

The Listing Department

Date: 28th October, 2024

National Stock Exchange Ltd.

Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai-400051

Ref: NSE SYMBOL: CRAYONS

Sub: Outcome of Board Meeting of the Company held on 28th October 2024 pursuant to Regulation 30 and 33 of SEBI (Listing Obligation & Disclosure Requirements), Regulations 2015

Dear Sir,

With regard to the above captioned subject we are pleased to inform that the Board of Directors of the Company at their meeting held today i.e., 28th October, 2024 commenced at **04:00 P.M.** and concluded at **5:30 P.M.** at the registered office of the Company, has *inter alia* approved as follows:

- 1. Approved and taken on records the un-audited, Limited Reviewed, Consolidated and Standalone Financial Results of the Company for the half year ending on September 30, 2024 enclosed as Annexure-A;**
- 2. Approve and taken on record the Resignation of Mr. Rajat Singhal from the Position of Chief Financial Officer of the company.**

Mr. Rajat Singhal, Chief Financial Officer and Key Managerial Personnel has resigned from the position of Chief Financial Officer of the Company. His last date with the Company would be November 4th, 2024. The Company places on record its deep sense of appreciation for the services rendered by him and for his contributions to the company. The resignation letter is enclosed as **Annexure-B**.

3. Approve and taken on record the Appointment of Mr. Mukesh Singhal as the Chief Financial Officer of the company.

The Board has appointed Mr. Mukesh Singhal as the Chief Financial Officer and Key Managerial Personnel of the Company with effect from November 4th, 2024. The brief profile of Mr. Mukesh Singhal is enclosed as **Annexure-C**.

Kindly take the same on record and oblige.

Thanking you.

Yours faithfully,

For Crayons Advertising Limited
New Delhi

Kunal Lalani

Chairman & Managing Director

DIN: 00002756



MANISH PANDEY AND ASSOCIATES

Chartered Accountants

B 102, First Floor, Sector 6, Noida-201301 Uttar Pradesh

Phone : 9910236769, E-Mail : camanishpandey@hotmail.com

Independent Auditors' Review Report on the 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

To
The Board of Directors of
Crayons Advertising Limited (Formerly known as Crayons Advertising Private Limited)
Delhi

Report on the Audit of the Standalone Financial Results

Opinion

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 on September 30, 2024 ("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. The Statement, which is the responsibility of the company's management and approved by the company's board of directors Has been prepared and presented in accordance with the requirements of the Listing Regulations in this regard and is in accordance with the recognition and measurement principles laid down in Accounting Standards-25 "Interim Financial Reporting" prescribed under sect -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.

Basis for Opinion

3. We conducted our review of the statement in accordance with the standards on Review Engagements (SRE) 2410, 'Review of Interim Financial Information performed 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 primarily of making inquires of company personnel responsible for financial and accounting matters and applying analytical and other review procedures. A review is substantially less in scope than audit conducted in accordance with standards n 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.

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 sect -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 term of listing regulations, including the manner in which it is to be disclosed, or that in contain any material misstatement.

For Manish Pandey & Associates

Chartered Accountants

FRN – 019807C



Nisha Govardhandas Narayani

Partner

Membership No. 623330

Place: New Delhi

Date: 28-10-2024

UDIN: 24623330BKGWCM8126

CRAYONS ADVERTISING LIMITED
(Formerly known as Crayons Advertising Private Limited.)
NSIC Complex, Maa Anandmayee Marg, Okhla Phase-3, New Delhi-20
(CIN:L52109DL1986PLC024711)

Annexure-I

STANDALONE STATEMENT OF ASSETS AND LIABILITY

Amount (Rs. In Lakhs)

