

October 17, 2017

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai 400 001

The Secretary
The Calcutta Stock Exchange Ltd
7, Lyons Range
Kolkata 700 001

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

Dear Sir,

Sub: Unaudited Financial Results for the quarter/half year ended 30th September, 2017

We are enclosing the Unaudited Financial Results for the quarter/half year ended 30th September, 2017, approved by the Board of Directors at the meeting held today together with Limited Review Report thereon from our Auditors M/s Mookherjee Biswas & Pathak., Chartered Accountants.

The Board meeting commenced at 10:30 a.m. and concluded at 12:50 p.m.

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

Thanking you,

Yours faithfully,



Punam Singh
Company Secretary

PRESSMAN

STATEMENT OF UNAUDITED FINANCIAL RESULTS FOR THE QUARTER AND HALF YEAR ENDED 30TH SEPTEMBER 2017

(₹ in lac)

Sl. No.	Particulars	Quarter Ended			Half Year ended		Year Ended
		30.09.2017	30.06.2017	30.09.2016	30.09.2017	30.09.2016	31.03.2017
		(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)
1	a) Income from Operations	1207.48	1027.52	1128.17	2235.00	2360.55	5012.20
	b) Other Income	34.49	122.42	33.57	156.91	78.28	240.23
	Total	1241.97	1149.94	1161.74	2391.91	2438.83	5252.43
2	Total Expenditure:						
	a) Cost of Services	873.94	733.63	847.46	1607.57	1741.97	3711.57
	b) Employee benefit expenses	66.39	61.72	61.13	128.11	114.34	232.62
	c) Depreciation and amortisation	0.48	0.29	0.62	0.77	1.27	2.37
	d) Other expenditure	42.70	48.07	43.96	90.77	94.42	217.41
	Total	983.51	843.71	953.17	1827.22	1952.00	4163.97
3	Profit before Tax	258.46	306.23	208.57	564.69	486.83	1088.46
4	Tax Expenses						
	a) Current Tax	69.00	83.00	61.00	152.00	141.00	318.00
	b) Deferred tax charge	1.48	2.00	9.26	3.48	20.33	33.65
5	Profit after Tax	187.98	221.23	138.31	409.21	325.50	736.81
6	Other comprehensive income not to be reclassified to Profit & Loss in subsequent periods(net of tax)	(0.16)	(0.16)	(0.19)	(0.32)	(0.38)	(0.80)
7	Total comprehensive income	187.82	221.07	138.12	408.89	325.12	736.01
8	Paid-up Equity Share Capital (Face Value of ₹ 2)	469.66	469.66	469.66	469.66	469.66	469.66
9	Reserves(excluding revaluation reserves)						
10	Earnings per Share(₹ 2) (not annualised)						
	- Basic & Diluted ₹	0.80	0.94	0.59	1.74	1.38	3.14

STATEMENT OF ASSETS AND LIABILITIES

(₹ in lac)

		As at 30.09.2017 Unaudited	As at 31.03.2017 Unaudited
A ASSETS			
1 Non-current Assets			
a)	Property, plant and equipment	15.86	15.09
b)	Financial Assets		
i)	Investments	1477.34	1646.00
ii)	Loans	19.64	18.59
iii)	Trade Receivables	-	-
iv)	Other Financial Assets	38.90	38.90
c)	Deferred Tax Asset (net)	5.32	8.79
d)	Other Non Current Assets	80.95	189.38
	Total Non-current Assets	1638.01	1916.75
2 Current Assets			
a)	Financial assets		
i)	Investments	1075.98	848.49
ii)	Trade Receivable	1073.00	827.37
iii)	Cash and cash equivalent	37.99	136.43
iv)	Loans	3.34	3.92
iv)	Other Financial Assets	5.20	2.29
b)	Other Current Assets	-	-
	Total Current Assets	2195.51	1818.50
	TOTAL ASSETS	3833.52	3735.25
B A. EQUITY AND LIABILITIES			
1 Equity			
a)	Share capital	469.66	469.66
b)	Other equity	2760.87	2783.79
	Total Equity	3230.53	3253.45
2 Non-current liabilities			
a)	Financial Liabilities	-	-
i)	Trade Payables	-	-
ii)	Other Financial Liabilities	-	-
b)	Provisions	-	-
c)	Deferred tax liabilities	-	-
d)	Other Non-current Liabilities	-	-
	Total Non-current Liabilities	-	-
3 Current Liabilities			
a)	Financial Liabilities		
i)	Trade Payables	478.58	408.98
ii)	Other Financial Liabilities	106.49	68.45
b)	Other Current Liabilities	17.92	4.37
c)	Provisions	-	-
d)	Current Tax Liabilities(net)	-	-
	Total Current Liabilities	602.99	481.80
	TOTAL EQUITY AND LIABILITIES	3833.52	3735.25

