

Form No. MGT-7

Annual Return (other than OPCs and Small Companies)

[Pursuant to sub-section (1) of section 92 of the Companies Act, 2013 and sub-rule (1) of rule 11 of the Companies (Management and Administration) Rules, 2014]

Refer instruction kit for filing the form

All fields marked in * are mandatory

I REGISTRATION AND OTHER DETAILS

i *Corporate Identity Number (CIN)

L52109DL1986PLC024711

ii (a) *Financial year for which the annual return is being filed (From date) (DD/MM/YYYY)

01/04/2024

(b) *Financial year for which the annual return is being filed (To date) (DD/MM/YYYY)

31/03/2025

(c) *Type of Annual filing

Original ▼

(d) SRN of MGT-7 filed earlier for the same financial years

iii.

Particulars	As on filing date	As on the financial year end date
Name of the company	CRAYONS ADVERTISING LIMITED	CRAYONS ADVERTISING LIMITED
Registered office address	NSIC COMPLEX, MAA ANANDMAYEE MARG OKHLA INDUSTRIAL ESTATE, PHASE- III, NA, NEW DELHI, Delhi, India, 110020	NSIC COMPLEX, MAA ANANDMAYEE MARG OKHLA INDUSTRIAL ESTATE, PHASE- III, NA, NEW DELHI, Delhi, India, 110020
Latitude details (as on filing date)	28.55	28.55
Longitude details (as on filing date)	77.27	77.27

(b) *Permanent Account Number (PAN) of the company

AAACC1063C

(c) *e-mail ID of the company

*****ecrayonsnetwork.com

(d) *Telephone number with STD code

01141630000

(e) Website

<https://www.thecrayonsnetwork.com>

iv *Date of Incorporation (DD/MM/YYYY)

03/07/1986

v (a) *Class of Company (as on the financial year end date)

(Private company/Public company/One Person Company)

Public company

(b) *Category of the Company (as on the financial year end date)

(Company limited by shares/Company limited by guarantee/Unlimited company)

Company limited by shares

(c) *Sub-category of the Company (as on the financial year end date)

(Indian Non-Government company/Union Government Company/State Government Company/
Guarantee and association company/Subsidiary of Foreign Company)

Non-government company

vi *Whether company is having share capital (as on the financial year end date)

Yes ▼

vii (a) Whether shares listed on recognized Stock Exchange(s)

Yes ▼

(b) Details of stock exchanges where shares are listed

S. No.	Stock Exchange Name	Code
1	National Stock Exchange (NSE)	A1024 - National Stock Exchange (NSE)
2		#N/A
3		#N/A
4		#N/A

viii Number of Registrar and Transfer Agent

1

CIN of the Registrar and Transfer Agent	Name of the Registrar and Transfer Agent	Registered office address of the Registrar and Transfer Agents	SEBI registration number of Registrar and Transfer Agent
U74899DL1995PTC071324	SKYLINE FINANCIAL SERVICES PRIVATE LIMITED	D-153A, FIRST FLOOR OKHLA INDUSTRIAL AREA,	INR000003241

ix *(a) Whether Annual General Meeting (AGM) held

No ▼

(b) If yes, date of AGM (DD/MM/YYYY)

(c) Due date of AGM (DD/MM/YYYY)

30/09/2025

(d) Whether any extension for AGM granted

No ▼

(e) If yes, provide the Service Request Number (SRN) of the GNL-1 application form filed for extension

(f) Extended due date of AGM after grant of extension (DD/MM/YYYY)

(g) Specify the reasons for not holding the same

DUE FOR APPROVAL

II PRINCIPAL BUSINESS ACTIVITIES OF THE COMPANY

i *Number of business activities

1

S. No	Main Activity group code	Description of Main Activity group	Business Activity Code	Description of Business Activity	% of turnover of the company
1	M	Professional, Scientific and Technical activities	73	Advertising and market research	100
2		#N/A		#N/A	
3		#N/A		#N/A	
4		#N/A		#N/A	
5		#N/A		#N/A	
6		#N/A		#N/A	
7		#N/A		#N/A	
8		#N/A		#N/A	
9		#N/A		#N/A	
10		#N/A		#N/A	
11		#N/A		#N/A	
12		#N/A		#N/A	

