

ANNEXURE - A

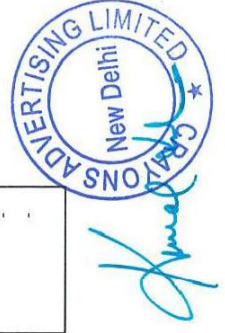


Crayons Advertising Limited (Formerly known as Crayons Advertising Private Limited)
Registered Office : NSIC COMPLEX, OKHLA INDUSTRIAL ESTATE, PHASE - III, NEW DELHI-110020
Email : cc@thecrayonsnetwork.com, Contact No. +9111-41630000, Website : www.thecrayonsnetwork.com
CIN No. : U52109DL1986PLC024711

Statements of Unaudited Standalone/consolidated financial results for the Six Months ended September 30, 2023

Rs. In Lakhs

S.no	Particulars	Standalone			Consolidated			
		30-Sep-23	30-Sep-22	31-Mar-23	Year ended 31-Mar-23 Audited	30-Sep-23 (Unaudited)	30-Sep-22 (Audited) (refer note 6)	31-Mar-23 (Audited) (refer note 6)
1	I. Income from Operations							
	a) Revenues from Operations	9,203.43	11,658.36	15,910.09	27,568.45	9,203.43	-	-
	b) Other Income	159.06	158.54	387.92	546.46	159.06	-	-
	Total Revenue (a+b)	9,362.49	11,816.90	16,298.01	28,114.91	9,362.49	-	-
2	Expenses							
	a) Advertisement and job work costs	7,188.22	9,626.33	13,391.23	23,017.56	7,188.22	-	-
	b) Employees benefits expense	694.53	501.32	648.14	1,149.46	694.53	-	-
	c) Finance costs	30.52	29.15	49.91	79.06	30.52	-	-
	d) Depreciation and amortisation	52.95	46.83	63.66	110.49	52.95	-	-
	e) Other expenses	726.10	701.18	805.70	1,506.88	726.10	-	-
	Total expenses	8,692.32	10,904.81	14,958.64	25,863.45	8,692.32	-	-
3	Profit before share of profit of associate and taxation	670.17	912.09	1,339.37	2,251.46	670.17	-	-
	Add : share of profit / (loss) of associates					117.28	-	-
4	Profit before taxation	670.17	912.09	1,339.37	2,251.46	787.45	-	-
5	Tax expense							
	a) Current Tax	149.88	248.86	357.04	605.90	149.88	-	-
	b) Income tax for earlier years	11.47	15.92	-17.53	(1.61)	11.47	-	-
	c) Deferred tax	(1.69)	(8.04)	-4.06	(12.10)	(1.69)	-	-
6	Tax expense for the period / year	159.66	256.74	335.45	592.19	159.66	-	-
7	Net profit for the period/year	510.51	655.35	1,003.92	1,659.27	627.79	-	-
8	Paid-up Equity Share Capital (Face Value Rs. 10/- each)	2,443.00	225.00	1,800.00	1,800.00	2,443.00	-	-
9	Reserve and surplus	-	-	-	3,583.22	-	-	-
10	Earnings per Share in Rupees (Rs.10/- each) (Calculation of weighted avg no of share attached in consolidated financial statements)							
	a) Basic	2.30	3.64	5.58	9.22	2.82	-	-
	b) Diluted	2.30	3.64	5.58	9.22	2.82	-	-



Notes to the financial results :

