

CRAYONS ADVERTISING PVT. LTD.

ANNUAL ACCOUNTS FOR F.Y. 2020 – 2021

Regd. office:

NSIC Complex, Maa Anandmayee Marg,

Okhla Industrial Estate – III

New Delhi – 110 020

SS KOTHARI MEHTA
& COMPANY
CHARTERED ACCOUNTANTS

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, 2021, 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, 2021 and its profit and its cash flows 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 Note 41 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. Our opinion is not modified in respect of this matter.

Our Opinion is not modified on 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.

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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

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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

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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, 2021 and taken on record by the Board of Directors, none of the directors is disqualified as on March 31, 2021 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, 2021; 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 standalone financial statements as referred to in Note 29 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;
 - 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

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AMIT GOEL

Partner

Membership No. 500607

Place: New Delhi

Date: November 26, 2021

UDIN: 22500607AAAAAO1178

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Annexure A to the Independent Auditor's Report to the Members of Crayons Advertising Private Limited dated November 26, 2021.

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 year end 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 one 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.

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- 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, 2021 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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- 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

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AMIT GOEL
Partner
Membership No. 500607

Place: New Delhi
Date: November 26, 2021
UDIN : 22500607AAAAAO1178

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Annexure B to the Independent Auditor's Report to the Members of Crayons Advertising Private Limited dated November 26, 2021.

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, 2021 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.

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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.

**SS KOTHARI MEHTA
& COMPANY**
CHARTERED ACCOUNTANTS

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, 2021, 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".

For S.S. Kothari Mehta & Company
Chartered Accountants
Firm's Registration No. 000756N

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AMIT GOEL
Partner
Membership No. 500607

Place: New Delhi
Date: November 26, 2021
UDIN : 22500607AAAAAO1178

Crayons Advertising Private Limited

Notes to financial statements for the year ended March 31, 2021

1. Corporate information

Crayons Advertising Private Limited (the company) is a private limited company registered under the erstwhile Companies Act 1956 is in the business of advertising, branding and communication. It started its operations in 1986 has an all India footprint with 10 offices. The company operates from its office at New Delhi.

These financial statements are presented in Indian Rupees.

2. Summary of significant accounting policies:

a) Basis of preparation of standalone financial statements

The financial statements of the Company have been prepared in accordance with generally accepted accounting principles in India (Indian GAAP). The Company has prepared these financial statements to comply in all material respects with the accounting standards notified under section 133 of the Companies Act 2013, read together with Rule 7 of the Companies (Accounts) Rules 2014 & Companies (Accounting Standards) Amendment Rules, 2016 as amended. The financial statements have been prepared on an accrual basis and under the historical cost convention. The accounting policies adopted in the preparation of financial statements are consistent with those of previous year.

b) Use of estimates

The preparation of financial statements in conformity with Indian GAAP requires the management to make judgments, estimates and assumptions that affect the reported amounts of revenues, expenses, assets and liabilities and the disclosure of contingent liabilities, at the end of the reporting period. Although these estimates are based on the management's best knowledge of current events and actions, uncertainty about these assumptions and estimates could result in the outcomes requiring a material adjustment to the carrying amounts of assets or liabilities in future periods.

c) Property plant and equipment

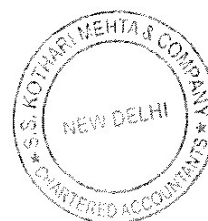
Tangible assets are stated at cost, less accumulated depreciation and impairment (if any). Cost consists of acquisition cost comprising purchase price (excluding rebates and discounts) and direct cost incurred to make the asset ready to use. All assets costing Rs. 5,000 or below are fully depreciated in the year of addition.

Subsequent expenditure related to an item of property plant and equipment is added to its book value only if it increases the future benefits from the existing asset beyond its previously assessed standard of performance. All other expenses on existing fixed assets, including day-to-day repair and maintenance expenditure and cost of replacing parts, are charged to the statement of profit and loss for the period during which such expenses are incurred.

Gains or losses arising from derecognition of property plant and equipment are measured as the difference between the net disposal proceeds and the carrying amount of the asset and are recognized in the statement of profit and loss when the asset is derecognized.

d) Depreciation on property plant and equipment

Depreciation on property plant and equipment is provided on written down value method considering the useful lives prescribed in Schedule II to the Companies Act, 2013. However, in respect of DG set, depreciation is provided as per their useful lives assessed on the basis of technical evaluation by the external valuer, is 15 years and in respect of buildings, depreciation is provided as per their estimated lease terms.



Crayons Advertising Private Limited

Notes to financial statements for the year ended March 31, 2021

e) Intangible assets

Intangible assets are stated at cost which includes any directly attributable expenditure on making the asset ready for its intended use. Intangible assets are amortized over the expected duration of benefit or ten years on written down value method. Intangible assets acquired separately are measured on initial recognition at cost. Following initial recognition, intangible assets are carried at cost less accumulated amortization and accumulated impairment losses, if any. The company uses a rebuttable presumption that the useful life of an intangible asset will not exceed ten years from the date when the asset is available for use. If the persuasive evidence exists to the effect that useful life of an intangible asset exceeds ten years, the company amortizes the intangible asset over the best estimate of its useful life. Such intangible assets and intangible assets not yet available for use are tested for impairment annually, either individually or at the cash-generating unit level. All other intangible assets are assessed for impairment whenever there is an indication that the intangible asset may be impaired.

The amortization period and the amortization method are reviewed at least at each financial year end. If the expected useful life of the asset is significantly different from previous estimates, the amortization period is changed accordingly. If there has been a significant change in the expected pattern of economic benefits from the asset, the amortization method is changed to reflect the changed pattern. Such changes are accounted for in accordance with AS 5 Net Profit or Loss for the Period, Prior Period Items and Changes in Accounting Policies.

Gains or losses arising from derecognition of an intangible asset are measured as the difference between the net disposal proceeds and the carrying amount of the asset and are recognized in the statement of profit and loss when the asset is derecognized.

f) Impairment of property plant and equipment and intangible assets

The company assesses at each reporting date whether there is an indication that an asset may be impaired. If any indication exists, or when annual impairment testing for an asset is required, the company estimates the asset's recoverable amount. An asset's recoverable amount is the higher of an asset's or cash-generating unit's (CGU) net selling price and its value in use. The recoverable amount is determined for an individual asset, unless the asset does not generate cash inflows that are largely independent of those from other assets or groups of assets. Where the carrying amount of an asset or CGU exceeds its recoverable amount, the asset is considered impaired and is written down to its recoverable amount. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset. In determining net selling price, recent market transactions are taken into account, if available. If no such transactions can be identified, an appropriate valuation model is used.

The company bases its impairment calculation on detailed budgets and forecast calculations which are prepared separately for each of the company's cash-generating units to which the individual assets are allocated. These budgets and forecast calculations are generally covering a period of five years. For longer periods, a long term growth rate is calculated and applied to project future cash flows after the fifth year.

Impairment losses, including impairment on inventories, are recognized in the statement of profit and loss.

g) Investments

Investments, which are readily realizable and intended to be held for not more than one year from the date on which such investments are made, are classified as current investments. All other investments are classified as long-term investments.

On initial recognition, all investments are measured at cost. The cost comprises purchase price and directly attributable acquisition charges such as brokerage, fees and duties.



Crayons Advertising Private Limited

Notes to financial statements for the year ended March 31, 2021

Current investments are carried in the financial statements at lower of cost and fair value determined for each category separately. Long-term investments are carried at cost. However, provision for diminution in value is made to recognize a decline other than temporary in the value of the investments.

On disposal of an investment, the difference between its carrying amount and net disposal proceeds is charged or credited to the statement of profit and loss.

h) Borrowing costs

Borrowing cost includes interest, amortization of ancillary costs incurred in connection with the arrangement of borrowings and exchange differences arising from foreign currency borrowings to the extent they are regarded as an adjustment to the interest cost.

Borrowing costs directly attributable to the acquisition, construction or production of an asset that necessarily takes a substantial period of time to get ready for its intended use or sale are capitalized as part of the cost of the respective asset. All other borrowing costs are expensed in the period they occur.

i) Foreign currency transactions and balances

Initial recognition

Foreign currency transactions are recorded in the reporting currency, by applying to the foreign currency amount the exchange rate between the reporting currency and the foreign currency at the date of the transaction.

Conversion

Foreign currency monetary items are retranslated using the exchange rate prevailing at the reporting date. Non-monetary items, which are measured in terms of historical cost denominated in a foreign currency, are reported using the exchange rate at the date of the transaction. Non-monetary items, which are measured at fair value or other similar valuation denominated in a foreign currency, are translated using the exchange rate at the date when such value was determined.

