

Note 1

Crayons Advertising Limited (Formerly known as Crayons Advertising Private Limited)
Registered Office : NSIC COMPLEX, OKHLA INDUSTRIAL ESTATE, PHASE – III, NEW DELHI-110020
CIN No. : U52109DL1986PLC024711
Statement of Audited Financial Results for the year ended March 31, 2023

(₹ in Lakhs, except as stated)

S. No.	Particulars	Half Year Ended			Year Ended	
		31.03.2023 (Audited)	30.09.2022 (Audited)	31.03.2022 Unaudited	31.03.2023 Audited	31.03.2022 Audited
1	Income					
	I. Revenue From Operations	15,910.09	11,658.36	13,608.95	27,568.45	19,252.59
	II. Other Income	387.92	158.54	113.26	546.46	152.38
	Total Revenue (I+II)	16,298.01	11,816.90	13,722.21	28,114.91	19,404.97
2	Expenses					
	a) Advertisement and job work costs	13,391.23	9,626.33	12,213.40	23,017.56	16,992.79
	b) Employees benefits expense	648.14	501.32	408.76	1,149.46	751.00
	c) Finance costs	49.91	29.15	48.88	79.06	107.86
	d) Depreciation and amortisation	63.66	46.83	46.44	110.49	92.89
	e) Other expenses	805.69	701.18	855.86	1,506.88	1,225.11
	Total expenses	14,958.63	10,904.82	13,573.34	25,863.45	19,169.65
3	Profit/ (Loss) before Exceptional and Extraordinary Items and Tax	1,339.37	912.09	148.87	2,251.46	235.32
4	Exceptional items	-	-	-	-	-
5	Profit before Tax	1,339.37	912.09	148.87	2,251.46	235.32
6	Tax expense					
	a) Current Tax	357.04	248.86	47.90	605.90	75.61
	b) Income tax for earlier years	(17.53)	15.92	-	(1.61)	-
	c) Deferred tax	(4.06)	(8.04)	(0.82)	(12.10)	(1.63)
7	Tax expense for the year	335.45	256.74	47.08	592.19	73.98
8	Net Profit for the period/year	1,003.92	655.35	101.79	1,659.27	161.34
9	Paid-up Equity Share Capital (Face Value Rs. 10/- each)	1,800.00	225.00	225.00	1,800.00	225.00
10	Reserve and surplus				3,583.22	3,498.95
11	Earnings per Share in Rupees (Rs.10/- each) (Not annualised) (refer note 8 to the financial results)					
	a) Basic	5.58	3.64	0.57	9.22	0.90
	b) Diluted	5.58	3.64	0.57	9.22	0.90

For and on behalf of the Board of Directors of
Crayons Advertising Limited
(Formerly known as Crayons Advertising Private Limited)



Kunal Lalani
Managing Director
DIN : 00002756

Date : June 20, 2023
Place : New Delhi

Crayons Advertising Limited (Formerly known as Crayons Advertising Private Limited)
Registered Office : NSIC COMPLEX, OKHLA INDUSTRIAL ESTATE, PHASE – III, NEW DELHI-110020
CIN No. : U52109DL1986PLC024711
Balance sheet as at March 31, 2023



Particulars	As at March 31, 2023 Rs. In Lakhs	As at March 31, 2022 Rs. In Lakhs
I. EQUITY & LIABILITIES		
Shareholders' funds		
Share capital	1,800.00	225.00
Reserves and surplus	3,583.22	3,498.95
Total shareholders' fund	5,383.22	3,723.95
Non current liabilities		
Long term borrowings	318.40	352.42
Long term provisions	176.55	166.50
Total non - current liabilities	494.95	518.92
Current liabilities		
Short term borrowings	786.92	608.15
Trade payables		
a) Total outstanding dues of micro enterprises and small enterprises	485.91	-
b) Total outstanding dues of creditors other than micro enterprises and small enterprises	3,843.77	5,821.81
Other current liabilities	1,973.23	2,028.55
Short term provisions	44.69	24.09
Total current liabilities	7,134.52	8,482.60
TOTAL	13,012.69	12,725.47
II. ASSETS		
Non - current assets		
Property, Plant and Equipment		
Tangible assets	335.48	582.73
Intangible assets	4.99	7.23
Non current investments	879.68	1,136.36
Deferred tax asset (net)	123.41	111.31
Long term loans and advances	1,068.59	946.37
Other non-current assets	193.92	226.72
Total non - current assets	2,606.07	3,010.72
Current assets		
Trade receivables	6,287.36	5,902.13
Cash & cash equivalents	1,535.64	1,784.80
Short term loans and advances	1,733.61	1,830.81
Other current assets	850.01	197.01
Total current assets	10,406.62	9,714.75
TOTAL	13,012.69	12,725.47

