenses	5,743,906	3,756,625
Travelling expenses	9,810,902	7,370,940
Printing and stationery	1,161,710	1,956,338
Postage and telegram	404,973	412,512
Fees and subscription	2,051,530	1,899,682
Books and periodicals	143,796	145,872
Advertisement expenses	105,020	7,500
Insurance expenses	891,564	844,491
Commission expenses	7,867,621	3,900,048
Security guard expenses	736,847	598,000
Auditors' remuneration (refer note 28)	450,000	630,000
Bank charges	2,052,391	1,751,740
Donation	215,000	84,250
Tax Exp. (Demand/Gst Reversal Etc.)	6,384	-
Loss on sale of property plant and equipment	3,498	-
Misc. expenses	171,312	36,815
	<u>117,874,168</u>	<u>181,517,091</u>



Crayons Advertising Private Limited  
 Notes to financial statements for the year ended March 31, 2020

	For the Year ended March 31, 2020	For the Year ended March 31, 2019
	Rs.	Rs.
24 Earning per share (Basic & diluted)		
Net profit after tax as per statement of profit and loss	11,656,302	24,499,113
Weighted average number of shares outstanding during the year (Face value Rs. 10/- each)	2,250,000	2,250,000
Basic and diluted earning per share	5.18	10.89



**Crayons Advertising Private Limited**  
**Notes to financial statements for the year ended 31<sup>st</sup> March, 2020**

**25. Contingent liability not provided for:-**

Particulars	Year ended March 31, 2020(Rs.)	Year ended March 31, 2019(Rs.)
Service Tax / Income tax matters	20,72,129	74,04,158
Bank guarantees issued	3,62,39,764	15,57,25,549
Bill discounted with bank	-	9,01,76,774

**Guarantee given by Company on behalf of others:**

Omni Media Communication Private Limited - Rs. 50,00,000 (Previous year Rs.3,50,00,000)

Mega Cabs Limited - Rs. 1,50,00,000 (Previous year Rs.5,00,00,000)

26. There are no present obligations requiring provisions in accordance with the guiding principles as enunciated in Accounting Standard (AS) - 29, "Provisions, Contingent liabilities & Contingent Assets" as it is not probable that an outflow of resources embodying economic benefits will be required.

**27. Capital commitments:**

Estimated amount of contracts remaining to be executed on capital account ( net of advances ) and not provided for - Rs. Nil ( Previous Year: Rs Nil ).

**28. Litigation status of the Company as on March 31, 2020 is as follows.**

The Following is a summarized status of pending litigation involving Crayons Advertising Private Limited

S No	Nature of dispute	Amount involved	Provision made	Amount decreed in favour of the Company	Total
1	Commercial matters – Legal cases on customers	30,87,401 (57,79,296)	- -	- -	30,87,401 (57,79,296)

Figures in brackets in aforesaid note represents previous year figures.

**29. Auditors remuneration (Excluding service tax / cess):**

Particulars	Year ended March 31, 2020 (Rs.)	Year ended March 31, 2019 (Rs.)
Statutory audit fees	2,40,000	2,40,000
Tax audit	90,000	90,000
Other services	1,20,000	1,20,000

**30. Foreign exchange earned and used:**

Particulars	Year ended March 31, 2020 (Rs.)	Year ended March 31, 2019 (Rs.)
Foreign exchange earned	-	29,23,072
Foreign exchange used	4,40,52,763	8,73,01,904

31. There are no foreign currency exposures at the end of financial year (Previous year Rs. Nil).



Crayons Advertising Private Limited

Notes to financial statements for the year ended 31<sup>st</sup> March, 2020

32 Related parties disclosures: Disclosures in respect of Related Parties as defined in Accounting Standard (AS) 18, with whom transactions were carried out in the ordinary course of business during the year as given below:

A. Related parties and their relationship:

a) Subsidiary:

No

b) Key management personnel and their relatives:

Mr. Kunal Lalani (Director)

Mrs. Vimi Lalani (Director)

Mr. H.M.Lalani (Director)

Ms. Sachi Lalani (Resigned wef October 14, 2019) (Director)

c) Enterprises owned or significantly influenced by key management personnel:

Mega Cabs Limited

Mega Corporation Limited

Plasopan Engineers (India) Private Limited

Ultraviolet Digital Solutions LLP

Mega Luxuries & Hotels LLP

V&R Auto Guazes Private Limited

Echotec Developers Private Limited

Bollywood Merchandise Private Limited

Sanya Resorts & Hospitality Private Limited

Britonna Hotel & Yatch Club Private Limited

Bengaluru Megacabs Private Limited

Vimi Investment & Finance Private Limited

Sahyog Properties Private Limited

All White Communications LLP

Crayons Academy for Skills Excellence LLP

Chandra Mukhi Goods Private Limited

Indication Instruments Limited

Duropan Engineers (India) Private Limited

Duro Prints Private Limited

Omni Media Communications Private Limited

B. Transactions with related parties

(Amount in Rs.)

