

August 14, 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 ended 30th June, 2017

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

The Board meeting commenced at 10.30 a.m. and concluded at 1.00 p.m.

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

Thanking you,

Yours faithfully,



Sangeeta Roy
Company Secretary

PRESSMAN

Statement of Unaudited Financial Results for the quarter ended 30th June 2017

(₹ in lakhs)

	Particulars	Quarter Ended	
		30.06.2017	30.06.2016
		Unaudited	Unaudited
1)	a) Income from operations	1,027.52	1,232.38
	b) Other income	122.42	91.42
	Total income	1,149.94	1,323.80
2)	Expenses		
	a) Cost of Services	733.63	894.51
	b) Employee benefits expense	61.72	53.21
	c) Depreciation and amortisation expense	0.29	0.65
	d) Other expenses	48.07	50.46
	Total expenses	843.71	998.83
3)	Profit before tax	306.23	324.97
4)	Tax expenses		
	a) Current Tax	83.00	80.00
	b) Deferred tax charge	2.00	26.52
5)	Profit after tax	221.23	218.45
6)	Other comprehensive income not to be reclassified to Profit & Loss in subsequent periods (net of tax)	(0.16)	(0.19)
7)	Total comprehensive income	221.07	218.26
8)	Paid-up equity share capital (face value ₹ 2/-)	469.66	469.66
9)	Earnings per share (₹ 2/-) (not annualised)		
	- Basic and diluted ₹	0.94	0.93

Notes :

- The above financial results have been reviewed by the Audit Committee and approved by the Board of Directors in their meeting held on August 14, 2017. The Statutory Auditors have carried out a limited review of the financial results for the quarter ended June 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 ended June 30, 2016 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.
- During the quarter, the company earned an income of ₹ 170.38 lacs on account of maturity of fixed maturity plan of mutual fund investment. However, as per Ind AS, only ₹ 11.79 lacs has been reflected in the quarter and balance income of ₹ 158.59 lacs has been adjusted against retained earnings as on 31st March, 2017.
- 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 lakhs)

Particulars	Quarter ended June 30, 2016
Net Profit under previous GAAP	164.45
Re-measurement cost of net defined benefit liability	0.28
Fair Value gain on investment	80.24
Deferred tax on above adjustments	(26.52)
Net Profit as per Ind AS	218.45
Other comprehensive income (net of tax)	(0.19)
Total comprehensive income under Ind AS	218.26

By order of the Board

Kolkata
14th August, 2017



[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 Ltd.
Pressman House,
10A, Lee Road,
Kolkata-700 020.

We have reviewed the accompanying Statement of Unaudited Financial Results of **M/s. PRESSMAN ADVERTISING LIMITED** ("the Company") for the quarter ended 30th June, 2017 ("the Statement"), being submitted by the Company pursuant to the requirement of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as modified by Circular No. CIR/CFD/FAC/62/2016 dated July 5, 2016. Attention is drawn to the fact that the figures for the corresponding quarter ended 30th June 2016 including the reconciliation of net profit for the quarter under Ind-AS of the corresponding quarter with net profit for the quarter reported under previous GAAP, as reported in these financial results have been approved by the Company's Board of Directors but have not been subjected to review.

This Statement, which is the responsibility of the Company's Management and approved by the Board of Directors, has been prepared in accordance with the recognition and measurement principles laid down in the Indian Accounting Standard 34 "Interim Financial Reporting" ("Ind AS 34"), prescribed under section 133, of the Companies Act, 2013 read with relevant rules issued thereunder and other accounting principles generally accepted in India. Our responsibility is to issue a report on these Financial Statements based on our review.

We conducted our review 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 is limited primarily to inquiries of Company personnel and analytical procedures applied to financial data and thus provide 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 stated above nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with the applicable Indian Accounting Standards as prescribed under Section 133 of the Companies Act, 2013, 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 Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as modified by 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 mis-statement.

For Singhi & Co.
Chartered Accountants
Firm Registration No. 302049E



Place: Kolkata

Date: 14th August, 2017


(Sankar Bandyopadhyay)
Partner
Membership No.-8230