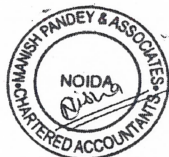
Sr.No	Particulars	Note No.	As at 30.09.2024	As at 31.03.2024
I EQUITY AND LIABILITIES				
1 Shareholders Funds				
	(a) Share Capital	2	2,443.00	2,443.00
	(b) Money received against share warrants		193.75	193.75
	(b) Reserves & Surplus	3	8,297.97	7,953.23
			10,934.72	10,589.98
2 Non-current liabilities				
	(a) Long-Term Borrowings	4	269.80	341.75
	(b) Long-Term Provisions	5	196.29	180.89
			466.10	522.64
3 Current Liabilities				
	(a) Short-Term Borrowings	6	928.87	145.11
	(b) Trade Payables:	7		
	(A) total outstanding dues of micro, small and medium enterprises; and		79.16	98.03
	(B) total outstanding dues of creditors other than micro, small and medium enterprises		2,942.27	4,994.50
	(c) Other Current Liabilities	8	3,445.56	2,081.49
	(d) Short-Term Provisions	9	69.59	113.26
			7,465.46	7,432.39
TOTAL			18,866.28	18,545.01
II ASSETS				
1 Non Current Assets				
	(a) Property, Plant & Equipment & Intangible Assets	10		
	(i) Property, Plant and Equipment		558.93	583.23
	(ii) Intangible Assets		0.80	1.81
	(iii) Capital WIP		143.36	101.95
	(b) Non Current Investments	11	1,063.26	993.15
	(c) Deferred Tax Assets (net)	12	118.94	124.09
	(c) Long Term Loan & Advance	13	793.36	628.18
	(d) Other Non-Current Assets	14	144.76	122.36
			2,823.41	2,554.77
2 Current Assets				
	(a) Trade Receivables	15	7,477.73	9,042.75
	(b) Cash and Cash Equivalents	16	857.06	1,369.33
	(c) Short-Term Loans and Advances	17	4,135.45	3,499.17
	(d) Other Current Assets	18	3,572.63	2,078.99
			16,042.87	15,990.24
TOTAL			18,866.28	18,545.01

The accompanying notes are integral part of financial statements
As per our report of even date

For & on behalf of Directors of Crayons Advertising
Limited

(Formerly known as Crayons Advertising Private Limited)

For Manish Pandey & Associates
Chartered Accountants
FRN: 019807C



Nisha Narayani
(Partner)
Membership No. -6233300
UDIN - 24623330BKGWCM8126

Kunal Lalani
Managing Director
DIN : 00002756

Vimi Lalani
Director
DIN : 00010548

Rajat Singhal
Chief Financial Officer

Gagan Mahajan
Company Secretary

Place : New Delhi
Date : 28.10.2024

CRAYONS ADVERTISING LIMITED
(Formerly known as Crayons Advertising Private Limited.)
NSIC Complex, Maa Anandmayee Marg, Okhla Phase-3, New Delhi-20
(CIN:L52109DL1986PLC024711)

Annexure-II

STATEMENT OF UNAUDITED STANDALONE FINANCIAL RESULTS FOR THE HALF YEAR ENDED SEPTEMBER 30,2024

Amount (Rs. In Lakhs)

Particulars	For the half -year ended			For the year ended
	30-09-2024	31-03-2024	30-09-2023	31-03-2024
	Unaudited	Audited	Unaudited	Audited
I. Revenue from Operations	7,838.68	10,951.47	9,203.43	20,154.90
II. Other Income	301.02	291.01	159.06	450.07
III. Total Income (I + II)	8,139.70	11,242.48	9,362.49	20,604.97
IV. Expenses:				
Cost of Services	6,133.60	7,957.41	7,188.22	15,145.63
Employee Benefits Expense	761.90	710.43	694.53	1,404.96
Finance Costs	34.55	61.34	30.52	91.86
Depreciation and Amortisation Expense	107.51	85.87	52.95	138.82
Other Expenses	625.19	821.15	726.10	1,547.24
IV. Total Expenses	7,662.75	9,636.20	8,692.32	18,328.52
V. Profit before exceptional and extraordinary items and tax (III - IV)	476.95	1,606.28	670.17	2,276.45
VI. Exceptional items & Extraordinary Items				
-CSR Provision	-	-	-	-
-Prior Period Items	-	-	-	-
VII. Profit before tax (V- VI)	476.95	1,606.28	670.17	2,276.45
VIII. Tax expense:				
MAT credit entitlement	-	-	-	-
Current Tax	(118.50)	(443.82)	(149.88)	(593.70)
Deferred Tax	(5.15)	(1.01)	1.69	0.68
Earlier year tax expenses		18.33	(11.47)	6.86
Total Tax Expense	(123.65)	(426.50)	-159.66	-586.16
IX . Profit (Loss) for the period (VII-VIII)	353.30	1,179.78	510.51	1,690.29
X. Earnings per equity share:				
(1) Basic	1.45	4.95	2.30	7.25
(2) Diluted	1.45	4.91	2.30	7.21

The accompanying notes are integral part of financial statements
As per our report of even date

For Manish Pandey & Associates

Chartered Accountants

FRN: 019807C



Nisha Narayani
(Partner)

Membership No. -6233300
UDIN - 24623330BKGWCM8126

Place : New Delhi
Date - 28.10.2024

For & on behalf of Directors of Crayons Advertising Limited

(Formerly known as Crayons Advertising Private Limited)