Exchange differences

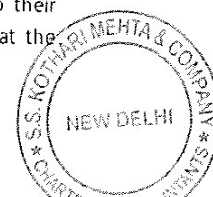
All other exchange differences are recognized as income or as expenses in the period in which they arise.

Forward exchange contracts entered into to hedge foreign currency risk of an existing asset/ liability

The premium or discount arising at the inception of forward exchange contract is amortized and recognized as an expense/ income over the life of the contract. Exchange differences on such contracts, except the contracts which are long-term foreign currency monetary items, are recognized in the statement of profit and loss in the period in which the exchange rates change. Any profit or loss arising on cancellation or renewal of such forward exchange contract is also recognized as income or as expense for the year.

j) Provisions

A provision is recognized when the company has a present obligation as a result of past event, it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation and a reliable estimate can be made of the amount of the obligation. Provisions are not discounted to their present value and are determined based on the best estimate required to settle the obligation at the



Crayons Advertising Private Limited

Notes to financial statements for the year ended March 31, 2021

reporting date. These estimates are reviewed at each reporting date and adjusted to reflect the current best estimates.

The expense relating to any provision is presented in the statement of profit and loss net of any reimbursement.

k) Contingent liabilities

A contingent liability is a possible obligation that arises from past events whose existence will be confirmed by the occurrence or non-occurrence of one or more uncertain future events beyond the control of the company or a present obligation that is not recognized because it is not probable that an outflow of resources will be required to settle the obligation. A contingent liability also arises in extremely rare cases where there is a liability that cannot be recognized because it cannot be measured reliably. The company does not recognize a contingent liability but discloses its existence in the financial statements.

l) Cash and cash equivalents

Cash and cash equivalents comprise cash at bank and in hand and short-term investments with original maturity of three months or less, which are subject to an insignificant risk of changes in value.

For the purpose of the statement of cash flows, cash and cash equivalents consist of cash and short term deposits, as defined above, net of outstanding bank overdrafts as they are considered an integral part of the Company's cash management.

m) Income taxes

Tax expense comprises of current and deferred tax. Current income tax is measured at the amount expected to be paid to the tax authorities in accordance with the Income-tax Act, 1961. The tax rates and tax laws used to compute the amount are those that are enacted or substantially enacted, at the reporting date.

Deferred income tax reflects the impact of timing differences between taxable income and accounting income originating during the current year and reversal of timing differences of earlier years. Deferred tax is measured using the tax rates and the tax laws enacted or substantively enacted at the reporting date.

Deferred tax liabilities are recognized for all taxable timing differences. Deferred tax assets are recognized for deductible timing differences only to the extent that there is reasonable certainty that sufficient future taxable income will be available against which such deferred tax assets can be realized. In situations where the company has unabsorbed depreciation or carry forward tax losses, all deferred tax assets are recognised only if there is virtual certainty supported by convincing evidence that they can be realized against future taxable profits.

At each reporting date the Company re-assesses unrecognised deferred tax assets. It recognises unrecognised deferred tax assets to the extent that it has become reasonably certain or virtually certain, as the case may be, that sufficient future taxable income will be available against which such deferred tax assets can be realised.

The carrying amount of deferred tax assets are reviewed at each reporting date. The Company writes-down the carrying amount of a deferred tax asset to the extent that it is no longer reasonably certain or virtually certain, as the case may be, that sufficient future taxable income will be available against which deferred tax asset can be realised. Any such write-down is reversed to the extent that it becomes reasonably certain or virtually certain, as the case may be, that sufficient future taxable income will be available.



Crayons Advertising Private Limited

Notes to financial statements for the year ended March 31, 2021

Deferred tax assets and deferred tax liabilities are offset, if a legally enforceable right exists to set off current tax assets against current tax liabilities and the deferred tax assets and deferred tax liabilities relate to the taxable entity and the same taxation authority.

Minimum alternate tax (MAT) paid in a year is charged to the statement of profit and loss as current tax. The company recognizes MAT credit available as an asset only to the extent that there is convincing evidence that the company will pay normal income tax during the specified period, i.e., the period for which MAT credit is allowed to be carried forward. In the year in which the company recognizes MAT credit as an asset in accordance with the Guidance Note on Accounting for Credit Available in respect of Minimum Alternative Tax under the Income-tax Act, 1961, the said asset is created by way of credit to the statement of profit and loss and shown as "MAT Credit Entitlement." The company reviews the "MAT credit entitlement" asset at each reporting date and writes down the asset to the extent the company does not have convincing evidence that it will pay normal tax during the specified period.

n) Revenue recognition

Revenue from operations are recognized on completion of the project and rendering of services.

Interest income is recognized on the basis of accrual method on the rates applicable to the transactions.

Rent is recognized on the basis of accrual as per the agreement.

Income from investment is accounted for on accrual basis when the right to receive income is established.

o) Employee benefits

Retirement benefit in the form of provident fund contribution to statutory provident fund, pension fund, superannuation fund and ESI are defined contribution schemes. The contributions are charged to the statement of profit and loss for the year when the contributions are due. The company has no obligation, other than the contribution payable to the provident fund.

The company operates two defined benefit plans for its employees, viz., gratuity and provident fund contribution to Dalmia Cement Provident Fund Trust. The costs of providing benefits under these plans are determined on the basis of actuarial valuation at each year-end. Separate actuarial valuation is carried out for each plan using the projected unit credit method. Actuarial gains and losses for both defined benefit plans are recognized in full in the period in which they occur in the statement of profit and loss.

Accumulated leave, which is expected to be utilized within the next 12 months, is treated as short-term employee benefit. The company measures the expected cost of such absences as the additional amount that it expects to pay as a result of the unused entitlement that has accumulated at the reporting date.

The company treats accumulated leave expected to be carried forward beyond twelve months, as long-term employee benefit for measurement purposes. Such long-term compensated absences are provided for based on the actuarial valuation using the projected unit credit method at the year-end. Actuarial gains/losses are immediately taken to the statement of profit and loss and are not deferred.



Crayons Advertising Private Limited

Notes to financial statements for the year ended March 31, 2021

p) Accounting for lease

Where the company is lessee

Finance leases, which effectively transfer to the company substantially all the risks and benefits incidental to ownership of the leased item, are capitalized at the inception of the lease term at the lower of the fair value of the leased property and present value of minimum lease payments. Lease payments are apportioned between the finance charges and reduction of the lease liability so as to achieve a constant rate of interest on the remaining balance of the liability. Finance charges are recognized as finance costs in the statement of profit and loss. Lease management fees, legal charges and other initial direct costs of lease are capitalized.

A leased asset is depreciated on a straight-line basis over the useful life of the asset or the useful life envisaged in Schedule II to the Companies Act, 2013, whichever is lower. However, if there is no reasonable certainty that the company will obtain the ownership by the end of the lease term, the capitalized asset is depreciated on a straight-line basis over the shorter of the estimated useful life of the asset, the lease term or the useful life envisaged in Schedule II to the Companies Act, 2013.

Leases, where the lessor effectively retains substantially all the risks and benefits of ownership of the leased item, are classified as operating leases. Operating lease payments are recognized as an expense in the statement of profit and loss on a straight-line basis over the lease term.

Where the Company is lessor

Leases in which the company transfers substantially all the risks and benefits of ownership of the asset are classified as finance leases. Assets given under finance lease are recognized as a receivable at an amount equal to the net investment in the lease. After initial recognition, the company apportions lease rentals between the principal repayment and interest income so as to achieve a constant periodic rate of return on the net investment outstanding in respect of the finance lease. The interest income is recognized in the statement of profit and loss. Initial direct costs such as legal costs, brokerage costs, etc. are recognized immediately in the statement of profit and loss.

Leases in which the company does not transfer substantially all the risks and benefits of ownership of the asset are classified as operating leases. Assets subject to operating leases are included in fixed assets. Lease income on an operating lease is recognized in the statement of profit and loss on a straight-line basis over the lease term. Costs, including depreciation, are recognized as an expense in the statement of profit and loss. Initial direct costs such as legal costs, brokerage costs, etc. are recognized immediately in the statement of profit and loss.

q) Earnings per share

Basic earnings per share are calculated by dividing the net profit or loss for the period attributable to equity shareholders (after deducting preference dividends and attributable taxes) by the weighted average number of equity shares outstanding during the period. Partly paid equity shares are treated as a fraction of an equity share to the extent that they are entitled to participate in dividends relative to a fully paid equity share during the reporting period. The weighted average number of equity shares outstanding during the period is adjusted for events such as bonus issue, bonus element in a rights issue, share split, and reverse share split (consolidation of shares) that have changed the number of equity shares outstanding, without a corresponding change in resources.

For the purpose of calculating diluted earnings per share, the net profit or loss for the period attributable to equity shareholders and the weighted average number of shares outstanding during the period are adjusted for the effects of all dilutive potential equity shares.



