

Date: 6th September, 2024.

To,
The Secretary,
National Stock Exchange of India Ltd.,
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (E),
Mumbai- 400 051

Scrip Code: SILLYMONKS

Dear Sir/Madam,

Sub: Intimation of 11th Annual General Meeting and Annual Report for the Financial year 2023-24.

The **11th Annual General Meeting** of the Members of **Silly Monks Entertainment Limited** will be held on Monday, the 30th September, 2024 at 03:00 P.M. at the registered office of the Company situated at Survey No. 91, 3rd Floor, Technical Block, Sundarayya Vignana Kendram (SVK), Gachibowli, Rangareddy, Hyderabad, Telangana, India- 500032. With reference to Regulation 34 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we send herewith 11th Annual Report for the financial year 2023-24. Further, the Company has completed sending the physical copies of the annual report along with the Notice and other documents for the members who have not registered their email addresses through permitted mode on Friday, 6th September, 2024.

Monday, 23rd September, 2024, (the "Cut Off Date") will be the cut-off date for the purpose of offering remote e-Voting facility to our members in respect of the businesses to be transacted at the 11th Annual General Meeting. **The e-voting period will commence on Friday, 27th September, 2024 at 09:00 a.m. (IST) and will end on Sunday, 29th September, 2024 at 05:00 p.m. (IST).** During this period, members of the company or in the Register of beneficial owners maintained by the Depositories, holding shares either in Physical form or in Dematerialized form, as on Cut-Off Date i.e., Monday, 23rd September, 2024, may cast their vote electronically. The Remote E-Voting shall not be allowed beyond 29th September, 2024 at 05:00 p.m. (IST) and the e-voting module shall be disabled by CDSL for voting thereafter. At the venue of AGM, voting shall be done through ballot papers ("Ballot Paper") and the Members attending AGM who have not casted their vote by Remote E-voting shall be entitled to cast their vote through Ballot Paper. Ballot Papers will be made available at the venue of the AGM.

We request you to kindly take the information on your records.

Thanking you,

Yours faithfully,
For **SILLY MONKS ENTERTAINMENT LIMITED**

Tekulapalli
Sanjay Reddy

Digitally signed by
Tekulapalli Sanjay Reddy
Date: 2024.09.06 20:18:40
+05'30

Tekulapalli Sanjay Reddy
Managing Director
DIN: 00297272

Encl: As above.



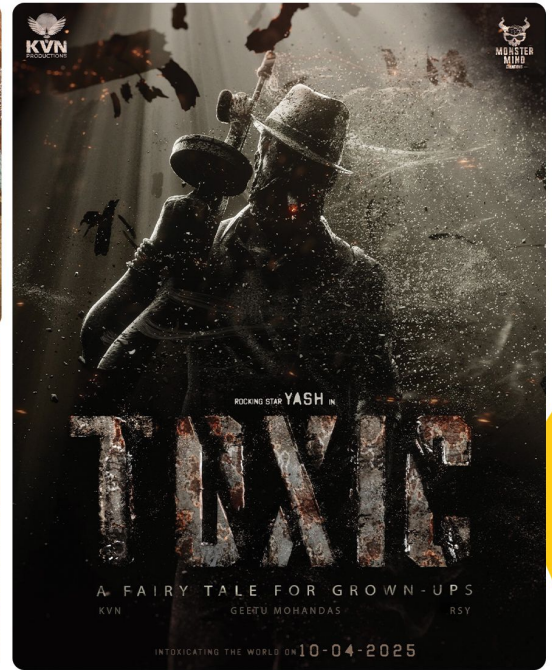
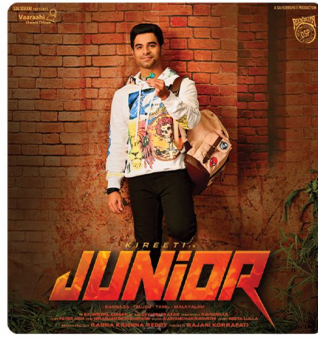
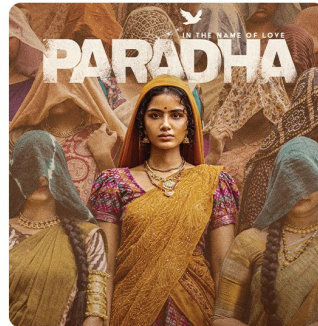
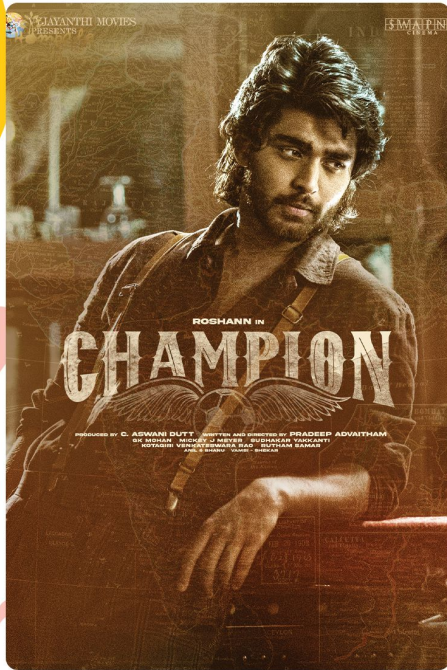
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Annual Report

