



Crayons Advertising Limited
Formerly known as Crayons Advertising Pvt. Ltd.

Regd. & Corporate Office:
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Okhla Ind. Estate-III, New Delhi-110 020
Tel: +91 11 4163 0000
E-mail: del@crayonad.com
www.thecrayonsnetwork.com
CIN: U52109DL1986PLC024711

Date: 05.09.2023

M/s National Stock Exchange of India Ltd.
Exchange Plaza
Plot No. C/1, G Block
Bandra Kurla Complex
Bandra (E), Mumbai-400051
Ph.: 022-26598100-8114

Scrip Code: CRAYONS

Sub: Notice of the 37th Annual General Meeting.

Dear Sir/Ma'am,

In compliance of Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that the **37th Annual General Meeting** of the Company will be held on **Thursday, 28th September, 2023 at 12:30 P.M.**, through Video Conferencing (VC)/ Other Audio-Visual Means (OAVM) facility.

The schedule of events is set out below:

Events	Date	Time
Cut-off date for e-voting	21 th September, 2023	-
Commencement of e-voting	25 th September, 2023	09:00 A.M.
End of e-voting	27 th September, 2023	05:00 P.M.
Annual General Meeting	28 th September, 2023	12:30 P.M.

Please find enclosed the Notice convening the 37th Annual General Meeting of the Company. The same will also be made available at our website: www.thecrayonsnetwork.com.

This is for your information and record.

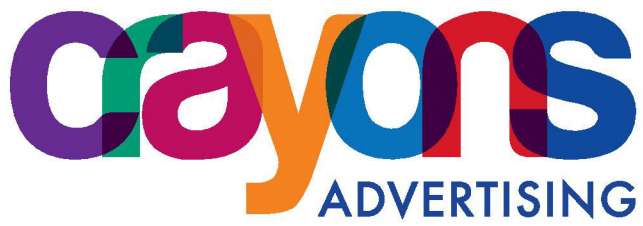
You are requested to please take the same in your record.

Thanking you,

Yours Sincerely,

For Crayons Advertising Limited

COMPANY SECRETARY
Gagan Manojan
Compliance Officer



ANNUAL REPORT 2022-23



STRATEGY CREATIVE DIGITAL MEDIA EVENT OOH

Managing Director & Chairman

Mr. Kunal Lalani

Non-Executive Directors

Mrs. Vimi Lalani, Mr. Hulas Mal Lalani & Mr. Atul Jeevandhar kumar Hegde

Non-Executive Independent Directors

Mr. Vinod Zutshi & Mr. Surendra Kumar Pagaria

Chief Financial Officer

Mr. Rajat Singhal

Company Secretary and Compliance Officer

Mr. Gagan Mahajan

Statutory Auditors

S.S. Kothari Mehta & Company, Chartered Accountants

Secretarial Auditor

M/s Vasisht & Associates, Company Secretaries

Registrar and Transfer Agent

Skyline Financial Services Private Limited

Registered Office

NSIC Complex, Maa Anandmayee Marg,

Okhla Phase-III, New Delhi-110020

Ph: +011-41630000

www.thecrayonsnetwork.com

Email: cs@thecrayonsnetwork.com

CIN: L52109DL1986PLC024711

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FORWARD-LOOKING STATEMENT

In this annual report we are presenting some forward-looking information to enable investors to comprehend our prospects and take informed investment decisions. This report and other statements - written and oral - that we periodically make contain forward-looking statements that set out anticipated results based on the management's plans and assumptions. Wherever possible, we have tried to identify such statements by using words such as 'anticipates', 'estimates', 'expects', 'projects', 'intends', 'plans', 'believes', and words of similar substance in connection with any discussion of future performance. We cannot guarantee that these forward-looking statements will be realised, although we believe we have been prudent in our assumptions. The achievement of results is subject to risks, uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.





MANAGING DIRECTOR'S OVERVIEW

We welcome all shareholders to Crayons Advertising Limited's Integrated Annual Report for FY 2022-23. We are a value-driven organization and through this report, we endeavour to provide the readers an accurate and detailed assessment of our ability to create long term sustainable value for our stakeholders, I am glad to inform you that FY 2022-23 proved to be another eventful year in the growth story of **CRAYONS**.