Crayons Advertising Private Limited

Notes to financial statements for the year ended March 31, 2021

r) Segment reporting

Identification of segments

The company's operating businesses are organized and managed separately according to the nature of products and services provided, with each segment representing a strategic business unit that offers different products and serves different markets. The analysis of geographical segments is based on the areas in which major operating divisions of the company operate.

Inter-segment transfers

The company generally accounts for intersegment sales and transfers at cost plus appropriate margins.

Allocation of common costs

Common allocable costs are allocated to each segment according to the relative contribution of each segment to the total common costs.

Unallocated items

Unallocated items include general corporate income and expense items which are not allocated to any business segment.

Segment accounting policies

The company prepares its segment information in conformity with the accounting policies adopted for preparing and presenting the financial statements of the company as a whole.



Crayons Advertising Private Limited
 NSIC Complex, Maa Anandmayee Marg, Okhla Phase-3, New Delhi-20
 CIN-U52109DL1986PTC024711
 Balance Sheet as at March 31, 2021

| | Note | As at March 31, 2021 Rs. | As at March 31, 2020 Rs. |
|--|------|--------------------------------|--------------------------------|
| EQUITY AND LIABILITIES | | | |
| Shareholders' funds | | | |
| Share capital | 3 | 2,25,00,000 | 2,25,00,000 |
| Reserves and surplus | 4 | 33,37,60,831 | 33,24,63,312 |
| Total shareholders funds | | 35,62,60,831 | 35,49,63,312 |
| Non-current liabilities | | | |
| Long-term borrowings | 5 | 9,52,60,105 | 13,36,75,737 |
| Long-term provisions | 6 | 1,70,36,972 | 2,15,60,189 |
| Total non-current liabilities | | 11,22,97,077 | 15,52,35,926 |
| Current liabilities | | | |
| Short-term borrowings | 7 | - | 1,00,00,000 |
| Trade payables | 8 | - | - |
| Total outstanding dues of micro enterprises and small enterprises | | - | - |
| Total outstanding dues of creditors other than micro enterprises and small enterprises | | 44,16,99,868 | 61,77,16,244 |
| Other current liabilities | 9 | 15,39,85,923 | 18,11,36,943 |
| Short-term provisions | 10 | 22,33,998 | 27,51,329 |
| Total current liabilities | | 59,79,19,789 | 81,16,04,516 |
| | | 1,06,64,77,697 | 1,32,18,03,754 |
| ASSETS | | | |
| Non-current assets | | | |
| Property plant and equipment | 11 | 6,53,90,296 | 7,57,32,264 |
| Other Intangible assets | 11 | 6,63,107 | 6,81,931 |
| Non-current investments | 12 | 19,75,15,061 | 18,79,64,536 |
| Deferred tax assets (net) | 13 | 1,09,68,060 | 1,25,58,163 |
| Long-term loan and advances | 14 | 6,33,00,238 | 14,29,23,571 |
| Other non-current assets | 15 | 1,14,40,262 | 27,66,203 |
| Total non-current assets | | 34,92,77,024 | 42,26,26,668 |
| Current assets | | | |
| Trade receivables | 16 | 60,10,54,776 | 75,54,51,502 |
| Cash and cash equivalents | 17 | 3,06,89,624 | 5,87,02,682 |
| Short-term loans and advances | 18 | 6,82,46,739 | 7,11,90,111 |
| Other current assets | 19 | 1,72,09,534 | 1,38,32,791 |
| Total current assets | | 71,72,00,673 | 89,91,77,086 |
| | | 1,06,64,77,697 | 1,32,18,03,754 |
| 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
 Amit Goel
 Partner
 Membership No. 500607



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

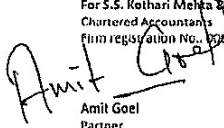
Kunal Lalani
 Kunal Lalani
 Managing Director
 DIN NO: 00002756

H.M. Lalani
 H.M. Lalani
 Director
 DIN NO: 00257693

Place : New Delhi
 Date: November 26, 2021

| | For the Year ended March 31, 2021 Rs. | For the Year ended March 31, 2020 Rs. |
|--|---|---|
| A. Cash flow from operating activities | | |
| Net profit before tax | 29,54,282 | 1,80,54,614 |
| Adjustment for : | | |
| Loss on sale of Investments | 52,59,751 | |
| Depreciation and amortization | 1,14,14,760 | 1,41,95,767 |
| Interest and finance charges | 1,25,00,220 | 2,36,39,525 |
| Interest income received | (54,16,738) | (83,96,809) |
| Amount written back | (2,91,669) | (16,69,664) |
| Loss on sale of property plant & equipment | 91,529 | 3,498 |
| Profit from partnership firms | (25,26,977) | (7,79,843) |
| Bad debts written off | 9,38,123 | 1,14,85,609 |
| Profit on sale of property plant & equipment | (78,608) | (78,509) |
| Operating profit before working capital changes | 2,48,44,673 | 5,64,54,188 |
| Adjustment for | | |
| (Decrease)/increase in long term and short term provisions | (50,40,548) | (18,88,796) |
| (Decrease)/increase in current and other liabilities | 1,70,41,063 | (22,08,92,531) |
| (Decrease)/increase in trade payables | (17,57,24,707) | 12,46,98,117 |
| (Increase)/decrease in trade receivables | 15,34,58,603 | (5,45,41,470) |
| (Increase)/decrease in short-term loans and advances | (5,45,61,212) | (1,04,64,710) |
| Cash generated from operations | (3,99,82,129) | (10,66,35,202) |
| Adjustment for | | |
| Income tax paid (Net of refund) | 6,02,47,297 | (4,79,854) |
| Net cash flow from operating activities (A) | <u>2,02,65,168</u> | <u>(10,71,15,056)</u> |
| B. Cash flow from investing activities | | |
| Investment in investment property advance | 1,05,38,262.00 | (9,58,002) |
| Purchase of property plant & equipment | (14,02,924.2) | (76,37,952) |
| Proceeds from sale of property plant & equipment | 5,48,470 | 2,13,041 |
| Purchase of Intangible Assets | (1,99,515) | (1,44,720) |
| Purchase of investments | (4,37,18,385) | (1,09,67,191) |
| Proceeds from sale of investments | 3,77,16,645 | |
| Advance Against Property | 24,00,000 | 5,45,20,000 |
| Profit from partnership firms | 25,76,977 | 7,79,843 |
| Interest income received | 49,74,328 | 85,69,517 |
| Fixed deposits (investment)/ matured | (14,23,289) | 2,41,01,322 |
| Net cash flow used in Investing activities (B) | <u>1,19,60,567</u> | <u>6,84,75,818</u> |
| C. Cash flow from financing activities | | |
| Amount of Loan Taken/(Repayment Of Borrowings) | (1,00,00,000) | 1,00,00,000 |
| Repayment of long term borrowings | (2,89,60,242) | (46,13,585) |
| Finance charges paid | (1,40,27,692) | (2,20,84,559) |
| Net cash flow used in financing activities (C) | <u>(5,29,87,934)</u> | <u>(1,66,98,144)</u> |
| Net Increase/(decrease) in cash and cash equivalents (A+B+C) | (2,07,62,199) | (5,53,37,382) |
| Cash and cash equivalents at beginning of the year | 5,12,37,504 | 10,65,74,886 |
| Cash and cash equivalents at the end of the year | <u>3,04,75,305</u> | <u>5,12,37,504</u> |
| Components of closing cash and cash equivalents | | |
| | <u>As at March 31, 2021</u> | <u>As at March 31, 2020</u> |
| Balance with banks in current accounts | 2,75,69,243 | 1,38,83,158 |
| Cash in hand as certified by management | 29,06,062 | 16,50,321 |
| Fixed deposits having maturity of less than 3 months | - | 3,57,04,025 |
| | <u>3,04,75,305</u> | <u>5,12,37,504</u> |

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: November 26, 2021

| | Note | For the year ended March 31, 2021 Rs. | For the year ended March 31, 2020 Rs. |
|---|------|---|---|
| Revenue | | | |
| Revenue from operations | | 1,04,96,62,533 | 1,61,00,03,712 |
| Other income | 20 | 1,64,59,739 | 2,67,59,430 |
| Total revenue | | 1,06,61,22,272 | 1,63,67,63,142 |
| Expenses | | | |
| Advertising and job work costs | | 87,94,73,374 | 1,37,65,00,270 |
| Employee benefits expense | 21 | 6,60,83,717 | 8,64,98,798 |
| Finance costs | 22 | 1,25,00,220 | 2,36,39,525 |
| Depreciation and amortization expenses | 11 | 1,14,14,760 | 1,41,95,767 |
| Other expenses | 23 | 9,36,95,920 | 11,78,74,168 |
| Total expenses | | 1,06,31,67,990 | 1,61,87,08,528 |
| Profit before taxation | | 29,54,282 | 1,80,54,614 |
| Less: Tax expenses | | | |
| - Current tax | | 66,660 | 44,47,575 |
| - MAT credit entitlement | | (66,660) | |
| - Earlier year tax expenses | | | |
| - MAT credit entitlement for earlier year | | | (11,42,047) |
| - Deferred tax charge | | 15,90,103 | 30,92,784 |
| Net profit for the year after tax | | 12,97,519 | 1,16,56,302 |
| Earning per equity share: | | | |
| Basic and diluted earnings per share (In Rs.) | 24 | 0.58 | 5.18 |
| (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. 3000756N