Kunal Lalani
Managing Director
DIN : 00002756

Rajat Singhal
Chief Financial Officer

Vimi Lalani
Director
DIN : 00010548

Gagan Mahajan
Company Secretary

Notes to Financial Results

- The above unaudited Financial Results were reviewed by the Audit Committee and then approved by the Board of Directors at their respective meetings held on October 28th, 2024.
- The Results for the half year ended and year ended 30th September, 2024 are reviewed by the statutory auditor of the company in compliance with Regulation 33 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.
- These financial results have been prepared in accordance with the recognition and measurement principles of Accounting Standards ("AS") prescribed section 133 of the Companies Act 2013 (the "Act") read with relevant rules issued thereunder and the other accounting principles generally accepted in India.
- The Earning Per Share (EPS) has been computed in accordance with the Accounting Standard on Earnings Per Share (AS 20). EPS for the half year ended on March 31, 2024, September 2024 and 2023 are not annualized.
- The comparative results and other information for the six months ended September 30, 2023 have been limited reviewed by the statutory auditors of the Company and for the six months ended March 31, 2024 have been audited by the statutory auditors of the Company. The management has exercised the necessary due diligence to ensure that the said comparative results provide a true and fair view of its affairs.
- The group have only one "Reportable Operating Segment" in line with the Indian Accounting Standard (AS-17) – "Operating Segment".
- Figures relating to Corresponding/Previous periods have been regrouped/reclassified wherever necessary to correspond with the current period's classification for comparison.

CRAYONS ADVERTISING LIMITED
(Formerly known as Crayons Advertising Private Limited.)
NSIC Complex, Maa Anandmayee Marg, Okhla Phase-3, New Delhi-20
(CIN:L52109DL1986PLC024711)

Annexure-III

UNAUDITED CASH FLOW STATEMENT

Amount (Rs. In Lakhs)

PARTICULARS	For the Period Ended	
	30-09-2024	31-03-2024
A CASH FLOW FROM OPERATING ACTIVITIES:		
Net Profit before tax	476.95	2,276.45
Depreciation & Amortisation	107.51	138.82
Interest Paid	34.55	91.86
(Profit)/ Loss on Sale of Investments	-	69.55
Interest Income Received	-202.21	-275.77
Amount Written Back	-	-0.85
Loss on Sale of Property Plant & Equipment	0.53	0.03
Profit from Partnership firms	-	-47.02
Bad debts Written Off	-	14.10
Profit on Sale of Property Plant & Equipment	-1.97	-
Profit on Sale of Investment	-4.83	-
Operating Profit before Working Capital Changes	410.54	2,267.17
Adjusted for:		
(Decrease)/Increase in Long Term & Short Term Provisions	(146.77)	22.18
(Decrease)/Increase in Current & Other Liabilities	1,364.07	108.43
(Decrease)/Increase in Trade Payables	(2,071.10)	763.70
(Increase)/Decrease in Trade Receivables & Other Assets	71.37	(3,998.50)
(Increase)/Decrease in Short Term Loans & Advances and Other Non Current Assets	(823.86)	(1,633.59)
	(1,606.28)	-4,737.78
Cash generated/(used) From Operations	(1,195.74)	-2,470.61
Income Tax Paid	-	-54.19
Net Cash generated/(used in) from Operating Activities (A)	(1,195.74)	-2,524.80
B CASH FLOW FROM INVESTING ACTIVITIES:		
Sale/(Purchase) of plant & equipment, Intangible & Capital WIP (Net)	(122.17)	(485.34)
Sale/ (Purchase) of Intangible Assets	-	-
Sale/ (Purchase) of Investments (Net)	(65.28)	(67.30)
Sale/ (Purchase) of Investment properties (Net)	-	-
Investment/(Drawings) in Partnership Firm (Net)	-	(46.50)
Advance Against Property	-	(41.50)
Interest Income Earned	202.21	185.96
Investment/Maturity in Fixed Deposit (Net)	269.46	(763.75)
	284.21	(1,218.43)
C CASH FLOW FROM FINANCING ACTIVITIES:		
Net Proceeds from long term borrowing	(71.94)	79.62
Net Proceeds from short term borrowing	783.76	(698.09)
Money received against Share Warrants	-	193.75
Proceeds from Issue of Share Capital Net of Expenditure	-	3,322.72
IPO Expensses	(8.55)	-
Finance Cost	(34.55)	(92.02)
Net Cash used in Financing Activities (C)	668.72	2,805.98
Net Increase/(Decrease) in Cash and Cash Equivalents	-242.81	-937.25
Cash and Cash Equivalents at the beginning of the year	568.82	1,506.07
Cash and Cash Equivalents at the end of the year	326.02	568.82

Note :-

1. Components of Cash & Cash Equivalent

Particulars	For the Period Ended	
a. Balances with banks	314.37	556.05
b. Cash in hand	11.64	12.77
Total	326.01	568.82

2. The above cash flow statement has been prepared under the indirect method set out in AS-3 issued by the Institute of Chartered Accountants of India.