Particulars	Key Management Personnel		Others		Total	
	19-20	18-19	19-20	18-19	19-20	18-19
<b>Loan received</b>	<b>73,500,000</b>	<b>21,900,000</b>	<b>41,500,000</b>	<b>33,200,000</b>	<b>115,000,000</b>	<b>55,100,000</b>
Kunal Lalani	73,500,000	21,900,000	-	-	73,500,000	21,900,000
Mega Corporation Limited	-	-	31,500,000	23,800,000	31,500,000	23,800,000
Omni Media Communications Private Limited	-	-	-	9,400,000	-	9,400,000
Sahyog Properties Private Limited	-	-	10,000,000	-	10,000,000	-
<b>Loan repaid</b>	<b>73,500,000</b>	<b>21,900,000</b>	<b>31,500,000</b>	<b>33,200,000</b>	<b>105,000,000</b>	<b>55,100,000</b>
Kunal Lalani	73,500,000	21,900,000	-	-	73,500,000	21,900,000
Mega Corporation Limited	-	-	31,500,000	23,800,000	31,500,000	23,800,000
Omni Media Communications Private Limited	-	-	-	9,400,000	-	9,400,000
<b>Loan advanced</b>	<b>-</b>	<b>-</b>	<b>150,900,000</b>	<b>174,593,627</b>	<b>150,900,000</b>	<b>174,593,627</b>
Mega Corporation Limited	-	-	10,000,000	55,000,000	10,000,000	55,000,000
Omni Media Communications Private Limited	-	-	140,900,000	119,593,627	140,900,000	119,593,627



Crayons Advertising Private Limited

Notes to financial statements for the year ended 31<sup>st</sup> March, 2020

Particulars	(Amount in Rs.)					
	Key Management Personnel		Others		Total	
	19-20	18-19	19-20	18-19	19-20	18-19
Loan received back	-	-	175,900,000	149,593,627	175,900,000	149,593,627
Mega Corporation Limited	-	-	35,000,000	30,000,000	35,000,000	30,000,000
Omni Media Communications Private Limited	-	-	140,900,000	119,593,627	140,900,000	119,593,627
Advance received	7,000,000	-	47,520,000	-	54,520,000	-
Kunal Lalani	7,000,000	-	-	-	7,000,000	-
Sahyog Properties Private Limited	-	-	47,520,000	-	47,520,000	-
Advance Given	-	-	-	1,499,999	-	1,499,999
Ultraviolet Digital Solutions LLP	-	-	-	1,499,999	-	1,499,999
Remuneration paid	3,400,000	7,137,240	-	-	3,400,000	7,137,240
Kunal Lalani	3,400,000	4,800,000	-	-	3,400,000	4,800,000
Vimi Lalani	-	1,200,000	-	-	-	1,200,000
Manish Kumar Dwivedi	-	1,137,240	-	-	-	1,137,240
Rent received	-	-	12,120,600	5,315,900	12,120,600	5,315,900
Mega Cabs Private Limited	-	-	2,520,600	1,917,500	2,520,600	1,917,500
Omni Media Communications Private Limited	-	-	2,400,000	1,628,400	2,400,000	1,628,400
Ultraviolet Digital Solutions LLP	-	-	7,200,000	-	7,200,000	-
Bengaluru Mega Cabs Private Limited	-	-	-	1,770,000	-	1,770,000
Rent paid	-	-	480,000	480,000	480,000	480,000
Manish Dhariwal (Resigned Wef 27September 2018)	-	-	480,000	480,000	480,000	480,000
Interest paid	863,836	24,460	1,072,109	189,009	1,935,945	213,469
Mega Corporation Limited	-	-	457,314	156,954	457,314	156,954
Kunal Lalani	863,836	24,460	-	-	863,836	24,460
Sahyog Properties Private Limited	-	-	614,795	-	614,795	-
Omni Media Communications Private Limited	-	-	-	32,055	-	32,055
Interest received	-	-	3,225,468	1,284,123	3,225,468	1,284,123
Omni Media Communications Private Limited	-	-	1,864,373	650,685	1,864,373	650,685
Mega Corporation Limited	-	-	1,361,096	633,438	1,361,096	633,438
Expense reimbursement made	47,723	-	1,143,856	306,964	1,191,579	306,964
Mega Cabs Private Limited	-	-	-	153,482	-	153,482
Omni Media Communications Private Limited	-	-	1,143,856	-	1,143,856	-
Service received	-	-	17,988,404	4,417,513	17,988,404	4,417,513
Mega Corporation Limited	-	-	1,416	-	1,416	-
Mega Cabs Private Limited	-	-	293,290	3,030,066	293,290	3,030,066
Ultraviolet Digital Solutions LLP	-	-	17,151,482	-	17,151,482	-
Omni Media Communications Private Limited	-	-	542,217	1,387,447	542,217	1,387,447