2023 - 2024

OUR UPCOMING MOVIE PROMOTION PROJECTS



Annual Report

(2023-2024)

OUR UPCOMING MOVIE PRODUCTIONS



PRODUCTION - 6
UNDER
PRE PRODUCTION



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A CHARAN ARJUN MUSICAL



PRODUCTION - 8
UNDER
STORY DEVELOPEMENT

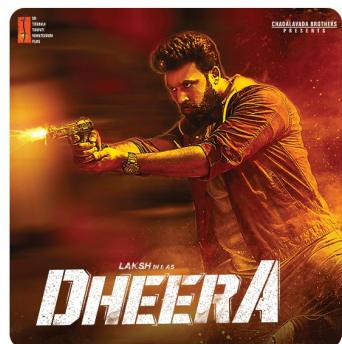
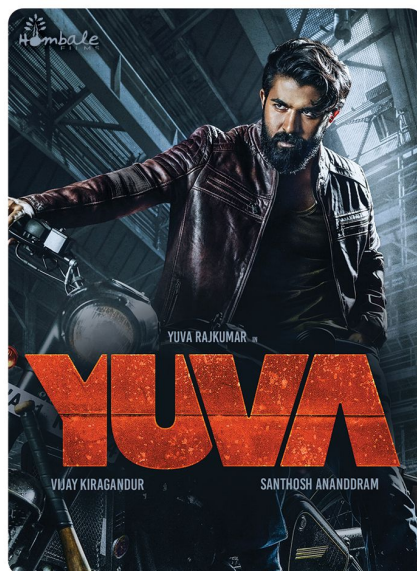


PRODUCTION - 10
UNDER
STORY DEVELOPEMENT

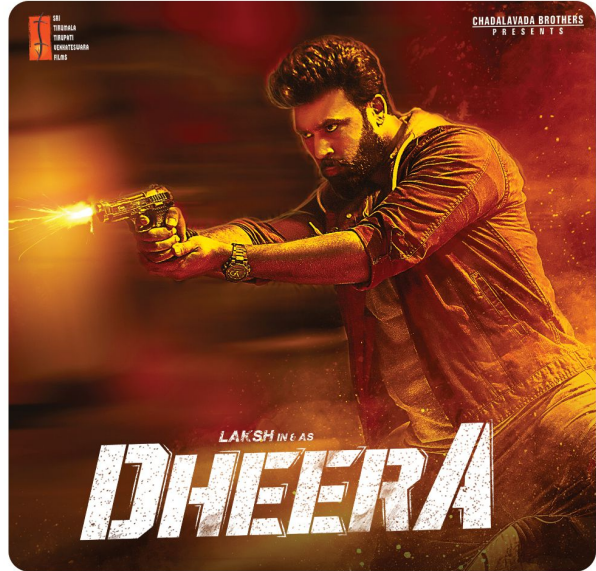


PRODUCTION - 11
UNDER
STORY DEVELOPEMENT

OUR RECENT MOVIE PROMOTION PROJECTS



AUDIO AND VIDEO DISTRIBUTION



Annual Report

(2023-2024)