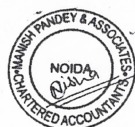
3. Figures in Brackets represents outflow.

Place : Noida

The accompanying notes are integral part of financial statements

As per our report of even date

For Manish Pandey & Associates
Chartered Accountants
FRN: 019807C



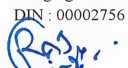
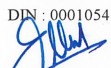


Nisha Narayani
(Partner)
Membership No. -6233300
UDIN - 24623330BKGWCM8126

Place : New Delhi
Date - 28.10.2024

For & on behalf of Directors of
Crayons Advertising Limited

(Formerly known as Crayons Advertising Private Limited)


Kunal Lalani Managing Director
 DIN : 00002756

Vimi Lalani Director
 DIN : 00010548

Rajat Singhal Chief Financial Officer

Gagan Mahajan Company Secretary



MANISH PANDEY AND ASSOCIATES

Chartered Accountants

B 102, First Floor, Sector 6, Noida-201301 Uttar Pradesh

Phone : 9910236769, E-Mail : camanishpandey@hotmail.com

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

To

The Board of Directors of

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

New Delhi

Report on the audit of the Consolidated Financial Results

Opinion

- I. 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, 2024, 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").
- II. The statement includes unaudited results of following controlled partnership firms and its associates :
 - BB & HV Private Limited (Associate Company)
 - All White Communications LLP (Partnership Firm)
 - COEUS Communications India LLP (Partnership Firm)
 - Ultra Violet digital Solutions LLP (Partnership Firm)
- III. 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.
- IV. 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.

- V Based on our review conducted and procedure performed as per para 3 above and management certified financial Information and read par 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.

VI Other Matters

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 Manish Pandey & Associates

Chartered Accountants

FRN – 019807C



Nisha Govardhandas Narayani

Partner

Membership No. 623330

Place: New Delhi

Date: 28-10-2024

UDIN: 24623330BKGWCN4171

CRAYONS ADVERTISING LIMITED (Formerly known as Crayons Advertising Private Limited.)
NSIC Complex, Maa Anandmayee Marg, Okhla Phase-3, New Delhi-20
Consolidated balance Sheet as at September 30, 2024
CIN-L52109DL1986PLC024711

(All Amounts are in Rupees lakhs, unless otherwise stated)

Particulars	Notes	As at Sept 30, 2024	As at March 31, 2024
EQUITY AND LIABILITIES			
Shareholders' funds			
Share capital	3	2,443.00	2,443.00
Reserves and surplus	4	8,297.97	8,017.94
Money received against share warrants	3(f)	193.75	193.75
Total equity attributable to the owners of the Company		10,934.72	10,654.69
Minority interest		140.86	131.09
Total shareholders funds		11,075.58	10,785.78
Non-current liabilities			
Long-term borrowings	5	269.80	341.75
Long-term provisions	6	196.29	180.89
Total non-current liabilities		466.09	522.64
Current liabilities			
Short-term borrowings	7	928.87	145.11
Trade payables	8		
(a) Total outstanding dues of micro enterprises and small enterprises		79.16	98.03
(b) Total outstanding dues of creditors other than micro enterprises and small enterprises		3,667.75	5,730.94
Other current liabilities	9	3,594.04	2,129.72
Short-term provisions	10	69.59	62.52
Total current liabilities		8,339.41	8,166.32
Total equity and liabilities		19,881.08	19,474.75
ASSETS			
Non-current assets			
Property plant and equipment	11	562.54	587.02
Intangible assets	11A	1.14	2.19
Capital work in Progress	11B	143.36	101.95
Non-current investments	12	880.54	798.26
Deferred tax assets (net)	13	118.94	124.09
Long-term loan and advances	14	904.88	692.14
Other non-current assets	15	144.76	122.36
Total non-current assets		2,756.16	2,428.01
Current assets			
Trade receivables	16	8,045.52	9,651.41
Cash and bank balances	17	1,106.94	1,574.42
Short-term loans and advances	18	4,399.83	3,741.91
Other current assets	19	3,572.63	2,078.99
Total current assets		17,124.92	17,046.73
Total Assets		19,881.07	19,474.74

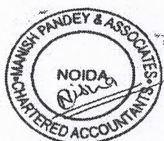
Significant accounting policies

2

The accompanying notes are integral part of these consolidated financial statements

As per our report of even date attached
As per our report of even date attached

For Manish Pandey & Associates
Chartered Accountants
Firm Registration No. 019807C



Nisha Govardhandas Narayani
Partner
Membership No. 623330
UDIN- 24623330BKGWCN4171

For and on behalf of the Board of Directors of
Crayons Advertising Limited
(Formerly known as Crayons Advertising Private Limited)

Vimi Lalani

Vimi Lalani
Director
DIN NO: 00010548

Kunal Lalani

Kunal Lalani
Managing Director
DIN NO: 00002756

Gagan Mahajan

Gagan Mahajan
Company Secretary
Membership No- A34028

Rajat Singh

Rajat Singh
Chief Financial Officer

Place : New Delhi
Date: 28-10-2024

CRAYONS ADVERTISING LIMITED (Formerly known as Crayons Advertising Private Limited.)