 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: November 26, 2021

Crayons Advertising Private Limited
Notes to financial statements for the year ended March 31, 2021

| 3 Share capital | As at March 31, 2021 | | As at March 31, 2020 | |
|---|----------------------|--------------------|----------------------|--------------------|
| | Number of shares | Amount in Rs. | Number of shares | Amount in Rs. |
| Authorized | | | | |
| Equity shares of Rs.10/- each | 25,00,000 | 2,50,00,000 | 25,00,000 | 2,50,00,000 |
| Issued, subscribed and paid up | | | | |
| Equity shares of Rs.10/- each fully paid up | 22,50,000 | 2,25,00,000 | 22,50,000 | 2,25,00,000 |
| | <u>22,50,000</u> | <u>2,25,00,000</u> | <u>22,50,000</u> | <u>2,25,00,000</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, 2021 and March 31,2020, 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, 2021 | | As at March 31, 2020 | |
|--|----------------------|---------------|----------------------|---------------|
| | No. of shares | % Shares held | No. of shares | % Shares held |
| Mr. Kunal Lalani | 5,48,770 | 24.39% | 5,48,770 | 24.39% |
| Mrs. Vimi Lalani | 2,75,100 | 12.23% | 2,75,100 | 12.23% |
| M/s Vimi Investments & Finance Private Limited | 4,20,000 | 18.67% | 4,20,000 | 18.67% |
| M/s Sahyog Properties Private Limited | 10,00,000 | 44.44% | 10,00,000 | 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).

| 4 Reserves and surplus | As at | As at |
|--|---------------------|---------------------|
| | March 31, 2021 | March 31, 2020 |
| | Rs. | Rs. |
| General reserve | | |
| Opening balance | 27,48,103 | 27,48,103 |
| Addition/(deletion) during the year | - | - |
| Closing balance | <u>27,48,103</u> | <u>27,48,103</u> |
| Surplus in the statement of profit and loss | | |
| Opening balance | 32,97,15,209 | 31,51,53,961 |
| Add : adjustment related with profit share in partnership firm | - | 29,04,946 |
| Add : Net profit for the year | 12,97,519 | 1,16,56,302 |
| Closing balance | <u>33,10,12,728</u> | <u>32,97,15,209</u> |
| Total reserve & surplus | <u>33,37,60,831</u> | <u>33,24,63,312</u> |



Crayons Advertising Private Limited
Notes to financial statements for the year ended March 31, 2021

| | As at March 31, 2021 Rs. | As at March 31, 2020 Rs. |
|--|--------------------------------|--------------------------------|
| 5 Long term borrowings | | |
| Secured | | |
| (a) Term loans from bank | | |
| Term loans | 6,99,53,069 | 6,61,73,332 |
| Vehicle loans | 14,07,411 | 23,21,880 |
| (b) Term loans from others | | |
| Term loans | 4,19,40,485 | 7,17,46,128 |
| Vehicle loans | 5,12,759 | 25,32,626 |
| | <u>11,38,13,724</u> | <u>14,27,73,966</u> |
| Less : Amount disclosed under other current liabilities as current maturities of long term debt (refer note no. 9) | 1,85,53,619 | 90,98,229 |
| | <u>9,52,60,105</u> | <u>13,36,75,737</u> |

Nature of security & terms of repayment :

Nature of security

a) Term loans from banks amounting to Rs. 6,99,53,069/- (previous year Rs. 6,61,73,332/-) and from others amounting Rs.4,19,42,257/- (previous year Rs. 7,17,46,128) are secured against properties in National Capital Region (capital advance given by the company in respect of properties).

b) Vehicles loans from bank and other financial institutions amounting to Rs.19,20,170/- (previous year Rs.48,54,208/-) 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, 2021 Rs. | As at March 31, 2020 Rs. |
|---|--------------------------------|--------------------------------|
| 6 Long term provisions | | |
| Provision for employee benefits: | | |
| Provision for gratuity (refer Note No. 38) | 1,54,87,986 | 1,96,16,971 |
| Provision for leave encashment (refer Note No.38) | 15,48,986 | 19,43,218 |
| | <u>1,70,36,972</u> | <u>2,15,60,189</u> |
| 7 Short term borrowings | | |
| From others | | |
| Unsecured loan* | - | 1,00,00,000 |
| | <u>-</u> | <u>1,00,00,000</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.

*During the year the company has repaid the entire loan to shayog properties private limited.



Crayons Advertising Private Limited
Notes to financial statements for the year ended March 31, 2021

| | As at March 31, 2021 Rs. | As at March 31, 2020 Rs. |
|--|--------------------------------|--------------------------------|
| 8 Trade payables | | |
| Payable to Micro Small & Medium Enterprises (MSME) (Refer Note no. 34) | - | - |
| Payable to other than MSME | 44,16,99,868 | 61,77,16,244 |
| | <u>44,16,99,868</u> | <u>61,77,16,244</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, 2021 Rs. | As at March 31, 2020 Rs. |
|--|--------------------------------|--------------------------------|
| 9 Other current liabilities | | |
| Current maturities of long term debt (refer Note no.5) | 1,85,53,619 | 90,98,229 |
| Interest accrued but not due on : | | |
| Bank and financial institutions | 5,38,340 | 7,35,045 |
| Others | - | 13,30,767 |
| Book overdraft | 3,94,73,044 | 41,885 |
| Advance from customers | 21,09,139 | 6,42,686 |
| Advance Against Property | 24,00,000 | 5,45,20,000 |
| Accrued salaries & benefits | 61,91,366 | 62,75,752 |
| Security Deposit Received | 4,51,000 | 5,58,000 |
| Other Payables : | | |
| Statutory liabilities | 1,49,80,128 | 1,56,67,167 |
| Expenses | 6,47,27,234 | 8,89,74,379 |
| Others | 45,62,053 | 32,93,033 |
| | <u>15,39,85,923</u> | <u>18,11,36,943</u> |

| | As at March 31, 2021 Rs. | As at March 31, 2020 Rs. |
|--|--------------------------------|--------------------------------|
| 10 Short term provisions | | |
| Provision for employee benefits: | | |
| Provision for gratuity (refer Note No. 38) | 19,74,943 | 23,92,399 |
| Provision for leave encashment (refer Note No. 38) | 2,59,055 | 3,58,930 |
| | <u>22,33,998</u> | <u>27,51,329</u> |

| | As at March 31, 2021 Rs. | As at March 31, 2020 Rs. |
|--|--------------------------------|--------------------------------|
| 12 Non-current investments | | |
| Investment in equity Instruments (Unquoted) | | |
| Investment in subsidiary | - | - |
| Investment in LLP | | |
| Ultra Violet Digital Solutions LLP - 50.25% contribution | 3,25,00,000 | 2,00,00,000 |
| Ultra Violet Digital Solutions LLP - (Current account balance) | 52,00,466 | 51,87,725 |
| All White Communications LLP - 51% contribution | 1,66,77,351 | 16,77,350 |
| All White Communications LLP - (Current account balance) | 11,075 | (2,938) |
| Coeus Communications India LLP-83.33% contribution | 38,00,000 | - |
| Coeus Communications LLP - (Current account balance) | 25,00,223 | - |
| 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 | 15,00,000 | 15,00,000 |
| | <u>6,21,89,115</u> | <u>2,83,62,137</u> |



Cravens Advertising Private Limited
Notes to Financial Statements for the year ended March 31, 2021