REPORTING PRINCIPLES AND FRAMEWORK

The information presented in this report is in line with the requirements and guidelines of:

- The Companies Act, 2013 (including the rules made thereunder)
- The Indian Accounting Standards
- The Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015
- The Securities and Exchange Board of India, Circular on Business Responsibility and Sustainability Report (BRSR)
- National Guidelines on Responsible Business Conduct (NGRBC)
- Secretarial Standards issued by the Institute of Company Secretaries of India

REPORTING PERIOD

This report covers standalone financial information of the Company for the period April 1, 2022 to March 31, 2023. It also covers Key Performance Indicators which are also as of March 31, 2023.

SCOPE AND BOUNDARY

The report extends beyond financial and statutory reporting and includes non-financial performance including operating metrics, strategy, risks, materiality and sustainability disclosures. The report showcases our purpose, mission and strategic focus leading to value creation for all our stakeholders.

SUMMARY OF OUR INDUSTRY -

Global Advertising Industry

The global advertising market reached a value of US\$ 590.3 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 792.7 Billion by 2027, exhibiting a CAGR of 5.2% during 2022- 2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use industries. These insights are included in the report as a major market contributor.

INDIAN ADVERTISING INDUSTRY

The Indian advertising market was valued at nearly INR 670 billion in 2020. The market is further expected to grow at a CAGR of 11% during the forecast period of 2022-2027 to reach INR 1253.2 billion by 2026. The Indian advertising market will remain the fastest-growing in the world over the next two years, a new report by Dentsu International, said. With a growth rate of 16 per cent in 2022 and ad spending that will increase by 15.2 per cent in 2023 and 15.7 per cent in 2024.

OUTLOOK

I believe the future of technology is opportunity rich and I remain more optimistic than ever. Large enterprises and governments across geographies continue to adopt digital and radically transform, to make themselves deeply connected with the consumers and other value chain partners. We will continue to leverage the new market dynamics and unlock greater growth opportunity that lies in reimagined and redesigned future experiences driven by the mobile-first priorities powering the connected ecosystem. With this, I conclude by extending my sincere thanks to all the Affilers, our customers, partners, investors and other stakeholders whose continuous support help us Think Big – For a Bold Tomorrow.

Kunal Lalani
Managing Director and Chairman

CORPORATE SNAPSHOT

Established in 1986, Crayons is one of the few agencies that can truly claim to be a fully integrated, fully independent, and a through and through Indian agency.

Being integrated means, we offer world class creative solutions that solve our clients' business problems.

And being Indian means, we understand local trends far better than any agency headquartered in Madison Avenue.

What's more, the fact that we have 9 offices across various regions, means we are well-versed in regional nuances. And speak to people in the language that they think in.

Talented and driven professionals, in terms of knowledge, skill and experience, form the core workforce of Crayons. The deep understanding of different businesses and their insights help us ensure that fitting and competent communication is conveyed and the desired results are achieved.

An absolute hands on person, Kunal Lalani set up Crayons single-handedly. His Understanding of the intricacies of Indian businesses provides strategic direction and business solutions to all verticals.



Our Services



THINKING

Strategy + Consulting

- Digital Brand Building & Communication Strategy
- Social Media Strategy
- Content and Engagement Strategy



DOING

Execution + Management

- Social Platform Management
- Website Development & Management
- Prototyping
- Film & Photo Studio
- Influencer Outreach
- Mobile Application Development
- SEO



MEASURING

Data + Analytics

- Social Listening
- Website Analytics
- Social Analytics
- Online Reputation Management



CREATING

Creative Services

- Campaign Conceptualization & Design
- Digital Content (Static, Audio, Dynamic, Video)
- Integrated Campaigns
- Experience Design
- UI/UX Design

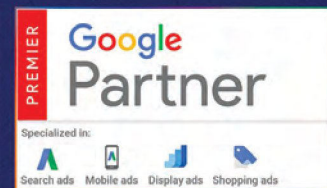
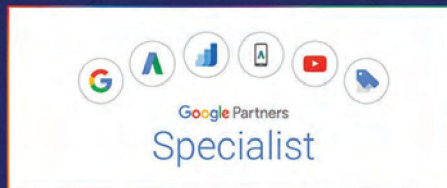