Crayons Advertising Private Limited

Notes to financial statements for the year ended 31<sup>st</sup> March, 2020

(Amount in Rs.)

Particulars	Key Management Personnel		Others		Total	
	19-20	18-19	19-20	18-19	19-20	18-19
<b>Service Provided</b>			<b>23,323,956</b>	<b>4,207,744</b>	<b>23,323,956</b>	<b>4,207,744</b>
Mega Cabs Private Limited	-	-	3,596	1,436,067	3,596	1,436,067
Bengaluru Mega Cabs Private Limited	-	-	-	247,800	-	247,800
Ultraviolet Digital Solutions LLP	-	-	12,763,058	-	12,763,058	-
Omni Media Communications Private Limited	-	-	10,557,302	2,523,877	10,557,302	2,523,877
<b>Expense reimbursement received</b>				<b>1,651,736</b>		<b>1,651,736</b>
Omni Media Communications Private Limited	-	-	-	1,651,736	-	1,651,736
<b>Corporate Guarantee Given</b>			<b>20,000,000</b>	<b>85,000,000</b>	<b>20,000,000</b>	<b>85,000,000</b>
Omni Media Communications Private Limited	-	-	5,000,000	35,000,000	5,000,000	35,000,000
Mega Cabs Private Limited	-	-	15,000,000	50,000,000	15,000,000	50,000,000

C. Outstanding balances at year end

(Amount in Rs.)

Particulars	Key Management Personnel		Others		Total	
	19-20	18-19	19-20	18-19	19-20	18-19
<b>Investment</b>			<b>27,399,782</b>	<b>16,432,590</b>	<b>27,399,782</b>	<b>16,432,590</b>
Mega Corporation Limited	-	-	537,645	537,645	537,645	537,645
Ultra Violet Digital Solutions LLP	-	-	-	-	-	-
Capital account	-	-	20,000,000	11,490,000	20,000,000	11,490,000
Current account	-	-	5,187,725	4,404,945	5,187,725	4,404,945
All White Communications LLP	-	-	-	-	-	-
Capital account	-	-	1,677,350	-	1,677,350	-
Current account	-	-	(2,938)	-	(2,938)	-
<b>Corporate guarantee Given</b>			<b>20,000,000</b>	<b>85,000,000</b>	<b>20,000,000</b>	<b>85,000,000</b>
Omni Media Communications Private Limited	-	-	5,000,000	35,000,000	5,000,000	35,000,000
Mega Cabs Private Limited	-	-	15,000,000	50,000,000	15,000,000	50,000,000
<b>Payables</b>			<b>16,120,241</b>	<b>28,296,111</b>	<b>16,120,241</b>	<b>28,296,111</b>
Mega Cabs Private Limited	-	-	-	2,918,569	-	2,918,569
Mega Corporation Limited	-	-	-	25,230,054	-	25,230,054
Kolkata Call Taxi Private Limited	-	-	-	38,532	-	38,532
Ultraviolet Digital Solutions LLP	-	-	15,932,882	-	15,932,882	-
Omni Media Communications Private Limited	-	-	187,359	108,956	187,359	108,956
<b>Remuneration payable</b>	<b>160,662</b>	<b>133,000</b>			<b>160,662</b>	<b>133,000</b>
Kunal Lalani	160,662	133,000	-	-	160,662	133,000
<b>Amount Receivable</b>	<b>45,917</b>		<b>17,449,331</b>	<b>4,266,943</b>	<b>17,495,248</b>	<b>4,266,943</b>
Chandra Mukhi Goods Pvt.Ltd.	-	-	-	34,398	-	34,398
Kunal Lalani	45,917	-	-	-	45,917	-
Ultraviolet Digital Solutions LLP	-	-	15,966,628	-	15,966,628	-
Omni Media Communications Private Limited	-	-	1,482,703	4,232,545	1,482,703	4,232,545



