

# Pressman Advertising Limited

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

## STATEMENT OF UNAUDITED FINANCIAL RESULTS FOR THE QUARTER / NINE MONTHS ENDED 31ST DECEMBER, 2013

| Part I  |                                                                  | (₹ in lacs)               |                           |                           |                           |                           |                         |
|---------|------------------------------------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------------------|
| Sl. No. | Particulars                                                      | Quarter Ended             |                           |                           | Nine Months Ended         |                           | Year Ended              |
|         |                                                                  | 31.12.2013<br>(Unaudited) | 30.09.2013<br>(Unaudited) | 31.12.2012<br>(Unaudited) | 31.12.2013<br>(Unaudited) | 31.12.2012<br>(Unaudited) | 31.03.2013<br>(Audited) |
| 1       | Income from operations                                           | 913.27                    | 1014.98                   | -                         | 2886.41                   | -                         | 4395.93                 |
|         | <b>Total</b>                                                     | <b>913.27</b>             | <b>1014.98</b>            | <b>-</b>                  | <b>2886.41</b>            | <b>-</b>                  | <b>4395.93</b>          |
| 2       | Expenditure                                                      |                           |                           |                           |                           |                           |                         |
| a.      | Cost of Services                                                 | 725.81                    | 749.05                    | -                         | 2254.96                   | -                         | 3408.90                 |
| b.      | Employee benefit expenses                                        | 70.47                     | 63.25                     | 2.27                      | 194.17                    | 5.99                      | 227.60                  |
| c.      | Depreciation and amortisation                                    | 3.63                      | 3.46                      | -                         | 10.75                     | -                         | 14.55                   |
| d.      | Other expenditure                                                | 69.85                     | 73.36                     | 3.03                      | 217.05                    | 9.34                      | 259.35                  |
|         | <b>Total</b>                                                     | <b>869.76</b>             | <b>889.12</b>             | <b>5.30</b>               | <b>2676.93</b>            | <b>15.33</b>              | <b>3910.40</b>          |
| 3       | Profit from operations before other income and exceptional items | 43.51                     | 125.86                    | (5.30)                    | 209.48                    | (15.33)                   | 485.53                  |
| 4       | Other income                                                     | 57.56                     | 13.89                     | 0.71                      | 87.22                     | 11.91                     | 87.87                   |
| 5       | <b>Profit/(Loss) before tax and exceptional items</b>            | <b>101.07</b>             | <b>139.75</b>             | <b>-</b>                  | <b>296.70</b>             | <b>(3.42)</b>             | <b>573.40</b>           |
| 6       | Exceptional items-Refer note (c)                                 | -                         | 60.00                     | -                         | 206.10                    | -                         | -                       |
| 7       | <b>Profit before tax</b>                                         | <b>101.07</b>             | <b>199.75</b>             | <b>(4.59)</b>             | <b>502.80</b>             | <b>(3.42)</b>             | <b>573.40</b>           |
| 8       | Tax Expenses                                                     |                           |                           |                           |                           |                           |                         |
| a)      | Current tax                                                      | 20.00                     | 40.00                     | -                         | 100.00                    | -                         | 115.00                  |
| b)      | MAT Credit entitlement                                           | (20.00)                   | (40.00)                   | -                         | (100.00)                  | -                         | (166.95)                |
| c)      | Deffeed tax charge/(credit)                                      | -                         | -                         | -                         | -                         | -                         | (5.00)                  |
| d)      | Income Tax for earlier years                                     | -                         | -                         | -                         | -                         | -                         | 1.58                    |
| 9       | <b>Net Profit/(Loss) after tax and exceptional items</b>         | <b>101.07</b>             | <b>199.75</b>             | <b>(4.59)</b>             | <b>502.80</b>             | <b>-</b>                  | <b>628.77</b>           |
| 10      | Paid up equity share capital<br>(Face Value of ₹ 2/-)            | 469.66                    | 469.66                    | 262.61                    | 469.66                    | 262.61                    | 469.66                  |
| 11      | Reserve (excluding Revaluation Reserves)                         |                           |                           |                           |                           |                           | 1374.58                 |
| 12      | <b>Earnings per share (₹ 2/-) (not annualised)</b>               |                           |                           |                           |                           |                           |                         |
|         | Before exceptional itms                                          |                           |                           |                           |                           |                           |                         |
|         | Basic                                                            | 0.43                      | 0.60                      | -0.03                     | 1.26                      | -0.03                     | 4.79                    |
|         | Diluted                                                          | 0.43                      | 0.60                      | -0.03                     | 1.26                      | -0.03                     | 2.68                    |
|         | After exceptional items                                          |                           |                           |                           |                           |                           |                         |
|         | Basic                                                            | 0.43                      | 0.85                      | -0.03                     | 2.14                      | -0.03                     | 4.79                    |
|         | Diluted                                                          | 0.43                      | 0.85                      | -0.03                     | 2.14                      | -0.03                     | 2.68                    |