PROMOTING

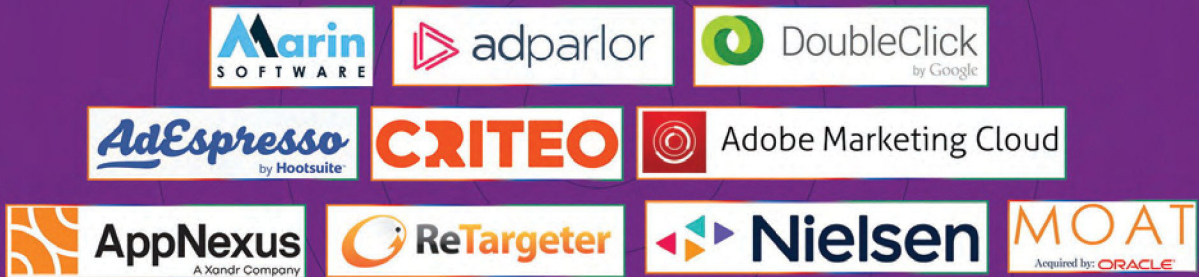
Media + Buying

- Media Planning & Buying
- Mobile Marketing
- Search Engine Marketing
- Display, Video, Social and Native
- Marketing
- Email Marketing
- Native Content Alliances

CERTIFICATIONS



TOOLS WE USE



Strategy
Market & Consumer Insights
Identity & Design
Creative Content Creation

Activations & Campaigns
Influencer Management
Platform Management
Creative E- Commerce

CREATIVE

WE HAVE OVER

36

YEARS OF DEEP EXPERTISE
IN ADVERTISING

MEDIA

Planning
SEM
Programmatic
Display

Hyperlocal
Amazon Market Services
SEO
Reporting & Analytics

USER EXPERIENCE

Website Development
Application Development
Games
Content Management
Platforms

Dashboarding
Maintenance Services

CRM

ORM
Campaign
Management
Social Listening

Online Commerce
Integrated Commerce
Ecommerce ORM & SEO
Captive Brands

WHAT WE DO?



SOME OF OUR ESTEEMED CLIENTS





MANAGEMENT TEAM

KUNAL LALANI

Founder and Chairman

Kunal set up Crayons single-handedly and with limited resources, in 1986. An absolute hands on person, he provides strategic direction and controls the agency's management across India. His strength lies in understanding the intricacies of Indian business and providing communication as well as business solutions. An enterprising person, he has business interests in banking, hospitality, transport and aviation, besides advertising. He is the President of Delhi Ad club and is also a member of the Executive Committee of AAAI (Advertising Agencies Association of India)

A professional portrait of Ashraye Lalani, a man with dark hair and a light beard, wearing a dark navy blue suit jacket over a white button-down shirt. He is standing with his left hand in his pocket and his right hand resting on a dark brown leather chair. He is looking directly at the camera with a slight smile. The background is a plain, light grey.

ASHRAYE LALANI

Director, Growth & Technology

Ashraye graduated with honours from City University of London with a Bachelor of Science in Economics with Accounting. After this, he also acquired a Bachelor of Science degree in strategic management from the London School of Economics. Ashraye brings a global perspective and an understanding of international standards of consumerism, which forges a key pillar in Crayons' efforts to provide cutting-edge digital offerings and plays poetically into the agency's ambition to pursue its global expansion. At Crayons, Ashraye has played a crucial role in driving major new business and has been a key part in securing the majority of vital clients heralded in Crayons' portfolio today.

SAMIR DATAR
Chief Strategy Officer

Samir has 30 years of experience, working across agencies like JWT, Cheil, Grey, and Hakuhodo. He was responsible for the resurgence of Maggi Noodles in 1999, led the team that launched Nature Fresh, and for the launch and success of Samsung Mobile Phones in India.

At Crayons, as CSO, Samir has won Air India and Croma in large multi-agency pitches. He has also been part of Swach Bharat initiatives with the government, and led the teams that created campaigns for Indian Army, Indian Air Force, and the Indian Navy.



RAJAT SINGHAL
Chief Financial Officer

Rajat Singhal is an ICAI and ICSI-certified chartered accountant and company secretary. He has illustrious experience managing and handling the financial portfolios of the biggest corporations in the country.

He has spent more than 15 years tracking, mapping, and implementing financial strategies in media, IT, financial houses, and the textile industry. Rajat has been with Crayons Network for over four years and has played a pivotal role in the growth and success of our company.