## Crayons Advertising Private Limited

### Notes to financial statements for the year ended 31<sup>st</sup> March, 2020

33. Details of dues to Micro and Small Enterprises as per MSMED Act, to the extent of information available with the Company are as follows:

Particulars	As at March 31, 2020	As at March 31, 2019
The principal amount and the interest due thereon remaining unpaid to any supplier as at the end of each accounting year	-	-
The amount of interest paid by the buyer in terms of section 16, of the Micro Small and Medium Enterprise Development Act, 2006 along with the amounts of the payment made to the supplier beyond the appointed day during each accounting year	-	-
The amount of interest due and payable for the period of delay in making payment (which have been paid but beyond the appointed day during the year) but without adding the interest specified under Micro Small and Medium Enterprise Development Act, 2006.	-	-
The amount of interest accrued and remaining unpaid at the end of each accounting year; and	-	-
The amount of further interest remaining due and payable even in the succeeding years, until such date when the interest dues as above are actually paid to the small enterprise for the purpose of disallowance as a deductible expenditure under section 23 of the Micro Small and Medium Enterprise Development Act, 2006	-	-
<b>Total</b>	-	-

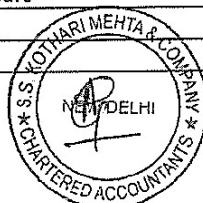
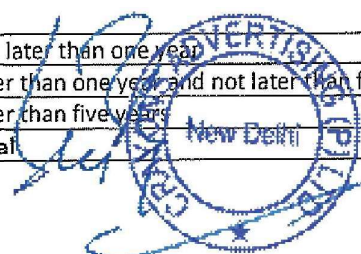
The information as required to be disclosed under the Micro, Small and Medium Enterprises (Development) Act, 2006 ("the Act") in the process at management level, so the disclosure requirement for balance outstanding, interest paid/payable as the year end as required by the Act has not been given.

#### 34. Assets taken on lease

The Company has entered into cancellable lease agreements with renewal option at the mutual consent of lessor & lessee some of the lease agreements contain escalation clause of up to 10%. There are no restrictions placed upon the Company by entering into these leases

Particulars	Year ended March 31, 2020 (Rs.)	Year ended March 31, 2019 (Rs.)
Lease payments for the year	2,14,05,167	2,13,25,040
<b>Total</b>	<b>2,14,05,167</b>	<b>2,13,25,040</b>

Future minimum lease payments	Year ended March 31, 2020 (Rs.)	Year ended March 31, 2019 (Rs.)
Not later than one year	72,71,540	87,92,090
Later than one year and not later than five years	18,56,169	15,61,450
Later than five years	-	-
<b>Total</b>	<b>1,04,76,636</b>	<b>1,03,53,540</b>



# Crayons Advertising Private Limited

## Notes to financial statements for the year ended 31<sup>st</sup> March, 2020

There is no non-cancellable lease other than those disclosed above.

35. The Board has certified that all the expenses accrued to the Company has been taken into consideration which belong entirely and exclusively to the business of the Company.

36. In the opinion of the Board and to the best of their knowledge and belief, the value on realisation of loans, advances and current assets in the ordinary course of business will not be less than the amount at which these are stated in the Balance Sheet.

37. **Employees benefits:** As per Accounting Standard 15 "Employee Benefits", the disclosures as defined in the Accounting Standard are given below:

A. **Defined contribution plan - provident fund:** Contribution to Defined Contribution Plan, recognised as expenses for the year ended in Note No. 21 'Employees Benefit Expenses' under the head 'Contribution to provident & other funds'.

B. **Defined benefit plan – gratuity:** In accordance with Accounting Standard - 15 (Revised 2005), actuarial valuation was obtained from the actuary in respect of the aforesaid defined benefit plans using projected unit credit method.