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 | Total Intangible Assets | |
| Gross Block | | | | | | | | | |
| As at April 01, 2019 | 11,03,20,627 | 1,87,13,114 | 2,14,34,722 | 3,49,86,290 | 1,66,86,365 | 20,21,41,119 | 43,94,724 | 43,94,724 | 20,65,35,842 |
| Additions | - | 25,65,971 | 46,91,725 | 1,72,843 | 2,07,453 | 76,37,992 | 1,44,720 | 1,44,720 | 77,82,712 |
| Disposals | - | (1,75,200) | (10,37,658) | (26,713) | (42,704) | (12,82,275) | - | - | (12,82,275) |
| Adjustments of last year | - | - | - | - | - | - | - | - | - |
| As at March 31, 2020 | 11,03,20,627 | 2,11,03,885 | 2,50,88,789 | 3,51,32,421 | 1,68,51,114 | 20,84,96,836 | 45,39,444 | 45,39,444 | 21,30,36,280 |
| As at April 01, 2020 | 11,03,20,627 | 2,11,03,885 | 2,50,88,789 | 3,51,32,421 | 1,68,51,114 | 20,84,96,836 | 45,39,444 | 45,39,444 | 21,30,36,280 |
| Additions | - | 7,48,838 | - | 3,25,000 | 3,29,086 | 14,02,924.19 | 1,99,515 | 1,99,515 | 16,02,439 |
| Disposals | - | (6,78,424) | (11,00,000) | (7,17,782) | (15,78,955) | (40,75,161) | - | - | (40,75,161) |
| Adjustments of last year | - | - | - | - | - | - | - | - | - |
| As at March 31, 2021 | 11,03,20,627 | 2,11,74,299 | 2,39,88,789 | 3,47,39,639 | 1,56,01,245 | 20,58,24,599 | 47,38,959 | 47,38,959 | 21,05,63,558 |
| Depreciation | | | | | | | | | |
| As at April 01, 2019 | 4,92,51,900 | 1,66,26,045 | 1,30,91,999 | 2,67,50,476 | 1,43,98,440 | 12,01,18,860 | 34,51,701.53 | 34,51,702 | 12,35,70,562 |
| Charge for the year | 57,72,057 | 18,54,195 | 34,05,005 | 7,88,972 | 7,88,972 | 1,37,89,956 | 4,05,811 | 4,05,811 | 1,41,95,767 |
| Disposals | - | (1,64,279) | (9,32,292) | (8,044) | (39,629) | (11,44,244) | - | - | (11,44,244) |
| Adjustments of last year | - | - | - | - | - | - | - | - | - |
| As at March 31, 2020 | 5,50,23,957 | 1,83,15,961 | 1,55,64,712 | 2,87,12,159 | 1,51,47,783 | 13,27,64,572 | 38,57,512 | 38,57,512 | 13,66,22,084 |
| As at April 01, 2020 | 5,50,23,957 | 1,83,15,961 | 1,55,64,712 | 2,87,12,159 | 1,51,47,783 | 13,27,64,572 | 38,57,512 | 38,57,512 | 13,66,22,084 |
| Charge for the year | 52,25,967 | 13,81,436 | 26,36,784 | 15,04,161 | 4,48,073 | 1,11,96,421 | 2,18,339 | 2,18,339 | 1,14,14,760 |
| Disposals | - | (6,25,750) | (7,49,013) | (6,62,890) | (14,89,037) | (35,26,691) | - | - | (35,26,691) |
| Adjustments of last year | - | - | - | - | - | - | - | - | - |
| As at March 31, 2021 | 6,02,49,924 | 1,90,71,646 | 1,74,52,483 | 2,95,53,430 | 1,41,06,819 | 14,04,34,302 | 40,75,851 | 40,75,851 | 14,45,10,153 |
| Net Block | | | | | | | | | |
| As at March 31, 2020 | 5,52,96,670 | 27,87,924 | 95,24,077 | 64,20,262 | 17,03,331 | 7,57,32,264 | 6,81,931 | 6,81,931 | 7,64,14,196 |
| As at March 31, 2021 | 5,00,70,703 | 21,02,653 | 65,36,306 | 51,86,209 | 14,94,426 | 6,53,90,297 | 6,63,108 | 6,63,108 | 6,60,53,406 |

Crayons Advertising Private Limited
Notes to financial statements for the year ended March 31, 2021

| | | | |
|---|--------------------------------|-------------------------------------|--------------------------------|
| Quoted | | | |
| Mega Corporation Limited - 14,45,349 (P.Y.14,45,349) equity shares of Rs. 1/- each fully paid up | | 5,37,645 | 5,37,645 |
| | | <u>5,37,645</u> | <u>5,37,645</u> |
| Investment In Property | | | |
| DLF Flat (Qty. 07) | | 12,23,69,917 | 15,90,64,754 |
| MMPL MBM SKYCITY | | 1,24,18,384 | - |
| | | <u>13,47,88,301</u> | <u>15,90,64,754</u> |
| Aggregate book value of total investments | | <u>19,75,15,061</u> | <u>18,79,64,536</u> |
| Aggregate amount of unquoted investments | | | |
| Aggregate amount of quoted investments | | 6,21,89,115 | 2,83,62,137 |
| Aggregate market value of quoted investments | | 5,37,645 | 5,37,645 |
| Aggregate market value of DLF Flat & MMPL MBM SKYCITY investments | | 4,33,605 | 4,33,605 |
| Aggregate provision for diminution in the value of investments | | 13,47,88,301 | 15,90,64,754 |
| | | Nil | Nil |
| | As at March 31, 2021 Rs. | Charge/ (Credit) during the year | As at March 31, 2020 Rs. |
| 13 Deferred tax assets | | | |
| Impact of difference between tax depreciation and depreciation/ amortization charged for financial reporting | 56,06,876 | 1,87,822 | 57,94,698 |
| Provision for gratuity | 48,58,187 | 12,64,820 | 61,23,007 |
| Provision for leave encashment | 5,02,997 | 1,37,461 | 6,40,458 |
| Net deferred tax | <u>1,09,68,060</u> | <u>15,90,103</u> | <u>1,25,58,163</u> |
| | As at March 31, 2021 Rs. | | As at March 31, 2020 Rs. |
| 14 Long term loans and advances | | | |
| Unsecured considered good unless stated other wise | | | |
| Capital advances (Refer note-1 mentioned below) | | | |
| Security and earnest money deposits | | 50,00,000 | 1,87,65,653 |
| Advance tax | | 2,12,23,359 | 2,69,00,401 |
| MAT credit entitlement | | 3,70,10,220 | 9,72,57,517 |
| | | 66,660 | - |
| | | <u>6,33,00,238</u> | <u>14,29,23,571</u> |
| Note -1 | | | |
| Opening balance of capital advances | | 1,87,65,653 | 1,78,07,651 |
| Less : Disposal during the year | | (1,37,65,653) | - |
| Add : Interest capitalised during the year | | - | 9,58,002 |
| | | <u>50,00,000</u> | <u>1,87,65,653</u> |
| | As at March 31, 2021 Rs. | | As at March 31, 2020 Rs. |
| 15 Other non-current assets | | | |
| Fixed deposits with maturity of more than 12 months (Refer Note No. 17) | | 1,14,40,262 | 27,66,203 |
| | | <u>1,14,40,262</u> | <u>27,66,203</u> |



Crayons Advertising Private Limited
Notes to financial statements for the year ended March 31, 2021

| | As at March 31, 2021 Rs. | As at March 31, 2020 Rs. |
|---|--------------------------------|--------------------------------|
| 16 Trade receivables | | |
| 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 | 22,12,79,106 | 20,56,83,635 |
| Less : Provision for doubtful debts | - | - |
| | <u>22,12,79,106</u> | <u>20,56,83,635</u> |
| Outstanding for a period less than six months from the date they are due for payment unsecured, considered good | 37,97,75,670 | 54,97,67,867 |
| Less : Provision for doubtful debts | - | - |
| | <u>37,97,75,670</u> | <u>54,97,67,867</u> |
| | <u>60,10,54,776</u> | <u>75,54,51,502</u> |
| | As at March 31, 2021 Rs. | As at March 31, 2020 Rs. |
| 17 Cash and bank balances | | |
| Cash and cash equivalents | | |
| Balances with scheduled banks: | | |
| In current accounts | 2,75,69,243 | 1,38,83,158 |
| Cash on hand (As certified by the management) | 29,06,062 | 16,50,321 |
| Fixed deposits having maturity of less than 3 months | - | 3,57,04,025 |
| | <u>3,04,75,305</u> | <u>5,12,37,504</u> |
| Other bank balances | | |
| Fixed deposits having maturity of more than 3 months but less than 12 | 2,14,319 | 74,65,178 |
| Fixed deposits having maturity of more than 12 months | 1,14,40,352 | 27,66,203 |
| | <u>4,21,29,976</u> | <u>6,14,68,885</u> |
| Less: Non-current bank balance transferred to other non current asset (Refer note no.15) | 1,14,40,352 | 27,66,203 |
| | <u>3,06,89,624</u> | <u>5,87,02,682</u> |
| | As at March 31, 2021 Rs. | As at March 31, 2020 Rs. |
| 18 Short term loans and advances | | |
| Unsecured, considered good, unless otherwise stated | | |
| Advance to vendors | 82,84,511 | 43,07,447 |
| Advances to staff | 14,60,410 | 15,21,895 |
| Prepaid expenses | 5,98,011 | 3,85,04,748 |
| Security and earnest money deposits | 25,00,000 | - |
| Balance with statutory authorities | 1,77,54,007 | 1,45,63,406 |
| TDS On GST (ITC) | 1,67,65,425 | 1,21,77,400 |
| Interest accrued on fixed deposit | 5,57,625 | 1,15,215 |
| Interest Accrued on Other than bank | 3,15,210 | - |
| Loan To Related Party & other | 2,00,11,540 | - |
| | <u>6,82,46,739</u> | <u>7,11,90,111</u> |
| | As at March 31, 2021 Rs. | As at March 31, 2020 Rs. |
| 19 Other current assets | | |
| Unbilled revenue | 1,71,60,250 | 1,38,32,791 |
| TDS Receivable from ABFL | 49,284 | - |
| | <u>1,72,09,534</u> | <u>1,38,32,791</u> |