MANOJ JACOB

Executive Creative Director

Manoj has over 20 years of experience working across agencies like Ogilvy, DDB Mudra, Havas, BBDO, and Contract Advertising. He has helped build several brands such as Peter England, IBM, Lenovo, Himalaya Wellness, Louis Phillipe, Diageo, Exxon Mobil, GE, UNICEF, Fosters, Reckitt, etc. Manoj's work has won him two Cannes Lions. Other commendable accolades won by him include an Adfest Lotus, One Show Merit, Media Spikes, and a Clio for 'Best Writing in Print'. Manoj believes that you are only as good as your last idea.

AJITH KUMAR
National Media Head

With 22 years of experience in media buying and planning, Ajith has contributed to the success of brand campaigns for leading clients like Reckitt Benckiser, Goodyear, Hyundai, Voltas, LG, MPTB, APL Apollo, and Kajaria. He has also been a part of the strategy teams for some remarkable campaigns for Govt. departments and political parties. While leading the Media team at Crayons, right from planning to launch, he has managed to deliver results beyond client expectations while using the right mix of traditional and new media technologies.



RANJAN SAXENA

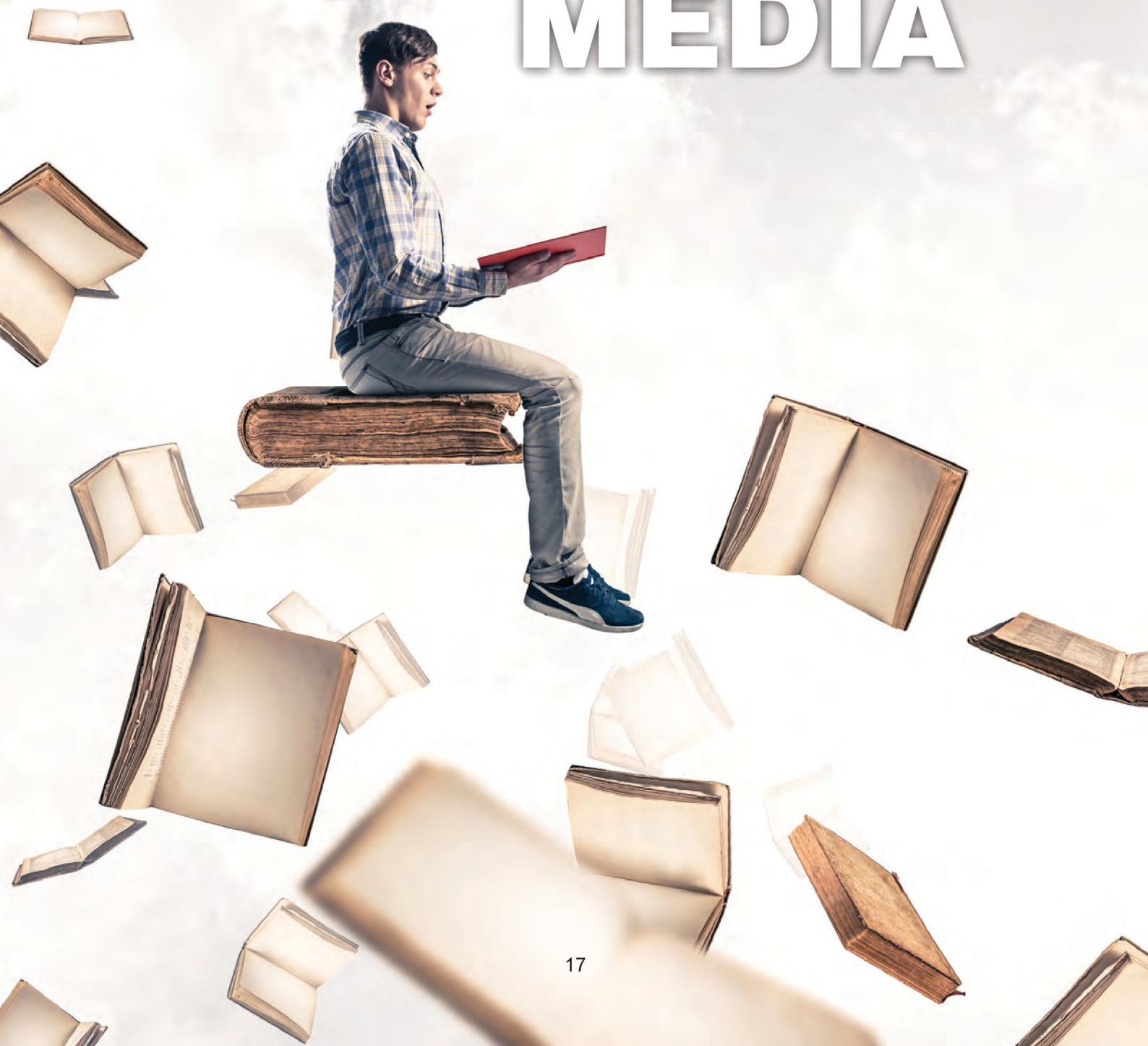
Vice President - Digital

Ranjan Saksena is a digital strategy professional with 14 years of varied experience in integrated marketing communications, spanning across digital marketing and planning. He has worked on brands like Maruti Suzuki India Ltd., which included Ms Corporate, Ms Arena, Ms CIAZ, Samsung CE, Jet Airways, Magic Moments, Manforce Condoms, JCB Polaris, and Indian motorcycles. He has also spearheaded the overall digital strategy and planning & product launches such as NEXA Music (2 nd season), NEXA Lounge, NEXA



SERVICES

PRINT MEDIA










From the snow-fed valleys of the Himalayas, comes the true Basmati, Kohinoor. But before it reaches your plate, the rice is carefully selected and methodically aged for 1-2 years in a very special way, which gives it a sweet, nut-like flavour and heavenly aroma.

THE TASTE OF AUTHENTICITY

**Kohinoor
BASMATI RICE**

www.kohinoorfoods.in



HOW A CAR BECOMES A SUPER CAR




**NOT
EVERY CAR
IS BORN
A SUPERCAR.**



**BUT
EVERY CAR
CAN NOW
BECOME ONE.**



INDIA'S ONLY




Superior antiknock properties | Improves engine power with faster acceleration | Low Benzene and Aromatic Content | Reduced carcinogenic carbon emissions