C. **Defined benefit plan – leave encashment:** In accordance with Accounting Standard - 15 (Revised 2005), actuarial valuation was obtained from the actuary in respect of the aforesaid defined benefit plans using projected unit credit method. The detail of same as follows:

The details of the above are as follows

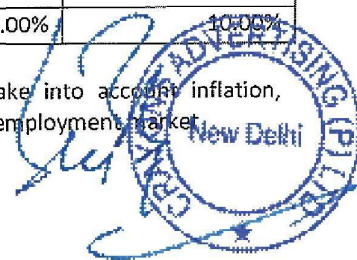
### Membership data

Particulars	As at March 31, 2020		As at March 31, 2019	
	Gratuity (Unfunded)	Leave encashment (Unfunded)	Gratuity (Unfunded)	Leave encashment (Unfunded)
Number of employees	130	130	146	146
Qualifying monthly salary of leave encashment	34,26,874	34,26,874	39,32,393	39,32,393
Average past service	8.08 years	8.08 years	7.75 years	7.75 years
Average age	37.88 years	37.88 years	38.14 years	38.41 years
Average outstanding service of employees	22.12 years	22.12 years	21.86 years	21.86 years

### Actuarial assumptions:

Particulars	As at March 31, 2020		As at March 31, 2019	
	Gratuity (Unfunded)	Leave encashment (Unfunded)	Gratuity (Unfunded)	Leave encashment (Unfunded)
Discount rate (per annum)	6.70%	6.70%	7.40%	7.40%
Increase in compensation Level	10.00%	10.00%	10.00%	10.00%

The estimates of future salary increases, considered in actuarial valuation, take into account inflation, seniority, promotion and other relevant factors, such as supply and demand in the employment market.



# Crayons Advertising Private Limited

Notes to financial statements for the year ended 31<sup>st</sup> March, 2020

Statement showing changes in present value of obligations during the year:

Particulars	As at March 31, 2020		As at March 31, 2019	
	Gratuity (Unfunded)	Leave encashment (Unfunded)	Gratuity (Unfunded)	Leave encashment (Unfunded)
Present value of obligation as at the beginning of year	2,37,73,906	24,26,408	2,21,34,626	26,34,886
Interest cost	17,59,269	1,79,554	16,37,962	1,94,982
Past service cost	-	-	-	-
Current service cost	21,12,410	5,98,859	23,01,367	2,19,994
Benefit Paid	(31,64,003)	(9,48,398)	(7,41,237)	(1,77,346)
Actuarial (gain)/loss on obligations	(24,72,212)	45,725	(15,58,812)	(4,46,108)
Present value of obligation at the end of the year	2,20,09,370	23,02,148	2,37,73,906	24,26,408

Actuarial gain/loss recognized for the year:

(Amount in Rs)

Particulars	As at March 31, 2020		As at March 31, 2019	
	Gratuity (Unfunded)	Leave encashment (Unfunded)	Gratuity (Unfunded)	Leave encashment (Unfunded)
Actuarial (gain)/loss for the period –recognized	(24,72,212)	45,725	(15,58,812)	(4,46,108)
Actuarial (gain)/loss for the period –unrecognized	NIL		NIL	

Amount to be recognized in balance sheet:

(Amount in Rs)

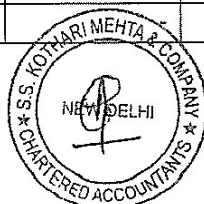
Particulars	As at March 31, 2020		As at March 31, 2019	
	Gratuity (Unfunded)	Leave encashment (Unfunded)	Gratuity (Unfunded)	Leave encashment (Unfunded)
Present value of obligation as at end of the year	2,20,09,370	23,02,148	2,37,73,906	24,26,408
Funded status	(2,20,09,370)	(23,02,148)	(2,37,73,906)	(24,26,408)
Net Liability recognized in balance sheet	2,20,09,370	23,02,148	2,37,73,906	24,26,408

Expenses recognized in the statement of profit and loss:

(Amount in Rs)

Particulars	As at March 31, 2020		As at March 31, 2019	
	Gratuity (Unfunded)	Leave encashment (Unfunded)	Gratuity (Unfunded)	Leave encashment (Unfunded)
Current service cost	21,12,410	5,98,859	23,01,367	2,19,994
Total employer expense		-	-	(31,132)