Chepur Ratnakar Rao

Chairman,
Silly Monks Entertainment Limited

Dear Invaluable Shareholders:

I'm utmost pleased to welcome you all to this 11th Annual General Meeting of Silly Monks entertainment. Ltd. I presume that as discerning investors you have gone through the Annual Accounts and relevant information as circulated per mandate. I also trust you and your families are keeping a healthy and active life that's increasingly essential today.

It is heartening to note that India's economy continues to be buoyant with encouraging trends across sectors. Manufacturing and Services sectors have maintained a steady growth rate. Active consumer marketing in FMCG, healthcare, real estate and automotive sectors has kept domestic consumption levels growing at a healthy pace.

We now see digital and online marketing spends projected at about INR 540 billion for 2024, overtaking traditional media such as TV and Print, which emphasises the opportunities as well as challenges for online media players to innovate and adopt creative initiatives.

AI is poised to play an increasingly dominant role in marketing and sales. Trends suggest growing reliance on AI for immediate and qualitative customer service interactions, predictive market analysis and highly personalized content development.

AI is making rapid strides in Content Creation, whether blogs, social media posts or video concepts. It is predicted that by 2026, 90% of content will be AI generated! It will be the most powerful tool assisting content creators. Over 700 million people now use the internet in India. The significance of the Digital Marketing Future in India for companies in all industries is highlighted by the surge in opportunities that have resulted from this quick expansion for brands to engage with customers online. India's internet audience mostly uses mobile devices to view content, with over 550 million smartphone users. Consequently, for businesses to effectively connect and engage with clients, mobile-friendly marketing is becoming increasingly important.

India's Influencer Marketing is expected to swell to over INR 34 billion by 2026. Brands across all product and service segments are increasing investing in influencer marketing. Current trends indicate a growing shift towards regional language influencers to serve the marketing efforts in regional markets. The challenge therefore is to fine tune our understanding of the consumer segments in local and regional markets and develop adequate skills to produce relevant and engaging content in South Indian languages.

I'm truly pleased by the energy and enthusiasm of our team at Silly Monks to be in tune with the current market realities in developing a vast range of content for the emerging consumer segments.

Talent acquisition and moulding their skillset will be of utmost importance and I'm very hopeful we will do all possible to remain ahead of the game.

I wish our team the very best in their endeavour to succeed as always.

I thank our valuable investors for their continued confidence in Silly Monks and for being with us today.

With best wishes and warm regards,

C Ratnakar Rao.



Sanjay Reddy

Managing Director
Silly Monks Entertainment Limited

My Dear Shareholders,

Finally, after couple of years I am feeling the same optimism what I felt when we went public. We will complete 11 years on 20th Sept, whew!!! what a roller coaster ride it has been. Our resilience, willing to correct our mistakes got us till here, now I feel there should be no looking back from here on.

The good news is Indian M&E sector grew by 8% in 2023, reaching INR2.3 trillion (US\$27.9 billion), 21% above its pre-pandemic levels in 2019. Digital advertising grew 15% to reach INR 576 billion, constituting 51% of total advertising revenues. This figure includes advertising by SME and long-tail advertisers totalling over INR 200 billion, and advertising earned by e-commerce platforms amounting to INR 86 billion.

What is heartening to note is that your company ended the financial year 2023-24 with a loss of Rs 21,000, compare to a loss of Rs 4.59 Crs for the corresponding previous year (2022-23). From here on we are upbeat about our growth and endeavour will be to achieve a hockey stick type of a growth.

We are still tight as far as cash is concerned but conserving all our energies to show the desired growth. Once we get into a positive territory we want to tap the market for growth capital.