1. The above results have been reviewed by Audit Committee and approved by Board of Directors at its meeting held on November 14, 2023. The statutory auditors have provided their Limited Review Report.
2. The Group have only one "Reportable Operating Segment" in line with the Indian Accounting Standard (AS-17)-"Operating Segments".
3. The financial results have been prepared in accordance with Indian Accounting Standards ('Ind AS') prescribed under Section 133 of the Companies Act, 2013 read with relevant rules thereunder and in terms of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended) and SEBI circular dated 5th July, 2016.
4. On June 02, 2023, the Company has approved the issue and allotment of 64,30,000 fully paid-up equity shares of the Company to eligible Initial public offer in accordance with SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018 at an issue price of Rs. 65 per share (including securities premium of Rs. 55 per share) for a consideration of Rs.4179.50 lakhs. The post allotment, paid-up Equity Capital of the Company stands increased to Rs. 24,43,00,000/- consisting of 244,30,000 Equity Shares of face value of Rs.10/- each.
5. Monies raised during the period by the Company by way of initial public offer were applied for the purpose for which they were raised, though idle/surplus funds which were not required for immediate utilization have been invested in liquid funds, fixed deposits and interest bearing loan given to group company repayable on demand.
6. On April 01, 2023, the Company made an investment of Rs.107.20 lakhs in BB&HV Private Limited ("BBHV"), resulting in an increase in the Company's stake from 0.90% to 31.14 %. As a result, BBHV has been considered an associate of the Company. Additionally, the Company has opted for consolidated financial statements for the first time due to this investment, and therefore previous year figures are not presented here.
7. The figures for the corresponding previous periods have been regrouped/ reclassified wherever considered necessary to confirm to the figures represented in the current period.

By order of the Board of Directors
For Crayons Advertising Limited
(Formerly known as Crayons Advertising Private Limited)



Kunal Lalani
Managing Director
DIN : 00002756

Date : November 14, 2023
Place : New Delhi

CRAYONS ADVERTISING LIMITED (Formerly known as CRAYONS ADVERTISING PVT. LTD.)
NSIC Complex, Maa Anandmayee Marg, Okhla Phase-3, New Delhi-20
CIN-U52109DL1986PLC024711



Statement of Assets and Liabilities	Standalone		(Rs. In Lakhs) Consolidated
	As at September 30, 2023	As at March 31, 2023	As at September 30, 2023
Particulars			
EQUITY AND LIABILITIES			
Shareholders' funds			
Share capital	2,443.00	1,800.00	2,443.00
Reserves and surplus	6,773.44	3,583.22	6,890.72
Total shareholders funds	9,216.44	5,383.22	9,333.72
Non-current liabilities			
Long-term borrowings	261.50	318.40	261.50
Long-term provisions	182.69	176.55	182.69
Total non- current liabilities	444.19	494.95	444.19
Current liabilities			
Short-term borrowings	186.11	786.92	186.11
Trade payables	-	-	-
Total outstanding dues of micro enterprises and small enterprises	249.91	485.91	249.91
Total outstanding dues of creditors other than micro enterprises and small enterprises	2,298.69	3,843.77	2,298.69
Other current liabilities	4,058.60	1,973.23	4,058.60
Short-term provisions	48.16	44.69	48.16
Total current liabilities	6,841.47	7,134.52	6,841.47
Total equity and liabilities	16,502.10	13,012.69	16,619.38
ASSETS			
Non-current assets			
Property plant and equipment	344.66	335.48	344.66
Intangible assets	3.32	4.99	3.32
Capital work in Progress	14.42	-	14.42
Non-current investments	1,879.35	946.88	1,996.63
Deferred tax assets (net)	125.10	123.41	125.10
Long-term loan and advances	655.98	1,068.59	655.98
Other non-current assets	274.34	193.92	274.34
Total non- current assets	3,297.17	2,673.27	3,414.45
Current assets			
Trade receivables	4,465.03	6,287.36	4,465.03
Cash and bank balances	1,141.81	1,535.64	1,141.81
Short-term loans and advances	2,831.90	1,666.41	2,831.90
Other current assets	4,766.19	850.01	4,766.19
Total current assets	13,204.93	10,339.42	13,204.93
Total assets	16,502.10	13,012.69	16,619.38

By order of the Board of Directors
For Crayons Advertising Limited
(Formerly known as Crayons Advertising Private Limited)



Kunal Lalani
Kunal Lalani
Managing Director

Date : November 14, 2023
Place : New Delhi

DIN : 00002756

(Rs. in Lakhs)