*[Handwritten signature]*  

**Crayons Advertising Private Limited**  
**Notes to financial statements for the year ended 31<sup>st</sup> March, 2020**

Present value of obligation as at the end of the year	-	23,02,148	-	24,26,408
Fair value of planned asset as at the end of the year	-	-	-	-
Past service cost	-	-	-	-
Interest cost	17,59,269	1,79,554	16,37,962	1,94,982
Expected return on planned assets	-	-	-	-
Curtailment/settlement Cost	-	-	-	-
Net actuarial (gain)/loss recognized	(24,72,212)	45,725	(15,58,812)	4,46,108
Expenses recognized in the statement of profit and loss	13,99,467	8,24,138	23,80,517	(31,132)

**38. Segment reporting:** The Company's business activity primarily falls within a single business segment i.e. advertising and marketing Services. The Company operates only in one geographical segment i.e. domestic. Since there is neither more than one business segment nor more than one geographical segment hence segment information as per AS 17 is not required to be disclosed.

**39(a).** In accordance with the provisions of Accounting Standard on impairment of Assets, (AS-28), the management has made assessment of assets in use & considering the business prospects related thereto, no provision is considered necessary in these accounts on account of impairment of assets.

**39(b).** The Company has considered the impact of COVID-19 on its operations as well as its financial statements, including carrying amounts of investments, property plant and equipment, loans and other assets, as at March 31, 2020. In assessing the carrying value of these assets, the Company has used internal and external sources of information up to the date of approval of these financial statement, and based on current estimates, expects the net carrying amount of these assets will be recovered. The Company will continue to closely monitor any material changes to the business and financial statements due to COVID-19, wherever required.

**39(c).** during the year, one of the vendor of the Company has file Application with National Company Law Tribunal ("NCLT"), New Delhi under Insolvency and Bankruptcy Code, 2016 to recover their outstanding disputed balances. The NCLT has admitted the application and appointed the Interim resolution professional. Subsequent to the year end the Company has made settlement with the above said vendor and NCLT has withdrawn their Order on application of Interim Resolution professional. There is no impact of the same on the functioning of the Company.

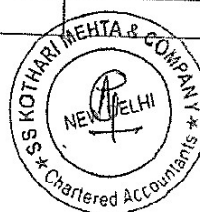
**40.** The Company had given loans / advances to various companies. Loans amount outstanding as at year end is given in below mentioned table as per Section 186(4) of the Companies Act, 2013.

**(a) Particulars of loan given**

S. No.	Name of loanee	Opening balance	Loan given	Loan repaid	Outstanding balance	Purpose
1	Omni Media Communication Private Limited	-	14,09,00,000	14,09,00,000	-	Operational
2	Mega Corporation Private Limited	2,50,00,000	1,00,00,000	3,50,00,000	-	Operational

**(b) Particulars of guarantee given**

S. No.	Guarantee on behalf of	Amount (in Rs)	Purpose
1	Omni Media Communication Private Limited	5,00,000,00	Long Term Loans
2	Mega Cabs Limited	15,00,000,00	Long term Loans



# Crayons Advertising Private Limited

Notes to financial statements for the year ended 31<sup>st</sup> March, 2020

(c) Particulars of Investment made

S. No.	Name of investee	Opening balance	Investment made	Investment redeemed	Outstanding balance	Purpose
1	Jam India Private Limited	-	-	-	-	Long term investment
2	Ultraviolet Digital solutions LLP	1,10,90,000	85,10,000	-	2,00,00,000	Long term investment
3	Mega Corporation Private Limited	5,37,645	-	-	5,37,645	Long term investment

(d) Particulars of Security Deposit: NIL

41. Figures in brackets pertain to previous year. Previous year's figures have been regrouped where necessary to confirm to this year's classification.
42. Balances of trade receivables, loans and advances and trade payables are subject to balance confirmation from the respective parties

As per our Report of even date

For SS Kothari Mehta & Company  
Chartered Accountants  
Firm Registration No 000756N

  
Amit Goel  
Partner  
Membership No. 500607



For and on behalf of the Board of Directors of  
Crayons Advertising Private Limited

  
Kunal Lalani  
Managing Director  
DIN NO: 00002756

  
H. M. Lalani  
Director  
DIN NO: 00257693

Place : New Delhi

Dated : December 31, 2020