Like I mentioned in the last annual report, YouTube has been our bread earner, hence we started investing in that vertical as a tactical measure and has yielded good results. Let me share some statistics to help you fuel all your optimism. In Mar 2024 our You Tube network delivered 797 million views with a watch time of 39 million hours compare to Mar 2023, delivered 597 Million views with a watch time of 30 million hours, an increase of 200 million (33.5%) views and 9 million hours (30%) in watch time.

Looking forward to better times here on.

With lots of regards & hope,

Sanjay Reddy.



Anil Pallala

Co-Founder | Whole Time Director
Silly Monks Entertainment Limited

Dear Shareholders,

Season's greetings from the SillyMonks squad!. We appreciate your belief in our vision and ongoing support. Exciting times ahead with a bunch of new partnerships and content production projects brewing, set to bloom and thrive in the upcoming years!

As promised, We are very near to the 1 billion milestone in YouTube views. We ended March 2024 with approx 800 million views. We have made all our YouTube standard services fully automated to scale. In the last few quarters, We have on-boarded many creators and enterprises.

In the realm of our cinematic endeavors, we have woven intricate foundations to fortify the very essence of our business model. Movie projects in the studio division are progressing at different levels of stages and soon we would be announcing the launch dates of the projects.

While we are setting up our studio business model we are getting better and better in the movie marketing space. We worked on one of the biggest movies "Kalki" as a marketing partner which will place us in the global market space. We are also managing brand solutions for the film which adds another layer to our hat. We are making big plans for all our upcoming movie sequels. Our dedicated brand solutions team for YouTube creators and movie infilm, in and around the movie content brand collabs will add a potential revenue stream from this year.

Our upcoming movie marketing projects are Kalki 1 & 2, Kantara 2, Salaar 2, Pradha and many more are in the pipeline. Stay tuned to our social media for regular updates.

Silly Monk's music label is in process of signing up with IPRS society and also partnering with international music societies. On top of our existing music distribution business, these partnerships will generate additional royalties for the music published by us and these partnerships will also secure music composers, lyric writers and the singers royalties. This is a true value addition we are bringing for our music business community.

Silly Monks is a forward-thinking entertainment company in India, dedicated to enhancing its operations and revealing the true essence of its presence in the entertainment industry.

Sincerely

Sincerely,
Anil Kumar Pallala.

11th Annual General Meeting

Monday, 30th September, 2024

at 03:00 P.M

at the registered office at Survey No. 91, 3rd Floor,
Technical Block, Sundarayya Vignana Kendram (SVK),
Gachibowli, Rangareddy, Hyderabad, Telanagana, India-500032

Board of Directors

Mr. Ratnakar Rao Chepur
Mr. Tekulapalli Sanjay Reddy
Mr. Anil Kumar Pallala
Mrs. Swathi Reddy
Mr. Rammohan Paruvu
Mr. Prasada Rao Kalluri

Chairman & Independent Director
Managing Director
Whole Time Director
Non- Executive Non - Independent Director
Independent Director
Independent Director

Chief Financial Officer (CFO)

Mr. Redrowthu Sai Manikanta

Company Secretary

Ms. Donthineni Srilekha

Statutory Auditors

NSVR & Associates LLP
Chartered Accountants
Firm Registration No. 008801S/S200060

Internal Auditors

Anantha RamiReddy & Associates
Chartered Accountants
Firm Registration No. 021849S

Registered Office:

Silly Monks Entertainment Limited
CIN: L92120TG2013PLC090132
Survey No. 91, 3rd Floor, Technical Block,
Sundarayya Vignana Kendram (SVK),
Gachibowli, Rangareddy, Hyderabad,
Telangana, India - 500032

Secretarial Auditors

M/s. P. S. Rao & Associates
Company Secretaries

National Stock Exchange of India Limited

NSE Symbol: SILLYMONKS

Tele No.: +91-8008121236

Email: investor@sillymonks.com

Website: www.sillymonks.com

Registrar and Share Transfer Agents

M/s. Bigshare Services Pvt. Ltd,
306, Right Wing, Amrutha Ville, Opp. Yashodha
Hospital, Somajiguda, Raj Bhavan Road,
Hyderabad - 500 082, Telangana, India.

