

May 29, 2018

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No C/1, 'G' Block,
Bandra – Kurla Complex
Bandra (E)
Mumbai 400 051

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai 400 001

The Secretary
The Calcutta Stock Exchange Limited
7 Lyons Range
Kolkata 700 001

Dear Sir,

Sub: Outcome of Board Meeting held on May 29, 2018

Pursuant to Regulation 30 of the SEBI (Listing Obligations and disclosure requirements) Regulations, 2015, we wish to inform you that the Board of Directors at its meeting held today, *inter alia*, considered the following:

1. Approved the Audited Financial Results for the quarter and year ended March 31, 2018 together with unmodified opinion and Auditors' Report thereon from our Auditors M/s Mookherjee Biswas & Pathak, Chartered Accountants.
2. Recommended a dividend of 70% (i.e. Rs 1.40 per equity share of face value of Rs. 2 each) for the financial year ended March 31, 2018, subject to the approval of the shareholders at the ensuing Annual General Meeting.

A copy of the Audited Financials Results for the quarter and year ended March 31, 2018 alongwith Auditors' Report and Declaration in respect of unmodified opinion in audit report are enclosed for your records.

The meeting of the Board of Directors commenced at 1 pm and concluded at 3:30 pm.

The above information is being given to you in terms of the Listing Regulations.

Thanking you

Yours faithfully



Punam Singh
Company Secretary

PRESSMAN

Audited Financial Results for the quarter and year ended March 31, 2018

(₹ in lakh)

Sl. No.	Particulars	Quarter ended			Year Ended	
		31.03.2018	31.12.2017	31.03.2017	31.03.2018	31.03.2017
		Audited	Unaudited	Audited	Audited	Audited
1)	a) Income from operations	1,162.76	1,212.07	950.77	4,609.83	5,012.20
	b) Other income	128.14	43.72	38.02	328.77	160.29
	Total income	1,290.90	1,255.79	988.79	4,938.60	5,172.49
2)	Expenses					
	a) Cost of services	878.20	895.46	752.67	3,381.23	3,711.57
	b) Employee benefits expense	64.81	67.74	55.47	260.66	232.73
	c) Depreciation and amortisation expense	0.61	0.61	0.49	1.99	2.37
	d) Other expenses	55.98	42.28	81.32	189.03	217.41
	Total expenses	999.60	1,006.09	889.95	3,832.91	4,164.08
3)	Profit before tax	291.30	249.70	98.84	1105.69	1,008.41
4)	Tax expenses					
	a) Current Tax	70.00	48.00	33.00	270.00	318.00
	b) Deferred tax charge/(credit)	0.16	0.02	9.43	3.66	3.81
	Total Tax	70.16	48.02	42.43	273.66	321.81
5)	Profit after tax	221.14	201.68	56.41	832.03	686.60
6)	Other comprehensive income not to be reclassified to Profit & Loss in subsequent periods (net of tax)	(6.43)	(0.18)	(0.17)	(6.93)	(0.76)
7)	Total comprehensive income	214.71	201.50	56.24	825.10	685.84
8)	Paid-up equity share capital (face value ₹ 2)	469.66	469.66	469.66	469.66	469.66
9)	Earnings per share (₹ 2)					
	- Basic and diluted (₹)	0.94	0.86	0.24	3.54	2.92

Statement of Assets and Liabilities

(₹ in lakh)