Statement of Cash Flows	Standalone		Consolidated
	For the half year ended September 30, 2023	For the half year ended September 30, 2022	For the half year ended September 30, 2023
Particulars			
A. Cash flow from operating activities			
Net profit before tax	670.17	912.09	787.45
Adjustment for :			
Loss on sale of investments	-	50.88	-
Depreciation and amortization	52.95	46.83	52.95
Interest and finance charges	30.52	29.15	30.52
Interest income received	(81.29)	(86.84)	(81.29)
Amount written back	(0.22)	(18.84)	(0.22)
loss on sale of property plant & equipment	(0.01)	0.95	(0.01)
Profit from partnership firms	(41.47)	(5.49)	(41.47)
Provision for bad and doubtful debts	-	39.86	-
Bad debts written off	3.71	48.68	3.71
Profit from associate	-	-	(117.28)
Operating profit before working capital changes	634.36	1,017.27	634.36
Adjustment for :			
(Decrease)/Increase in long term and short term provisions	9.62	0.48	9.62
(Decrease)/Increase in current and other liabilities	2,085.44	1,405.97	2,085.44
(Decrease)/Increase in trade payables	(1,780.86)	(1,598.40)	(1,780.86)
(Increase)/decrease in trade receivables	(2,097.57)	(1,215.70)	(2,097.57)
(Increase)/decrease in short-term loans and advances, other non current asset	(1,196.14)	(302.71)	(1,196.14)
Cash generated from operations	(2,345.15)	(693.10)	(2,345.15)
Adjustment for :			
Income tax paid (Net of refund)	260.27	(163.98)	260.27
Net cash flow (used in)/from operating activities (A)	(2,084.88)	(857.08)	(2,084.88)
B. Cash flow from investing activities			
Payment against purchase of property plant & equipment	(84.14)	(376.53)	(84.14)
Proceeds from sale of property plant & equipment	0.28	1.42	0.28
Purchase of intangible assets	-	(1.37)	-
(Purchase)/sale of investments (net)	(44.91)	(64.75)	(44.91)
Proceeds from sale of investments properties(net)	-	310.02	-
Investment in partnership firm	(891.00)	2.99	(891.00)
Advance against Property	-	224.05	-
Interest income received	94.94	18.11	94.94
Fixed deposits (investment)/ matured	(1,014.79)	(4.30)	(1,014.79)
Net cash flow (used in)/from Investing activities (B)	(1,939.62)	109.64	(1,939.62)
C. Cash flow from financing activities			
Proceeds from short term borrowing (net)	(621.83)	(49.69)	(621.83)
Repayment of long term borrowings (net)	(35.89)	(188.17)	(35.89)
Finance charges paid	(30.61)	(30.04)	(30.61)
Proceeds from issue of share capital	3,322.72	-	3,322.72
Net cash flow used in financing activities (C)	2,634.39	(267.90)	2,634.39
Net increase/(decrease) in cash and cash equivalents (A+B+C)	(1,390.11)	(1,015.34)	(1,390.11)
Cash and cash equivalents at beginning of the year	1,506.07	1,772.96	1,506.07
Cash and cash equivalents at the end of the year	115.96	757.62	115.96
Components of closing cash and cash equivalents			
Balance with banks in current accounts	100.11	716.31	100.11
Cash in hand as certified by management	15.85	38.73	15.85
Fixed deposits having maturity of less than 3 months	-	2.58	-
	115.96	757.62	115.96

By order of the Board of Directors
For Crayons Advertising Limited
(Formerly known as Crayons Advertising Private Limited)

New Delhi

Kunal Lalani
Managing Director
DIN : 00002756

SS KOTHARI MEHTA
& COMPANY
CHARTERED ACCOUNTANTS

Independent Auditor's Review Report on the half yearly Unaudited Consolidated Financial Results of the Company Pursuant to the Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended

Review Report to

The Board of Directors

Crayons Advertising Limited (formerly known as Crayons Advertising Private Limited)