13		#N/A		#N/A	
14		#N/A		#N/A	
15		#N/A		#N/A	

III PARTICULARS OF HOLDING, SUBSIDIARY AND ASSOCIATE COMPANIES (INCLUDING JOINT VENTURES)

i *No. of Companies for which information is to be given

1

S. No.	CIN /FCRN	Other registration number	Name of the company	Holding/ Subsidiary/ Associate/Joint Venture	% of shares held
1	U74110DL2008PTC178555		BB&HV PRIVATE LIMITED	Associate	37.51

IV SHARE CAPITAL, DEBENTURES AND OTHER SECURITIES OF THE COMPANY

i SHARE CAPITAL

(a) Equity share capital

Particulars	Authorized Capital	Issued capital	Subscribed capital	Paid Up capital
Total number of equity shares	25000000	24430000	24430000	24430000
Total amount of equity shares (in rupees)	250000000.00	244300000.00	244300000.00	244300000.00

Number of classes

1

Class of shares	Authorized Capital	Issued capital	Subscribed Capital	Paid Up capital
Equity Shares				
Number of equity shares	25000000	24430000	24430000	24430000
Nominal value per share (in rupees)	10	10	10	10
Total amount of equity shares (in rupees)	250000000.00	244300000.00	244300000.00	244300000.00

(b) Preference share capital

Particulars	Authorized Capital	Issued capital	Subscribed capital	Paid Up capital
Total number of preference shares	0	0	0	0
Total amount of preference shares (in rupees)	0.00	0.00	0.00	0.00

Number of classes

1

Class of shares	Authorised Capital	Issued capital	Subscribed Capital	Paid Up capital
Number of preference shares				
Nominal value per share (in rupees)				
Total amount of preference shares (in rupees)	0.00	0.00	0.00	0.00

(c) Unclassified share capital

Particulars	Authorized Capital
Total amount of unclassified shares	0

(d) Break-up of paid-up share capital

Particulars	Number of shares			Total Nominal Amount	Total Paid-up amount	Total premium
	Physical	DEMAT	Total			
(i) Equity shares						
At the beginning of the year	0	24430000	24430000.00	244300000	244300000	
Increase during the year	0.00	0.00	0.00	0.00	0.00	0.00
i Public Issues	0	0	0.00	0	0	
ii Rights issue	0	0	0.00	0	0	
iii Bonus issue	0	0	0.00	0	0	
iv Private Placement/ Preferential allotment	0	0	0.00	0	0	
v ESOPs	0	0	0.00	0	0	
vi Sweat equity shares allotted	0	0	0.00	0	0	
vii Conversion of Preference share	0	0	0.00	0	0	
viii Conversion of Debentures	0	0	0.00	0	0	
ix GDRs/ADRs	0	0	0.00	0	0	
x Others, specify	0	0	0.00	0	0	
Decrease during the year	0.00	0.00	0.00	0.00	0.00	0.00
i Buy-back of shares	0	0	0.00	0	0	
ii Shares forfeited	0	0	0.00	0	0	
iii Reduction of share capital	0	0	0.00	0	0	
iv Others, specify	0	0	0.00	0	0	
At the end of the year	0.00	24430000.00	24430000.00	244300000.00	244300000.00	0.00
(ii) Preference shares						
At the beginning of the year	0	0	0.00	0	0	
Increase during the year	0.00	0.00	0.00	0.00	0.00	0.00
i Issues of shares	0	0	0.00	0	0	
ii Re-issue of forfeited shares	0	0	0.00	0	0	
iii Others, specify	0	0	0.00	0	0	
Decrease during the year	0.00	0.00	0.00	0.00	0.00	0.00
i Redemption of shares	0	0	0.00	0	0	
ii Shares forfeited	0	0	0.00	0	0	
iii Reduction of share capital	0	0	0.00	0	0	
iv Others, specify	0	0	0.00	0	0	
At the end of the year	0.00	0.00	0.00	0.00	0.00	0.00

ISIN of the equity shares of the company

INE00FK01019

ii Details of stock split/consolidation during the year (for each class of shares)