Crayons Advertising Private Limited
Notes to financial statements for the year ended March 31, 2021

| | For the Year ended March 31, 2021 Rs. | For the Year ended March 31, 2020 Rs. |
|---|---|---|
| 20 Other income | | |
| Rent received | 75,49,051 | 1,52,70,557 |
| Liabilities no longer required written back | 2,91,669 | 16,69,664 |
| Interest on | | |
| Banks | 12,91,073 | 8,83,009 |
| Refund of income tax | 22,79,205 | 41,28,738 |
| Others | 18,46,460 | 33,85,062 |
| Profit on sale of property plant and equipment(net) | 78,608 | 78,509 |
| Profit from partnership firms | 25,26,977 | 7,79,843 |
| Other miscellaneous income | 5,96,696 | 5,64,048 |
| | <u>1,64,59,739</u> | <u>2,67,59,430</u> |
| | For the Year ended March 31, 2021 Rs. | For the Year ended March 31, 2020 Rs. |
| 21 Employee benefit expense | | |
| Salaries and wages | 6,30,17,149 | 8,17,96,648 |
| Contribution to provident & other funds | 7,84,626 | 10,07,331 |
| Staff welfare | 22,81,942 | 36,94,819 |
| | <u>6,60,83,717</u> | <u>8,64,98,798</u> |
| | For the Year ended March 31, 2021 Rs. | For the Year ended March 31, 2020 Rs. |
| 22 Finance costs | | |
| Interest on bank loans, bill discounting and cash credits | 1,20,74,086 | 1,47,47,827 |
| Interest on others | 2,75,096 | 97,66,380 |
| Other Borrowing Cost | 1,51,038 | 83,320 |
| Less: Interest capitalized | - | (9,58,002) |
| | <u>1,25,00,220</u> | <u>2,36,39,525</u> |
| | For the Year ended March 31, 2021 Rs. | For the Year ended March 31, 2020 Rs. |
| 23 Other expenses | | |
| Legal and professional charges | 2,90,80,988 | 3,45,37,392 |
| Rent expenses | 2,14,95,978 | 2,14,05,167 |
| Telephone expenses | 10,84,776 | 14,80,846 |
| Electricity, water and house tax | 46,81,194 | 55,17,444 |
| Conveyance expenses | 17,34,882 | 34,18,404 |
| Vehicle running and maintenance | 17,29,682 | 17,48,405 |
| Computer and software maintenance | 35,37,161 | 26,88,844 |
| Repair and maintenance expenses | 9,79,236 | 8,44,539 |
| Office maintenance expenses | 21,49,257 | 29,31,064 |
| Bad debts written off | 9,38,123 | 1,14,85,609 |
| Business promotion expenses | 65,16,791 | 57,43,906 |
| Travelling expenses | 26,21,755 | 98,10,902 |
| Printing and stationery | 7,31,361 | 11,61,710 |
| Postage and telegram | 1,86,250 | 4,04,973 |
| Fees and subscription | 12,41,095 | 20,51,530 |
| Books and periodicals | 79,214 | 1,43,796 |
| Advertisement expenses | 16,688 | 1,05,020 |
| Insurance expenses | 10,22,618 | 8,91,564 |
| Commission expenses | 55,93,211 | 78,67,621 |
| Security guard expenses | 7,26,000 | 7,36,847 |
| Auditors' remuneration (refer note 30) | 4,50,000 | 4,50,000 |
| Bank charges | 13,09,299 | 20,52,391 |
| Donation | - | 2,15,000 |
| Tax Exp. (Demand/Gst Reversal Etc.) | 1,59,000 | 6,384 |
| Loss on sale of property plant and equipment | 91,529 | 3,498 |
| Loss on sale of Investments in property | 52,59,751 | - |
| Misc. expenses | 2,80,081 | 1,71,312 |
| | <u>9,36,95,920</u> | <u>11,78,74,168</u> |



Crayons Advertising Private Limited
Notes to financial statements for the year ended March 31, 2021

| | For the Year ended March 31, 2021 Rs. | For the Year ended March 31, 2020 Rs. |
|---|---|---|
| 24 Earning per share (Basic & diluted) | | |
| Net profit after tax as per statement of profit and loss | 12,97,519 | 1,16,56,302 |
| Weighted average number of shares outstanding during the year (Face value Rs. 10/- each) | 22,50,000 | 22,50,000 |
| Basic and diluted earning per share | 0.58 | 5.18 |



Crayons Advertising Private Limited
Notes to financial statements for the year ended 31st March, 2021

25. The management is in the process of obtaining bank confirmation and preparing bank reconciliation in respect of the following bank balance:

Name of Banks/Financial Institution

Cash at bank in savings bank accounts:

Deutsche Bank

Loan Accounts

Deutsche Bank

HDFC Bank

Aditya Birla Finance

Nissan Renault Financial Services(I) Pvt Ltd

26. Contingent liability not provided for: -

| Particulars | Year ended March 31, 2021(Rs.) | Year ended March 31, 2020(Rs.) |
|------------------------|--------------------------------|--------------------------------|
| Bank guarantees Issued | 4,08,49,316 | 3,62,39,764 |

Guarantee given by Company on behalf of others:

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

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

27. 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.

28. 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).

29. Litigation status of the Company as on March 31, 2021 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 – Crayons v/s BSNL | (57,79,296) | - | - | 57,79,296 |

Figures in brackets in aforesaid note represents previous year figures.

30. Auditors remuneration (Excluding service tax / cess):

| Particulars | Year ended March 31, 2021 (Rs.) | Year ended March 31, 2020 (Rs.) |
|----------------------|---------------------------------|---------------------------------|
| Statutory audit fees | 2,40,000 | 2,40,000 |
| Tax audit | 90,000 | 90,000 |
| Other services | 120,000 | 1,20,000 |



Crayons Advertising Private Limited

Notes to financial statements for the year ended 31st March, 2021

31 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 Private Limited

Mega Corporation Limited

Coeus Communications India LLP

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

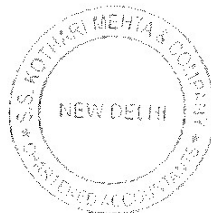
Duro Prints Private Limited

Omni Media Communications Private Limited

B. Transactions with related parties

(Amount in Rs.)

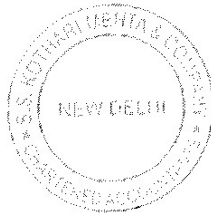
| Particulars | Key Management Personnel | | Others | | Total | |
|---|--------------------------|-------------|-------------|--------------|-------------|--------------|
| | 20-21 | 19-20 | 20-21 | 19-20 | 20-21 | 19-20 |
| Loan received | 1,00,00,000 | 7,35,00,000 | - | 4,15,00,000 | 1,00,00,000 | 11,50,00,000 |
| Kunal Lalani | 1,00,00,000 | 7,35,00,000 | - | - | 1,00,00,000 | 7,35,00,000 |
| Mega Corporation Limited | - | - | - | 3,15,00,000 | - | 3,15,00,000 |
| Sahyog Properties Private Limited | - | - | - | 1,00,00,000 | - | 1,00,00,000 |
| Loan repaid | 1,00,00,000 | 7,35,00,000 | - | 3,15,00,000 | 1,00,00,000 | 10,50,00,000 |
| Kunal Lalani | 1,00,00,000 | 7,35,00,000 | - | - | 1,00,00,000 | 7,35,00,000 |
| Mega Corporation Limited | - | - | - | 3,15,00,000 | - | 3,15,00,000 |
| Loan advanced | - | - | 2,31,56,556 | 15,09,00,000 | 2,31,56,556 | 15,09,00,000 |
| Mega Corporation Limited | - | - | - | 1,00,00,000 | - | 1,00,00,000 |
| Omni Media Communications Private Limited | - | - | 2,31,56,556 | 14,09,00,000 | 2,31,56,556 | 14,09,00,000 |
| Loan received back | - | - | 71,56,556 | 17,59,00,000 | 71,56,556 | 17,59,00,000 |
| Mega Corporation Limited | - | - | - | 3,50,00,000 | - | 3,50,00,000 |
| Omni Media Communications Private Limited | - | - | 71,56,556 | 14,09,00,000 | 71,56,556 | 14,09,00,000 |