Particulars		As at 31.03.2018 Audited	As at 31.03.2017 Audited	Particulars		As at 31.03.2018 Audited	As at 31.03.2017 Audited
A ASSETS				B EQUITY AND LIABILITIES			
1) Non-Current Assets				1) Equity			
a) Property, Plant and Equipment		15.44	15.09	a) Equity Share Capital		469.66	469.66
b) Financial Assets				b) Other Equity		3,082.89	2,783.80
i) Investments		1,375.10	1,646.00	2) Non-Current Liabilities			
ii) Others		61.72	57.49	a) Other Non-Current Liabilities		-	-
c) Deferred Tax Assets		7.77	8.79	3) Current Liabilities			
d) Other Non-Current Assets		1.65	-	a) Financial Liabilities			
2) Current Assets				i) Trade Payables			
a) Financial Assets				Due to Micro and Small Enterprise		-	-
i) Investments		1347.32	848.49	Due to Others		421.94	384.96
ii) Trade Receivable		1,021.84	827.37	ii) Others		110.15	92.08
iii) Cash and Cash Equivalents		59.31	36.49	b) Other Current Liabilities		10.15	4.37
iv) Bank Balances other than Cash and Cash Equivalents		128.67	102.24	c) Provisions		6.74	0.39
b) Current Tax Assets		80.07	189.38	TOTAL EQUITY AND LIABILITIES		4,101.53	3,735.26
c) Other Current Assets		2.64	3.92				
TOTAL ASSETS		4,101.53	3,735.26				

NOTES:

- The above financial results have been reviewed by the Audit Committee and approved by the Board of Directors in their meeting held on May 29, 2018.
- The Company has adopted Indian Accounting Standards (Ind AS) prescribed under section 133 of the Companies Act, 2013, read with the relevant rules. The date of transition of Ind AS is April 01, 2016 and accordingly these financial results have been prepared in accordance with the recognition and measurement principles laid down in Ind AS 34 "Interim Financial Reporting" and other accounting principles generally accepted in India.
- Figures for the quarter ended 31 March, 2018 and 31 March 2017 represents the balancing figures between the audited figures for the full financial years and published year to date figures up to the third quarter of the respective financial years as restated in accordance with applicable Ind AS.
- The Company is solely engaged in advertising and public relations business in India. Accordingly there are no reportable business or geographic segments.
- The Board of Directors has recommended a dividend of 70% (i.e ₹ 1.40) per equity share of ₹ 2 each.
- Figures for the previous periods have been regrouped/reclassified wherever necessary to conform to the classification of the current period.
- The reconciliation of net profit as previously reported (referred to as "Previous GAAP") and Ind AS is as under

(₹ in lakh)

Particulars	Quarter ended 31.03.2017	Year ended 31.03.2017
Net Profit under Previous GAAP	35.26	674.36
Re-measurement cost of net defined benefit liability	0.46	1.08
Change in Fair Value of Investments	29.82	11.47
Deferred tax on above adjustments	(9.14)	(0.33)
Net Profit as per Ind AS	56.41	686.60
Other comprehensive income (net of tax)	(0.17)	(0.76)
Total comprehensive income under Ind AS	56.24	685.84

- The reconciliation of equity as previously reported (referred to as "Previous GAAP") and Ind AS is as under:

(₹ in lakh)

Particulars	Year ended 31st March, 2017
Equity as reported under Previous GAAP	2,592.77
Appreciation in Investments	191.03
Equity as per Ind AS	2,783.80

By order of the Board



Dr Niren Suchanti
Chairman & Managing Director
DIN: 00909388

Kolkata 29th May, 2018

Pressman Advertising Limited

CIN: L74140WB1983PLC036495

Regd. Office: Pressman House, 10A Lee Road, Kolkata 700 020

Tel: 033 4031 0810/11 Fax: 033 4031 0813 Email: ir@pressmanindia.com

Website: www.pressmanadvertising.in

Independent Auditor's Report on Quarterly Financial Results and Year to Date Results of the Company Pursuant to the Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

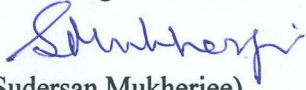
To
**Board of Directors of
Pressman Advertising Limited**