0

iii Details of shares/Debentures Transfers since closure date of last financial year (or in the case of the first return at any time since the incorporation of the company)

No ▼

iv Debentures (Outstanding as at the end of financial year)

(a) Non-convertible debentures

*Number of classes

(b) Partly convertible debentures

*Number of classes

ANSWER

(c) Fully convertible debentures

*Number of classes

ANSWER

v Securities (other than shares and debentures)

ANSWER

V Turnover and net worth of the company (as defined in the Companies Act, 2013)

i *Turnover

19226 6

ii * Net worth of the Company

11265 2

VI SHARE HOLDING PATTERN

A Promoters

S.No	Category	Equity		Preference	
		Number of shares	Percentage	Number of shares	Percentage
1	Individual/Hindu Undivided Family				
	(i) Indian	6615760	27.08	0	0.0
	(ii) Non-resident Indian (NRI)		0.00	0	0.0
	(iii) Foreign national (other than NRI)		0.00	0	0.0

2	Government				
	(i) Central Government		0.00	0	0.00
	(ii) State Government		0.00	0	0.00
	(iii) Government companies		0.00	0	0.00
3	Insurance companies		0.00	0	0.00
4	Banks		0.00	0	0.00
5	Financial institutions		0.00	0	0.00
6	Foreign institutional investors		0.00	0	0.00
7	Mutual funds		0.00	0	0.00
8	Venture capital		0.00	0	0.00
9	Body corporate(not mentioned above)	11340000	46.42	0	0.00
10	Others		0.00	0	0.00
	Total	17955760.00	73.50	0.00	0.00

Total number of shareholders (promoters)

5

B Public/Other than promoters

S.No	Category	Equity		Preference	
		Number of shares	Percentage	Number of shares	Percentage
1	Individual/Hindu Undivided Family				
	(i) Indian	4397440	18.00		0.00
	(ii) Non-resident Indian (NRI)	113000	0.46		0.00
	(iii) Foreign national (other than NRI)	147000	0.60		0.00
2	Government				
	(i) Central Government		0.00		0.00
	(ii) State Government		0.00		0.00
	(iii) Government companies		0.00		0.00
3	Insurance companies		0.00		0.00
4	Banks		0.00		0.00
5	Financial institutions		0.00		0.00
6	Foreign institutional investors		0.00		0.00
7	Mutual funds		0.00		0.00
8	Venture capital		0.00		0.00
9	Body corporate(not mentioned above)	1384000	5.67		0.00
10	Others	432800	1.77		0.00
	Total	6474240.00	26.50	0.00	0.00

Total number of shareholders (other than promoters)

1178

Total number of shareholders (Promoters + Public/Other than promoters)

1183.00

Breakup of total number of shareholders (Promoters + Other than promoters)

Sl. No	Category	
1	Individual - Female	
2	Individual - Male	
3	Individual - Transgender	
4	Other than individuals	
	Total	0.00

C Details of Foreign institutional investors' (FIIs) holding shares of the company

0

VII NUMBER OF PROMOTERS, MEMBERS, DEBENTURE HOLDERS

[Details of , Promoters, Members (other than promoters), Debenture holders]

Details	At the beginning of the year	At the end of the year
Promoters	5	5
Members(Other than Promoters)	1017	1178
Debenture Holders	0	0

VIII DETAILS OF DIRECTORS AND KEY MANAGERIAL PERSONNEL

A Composition of Board of Directors

Category	Number of directors at the beginning of the year		Number of directors at the end of the year		Percentage of shares held by directors as at the end of year	
	Executive	Non-executive	Executive	Non-executive	Executive	Non-executive
A Promoter	1	0	1	0	17.97	0.00
B Non-Promoter	1	4	1	4	9.01	0.00
i Non-Independent	1	2	1	2	09.01	0.00
ii Independent	0	2	0	2	0	0.00
C Nominee Directors representing	0	0	0	0	0.00	0.00
i. Banks and FIs						
ii Investing institutions						
iii Government						
iv Small share holders						
v Others						
Total	2	4	2	4	26.98	0.00