Crayons Advertising Private Limited

Notes to financial statements for the year ended 31st March, 2021

| Particulars | (Amount in Rs.) | | | | | |
|--|--------------------------|-----------|-------------|-------------|-------------|-------------|
| | Key Management Personnel | | Others | | Total | |
| | 20-21 | 19-20 | 20-21 | 19-20 | 20-21 | 19-20 |
| Advance received | - | 70,00,000 | - | 4,75,20,000 | - | 5,45,20,000 |
| Kunal Lalani | - | 70,00,000 | - | - | - | 70,00,000 |
| Sahyog Properties Private Limited | - | - | - | 4,75,20,000 | - | 4,75,20,000 |
| Advance Given | - | - | - | 14,99,999 | - | 14,99,999 |
| Ultraviolet Digital Solutions LLP | - | - | - | 14,99,999 | - | 14,99,999 |
| Remuneration paid | 20,50,000 | 34,00,000 | - | - | 20,50,000 | 34,00,000 |
| Kunal Lalani | 20,50,000 | 34,00,000 | - | - | 20,50,000 | 34,00,000 |
| Vimi Lalani | - | - | - | - | - | - |
| Manish Kumar Dwivedi | - | - | - | - | - | - |
| Rent received | - | - | 49,14,000 | 1,21,20,600 | 49,14,000 | 1,21,20,600 |
| Mega Cabs Private Limited | - | - | 10,26,000 | 25,20,600 | 10,26,000 | 25,20,600 |
| Omni Media Communications Private Limited | - | - | 5,88,000 | 24,00,000 | 5,88,000 | 24,00,000 |
| Ultraviolet Digital Solutions LLP | - | - | 33,00,000 | 72,00,000 | 33,00,000 | 72,00,000 |
| Rent paid | 21,92,000 | 4,80,000 | - | - | 21,92,000 | 4,80,000 |
| Kunal Lalani | 18,00,000 | - | - | - | 18,00,000 | - |
| Manish Dhariwal (Resigned Wef 27 September 2018) | 3,92,000 | 4,80,000 | - | - | 3,92,000 | 4,80,000 |
| Interest paid | 60,164 | 8,63,836 | 4,57,314 | 10,72,109 | 5,17,478 | 19,35,945 |
| Mega Corporation Limited | - | - | 4,57,314 | 4,57,314 | 4,57,314 | 4,57,314 |
| Kunal Lalani | 60,164 | 8,63,836 | - | - | 60,164 | 8,63,836 |
| Sahyog Properties Private Limited | - | - | - | 6,14,795 | - | 6,14,795 |
| Interest received | - | - | 2,13,205 | 32,25,469 | 2,13,205 | 32,25,469 |
| Omni Media Communications Private Limited | - | - | 2,13,205 | 18,64,373 | 2,13,205 | 18,64,373 |
| Mega Corporation Limited | - | - | - | 13,61,096 | - | 13,61,096 |
| Expense reimbursement made | 5,040 | 47,723 | - | 11,43,856 | 5,040 | 11,91,579 |
| Omni Media Communications Private Limited | - | - | - | 11,43,856 | - | 11,43,856 |
| Kunal Lalani | 5,040 | 47,723 | - | - | 5,040 | 47,723 |
| Service received | - | - | 3,58,85,526 | 1,79,88,405 | 3,58,85,526 | 1,79,88,405 |
| Mega Corporation Limited | - | - | - | 1,416 | - | 1,416 |
| Mega Cabs Private Limited | - | - | 15,120 | 2,93,290 | 15,120 | 2,93,290 |
| Ultraviolet Digital Solutions LLP | - | - | 3,55,19,385 | 1,71,51,482 | 3,55,19,385 | 1,71,51,482 |
| Omni Media Communications Private Limited | - | - | 3,51,020 | 5,42,217 | 3,51,020 | 5,42,217 |



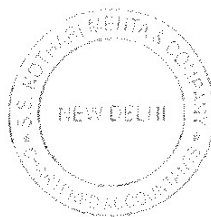
Crayons Advertising Private Limited

Notes to financial statements for the year ended 31st March, 2021

| Particulars | Key Management Personnel | | Others | | Total | |
|---|--------------------------|-------|-----------|-------------|-----------|-------------|
| | 20-21 | 19-20 | 20-21 | 19-20 | 20-21 | 19-20 |
| | (Amount in Rs.) | | | | | |
| Service Provided | | | | | | |
| Mega Cabs Private Limited | - | - | 62,28,414 | 2,33,23,956 | 62,28,414 | 2,33,23,956 |
| Ultraviolet Digital Solutions LLP | - | - | 5,994 | 3,596 | 5,994 | 3,596 |
| Omni Media Communications Private Limited | - | - | 16,20,889 | 1,27,63,058 | 16,20,889 | 1,27,63,058 |
| Expense reimbursement received | - | - | 46,01,531 | 1,05,57,302 | 46,01,531 | 1,05,57,302 |
| Omni Media Communications Private Limited | - | - | - | 16,51,736 | - | 16,51,736 |
| Corporate Guarantee Given | - | - | - | 2,00,00,000 | - | 2,00,00,000 |
| Omni Media Communications Private Limited | - | - | - | 50,00,000 | - | 50,00,000 |
| Mega Cabs Private Limited | - | - | - | 1,50,00,000 | - | 1,50,00,000 |

C. Outstanding balances at year end

| Particulars | Key Management Personnel | | Others | | Total | |
|---|--------------------------|----------|-------------|-------------|-------------|-------------|
| | 20-21 | 19-20 | 20-21 | 19-20 | 20-21 | 19-20 |
| | (Amount in Rs.) | | | | | |
| Investment | | | | | | |
| Mega Corporation Limited | - | - | 6,23,60,562 | 2,73,99,782 | 6,23,60,562 | 2,73,99,782 |
| Ultra Violet Digital Solutions LLP | - | - | 5,37,645 | 5,37,645 | 5,37,645 | 5,37,645 |
| Capital account | - | - | 3,25,00,000 | 2,00,00,000 | 3,25,00,000 | 2,00,00,000 |
| Current account | - | - | 52,00,466 | 51,87,725 | 52,00,466 | 51,87,725 |
| All White Communications LLP | - | - | 1,66,74,413 | 16,77,350 | 1,66,74,413 | 16,77,350 |
| Capital account | - | - | 14,013 | -2,938 | 14,013 | -2,938 |
| Current account | - | - | - | - | - | - |
| Coeus Communications India LLP | - | - | 38,00,000 | - | 38,00,000 | - |
| Capital account | - | - | 36,34,025 | - | 36,34,025 | - |
| Current account | - | - | - | 2,00,00,000 | - | 2,00,00,000 |
| Corporate guarantee Given | - | - | - | 50,00,000 | - | 50,00,000 |
| Omni Media Communications Private Limited | - | - | - | 1,50,00,000 | - | 1,50,00,000 |
| Mega Cabs Private Limited | - | - | - | - | - | - |
| Payables | - | - | 56,83,700 | 1,61,20,241 | 56,83,700 | 1,61,20,241 |
| Ultraviolet Digital Solutions LLP | - | - | 53,06,851 | 1,59,32,882 | 53,06,851 | 1,59,32,882 |
| Omni Media Communications Private Limited | - | - | 3,76,849 | 1,87,359 | 3,76,849 | 1,87,359 |
| Remuneration payable | - | 1,60,662 | - | - | - | 1,60,662 |
| Kunal Lalani | - | 1,60,662 | - | - | - | 1,60,662 |
| Amount Receivable | - | 45,917 | 1,24,76,072 | 1,74,49,331 | 1,24,76,072 | 1,74,95,248 |
| Chandra Mukhi Goods Pvt.Ltd. | - | - | - | - | - | - |
| Kunal Lalani | - | 45,917 | - | - | - | 45,917 |
| Ultraviolet Digital Solutions LLP | - | - | 61,08,298 | 1,59,66,628 | 61,08,298 | 1,59,66,628 |
| Mega Cabs Private Limited | - | - | 44,960 | - | 44,960 | - |
| Omni Media Communications Private Limited | - | - | 63,22,814 | 14,82,703 | 63,22,814 | 14,82,703 |



Crayons Advertising Private Limited

Notes to financial statements for the year ended 31st March, 2021

32. Foreign exchange earned and used:

| Particulars | Year ended March 31, 2021 (Rs.) | Year ended March 31, 2020 (Rs.) |
|-------------------------|------------------------------------|------------------------------------|
| Foreign exchange earned | 4,85,491 | - |
| Foreign exchange used | 1,23,48,048 | 4,40,52,763 |

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

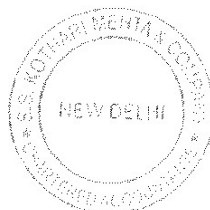
34. Details of dues to Micro and Small Enterprises as per MSMED Act, to the extent of information available with the Company are as follows:

| Particulars | As at March 31, 2021 | As at March 31, 2020 |
|--|-------------------------|-------------------------|
| 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 | - | - |
| Total | - | - |

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.