At one restaurant, supper is theatre.

Dining out always has its place in life. Now, every exemplary thing that you have long associated with this wonderful human delight, finds its rightful place at Spectra. Staring from the spectacular design to its live theatre kitchens, plethora of cuisines and artistry of its splendid chefs, you know you are about to embark on a never before culinary adventure. So, where are you dining tonight?

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DELHI N.C.R.
HOTEL & RESIDENCES

SPECTRA



The Leela Kempinski Gurgaon, Ambience Island, National Highway-8, Gurgaon 122002, India.
Call: 91-124-477 1234, 477 1260. Fax: +91-124-477 1235. www.theleela.com



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PUNJAB GRILL
NOW IN LUCKNOW





Brand Campaign:
Social media campaign on the theme of **Independence Day** for **TATA Group**

Objective
To showcase the **legacy of TATA** and the role it played in the Independence of India

Campaign
The campaign arose from the rich, yet often forgotten legacy and history of the **Tata Group**. The key idea was to capitalize on the historically significant archive documents and assets to show people that **Tata's involvement with Independence** was an important contributor to the movement's success.

Results
IMPRESSIONS: **3.16 M+**
REACH: **2.73 M+**
ENGAGEMENT: **0.09 M+**
VIDEO VIEWS: **0.32 M+**

A person wearing a blue shirt is holding a smartphone with their right hand and a pen in their left hand. The background is blurred, showing an office environment. Overlaid on the image are various white digital icons connected by thin white lines, forming a network. The icons include bar charts, pie charts, people icons, a globe, and a signal tower. The word "DIGITAL" is written in large, bold, white capital letters across the center of the image.

DIGITAL

DIGITAL

The world of advertising is fast changing. Traditional advertising is giving way to a more precision based approach - Digital Advertising which is youth oriented and creates engaging and interactive communication. Although a young entrant in the digital space, Crayons Digital has made a mark with its outstanding campaigns of national and global stature. In a very short period it has handled high volume online business for diverse clients with some highly path breaking work.