NSIC Complex, Maa Anandmayee Marg, Okhla Phase-3, New Delhi-20

Consolidated statement of profit and loss for the year ended September 30, 2024

CIN-L52109DL1986PLC024711

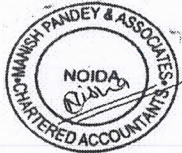
Particulars	Amount (Rs. In Lakhs)			
	For the half -year ended			For the year ended
	30-09-2024	31-03-2024	30-09-2023	31-03-2024
	Unaudited	Audited	Unaudited	Audited
I. Revenue from Operations	9,855.33	12,715.89	10,676.15	23,392.04
II. Other Income	272.36	304.93	136.82	441.75
III. Total Income (I + II)	10,127.69	13,020.82	10,812.97	23,833.80
IV. Expenses:				
Cost of Services	7,996.27	9,542.82	8,525.81	18,068.63
Employee Benefits Expense	803.79	759.08	732.86	1,491.94
Finance Costs	34.55	61.34	30.52	91.86
Depreciation and Amortisation Expense	108.22	86.08	54.61	140.70
Other Expenses	685.46	938.62	761.03	1,699.64
IV. Total Expenses	9,628.30	11,387.94	10,104.83	21,492.78
V. Profit before exceptional and extraordinary items and tax (III - IV)	499.39	1,632.88	708.14	2,341.02
VI. Exceptional items & Extraordinary Items				
-CSR Provision	-	-	-	-
-Prior Period Items	-	-	-	-
VII. Profit before tax (V- VI)	499.39	1,632.88	708.14	2,341.02
VIII. Tax expense:				
MAT credit entitlement	-	-	-	-
Current Tax	(122.85)	(461.16)	(168.46)	(629.62)
Deferred Tax	(5.15)	(1.01)	1.69	6.86
Earlier year tax expenses	-	18.33	(11.47)	0.68
IX. Total Tax Expense	(128.00)	(443.84)	(178.24)	(622.08)
X. Profit (Loss) after Tax before Associates Profit (VII-IX)	371.39	1,189.04	529.90	1,718.94
XI. Add:- Share of Profit of Associates	4.48	(52.59)	117.28	64.69
XII. Less:- Minority Interest	(18.09)	(9.24)	(19.39)	(28.63)
XIII. Profit (Loss) for the period (X-XI-XII)	357.78	1,127.21	627.79	1,755.00
XIV. Earnings per equity share:				
(1) Basic	1.46	4.83	2.82	7.65
(2) Diluted	1.46	4.79	2.82	7.61

0.01

As per our report of even date attached

For Manish Pandey & Associates
Chartered Accountants
Firm Registration No. 019807C

For and on behalf of the Board of Directors of
Crayons Advertising Limited
(Formerly known as Crayons Advertising Private Limited)



Nisha Govardhandas Narayani
Partner
Membership No. 623330
UDIN- 24623330BKGWCN4171

Vimi Lalani

Vimi Lalani
Director
DIN NO: 00010548

Kunal Lalani

Kunal Lalani
Managing Director
DIN NO: 00002756

Gagan Mahajan

Gagan Mahajan
Company Secretary
Membership No- A34028

Rajat Singhal

Rajat Singhal
Chief Financial Officer

Place : New Delhi
Date: 28-10-2024

Notes to Financial Results

- The above unaudited consolidated Financial Results were reviewed by the Audit Committee and then approved by the Board of Directors at their respective meetings held on October 28th, 2024.
- The Company as on the half year ended 30th September has following controlled partnership firms and its associates, with which the consolidated financial statements are prepared:
 - BB & HV Private Limited (Associate Company)
 - All White Communications LLP (Partnership Firm)
 - COEUS Communications India LLP (Partnership Firm)
 - Ultraviolet digital Solutions LLP (Partnership Firm)
- The Results for the half year ended on September 30, 2024 are reviewed by the statutory auditor of the company in compliance with Regulation 33 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.
- These financial results have been prepared in accordance with the recognition and measurement principles of Accounting Standards ("AS") prescribed section 133 of the Companies Act 2013 (the "Act") read with relevant rules issued thereunder and the other accounting principles generally accepted in India.
- The consolidated figures for the half-year ended March 31, 2024 are balancing figures between audited figures in respect of the period which were audited by the statutory auditor and the unaudited half-year figures up to the period ended September 30, 2023.
- The group have only one "Reportable Operating Segment" in line with the Indian Accounting Standard (AS-17) – "Operating Segment".
- Figures relating to Corresponding/Previous periods have been regrouped/reclassified wherever necessary to correspond with the current period's classification for comparison.