For and on behalf of the Board of Directors of
Crayons Advertising Limited
(Formerly known as Crayons Advertising Private Limited)

Kunal Lalani
Managing Director
DIN : 00002756

Date : June 20, 2023
Place : New Delhi

	For the year ended March 31, 2023	For the year ended March 31, 2022
A. Cash flow from operating activities		
Net profit before tax	2,251.46	235.32
Adjustment for :		
Loss on sale of Investments	50.90	53.02
Depreciation and amortization	110.49	92.89
Interest and finance charges	79.06	107.86
Interest income received	(181.28)	(68.76)
Amount written back	(26.76)	(7.17)
loss on sale of property plant & equipment	(249.35)	(2.37)
Profit from partnership firms	(17.46)	(20.10)
Provision for bad and doubtful debts	39.86	68.79
Bad debts written off	52.02	294.30
Profit on sale of investment	-	(26.75)
Operating profit before working capital changes	2,108.94	727.03
Adjustment for :		
(Decrease)/Increase in long term and short term provisions	30.65	(2.12)
(Decrease)/Increase in current and other liabilities	354.39	688.17
(Decrease)/Increase in trade payables	(1,465.37)	1,411.98
(Increase)/decrease in trade receivables	(1,130.11)	(254.67)
(Increase)/decrease in short-term loans and advances, other non current ass	290.33	(1,104.93)
Cash generated from operations	188.83	1,465.46
Adjustment for :		
Income tax paid (Net of refund)	(314.01)	(477.03)
Net cash flow (used in)/from operating activities (A)	(125.18)	988.43
B. Cash flow from investing activities		
Payment against purchase of property plant & equipment	(660.28)	(32.86)
Proceeds from sale of property plant & equipment	637.46	16.23
Purchase of intangible assets	(1.37)	(3.30)
(Purchase)/sale of investments (net)	(131.95)	(8.37)
Proceeds from sale of investments properties(net)	310.00	631.68
Investment in partnership firm	(22.00)	84.91
Advance against Property	(409.05)	385.05
Interest income received	45.38	46.37
Fixed deposits (investment)/ matured	25.09	44.49
Net cash flow (used in)/from Investing activities (B)	(206.74)	1,164.20
C. Cash flow from financing activities		
Proceeds from short term borrowing (net)	111.19	192.17
Repayment of long term borrowings (net)	33.57	(764.46)
Finance charges paid	(79.73)	(112.13)
Net cash flow from/used in financing activities (C)	65.03	(684.42)
Net increase/(decrease) in cash and cash equivalents (A+B+C)	(266.89)	1,468.21
Cash and cash equivalents at beginning of the year	1,772.96	304.75
Cash and cash equivalents at the end of the year	1,506.07	1,772.96

For and on behalf of the Board of Directors of
Crayons Advertising Limited
 (Formerly known as Crayons Advertising Private Limited)



Kunal Lalani
 Managing Director
 DIN : 00002756

Date : June 20, 2023
 Place : New Delhi

Notes to the financial results :

2. This Statement has been prepared in accordance with the Companies (Indian Accounting Standards) Rules, 2014, as amended (IGAAP), prescribed under Section 133 of the Companies Act, 2013, and other recognized accounting practices and policies to the extent applicable.
3. The above results have been reviewed by the Audit Committee and approved by the Board of Directors at its meeting held on June 20, 2023. The audit report of the statutory auditors is being filed with the National Stock Exchange of India Ltd.
4. The Financial Results and other financial information for the corresponding preceding half year ended March 31, 2022 have not been subject to limited review/audit by the statutory auditor. However, the management has exercised necessary due diligence to ensure that the financial results for this period provide a true and fair view of the Company's affairs.
5. The figures for the half year ended March 31, 2023 are the balancing figures between the audited figures for the full financial year and the audited figures upto the end of the half year ended September 30, 2022.
6. The Company's business activity primarily falls within a single business segment i.e. advertising and marketing Services. The Company operates only in one geographical segment i.e. domestic. Since there is neither more than one business segment nor more than one geographical segment hence segment information as per AS 17 is not required to be disclosed.
7. The Company has completed fresh issue of equity shares by Initial Public Offer ("IPO") of Equity Shares of the face value of Rs. 10/- each at an issue price of Rs. 65/- per Equity Share of 64,30,000 shares. Pursuant to the IPO, the Equity Shares of the Company were listed on National Stock Exchange of India Limited ("NSE")'s Emerger platform on June 02, 2023 and proceeds from the issue of shares are deposited in fixed deposits with banks.
8. The Board of Directors of the Company in its meeting held on December 15, 2022 have approved allotment of issuance of bonus shares in the ratio of 7:1 to existing equity shareholders by capitalizing a sum of Rs. 1575 lakhs out of the retained earning of the Company, pursuant to which issued, subscribed and paid-up equity share capital of the Company stands increased from Rs. 225 lacs consisting of 22,50,000 equity shares of face value of INR 10 each to Rs. 1800 lacs consisting of 180,00,000 equity shares of face value of INR 10 each. This has been approved by the shareholders in their extra-ordinary general meeting held on December 14, 2022. Accordingly, Earning per share for the half year ended September 30, 2022 and March 31, 2022 and year ended March 31, 2022 have been adjusted for bonus shares as per Accounting Standard (AS-20).