1. We have audited the accompanying statement of quarterly financial results of **Pressman Advertising Limited** ('the Company') for the year ended 31 March 2018, being submitted by the Company pursuant to the requirement of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. Attention is drawn to Note no (c) to the financial results regarding the figures for the quarter ended 31 March 2018 as reported in these financial results, which are the balancing figures between audited figures in respect of the full financial year and the published year to date figures up to the end of the third quarter of the financial year. Also, the figures up to the end of the third quarter had only been reviewed and not subjected to audit. These financial results are based on the financial statements for the year ended 31 March 2018 prepared in accordance with the accounting principles generally accepted in India, including Indian Accounting Standards ('Ind AS') specified under Section 133 of the Companies Act, 2013 (the 'Act') and published year to date figures up to the end of the third quarter of the financial year prepared in accordance with the recognition and measurement principles laid down in Ind AS 34, Interim Financial Reporting, specified under Section 133 of the Act, and SEBI Circulars CIR/CFD/CMD/15/2015 dated 30 November 2015 and CIR/CFD/FAC/62/2016 dated July 5 2016, which are the responsibility of the Company's management. Our responsibility is to express an opinion on these financial results based on our audit of the financial statements for the year ended 31 March 2018 and our review of financial results for the nine months period ended 31 December 2017.
2. We conducted our audit in accordance with the auditing standards generally accepted in India. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial results are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts disclosed as financial results. An audit also includes assessing the accounting principles used and significant estimates made by management. We believe that our audit provides a reasonable basis for our opinion.
3. In our opinion and to the best of our information and according to the explanations given to us, the financial results:
 - (i) are presented in accordance with the requirements of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, read with SEBI Circulars CIR/CFD/CMD/15/2015 dated 30 November 2015 and CIR/CFD/FAC/62/2016 dated 5 July 2016 in this regard; and
 - (ii) give a true and fair view of the net profit (including other comprehensive income) and other financial information in conformity with the accounting principles generally accepted in India including Ind AS specified under Section 133 of the Act for the year ended 31 March 2018.
4. The Company had prepared separate financial results for the year ended 31 March 2017, based on the financial statements for the year ended 31 March 2017 prepared in accordance with Accounting Standards ('AS') prescribed under Section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014 (as amended) and financial results for the nine months period ended 31 December 2016 prepared in accordance with the recognition and measurement principles laid down in AS 25, Interim Financial Reporting, prescribed under Section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014 (as amended) and SEBI Circular

Mookherjee Biswas & Pathak

CIR/CFD/CMD/15/2015 dated 30 November 2015 and CIR/CFD/FAC/62/2016 dated 5 July 2016, and other accounting principles generally accepted in India, which were audited by the predecessor auditor vide their unmodified reports dated 17 May 2017 and 24 January 2017 respectively. These financial results for the quarter and year ended 31 March 2017 have been adjusted for the differences in the accounting principles adopted by the Company on transition to Ind AS, which have been audited by us. Our opinion is not modified in respect of this matter.

For Mookherjee Biswas & Pathak
Chartered Accountants
Firm's Registration Number 301138E



(Sudersan Mukherjee)
Partner
Membership No. 059159



Place: Kolkata
Date: May 29, 2018

May 29, 2018

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No C/1, 'G' Block,
Bandra – Kurla Complex
Bandra (E)
Mumbai 400 051

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai 400 001

The Secretary
The Calcutta Stock Exchange Limited
7 Lyons Range
Kolkata 700 001

Dear Sir,

Sub: Declaration pursuant to Regulation 33(3)(d) of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015

In compliance with the provisions of Regulation 33(3)(d) of SEBI (LODR) Regulations, 2015 and as amended till date, we hereby declare that our Statutory Auditors, M/s Mookherjee Biswas & Pathak, Chartered Accountants (Firm Reg. No 301138E) have issued the Audit Report with unmodified opinion on Audited Financial Results for the quarter and year ended 31st March, 2018.

This is being given to you in terms of the Listing Regulations.

Thanking you

Yours faithfully



Punam Singh
Company Secretary