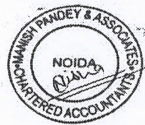
Particulars	For the year ended September 30, 2024	For the year ended March 31, 2024
A. Cash flow from operating activities		
Net profit before tax	499.38	2,341.02
Adjustment for :		
DTA+DTL+MI	-	69.55
Profit/ Loss on sale of Investments	-	140.70
Depreciation and amortization	108.22	91.86
Interest and finance charges	34.55	(275.77)
Interest income received	(202.21)	(0.85)
Amount written back	-	0.03
loss on sale of property plant & equipment	0.53	-
Profit on Sale of Property Plant & Equipment	(1.97)	-
Bad debts written off	-	66.69
Profit from associate	(13.61)	64.69
Operating profit before working capital changes	424.90	2,497.92
Adjustment for :		
(Decrease)/Increase in long term and short term provisions	22.47	22.18
(Decrease)/Increase in current and other liabilities	1,464.32	112.72
(Decrease)/Increase in trade payables	(2,082.06)	972.41
(Increase)/decrease in trade receivables and other asset	30.66	(3,979.76)
(Increase)/decrease in short-term loans and advances, other non current asset	(1,015.91)	(1,736.96)
Cash generated from operations	(1,155.64)	(2,111.51)
Adjustment for :		
Income tax paid (Net of refund)	-	(111.63)
Net cash flow (used in) operating activities (A)	(1,155.64)	(2,223.14)
B. Cash flow from investing activities		
Payment against purchase of property plant & equipment	(122.67)	(489.55)
Proceeds from sale of property plant & equipment		0.42
Purchase of intangible assets		(0.36)
(Purchase)/sale of investments (net)	(68.66)	(284.45)
Advance against Property		(41.50)
Interest income received	202.21	174.45
Fixed deposits (investment)/ matured	269.46	(763.75)
Net cash flow (used in) Investing activities (B)	280.34	(1,404.74)
C. Cash flow from financing activities		
Proceeds from short term borrowing (net)	783.76	(698.09)
Money received against share warrants		193.75
Repayment of long term borrowings (net)	(71.95)	79.63
Finance charges paid	(34.55)	(92.02)
Proceeds from issue of share capital		3,322.72
Net cash flow generated from financing activities (C)	677.27	2,805.99
Net increase/(decrease) in cash and cash equivalents (A+B+C)	(198.02)	(821.88)
Cash and cash equivalents at beginning of the year	773.91	1,595.79
Cash and cash equivalents at the end of the year	575.89	773.91
	As at Sept 30, 2024	As at March 31, 2024
Components of cash and cash equivalents (Refer Note No. 17)		
Balance with banks in current accounts	549.74	757.56
Cash in hand as certified by management	26.15	16.35
	575.89	773.91

Notes

- The above Cash flow Statement has been prepared under the indirect method as set out in Accounting Standard - 3 on 'Cash flows Statements' issued by the ministry of corporate Affairs.
- Figures in brackets indicate cash outflow.

The accompanying notes are integral part of these consolidated financial statements
 As per our report of even date attached

For Manish Pandey & Associates
 Chartered Accountants
 Firm Registration No. 019807C



Nisha Govardhandas Narayani
 Partner
 Membership No. 623330
 UDIN- 24623330BKGWCN4171

Place : New Delhi
 Date: 28-10-2024

For and on behalf of the Board of Directors of
Crayons Advertising Limited
 (Formerly known as Crayons Advertising Private Limited)

Vimi Lalani

Vimi Lalani
 Director
 DIN NO: 00010548

Gagan Mahajan

Gagan Mahajan
 Company Secretary
 Membership No- A34028

Kunal Lalani

Kunal Lalani
 Managing Director
 DIN NO: 00002756

Rajat Singh

Rajat Singh
 Chief Financial Officer

Annexure - B

October 09, 2024

To
The Managing Director
Crayons Advertising Limited,
NSIC Complex, Maa Anandmayee Marg,
Okhla Phase-III, New Delhi-110020

Dear Sir

Sub: Resignation as Chief Financial Officer of Crayons Advertising Limited

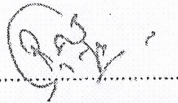
I, Rajat Singhal, hereby tender my resignation as chief Financial officer and Key Managerial person (KMP) of Crayons Advertising Limited with my last day of service as 4th November 2024 to pursue my professional goals outside the organisation.