Notes :

- The above financial results have been reviewed by the Audit Committee and approved by the Board of Directors in their meeting held on October 17, 2017. The Statutory Auditors have carried out a limited review of the financial results for the quarter and half year ended September 30, 2017.
- The Company has adopted Indian Accounting Standards (Ind AS) prescribed under section 133 of the Companies Act, 2013, read with the relevant rules issued thereunder. The date of transition of Ind AS is April 01, 2016 and accordingly, these unaudited financial results have been prepared in accordance with the recognition and measurement.
- The financial results and other financial information for the quarter and half year ended September 30, 2016 and year ended March 31, 2017 have been compiled by the management as per Ind AS, after exercising necessary due diligence, to ensure that the financial results provide true and fair view of the results in accordance with Ind AS. This information has not been subject to any limited review or audit.
- There is a possibility that these quarterly financial results may require adjustment before constituting the final Ind AS financial statements as of and for the year ending March 31, 2018 due to changes in financial reporting requirements arising from new or revised standards or interpretations issued by MCA or changes in the use of one or more optional exemptions from full retrospective application as permitted under Ind AS 101.
- The Company is solely engaged in advertising and public relations business in India. Accordingly there are no reportable business or geographic segments.
- The Company does not have any exceptional items and extraordinary items to report for the above periods.
- Figures for the previous period have been regrouped/reclassified wherever necessary to conform to the classification of the current period.
- The reconciliation of net profit as previously reported (referred as to "Previous GAAP") and Ind AS is as under:

(₹ in lac)

Particulars	Quarter ended September 30, 2016
Net Profit under previous GAAP	121.64
Re-measurement cost of net defined benefit liability	0.28
Fair Value gain on investment	24.46
Deferred tax on above adjustments	(8.07)
Net Profit as per Ind AS	138.31
Other comprehensive income (net of tax)	(0.19)
Total comprehensive income under Ind AS	138.12

Kolkata
17th October 2017



By order of the Board

[Signature]

Dr Niren Suchanti
Chairman & Managing Director
DIN:00909388

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 Review Report

To
The Board of Directors,
Pressman Advertising Limited,
Pressman House,
10A Lee Road,
Kolkata-700020

We have reviewed the accompanying statement of unaudited financial results of **Pressman Advertising Limited** (the 'Company') for the quarter and half year ended September 30, 2017 and the unaudited Statement of Assets & Liabilities as at September 30, 2017 (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, read with SEBI Circular No.CIR/CFD/FAC/62/2016 dated July 5, 2016. Attention is drawn to the fact that the figures for the corresponding quarter and six months ended September 30, 2016 including the Statement of Assets & Liabilities for the year ended March 31, 2017 and the reconciliation of net profit for the quarter ended September 30, 2016 under Ind-AS with the net profit for the quarter reported under previous GAAP have been approved by the Company's Board of Directors but have not been subjected to review.

These Statements which are the responsibility of the Company's Management and approved by the Board of Directors, have been prepared in accordance with the recognition and measurement principles laid down in India Accounting Standard 34, "Interim Financial Reporting" (Ind AS 34) prescribed under Section 133 of the Companies Act, 2013 read with Rule 3 of Companies (Indian Accounting Standards) Rules, 2015 read with SEBI circular No. CIR/CFD/FAC/62/2016 dated July 5, 2016. Our responsibility is to issue a report on these Statements based on our review.

We conducted our review in accordance with the Standard of 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 require that we plan and perform the review to obtain moderate assurance as to whether the Statement is free from material misstatement. A review is limited primarily to inquiries of company personnel and analytical procedures performed to financial data and thus provides less assurance than an audit. We have not performed an audit and accordingly, we do not express an audit opinion.



Based on our review conducted as above, nothing has come to our attention that causes us to believe that the accompanying Statements, prepared in accordance with the recognition and measurement principles laid down in the applicable Indian Accounting Standards("Ind AS") specified under Section 133 of the Companies Act, 2013, read with relevant rules issued thereunder and other recognized accounting practices and policies has not disclosed the information required to be disclosed in terms of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, read with SEBI Circular No. CIR/CFD/FAC/62/2016 dated July 5, 2016, including the manner in which it is to be disclosed, or that it contains any material misstatement.

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



(Sudersan Mukherjee)
Partner
Membership No. 059159



Place: Kolkata
Date: October 17, 2017