

Press Release

Pressman's Q1 Performance: Income from Operations up 68%; Operating Profit up 160%

Kolkata, 22nd July, 2015:

For the quarter ended 30th June, 2015, Pressman Advertising Limited's Income from Operations increased by 68% to Rs.1472 lacs (Rs. 877 lacs) and Operating Profit increased by 160% to Rs.193.40 lacs (Rs.74.53 lacs).

After providing Rs.1.39 lacs (Rs.2.90 lacs) for depreciation and making tax provision of Rs.67 lacs (nil), the Net Profit for the quarter stood at Rs.134.42 lacs (Rs. 124.80 lacs).

The Company's increasing focus on digital business has started yielding results. Pressman is one of the few *Google Partners* in the country and expects this trend to continue as organisations across verticals have started allocating increasing budgets to digital marketing.

The Company has strong fundamentals and as at 31st March, 2015, its Reserves (excluding revaluation reserve) stood at Rs. 1850 lacs on an Equity Share Capital of Rs. 469.70 lacs.