Crayons was the agency behind the first global digital campaign for Incredible India. The digital team is led by Ranjan Saksena: a digital strategist with 14+ years of experience in integrated marketing communications, and digital strategy and planning. He has worked with diverse brands such as Maruti Suzuki, Samsung CE, Jet Airways, Magic Moments, Manforce condoms and many more.

Crayons boasts a team of savvy strategists, consultants, creatives, and developers that work together to deliver quantifiable results. We believe that digital is the next big thing and we don't look at conventional advertising practices and campaign formats, preferring to create something **INNOVATIVE AND GROUND-BREAKING**.

To create the most effective communication, our agency offers the following:

Web Design & Development, Search Engine Optimization, Social Media Strategy & Management, Digital Strategy & Planning, Influencer Marketing, App-based Marketing, Digital Media Planning & Buying and Web UI & UX Audit & Strategy.

Kerovit

By Kajaria

Brand Campaign:
Awareness around new TVC/Film Amplification

Objective
Launching **Anushka Sharma** new TVC for Kerovit – Bathroom Surprise- Making an impact through Digital Media

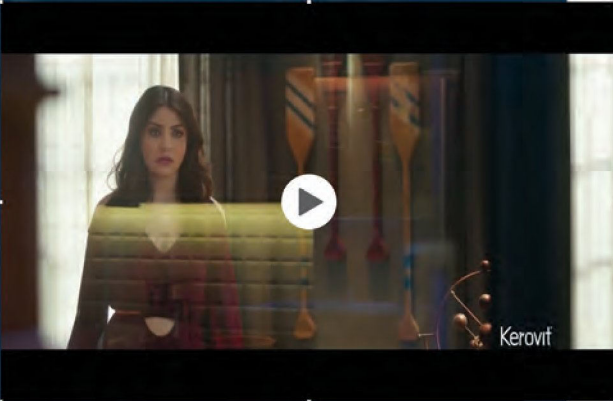
Campaign
We worked on a **high impact, short duration** campaign to ensure that our TG was exposed to the new TVC at **high frequency** to ensure recall.

Results

30.70%	100Mn	10.6 Mn+
View Through Rate	Impressions	Video Views

[View More](#) Kerovit by Kajaria @kerovit

Ⓢ Awareness around (TVC) ↗



Click to play



Kajaria

Brand Campaign:
Awareness around new TVC/Film Amplification

Objective
Promote a **Launch Campaign** of their Latest TVC with **Akshay Kumar** with the tagline of **#DeshKiTile**

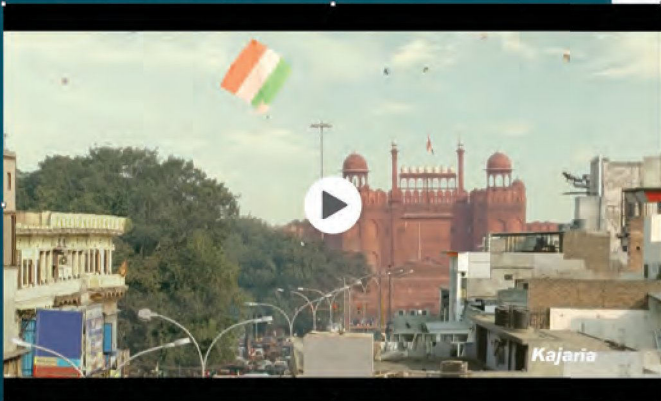
Campaign
We worked on a **high impact, short duration** campaign to ensure that our TG was exposed to the new TVC at **high frequency** to ensure recall

Results

70 Million+	05 Mn+	31.93%
Impressions	Video Views	View Through Rate

[View More](#) Kajaria Ceramics Limited @kajaria.ceramics

Ⓢ #DeshKiTile (TVC) ↗



Click to play

ADAAB!



PUNJAB GRILL

NOW IN LUCKNOW

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[punjabgrill-official](#)
[PunjabGrill](#)

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23

Social Campaign:
Awareness on Attributes

Objective
To spread awareness around end user benefits of FitBit products.

Campaign
A tactical campaign was designed with the help of various engaging social media posts, highlighting the scale of solutions that Fit Bit as a brand and its product line can offer to its consumer.

[View More](#) [Fitbit India](#) [@fitbitin](#)

Click to play

Fitbit Health Tracker Click to play

Click to play

Brand Campaign:
SBI Rewards

Objective
Creation and execution of detailed digital media strategy. Design and strategic placement of banner creatives. Sponsored social media promotions.