*Number of Directors and Key managerial personnel (who is not director) as on the financial year end date

6

B (i) Details of directors and Key managerial personnel as on the closure of financial year

Name	DIN/PAN	Designation	Number of equity shares held	Date of cessation (after closure of financial year : if any) (DD/MM/YYYY)
KUNAL LALANI	00002756	Managing Director	4390160	
VIMI LALANI	00010548	Director	2200800	
HULASMAL LALANI	00257693	Director	14640	
VINOD ZUTSHI	00502876	Director	0	
ATUL JEEVANDHARKUMAR HEGDE	02699927	Director	0	01/07/2025
SURENDRA PAGARIA	02945040	Director	0	

B (ii) *Particulars of change in director(s) and Key managerial personnel during the year

4

Name	DIN/PAN	Designation at the beginning / during the financial year	Date of appointment/ change in designation/ cessation (DD/MM/YYYY)	Nature of change (Appointment/ Change in designation/ Cessation)
GAGAN MAHAJAN	BMVPM5568B	Company Secretary	10/03/2025	Cessation
AKBAR MEHTAB	CENPM4147K	Company Secretary	10/03/2025	Appointment
MUKESH SINGHAL	ACQPS3233H	CFO	04/11/2024	Appointment
RAJAT SINGHAL	BGGPS6160L	CFO	04/11/2024	Cessation

IX MEETINGS OF MEMBERS/CLASS OF MEMBERS/ BOARD/COMMITTEES OF THE BOARD OF DIRECTORS

A MEMBERS/CLASS /REQUISITIONED/NCLT/COURT CONVENED MEETINGS

*Number of meetings held

2

Type of meeting	Date of meeting (DD/MM/YYYY)	Total Number of Members entitled to attend meeting	Attendance	
			Number of members attended	% of total shareholding
AGM	30/09/2024	1173	15	56.01
EGM	27/02/2025	1259	23	73.50

B BOARD MEETINGS

*Number of meetings held

10

S.No.	Date of meeting (DD/MM/YYYY)	Total Number of directors as on the date of meeting	Attendance	
			Number of directors attended	% of attendance
1	10/04/2024	6	3	50.00

2	30/05/2024	6	5	83.33
3	25/07/2024	6	3	50.00
4	05/09/2024	6	3	50.00
5	28/10/2024	6	5	83.33
6	06/11/2024	6	3	50.00
7	26/12/2024	6	3	50.00
8	29/01/2025	6	5	83.33
9	31/01/2025	6	5	83.33
10	10/03/2025	6	5	83.33

C COMMITTEE MEETINGS

Number of meetings held

S.No.	Type of meeting	Date of meeting (DD/MM/YYYY)	Total Number of Members as on the date of meeting	Attendance	
				Number of members attended	% of attendance
1	Audit	10/04/2024	3	3	100.00
2	Audit	30/05/2024	3	3	100.00
3	Audit	25/07/2024	3	3	100.00
4	Audit	05/09/2024	3	3	100.00
5	Audit	28/10/2024	3	3	100.00
6	Audit	29/01/2025	3	3	100.00
7	Audit	31/01/2025	3	3	100.00
8	Audit	10/03/2025	3	3	100.00
9	NRC	28/10/2024	3	3	100.00
10	NRC	28/01/2025	3	3	100.00
11	NRC	10/03/2025	3	3	100.00

D ATTENDANCE OF DIRECTORS

S.No.	Name of the Director	Board Meetings			Committee Meetings			Whether attended AGMheld on
		Number of Meetings which director was entitled to attend	Number of Meetings attended	% of attendance	Number of Meetings which director was entitled to attend	Number of Meetings attended	% of attendance	
1	KUNAL LALANI	10	10	100.00	8	8	100.00	Not applicable
2	VIMI LALANI	10	10	100.00	3	3	100.00	Not applicable
3	HULASMAL LALANI	10	5	50.00	0	0	0.00	Not applicable
4	VINOD ZUTSHI	10	5	50.00	11	11	100.00	Not applicable
5	ATUL JEEVANDHARKUMAR HEGDE	10	5	50.00	0	0	0.00	Not applicable
6	SURENDRA PAGARIA	10	5	50.00	11	11	100.00	Not applicable