35. 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(Rent)



Crayons Advertising Private Limited

Notes to financial statements for the year ended 31st March, 2021

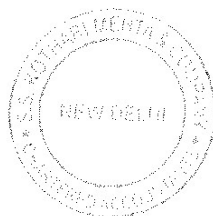
| Particulars | Year ended March 31, 2021 (Rs.) | Year ended March 31, 2020 (Rs.) |
|-----------------------------|---------------------------------------|---------------------------------------|
| Lease payments for the year | 2,14,95,978 | 2,14,05,167 |
| Total | 2,14,95,978 | 2,14,05,167 |

| Future minimum lease payments | Year ended March 31, 2021 (Rs.) | Year ended March 31, 2020 (Rs.) |
|---|---------------------------------------|---------------------------------------|
| Not later than one year | 1,30,44,433 | 72,71,540 |
| Later than one year and not later than five years | 2,80,78,141 | 18,56,169 |
| Later than five years | - | - |
| Total | 4,11,22,574 | 1,04,76,636 |

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

36. 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.
37. 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.
38. **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



Crayons Advertising Private Limited
Notes to financial statements for the year ended 31st March, 2021

Membership data

| Particulars | As at March 31, 2021 | | As at March 31, 2020 | |
|---|----------------------|-----------------------------|----------------------|-----------------------------|
| | Gratuity (Unfunded) | Leave encashment (Unfunded) | Gratuity (Unfunded) | Leave encashment (Unfunded) |
| Number of employees | 115 | 115 | 130 | 130 |
| Qualifying monthly salary of leave encashment | 31,77,409 | 31,77,409 | 34,26,874 | 34,26,874 |
| Average past service | 7.12 years | 7.12 years | 8.08 years | 8.08 years |
| Average age | 37.23 years | 37.23 years | 37.88 years | 37.88 years |
| Average outstanding service of employees | 22.77 years | 22.77 years | 22.12 years | 22.12 years |

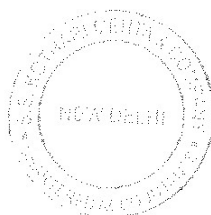
Actuarial assumptions:

| Particulars | As at March 31, 2021 | | As at March 31, 2020 | |
|--------------------------------|----------------------|-----------------------------|----------------------|-----------------------------|
| | Gratuity (Unfunded) | Leave encashment (Unfunded) | Gratuity (Unfunded) | Leave encashment (Unfunded) |
| Discount rate (per annum) | 6.60% | 6.60% | 6.70% | 6.70% |
| 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

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

| Particulars | As at March 31, 2021 | | As at March 31, 2020 | |
|---|----------------------|-----------------------------|----------------------|-----------------------------|
| | Gratuity (Unfunded) | Leave encashment (Unfunded) | Gratuity (Unfunded) | Leave encashment (Unfunded) |
| Present value of obligation as at the beginning of year | 2,20,09,370 | 23,02,148 | 2,37,73,906 | 24,26,408 |
| Interest cost | 14,74,628 | 1,54,244 | 17,59,269 | 1,79,554 |
| Past service cost | - | - | - | - |
| Current service cost | 16,96,121 | 2,77,812 | 21,12,410 | 5,98,859 |
| Benefit Paid | (55,47,966) | (16,26,185) | (31,64,003) | (9,48,398) |
| Actuarial (gain)/loss on obligations | (21,69,224) | 7,00,022 | (24,72,212) | 45,725 |
| Present value of obligation at the end of the year | 1,74,62,929 | 18,08,041 | 2,20,09,370 | 23,02,148 |



Crayons Advertising Private Limited
Notes to financial statements for the year ended 31st March, 2021

Actuarial gain/loss recognized for the year:

(Amount in Rs)

| Particulars | As at March 31, 2021 | | As at March 31, 2020 | |
|--|----------------------|-----------------------------|----------------------|-----------------------------|
| | Gratuity (Unfunded) | Leave encashment (Unfunded) | Gratuity (Unfunded) | Leave encashment (Unfunded) |
| Actuarial (gain)/loss for the period –recognized | (21,69,224) | 7,00,022 | (24,72,212) | 45,725 |
| Actuarial (gain)/loss for the period –unrecognized | NIL | | NIL | |

Amount to be recognized in balance sheet:

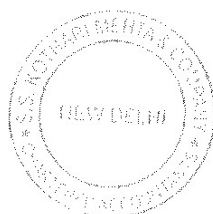
(Amount in Rs)

| Particulars | As at March 31, 2021 | | As at March 31, 2020 | |
|---|----------------------|-----------------------------|----------------------|-----------------------------|
| | Gratuity (Unfunded) | Leave encashment (Unfunded) | Gratuity (Unfunded) | Leave encashment (Unfunded) |
| Present value of obligation as at end of the year | 1,74,62,929 | 18,08,041 | 2,20,09,370 | 23,02,148 |
| Funded status | (1,74,62,929) | (18,08,041) | (2,20,09,370) | (23,02,148) |
| Net Liability recognized in balance sheet | 1,74,62,929 | 18,08,041 | 2,20,09,370 | 23,02,148 |

Expenses recognized in the statement of profit and loss:

(Amount in Rs)

| Particulars | As at March 31, 2021 | | As at March 31, 2020 | |
|---|----------------------|-----------------------------|----------------------|-----------------------------|
| | Gratuity (Unfunded) | Leave encashment (Unfunded) | Gratuity (Unfunded) | Leave encashment (Unfunded) |
| Current service cost | 16,96,121 | 2,77,812 | 21,12,410 | 5,98,859 |
| Total employer expense | - | - | - | - |
| Present value of obligation as at the end of the year | - | 18,08,041 | - | 23,02,148 |
| Fair value of planned asset as at the end of the year | - | - | - | - |
| Past service cost | - | - | - | - |
| Interest cost | 14,74,628 | 1,54,244 | 17,59,269 | 1,79,554 |
| Expected return on planned assets | - | - | - | - |
| Curtailment/settlement Cost | - | - | - | - |
| Net actuarial (gain)/loss recognized | (21,69,224) | 7,00,022 | (24,72,212) | 45,725 |
| Expenses recognized in the statement of profit and loss | 10,01,525 | 11,32,078 | 13,99,467 | 8,24,138 |



Crayons Advertising Private Limited
Notes to financial statements for the year ended 31st March, 2021

39. **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.

40. 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.

41. 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 & Equipments, Loans and other assets as at March 31, 2021. 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 statements, 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.

42. 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 | - | 2,31,56,556 | 71,56,556 | 1,60,00,000 | Operational |

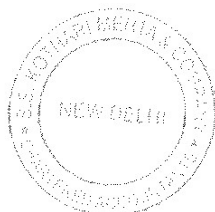
(b) Particulars of guarantee given

| S. No. | Guarantee on behalf of | Amount (in Rs) | Purpose |
|--------|--|----------------|-----------------|
| 1 | Omni Media Communication Private Limited | Nil | Long Term Loans |
| 2 | Mega Cabs Limited | Nil | Long term Loans |

(c) Particulars of Investment made

| S. No. | Name of investee | Opening balance | Investment made | Investment redeemed | Outstanding balance | Purpose |
|--------|-----------------------------------|-----------------|-----------------|---------------------|---------------------|----------------------|
| 1 | Ultraviolet Digital solutions LLP | 2,00,00,000 | 1,50,00,000 | - | 3,50,00,000 | Long term investment |
| 2 | Mega Corporation Private Limited | 5,37,645 | - | - | 5,37,645 | Long term investment |
| 3 | Coeus Communication | - | 38,00,000 | - | 38,00,000 | Long Term Investment |
| 4 | All White Communication | 16,77,350 | 1,50,00,000 | - | 1,66,74,413 | Long Term Investment |

(d) Particulars of Security Deposit: NIL



Crayons Advertising Private Limited
Notes to financial statements for the year ended 31st March, 2021

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

As per our Report of even date

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

Amit Goel

Amit Goel
Partner
Membership No. 500607



Place : New Delhi
Dated : November 26, 2021

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

Kunal Lalani
Kunal Lalani
Managing Director
DIN NO: 00002756

H. M. Lalani
H. M. Lalani
Director
DIN NO: 00257693