Campaign
Increase awareness about State Bank Rewards promotions and mobile application. Get people to install the app.

Results
APP INSTALLS TARGET 100K
APP INSTALLS ACHIEVED 140K

Launching

State Bank REWARDZ

An App based enterprise-wide most rewarding loyalty programme for banking transactions.

Download the App from Google play

Earn 100 points

[KNOW MORE](#)

Launching

State Bank REWARDZ

An App based enterprise-wide most rewarding loyalty programme for banking transactions.

Download the App from Google play

Earn 100 points

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State Bank REWARDZ

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Download the App from Google play

Earn 100 points

[KNOW MORE](#)

बैंक ऑफ बड़ौदा
Bank of Baroda

Brand Campaign:
#bobworld Mobile App Promotion

Objective
To reach maximum relevant users across social media platforms like Facebook, Instagram & YouTube to inform users about the products.

Campaign
We targeted user across India with the age group of 23-45 Interested in shopping, saving, borrow and other banking activities & those users who visited to their website.

Results
54 Mn+ Video Views
273% Delivery
80% VTR

SHOP FROM THE MIDDLE OF NOWHERE.

GET BEST-IN-CLASS SHOPPING EXPERIENCE.

bob World

WE LIVE IN YOUR WORLD.

Shop • Borrow • Save • Invest

BORROW FROM COMFORT OF YOUR HOME.

GET PERSONAL LOANS IN 3 EASY GLIPS, 24x7.

bob World

WE LIVE IN YOUR WORLD.

Borrow • Save • Shop • Invest

OPEN AN ACCOUNT, ON THE GO.

OPEN A SAVINGS ACCOUNT WITHOUT A BRANCH VISIT.

bob World

WE LIVE IN YOUR WORLD.

Save • Borrow • Shop • Invest



It's our great esteem to launch Incredible India in the digital space.

Product Campaign:
#SabKuchJoDilChahe Digital Film 2020

Objective
Establishing Madhya Pradesh as a one stop destination that fulfils everything that the heart desires.

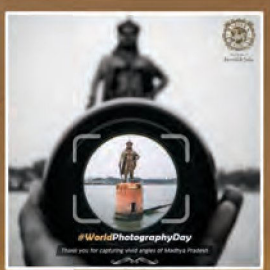
Campaign
We worked on a high impact campaign with 4 phases including a digital Film to promote Madhya Pradesh as every traveler's delight.

Results
58% View Through Rate
8.6Mn+ Impressions
5Mn+ Video Views

[View More](#) Madhya Pradesh Tourism @mptourism



Click to play



Click to play



Click to play



Click to play



Product Campaign:
Apl Apollo Steel Pipes

Objective
To highlight the key USP's of Apolo pipes and water tanks targeted to residential usage.

Campaign
Engaging films with Tiger Shroff were shot where brand's narrative of 'Strength' and key USP's of its pipes and water tank are nicely stitched. These films were further amplified on social media platforms like Facebook, Instagram, twitter & LinkedIn using moment marketing, gamification, ads, highlighting USP's etc.

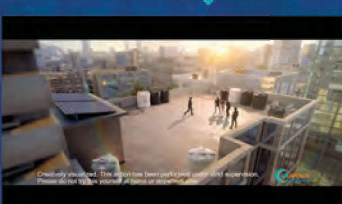
Results
60 Lakh Video Views 2.5 Lakh Clicks 1.5 Lakh Engagement

[View More](#) Apollo Pipes Limited @apl_apollo

PVC Pipes (TVC) [Click to play](#)



Water Tanks (TVC) [Click to play](#)





Product Launch Campaign:
Launch Of Nissan Patrol 2020

Campaign
A 1st in the industry gaming campaign was conceptualized and executed to launch the new car by Nissan.

MENA DIGITAL AWARDS
BEST USE OF DIGITAL BY SECTOR : AUTOMOTIVE

[View More](#) Nissan Bahrain @nissainbahrain

TO LAUNCH OUR ALL NEW NISSAN PATROL 2020

WIN AN EXCLUSIVE TEST DRIVE OF THE NISSAN PATROL 2020?

Click to play

Click to play

Kajaria

CONGRATULATIONS
TO TEAM INDIA ON WINNING

Kajaria Cup