New Delhi

1. We have reviewed the accompanying statement of unaudited consolidated financial results of Crayons Advertising Limited (formerly known as Crayons Advertising Private Limited) (the 'Holding Company' or 'Company') and its share of the net profit after tax of an associate for the half year ended September 30, 2023, along with notes (the 'Statement'), attached herewith being submitted by the Company pursuant to the requirements of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended (the "Listing Regulations").
2. This Statement, which is the responsibility of the Company's Management and approved by the Company's Board of Directors, has been prepared in accordance with the recognition and measurement principles laid down in Accounting Standard-25 "Interim Financial Reporting", prescribed under Section 133 of the Companies Act, 2013 as amended (the Act), read with relevant rules issued thereunder and other accounting principles generally accepted in India. Our responsibility is to express a conclusion on the Statement based on our review.
3. We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE) 2410 "Review of Interim Financial Information Performed by the Independent Auditor of the Entity", issued by the Institute of Chartered Accountants of India. This standard required that we plan and perform the review to obtain moderate assurance as to whether the Statement is free of material misstatement. A review of interim financial information consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Standards on Auditing and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

We also performed procedures in accordance with the circular no. CIR/CFD/CMDI/44/2019 dated March 29, 2019, issued by the SEBI under Regulation 33 (8) of the SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, as amended, to the extent applicable.

Page 1 of 2

S S KOTHARI MEHTA
& COMPANY
CHARTERED ACCOUNTANTS

4. The Statement includes results of an associate BB&HV Private Limited (w.e.f. April 01, 2023).
5. Based on our review conducted and procedure performed as per para 3 above and management certified financial information read para 6 below, nothing further has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with recognition and measurement principles laid down in the applicable Accounting Standards prescribed under Section 133 of the Act, read with relevant Rules issued thereunder and other recognized accounting principles generally accepted in India, has not disclosed the information required to be disclosed in terms of the Listing Regulation, including the manner in which it is to be disclosed, or that it contains any material misstatement.
6. **Other Matter**

We did not review the unaudited financial results of one associate Company, wherein Company's, share of profit is Rs. 117.28 lakhs for the half year ended September 30, 2023. Financial information of associate duly certified by the management is furnished to us. Our report, to the extent it concerns to this associate on the unaudited consolidated financial results is based solely on the management certified financial results. This associate Company is not considered material to the Company. Our conclusion on the Statement is not modified in respect of above matters.

For S. S. KOTHARI MEHTA & CO
Chartered Accountants
Firm Registration No: 000756N

**Amit
Goel**

Digitally signed by Amit
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Date: 2023.11.14
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AMIT GOEL
Partner
Membership No: 500607

Place: New Delhi
Dated: November 14, 2023
UDIN: 23500607BGURVX3331

SS KOTHARI MEHTA
& COMPANY
CHARTERED ACCOUNTANTS

Independent Auditor's Review Report on half yearly Unaudited Standalone financial results of the Company, Pursuant to the Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended.

Review Report to
The Board of Directors,
Crayons Advertising Limited (formerly known as Crayons Advertising Private Limited)
New Delhi

1. We have reviewed the accompanying statement of unaudited standalone financial results of Crayons Advertising Limited (formerly known as Crayons Advertising Private Limited) (the Company) for the half year ended September 30, 2023 (the statement), attached herewith, being submitted by the Company pursuant to the requirement of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended, (the "Listing Regulations").
2. This Statement, which is the responsibility of the Company's Management and approved by the Company's Board of Directors, has been prepared in accordance with the recognition and measurement principles laid down in Accounting Standard-25 "Interim Financial Reporting" prescribed under Section 133 of the Companies Act, 2013 as amended, read with relevant rules issued thereunder and other accounting principles generally accepted in India. Our responsibility is to express a conclusion on the Statement based on our review.
3. We conducted our review in of the statement in accordance with the Standard on Review Engagement (SRE) 2410, 'Review of Interim Financial Information performed by the Independent Auditor of the Entity' issued by the Institute of Chartered Accountants of India. This Standard requires that we plan and perform the review to obtain moderate assurance as to whether the Statement is free of material misstatement. A review of interim financial information consists primarily of making inquiries of company personnel responsible for financial and accounting matters and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Standards on Auditing and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