Email: bsshyd@bigshareonline.com

Website: www.bigshareonline.com

Bankers

ICICI Bank Ltd

BOARD COMMITTEES

Audit Committee:

Mr. Prasada Rao Kalluri	Chairman
Mr. Tekulapalli Sanjay Reddy	Member
Mr. Rammohan Paruvu	Member
Mr. Ratnakar Rao Chepur	Member

Nomination and Remuneration Committee

Mr. Prasada Rao Kalluri	Chairman
Mrs. Swathi Reddy	Member
Mr. Rammohan Paruvu	Member
Mr. Ratnakar Rao Chepur	Member

Stakeholders Relationship Committee

Mr. Prasada Rao Kalluri	Chairman
Mr. Tekulapalli Sanjay Reddy	Member
Mr. Rammohan Paruvu	Member
Mr. Ratnakar Rao Chepur	Member

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SILLY MONKS ENTERTAINMENT LIMITED

CIN: L92120TG2013PLC090132

Registered Office: Survey No. 91, 3rd Floor, Technical Block, Sundarayya Vignana Kendram (SVK),
Gachibowli, Rangareddy, Hyderabad, Telangana, India - 500032

E-mail: investor@sillymonks.com, **Website:** www.sillymonks.com, **Tele No.:** +91-8008121236

NOTICE

Notice is hereby given that the **11th Annual General Meeting** of the Members of **Silly Monks Entertainment Limited** will be held on Monday, the 30th September, 2024 at 03:00 P.M. at the registered office of the Company situated at Survey No. 91, 3rd Floor, Technical Block, Sundarayya Vignana Kendram (SVK), Gachibowli, Rangareddy, Hyderabad, Telangana, India - 500032 to transact the following business:

ORDINARY BUSINESS:

1. To receive, consider and adopt:

- a. the Audited Standalone Financial Statements of the Company for the financial year ended 31st March, 2024 together with the reports of the Auditors and Board of Directors thereon;
- b. the Audited Consolidated Financial Statements of the Company for the financial year ended 31st March, 2024 together with the reports of the Auditors thereon.

2. To Appoint a director in place of Mr. Tekulapalli Sanjay Reddy (DIN: 00297272), who retires by rotation and being eligible, offers himself for re-appointment.

3. Appointment of M/s. NSVR & Associates LLP, Chartered Accountants as Statutory Auditors of the Company.

To consider and, if thought fit, to pass with or without modification(s) the following resolution as an Ordinary Resolution:

“RESOLVED THAT pursuant to the provisions of Section 139, Section 142 and other applicable provisions, if any, of the Companies Act, 2013 read with the Companies (Audit and Auditors) Rules, 2014 (including any statutory modification(s) or re-enactment(s) thereof, for the time being in force), SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and pursuant to the recommendations of the Audit Committee, M/s. NSVR & Associates LLP, Chartered Accountants, Hyderabad, be and are hereby appointed as Statutory Auditors of the Company for a term of five years to hold office from the conclusion of this 11th Annual General Meeting till the conclusion of the 16th Annual General Meeting on such remuneration plus taxes and reimbursement of out of pocket expenses as may be incurred by them in connection with audit of accounts of the Company, as may be mutually agreed upon between the Board of Directors and the Statutory Auditors.”

“**RESOLVED FURTHER THAT** the Board of Directors or the Company Secretary be and are hereby authorized to do all such acts, deeds and things and take all such steps as may be necessary, proper or expedient to give effect to this resolution including filing of the necessary e forms with the Registrar of companies.”

**By order of the Board of Directors
For Silly Monks Entertainment Limited**

**Sd/-
Tekulapalli Sanjay Reddy
Managing Director
DIN: 00297272**

**Place: Hyderabad
Date: 06.09.2024**

Registered Office:

Survey No. 91, 3rd Floor, Technical Block,
Sundarayya Vignana Kendram (SVK),
Gachibowli, Rangareddy, Hyderabad,
Telangana, India - 500032
Tele No.: +91-8008121236
Email: investor@sillymonks.com
Website: www.sillymonks.com

NOTES FOR MEMBERS:

1. Proxy/Authorized Representative:

- (i) A MEMBER ENTITLED TO ATTEND AND VOTE IS ENTITLED TO APPOINT A PROXY, TO ATTEND AND ON A POLL TO VOTE INSTEAD OF HIMSELF/HERSELF AND SUCH PROXY NEED NOT BE A MEMBER OF THE COMPANY.