9. The figures for the previous period/year have been regrouped /reclassified wherever necessary to confirm with the current period classification.

Crayons Advertising Limited (formerly know as Crayons Advertising Private Limited)

Kunal Lalani

Managing Director

DIN : 00002756

Date : June 20, 2023

Place : New Delhi

**SS KOTHARI MEHTA
& COMPANY**
CHARTERED ACCOUNTANTS

Independent Auditors' Report on the Half yearly and Year to Date Financial Results of the Company Pursuant to the Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended

To
The Board of Directors of
Crayons Advertising Limited (Formerly known as Crayons Advertising Private Limited)
New Delhi

Report on the Audit of the Financial Results

Opinion

1. We have audited the accompanying statement of half yearly and year to date financial results of **Crayons Advertising Limited (Formerly known as Crayons Advertising Private Limited)** (the "Company") for the half year ended and year ended March 31, 2023 ("Statement"), attached herewith, being submitted by the Company pursuant to the requirement of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (the "Listing Regulations").
2. In our opinion and to the best of our information and according to the explanations given to us, the Statement:
 - i. is presented in accordance with the requirements of the Listing Regulations in this regard; and
 - ii. gives a true and fair view in conformity with the applicable accounting standards and other accounting principles generally accepted in India, of the net profit and other financial information of the Company for the half year ended and year ended March 31, 2023.

Basis for Opinion

3. We conducted our audit in accordance with the Standards on Auditing (SAs) specified under section 143(10) of the Companies Act, 2013, as amended ("the Act"). Our responsibilities under those Standards are further described in the "Auditor's Responsibilities for the Audit of the Financial Results" section of our report. We are independent of the Company in accordance with the Code of Ethics issued by the Institute of Chartered Accountants of India together with the ethical requirements that are relevant to our audit of the financial statements under the provisions of the Act and the Rules thereunder, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the Code of Ethics. We believe that the audit evidence

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obtained by us is sufficient and appropriate to provide a basis for our audit opinion on the statement.

Management's Responsibilities for the Financial Results

4. The Statement has been prepared on the basis of the annual financial statements. The Board of Directors of the Company are responsible for the preparation and presentation of the Statement that gives a true and fair view of the net profit of the Company and other financial information in accordance with the applicable accounting standards prescribed under Section 133 of the Act read with relevant rules issued thereunder and other accounting principles generally accepted in India and in compliance with Regulation 33 of the Listing Regulations. This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding of the assets of the Company and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and the design, implementation and maintenance of adequate internal financial controls, that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the Statement that give a true and fair view and are free from material misstatement, whether due to fraud or error.
5. In preparing the Statement, the Board of Directors are responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Board of Directors either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.
6. The Board of Directors are also responsible for overseeing the Company's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Results

7. Our objectives are to obtain reasonable assurance about whether the Statement as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with SAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the Statement.
8. As part of an audit in accordance with SAs, we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

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- Identify and assess the risks of material misstatement of the Statement, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under Section 143(3)(i) of the Act, we are also responsible for expressing our opinion on whether the company has adequate internal financial controls with reference to financial statements in place and the operating effectiveness of such controls.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Board of Directors.
- Conclude on the appropriateness of the Board of Directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial results or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the Statement, including the disclosures, and whether the Statement represents the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the Company to express an opinion on the Statement.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

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SS KOTHARI MEHTA
& COMPANY
CHARTERED ACCOUNTANTS

Other matters

9. The figures for the financial result for the corresponding half year ended March 31, 2022, as reported in the statement have been solely based on the information compiled by the management, but have not been subjected to review.

For S. S. KOTHARI MEHTA & COMPANY

Chartered Accountants

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Amit Goel

Partner

Membership No. 500607

Place: New Delhi

Date: June 20, 2023

UDIN : 23500607BGURLZ9757