X REMUNERATION OF DIRECTORS AND KEY MANAGERIAL PERSONNEL

A *Number of Managing Director, Whole-time Directors and/or Manager whose remuneration details to be entered

S. No.	Name	Designation	Gross salary	Commission	Stock Option/ Sweat equity	Others	Total amount
1	Kunal Lalani	Managing director	6000000	0	0	0	6000000.00
2							0.00
3							0.00
4							0.00
5							0.00
6							0.00
7							0.00
8							0.00
9							0.00
10							0.00
11							0.00
12							0.00
13							0.00
14							0.00
15							0.00
	Total		6000000.00	0.00	0.00	0.00	6000000.00

B *Number of CEO, CFO and Company secretary whose remuneration details to be entered

4

S. No.	Name	Designation	Gross salary	Commission	Stock Option/ Sweat equity	Others	Total amount
1	Gagan Mahajan	Company Secretary	843000	0	0	0	843000.00
2	Rajat Singhal	CFO	2394000	0	0	0	2394000.00
3	Mukesh Singhal	CFO	628000	0	0	0	628000.00
4	Akbar Mehtab	Company Secretary	60000	0	0	0	60000.00
5							0.00
6							0.00
7							0.00
8							0.00
9							0.00
10							0.00
11							0.00
12							0.00
13							0.00
14							0.00
15							0.00
	Total		3925000.00	0.00	0.00	0.00	3925000.00

C *Number of other directors whose remuneration details to be entered

3

S. No.	Name	Designation	Gross salary	Commission	Stock Option/ Sweat equity	Others	Total amount
1	SURENDRA PAGARIA	Director	0	0	0	70000	70000.00
2	VINOD ZUTSHI	Director	0	0	0	70000	70000.00
3	ATUL JEEVANDHARKUM	Director	0	0	0	35000	35000.00
4	Vimi Lalani	Director	0	0	0	3600000	3600000.00
5							0.00
6							0.00
7							0.00
8							0.00
9							0.00
10							0.00
11							0.00
12							0.00
13							0.00

14							0.00
15							0.00
	Total		0.00	0.00	0.00	3775000.00	3775000.00

XI MATTERS RELATED TO CERTIFICATION OF COMPLIANCES AND DISCLOSURES

A *Whether the company has made compliances and disclosures in respect of applicable provisions of the Companies Act, 2013 during the year

Yes

XII PENALTY AND PUNISHMENT – DETAILS THEREOF

A *DETAILS OF PENALTIES / PUNISHMENT IMPOSED ON COMPANY/DIRECTORS/OFFICERS

No

Number Of Penalties/Punishment imposed on company/directors/officers

B *DETAILS OF COMPOUNDING OF OFFENCES

No

Number of compounding of offences

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XIII Shareholder / Debenture holder details

Number of shareholder/ debenture holder

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XV COMPLIANCE OF SUB-SECTION (2) OF SECTION 92, IN CASE OF LISTED COMPANIES

In case of a listed company or a company having paid up share capital of Ten Crore rupees or more or turnover of Fifty Crore rupees or more, details of company secretary in whole time practice certifying the annual return in Form MGT-8.

I/We certify that:

- (a) The return states the facts, as they stood on the date of the closure of the financial year aforesaid correctly and adequately.
- (b) Unless otherwise expressly stated to the contrary elsewhere in this return, the Company has complied with applicable provisions of the Act during the financial year.
- (c) The company has not, since the date of the closure of the last financial year with reference to which the last return was submitted or in the case of a first return since the date of incorporation of the company, issued any invitation to the public to subscribe for any securities of the company.
- (d) Where the annual return discloses the fact that the number of members, (except in case of one person company), of the company exceeds two hundred, the excess consists wholly of persons who under second proviso to clause (ii) of sub-section (68) of section 2 of the Act are not to be included in reckoning the number of two hundred.