SS KOTHARI MEHTA
& COMPANY
CHARTERED ACCOUNTANTS

4. Based on our review conducted as above, nothing has come to our attention that causes us to believe that the accompanying statement prepared in all material respects in accordance with recognition and measurement principles laid down in the aforesaid Accounting Standards specified under section 133 of the Companies Act, 2013, as amended, read with relevant rules issued thereunder and other accounting principles generally accepted in India, has not disclosed the information required to be disclosed in terms of Listing Regulation, including the manner in which it is to be disclosed, or that it contains any material misstatement.

For S S KOTHARI MEHTA & CO
Chartered Accountants
Firm Registration No: 000756N

Amit
Goel

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Goel
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Reason: I am the
author of this document
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Date: 2023.11.14
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AMIT GOEL
Partner

Membership No.: 500607

Place: New Delhi
Dated: November 14, 2023
UDIN : 23500607BGURVW3147

**Crayons Advertising Limited**

Formerly known as Crayons Advertising Pvt. Ltd.

Regd. & Corporate Office:

NSIC Complex, Maa Anandmayee Marg,

Okhla Ind. Estate-III, New Delhi-110 020

Tel: +91 11 4163 0000

E-mail: del@crayonad.com

www.thecrayonsnetwork.com

CIN: U52109DL1986PLC024711

Date: 14th November, 2023**From the desk of our Managing Director****Key Financial Highlights**

Rs. In Lacs				
Details	Standalone		Consolidated	
	H1 FY 2023-24	H1 FY 2022-23	H1 FY 2023-24	H1 FY 2022-23
Revenue	9,362.49	11,816.90	9,362.49	11,816.90
Gross Profit	2,174.27	2,190.57	2,174.27	2,190.57
Gross Margin %	23.22%	18.54%	23.22%	18.54%
EBITDA	753.64	988.07	753.64	988.07
Profit After Tax	510.51	655.35	627.79	655.35

Some of the key wins and strategic insights for the Half Year include:

- Gross operating margins have gone up to **23.22%** in H1 FY 2023-24 from **18.54%** in H1 FY 2022-23.
- We have been empaneled with DGIPR Madhya Pradesh for Digital and Outdoor Activities in August 2023. We anticipate a substantial revenue in the current financial year ending on 31st March 2023.
- Successfully managed and executed National Education Program (NEP) event for Ministry of Education at Pragati Maidan.
- In October'23 we have been hired by Invest UP (Govt. of UP) for Digital & Creative duties to promote UP as an Investment Destination globally.
- Strategic hiring of key resources in Digital, creative and events departments to enhance the capabilities to pitch the new business/clients in these business verticals.

Way Forward –

- At the outset, with our clients we continue to see extension and continuity of current work.
- We are confident of achieving the revenue & profitability targets for FY 2023-24.
- We continue to increase focus on the higher margin business verticals like Digital, Events and Creative.
- We are launching our creative studio by the end of this financial year.
- With a high focus of Crayons Studios on OTT content, we will be creating additional inventory and brand integration opportunities for all brands.





Crayons Advertising Limited

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- f. We are in advanced talks of creating first of its kind a large-scale skill development program in digital advertising and technology for young aspirants, this will add around 20% to our revenue.
- g. We have bagged the mandate to produce 2 major brand Films for Indian Oil Corp. Ltd starring John Abraham (Brand Ambassador)
- h. We are set to launch a brand film for Cornitos, a prestigious assignment.

Thank You.

For Crayons Advertising Limited


Kunal Lalani
Chairman & Managing Director
DIN: 00002756



Disclaimer

This note may contain "Way Forwards" statement – these are statements related to future. In this context forward-looking statements often address our expected future business and financial performance. Actual future results may differ substantially or materially than those expressed in our note.