The instrument appointing proxy (Proxy Form), in order to be effective must be deposited at the registered office of the Company, not less than 48 (Forty-Eight) hours before the commencement of the AGM. Proxy Form is enclosed with the Notice.

Members are requested to note that a person can act as proxy on behalf of the Members not exceeding 50 (fifty) and holding in aggregate not more than ten percent of the total share capital of the Company carrying voting rights. However, a member holding more than ten percent, of the total share capital of the Company carrying voting rights may appoint a single person as proxy and such person shall not act as proxy for any other person or member.

A member would be entitled to inspect the proxies lodged at any time during the business hours of the Company, during the period beginning 24 (Twenty-Four) hours before the time fixed for the commencement of the AGM and ending with the conclusion of the AGM, provided that not less than 3 (three) days of notice in writing is to be given to the Company.

2. Members / proxies / authorized representatives are requested to bring duly filled admission / attendance slips and Annual Reports. Members are requested to come to the venue of the meeting well in advance for registration. No registration will be entertained after fifteen minutes from the scheduled time of the commencement of the meeting. The Proxy Form and the Attendance slip are enclosed with this notice.
- (i) Corporate Members intending to send their authorized representatives to attend the AGM are requested to send a certified copy of the Board Resolution/Power of Attorney authorizing their representative to attend and vote in their behalf at the Meeting.
- (ii) In case of joint holders attending the AGM, only such joint holder who is higher in the order of names will be entitled to vote.
- (iii) Members holding shares in the same name under different Ledger Folios are requested to apply for consolidation of such Folios and send the relevant share certificates to the Share Transfer Agent/Company.

3. Cut Off Dates:

- (i) This Notice is being sent to all the Members whose names appears as on **Friday, 30th August, 2024**, in the Register of Members/in the Register of beneficial owners as received from M/s. Bigshare Services Private Limited, the Registrar and Transfer Agent (“RTA”) of the Company.
- (ii) A person whose name is recorded in the Register of Members/in the Register of beneficial owners maintained by the depositories as on **Monday, 23rd September, 2024, (the “Cut Off Date”)** only shall be entitled to avail the facility of remote e-voting as well as voting at the AGM through ballot paper. The voting rights of Members shall be in proportion to their share of the paid-up equity share capital of the Company as on the Cut-off Date.

4. Treatment of Unclaimed Dividend & Shares:

Members are requested to note that dividends not encashed or remaining unclaimed for a period of 7 (seven) years from the date of transfer to the Company’s Unpaid Dividend Account, shall be transferred to the Investor

Education and Protection Fund (“IEPF”) established by the Central Government. Further, pursuant to the provisions of Section 124 of the Act read with the Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and Refund) Rules, 2016 (‘IEPF Rules’) as amended from time to time, all shares on which dividend has not been paid or claimed for seven consecutive years or more shall be transferred to IEPF Authority as notified by the Ministry of Corporate Affairs.

The provisions with regard to transfer of dividend and shares to IEPF is not applicable to the Company as, 7 (Seven) years has not been completed since the first declaration of dividend by the Company.

It may be noted that once the unclaimed dividend is transferred to IEPF as above, no claim shall rest with the Company in respect of such amount.

Members may address all the correspondences relating to dividend, unclaimed shares, change of address, share transfer, transmission, nomination etc. to the Company/ RTA at the below mentioned addresses:

- (i) **Registered office of the Company: M/s. Silly Monks Entertainment Limited**, Survey No. 91, 3rd Floor, Technical Block, Sundarayya Vignana Kendram (SVK), Gachibowli, Hyderabad, Rangareddy, Telangana, India-500032 Ph.: +91 80081 21236, Email: investor@sillymonks.com.
- (ii) **Registrar & Transfer Agents: M/s. Bigshare Services Pvt. Ltd.**, 306, Right Wing, Amrutha Ville, Opp. Yashodha Hospital, Somajiguda, Raj Bhavan Road, Hyderabad - 500082, Tel.: 040 4014 4967, Email Id.: bsshyd@bigshareonline.com.