I/ We have examined the registers, records and books and papers of	CRAYONS ADVERTISING LIMITED	as required to be maintained under the
Companies Act, 2013 (the Act) and the rules made thereunder for the financial year ended on (DD/MM/YYYY)		31/03/2025

In my/ our opinion and to the best of my information and according to the examinations carried out by me/ us and explanations furnished to me/ us by the company, its officers and agents, I/ we certify that:

- A The Annual Return states the facts as at the close of the aforesaid financial year correctly and adequately.
- B During the aforesaid financial year the Company has complied with provisions of the Act & Rules made there under in respect of:
 - 1 its status under the Act;
 - 2 maintenance of registers/records & making entries therein within the timeprescribed therefor;
 - 3 filing of forms and returns as stated in the annual return, with the Registrar of Companies, Regional Director, Central Government, the Tribunal , Court or other authorities within/beyond the prescribed time;
 - 4 calling/ convening/ holding meetings of Board of Directors or its committees, if any, and the meetings of the members of the company on due dates as stated in the annual return in respect of which meetings, proper notices were given and the proceedings including the circular resolutions and resolutions passed by postal ballot, if any, have been properly recorded in the Minute Book/registers maintained for the purpose and the same have been signed;
 - 5 closure of Register of Members / Security holders, as the case may be.
 - 6 advances/loans to its directors and/or persons or firms or companies referred in section 185 of the Act;
 - 7 contracts/arrangements with related parties as specified in section 188 of the Act;
 - 8 issue or allotment or transfer or transmission or buy back of securities/ redemption of preference shares or debentures/ alteration or reduction of share capital/ conversion of shares/ securities and issue of security certificates in all instances;
 - 9 keeping in abeyance the rights to dividend, rights shares and bonus shares pending registration of transfer of shares in compliance with the provisions of the Act
 - 10 declaration/ payment of dividend; transfer of unpaid/ unclaimed dividend/other amounts as applicable to the Investor Education and Protection Fund in accordance with section 125 of the Act;
 - 11 signing of audited financial statement as per the provisions of section 134 of the Act and report of directors is as per sub - sections (3), (4) and (5) thereof;
 - 12 constitution/ appointment/ re-appointments/ retirement/ filling up casual vacancies/ disclosures of the Directors, Key Managerial Personnel and the remuneration paid to them;
 - 13 appointment/ reappointment/ filling up casual vacancies of auditors as per the provisions of section 139 of the Act;
 - 14 approvals required to be taken from the Central Government, Tribunal, Regional Director, Registrar, Court or such other authorities under the various provisions of the Act;
 - 15 acceptance/ renewal/ repayment of deposits;

16 borrowings from its directors, members, public financial institutions, banks and others and creation/ modification/ satisfaction of charges in that respect, wherever applicable;
 17 loans and investments or guarantees given or providing of securities to other bodies corporate or persons falling under the provisions of section 186 of the Act ;
 18 alteration of the provisions of the Memorandum and/ or Articles of Association of the Company;

To be digitally signed by

Name

DSC BOX

Date (DD/MM/YYYY)

Kunal Lalani

Place

Delhi

Whether associate or fellow:

▼

Certificate of practice number

XVI Declaration under Rule 9(4) of the Companies (Management and Administration) Rules, 2014

(a) DIN/PAN/Membership number of Designated Person

00002756

(b) Name of the Designated Person

Declaration

I am authorised by the Board of Directors of the Company vide resolution number* 8 dated* (DD/MM/YYYY) 28/05/2025 to sign this form and declare that all the requirements of Companies Act, 2013 and the rules made there under in respect of the subject matter of this form and matters incidental thereto have been complied with. I further declare that:

1 Whatever is stated in this form and in the attachments thereto is true, correct and complete and no information material to the subject matter of this form has been suppressed or concealed and is as per the original records maintained by the company.

2 All the required attachments have been completely and legibly attached to this form.

***To be digitally signed by**

DSC BOX

***Designation**

(Director /Liquidator/ Interim Resolution Professional (IRP)/Resolution Professional (RP))

Director

*DIN of the Director; or PAN of the Interim Resolution Professional (IRP) or Resolution Professional (RP) or Liquidator

00002756

***To be digitally signed by**

DSC BOX

*Whether associate or fellow:

Company secretary in practice

*Membership number

Fellow

Certificate of practice number

9161

10655