I have thoroughly enjoyed my time at Crayons, and I am grateful for the opportunities for professional and personal development that have been provided to me during my tenure. I am committed to ensuring a smooth transition during my notice period.

I would like to express my gratitude to the Board for the invaluable support during my tenure.

I wish the Company continued success in the future.

Thanking You



Rajat Singhal

Chief Financial Officer

Annexure-C

Details required as per Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulation, 2015 read along with SEBI circular CIR/CFD/CMD/4/2015 dated September 9, 2015 : Issue of Warrants

Sl. No.	Particulars	Remarks
1.	Reason for change viz. appointment, reappointment, resignation, removal, death or otherwise	<p>1. Resignation of Mr. Rajat Singhal as the Chief Financial Officer and Key Managerial Personnel of the Company effective 4th November 2024.</p> <p>2. Appointment of Mr. Mukesh Singhal as the Chief Financial Officer and Key Managerial Personnel of the Company effective 4th November 2024.</p>
2.	Date of appointment / reappointment / cessation (as applicable) & term of appointment / reappointment;	<p>1. The Board of Directors in their meeting held today which concluded at 17:30 hours IST (5:30 PM IST) took note of the resignation of Mr. Rajat Sinhal as Chief Financial Officer and Key Managerial Personnel of the Company with effect from 4th November 2024. A copy of the resignation letter is enclosed.</p> <p>2. The Board of Directors in their meeting held today which concluded at 17:30 hours IST (5:30 PM IST), based on the recommendation of the Nomination and Remuneration Committee and Audit Committee considered and approved the appointment of Mr. Mukesh Singhal as Chief Financial Officer and Key Managerial Personnel of the Company effective 4th November 2024.</p>

3.	Brief profile (in case of appointment)	<p>Having worked in finance for over 30 years, Mr. Mukesh Singhal is an accomplished professional. Budgeting, money management, accounting, auditing, legal affairs, corporate tax planning, MIS development, and communication with financial and regulatory bodies are just a few of the many functional areas in which Mr. Singhal has extensive and varied experience.</p> <p>Today, Mukesh is in charge of business finance, taxation, legal, and other financial operations. He began working for the company in 2001. He has experience in every facet of Crayons' financial operations.</p> <p>In addition to being a certified chartered accountant by the ICAI, Mr. Mukesh has an MBA in finance, an M.Com. and an LLB, all of which enhance his financial professional expertise. Mukesh started off with Crayons as the head of finance. He moved to other mid-sized, expanding businesses in 2019 and oversaw all financial operations there.</p>
4.	Disclosure of relationships between directors (in case of appointment of a director)	Not Applicable

DECLARATION

Under regulation 33(3)(d) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended by SEBI (Listing Obligations and Disclosure Requirements) (Amendment) Regulations, 2016, read with SEBI circular no. CIR/CFD/CMD/56/2016, dated May 27, 2016.

It is hereby declared and confirmed that the Limited Review Report on Un-Audited Consolidated and Standalone financial results for the half year ended on 30th September, 2024 of the company is with unmodified opinion.

We further declare that **M/s Manish Pandey and Associates**, Chartered Accountants, the Statutory Auditors of the Company have issued a Limited Review Report with unmodified opinion on the Un-audited financial results of the Company for the period ended on 30th September, 2024.

This declaration is issued in compliance of Regulation 33(3)(d) of the Securities Exchange Board of India (Listing Obligation and Disclosure Requirement) Regulation, 2015 as amended by the Securities Exchange Board of India (Listing Obligation and Disclosure Requirement) Regulation, 2016.

Kindly take the same on your record.

For Crayons Advertising Limited
New Delhi

Kunal Lalani
Chairman & Managing Director
DIN: 00002756

To,

The Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C-1, Block-G,
Bandra Kurla Complex, Bandra (E),
Mumbai-400051

NSE Symbol: **CRAYONS**

Sub.: Submission of Statement of deviation(s) or variation(s) pursuant to Regulation 32 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Dear Sir / Madam

Pursuant to Regulation 32 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended read with SEBI Circular No. CIR/ CFD/CMDI/162/2019 dated December 24, 2019, we hereby confirm that during the half year ended on September 30, 2024, there was no deviation or variation in the utilisation of proceeds of the IPO from the objects stated in the Prospectus dated 8th May 2023.

A statement of deviation or variation for the Half Year ended on September 30, 2024, duly reviewed by the Audit Committee of the Company at its Meeting held on 28th October 2024, 2024 and Utilisation Certificate issued by the Statutory Auditor, M/s Manish Pandey & Associates pursuant to NSE Circular No.: NSE/CML/2024/23 dated September 05, 2024, is enclosed herewith.