### Part II

#### A. PARTICULARS OF SHAREHOLDING

|    |                                                                                        |          |          |         |          |         |         |
|----|----------------------------------------------------------------------------------------|----------|----------|---------|----------|---------|---------|
| 1  | Public Shareholding                                                                    | 5885913  | 5885913  | 5885913 | 5885913  | 5885913 | 5885913 |
|    | Number of shareholding                                                                 | 5885913  | 5885913  | 5885913 | 5885913  | 5885913 | 5885913 |
|    | Percentage of Shareholding                                                             | 25.06    | 25.06    | 44.83   | 25.06    | 44.83   | 44.83   |
| 2  | Promoters and promoter Group                                                           |          |          |         |          |         |         |
|    | Shareholding                                                                           |          |          |         |          |         |         |
| a) | Pledged/ Encumbered                                                                    |          |          |         |          |         |         |
| -  | Number of shares                                                                       | -        | -        | -       | -        | -       | -       |
| -  | Percentage of shares (as a % of total shareholding of promoter and promoter group)     | -        | -        | -       | -        | -       | -       |
| -  | Percentage of shares (as a % of total share capital of the Company)                    | -        | -        | -       | -        | -       | -       |
| b) | Non-encumbered                                                                         |          |          |         |          |         |         |
| -  | Number of shares                                                                       | 17596930 | 17596930 | 7244817 | 17596930 | 7244817 | 7244817 |
| -  | Percentage of shares (as a % of total shareholding of the promoter and promoter group) | 100.00   | 100.00   | 100.00  | 100.00   | 100.00  | 100.00  |
| -  | Percentage of shares (as a % of total share capital of the Company)                    | 74.94    | 74.94    | 55.17   | 74.94    | 55.17   | 55.17   |

| Particulars                                    | Quarter ended 31/12/2013 |  |
|------------------------------------------------|--------------------------|--|
| <b>B INVESTOR COMPLAINTS</b>                   |                          |  |
| Pending at the beginning of the quarter        | NIL                      |  |
| Received during the quarter                    | 3                        |  |
| Disposed of during the quarter                 | 3                        |  |
| Remaining unresolved at the end of the quarter | NIL                      |  |

#### Note:

- The above financial results have been reviewed by the Audit Committee and approved and taken on record by the Board of Directors in their meeting held on 13th February 2014. The Statutory Auditors have carried out a limited review of the financial results for the quarter ended 31st December 2013.
- The Company is solely engaged in advertising and public relations business. Accordingly, there are no reportable business or geographic segments in terms of Accounting Standard 17- segment reporting prescribed by the Companies (Accounting Standard) Rules, 2006.
- Exceptional items represent : write back of liability provided for in earlier year no longer required ₹ 60 lacs and amounts written off in earlier years now realised ₹ 146.10 lacs
- Deferred tax asset would be recognised at year end.
- Current quarter/nine months figures are not comparable with that of last year on account of effect of amalgamation. Previous period's figures have been regrouped/rearranged wherever necessary.

By order of the Board

*Niren Suchanti*

Dr Niren Suchanti  
Chairman & Managing Director

Place: Kolkata  
Date: 13.02.2014



### **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 Un-audited Financial Results of **M/s. PRESSMAN ADVERTISING LIMITED** (Formerly NUCENT ESTATES LIMITED) for the quarter and nine months ended 31<sup>st</sup> December, 2013 except for the disclosures regarding 'Public Shareholding' and 'Promoter and Promoter Group Shareholding' which have been traced from disclosures made by the management and have not been audited by us. This Financial statement is the responsibility of the Company's Management and has been approved by the Board of Directors. Our responsibility is to issue a report on these financial statements based on our review.

We conducted our review 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 financial statements are 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 above, nothing has come to our attention, that causes us to believe that the accompanying statement of Un-audited Financial Results prepared in accordance with applicable Accounting Standards and other recognized accounting practices and policies has not disclosed the information required to be disclosed in terms of Clause 41 of the Listing Agreement 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**



  
**(SANKAR BANERJEE)  
Partner  
Membership No.8230**

1B, Old Post Office Street,  
Kolkata - 700001  
Dated, the 13<sup>th</sup> day of February, 2014.