We request you to kindly take the same on record.

Thanking you,

Yours faithfully

For Crayons Advertising Limited



Kunal Lalani

Chairman & Managing Director

DIN: 00002756

Statement of Deviation / Variation in utilisation of funds raised

Name of Listed Entity	Crayons Advertising Limited
Mode of Fund raising	Public Issue (Initial Public Offer- IPO)
Date of Raising Funds*	22 nd May 2023 to 25 th May 2023 – Issue Open and Close Date 30 th May 2023 – IPO allotment Date 2 June 2023 – Listing Date (on NSE SME Platform)
Amount Raised	4179.50 Lakhs
Report filed for Half-year ended	30th September 2024
Monitoring Agency	Not Applicable
Monitoring Agency Name, if applicable	Not Applicable
Is there a Deviation / Variation in use of funds raised	No
If yes, whether the same is pursuant to change in terms of a contract or objects, which was approved by the shareholders	Not Applicable
Explanation for the Deviation / Variation	Not Applicable
Comments of the Audit Committee after review	Committee noted that there is no deviation in IPO Funds utilization. Funds have been utilized as per the Objects mentioned in the Prospectus.
Comments of the auditors, if any	None
Objects for which funds have been raised and where there has been a deviation, in the following table	Please find below the details:

Sr. No.	Object as disclosed in the Offer Document	Original Allocation (Rs. In Lakhs) (In ₹. Lakh)	Funds Utilised till the period ended as on 30th September 2024 (In ₹. Lakh)	Amount of Deviation/Variation for the half year according to applicable object (In ₹. Lakh)	Balance remaining to be utilised for the F.Y. 2024-25 (In ₹. Lakh)
1	Funding of working capital requirements of the Company	1682.17	1682.17	Nil	Nil
2	Capital expenditure on infrastructure and cutting-edge technology for expansion	1529.50	607.93	Nil	921.57

3	General Corporate Purposes#	967.83	967.83	Nil	Nil
	TOTAL	4179.50	3257.93		921.57

Deviation or variation could mean:

- (a) Deviation in the objects or purposes for which the funds have been raised or
- (b) Deviation in the amount of funds actually utilized as against what was originally disclosed or
- (c) Change in terms of a contract referred to in the fund-raising document i.e. prospectus, letter of offer, etc.

The amount utilised for general corporate purpose does not exceed 25% of the Gross Proceeds in accordance with Regulation 7(2) of the SEBI ICDR Regulations.

**MANISH PANDEY AND ASSOCIATES**

Chartered Accountants

B 102, First Floor, Sector 6, Noida-201301 Uttar Pradesh

Phone: 9910236769, E-Mail: camanishpandey@hotmail.com

IPO PROCEEDS UTILIZATION CERTIFICATE

To,

The Board of Directors
Crayons Advertising Limited
NSIC Complex, Maa Anandmayee Marg,
Okhla Phase-III, New Delhi-110020.

Sub: Certificate on Utilization of IPO Proceeds as at 30th September 2024.

We, Manish Pandey & Associates, Statutory Auditors of M/s Crayons Advertising Limited (the "Company") having its registered office at NSIC Complex, Maa Anandmayee Marg, Okhla Phase-III, New Delhi-110020 have verified the Utilization of IPO Proceed as on 30th September 2024 on the basis of Information and Documents provided to us. The Detail of the same are as below:

Sr. No.	Object as disclosed in the Offer Document	Original Allocation (Rs. In Lakhs) (In ₹. Lakh)	Funds Utilised till the period ended as on 30th September 2024 (In ₹. Lakh)	Balance remaining to be utilised for the F.Y. 2024-25 (In ₹. Lakh)
1	Funding of working capital requirements of the Company	1682.17	1682.17	Nil
2	Capital expenditure on infrastructure and cutting-edge technology for expansion	1529.50	607.93	921.57
3	General Corporate Purposes#	967.83	967.83	Nil
	TOTAL	4179.50	3257.93	921.57

Certification:

1. The total Amount received from IPO is Rs. 4179.50 Lacs.
2. The Company has spent Rs. 607.93 Lacs till 30th September 2024 as Capital Expenditure. The company will spend the remaining funds of Rs. 921.57 Lacs for Capital Expenditure during the second half of the FY 2024-25. Presently the unutilized idle funds of IPO Proceeds as on 30th September 2024 have been parked >10% ROI, as Inter Corporate.

This certificate is being issued in compliance with the regulatory requirements under the applicable laws and we express no opinion beyond the facts stated herein

For Manish Pandey & Associates
Chartered Accountants



Nisha Goverdhandas Narayani
Partner
M. No -623330
Date: 28-10-2024
UDIN : 24623330BKGWCZ1441