5. Disclosures with respect to demat suspense account/ unclaimed suspense account:

Since no shares of the Company have been transferred to Demat Suspense Account/ Unclaimed suspense Account in accordance with Regulation 39 of the SEBI (LODR) Regulations, 2015 read with Schedule VI thereto, disclosures w.r.t. the same are not applicable to the Company.

6. Communication to Members:

- (i) The Notice of the AGM along with the Attendance Slip and Proxy Form, and a copy of Annual Report is being sent by electronic mode to all Members whose email addresses are registered with the Company / Depository Participant(s) and also to the Auditors and Directors of the Company. For the Members who have not registered their email addresses, physical copies of the annual report along with the aforesaid documents are being sent by the permitted mode.
- (ii) Members may note that the Notice and the Annual Report will also be available on the Company’s website www.sillymonks.com, website of the National Stock Exchange of India Limited at www.nseindia.com respectively, and on the website of Central Depository Services (India) Limited (CDSL) at www.cdslindia.com.
- (iii) Members who have still not registered their e-mail IDs are requested to do so at the earliest. Members holding shares in electronic mode can get their e-mail IDs registered by contacting their respective Depository Participant. Members holding shares in physical mode are requested to register their e-mail IDs with the Company or the RTA (M/s Bigshare Services Pvt. Ltd.), for receiving the Notice and Annual Report. Requests can be e-mailed to investor@sillymonks.com or investor@bigshareonline.com. We urge members to support this environment friendly effort of the Company and get their e-mail IDs registered.
- (iv) The Register of Directors and Key Managerial Personnel and their shareholding, maintained under Section 170 of the Act, the Register of Contracts or Arrangements in which the Directors are interested, maintained under Section 189 of the Act, the certificate from the Statutory Auditors of the Company certifying that the ESOP Scheme of the Company are being implemented in accordance with the Securities And Exchange Board of India (Share Based Employee Benefits And Sweat Equity) Regulations, 2021 are open for inspection

at the registered office of the Company which is also the venue for the ensuing AGM, on all working days except Saturdays and Sunday, between 11.00 AM to 1.00 PM up to the date of AGM.

The aforesaid documents along with documents referred to in the Notice will also be available for inspection at the registered office of the Company by the members, without payment of any fees, from the date of circulation of this Notice up to the **date of AGM, i.e. Monday, 30th September, 2024.**

- (v) In case you have any query related to the enclosed annual accounts, you are requested to send the same to the Registered office of the Company or on email Id investor@sillymonks.com, at least 10 (ten) days before the date of AGM so as to enable the management to collect the relevant information and redress the queries.

7. Voting by Members:

The voting for the agenda items as mentioned in the Notice shall be done in the following manner:

- (i) Members may cast their votes through electronic means by using an electronic voting system from a place other than the venue of AGM (“Remote E-voting”) in the manner provided below during the e-voting period as mentioned below in Para 7.1.
- (ii) At the venue of AGM, voting shall be done through ballot papers (“Ballot Paper”) and the Members attending AGM who have not casted their vote by Remote E-voting shall be entitled to cast their vote through Ballot Paper. Ballot Papers will be made available at the venue of the AGM.
- (iii) A Member may participate in the AGM even after exercising his right to vote through Remote E-voting but shall not be allowed to vote again at the venue of the AGM. If Member casts vote through Remote E-voting and also at the AGM, then voting done through Remote E-voting shall prevail and voting done at the AGM shall be treated as invalid.

7.1 VOTING THROUGH ELECTRONIC MEANS:

Details of E-Voting:

The business as set out in the Notice may be transacted through electronic voting system and the Company is providing facility for voting by electronic means. Pursuant to the provisions of Section 108 of the Companies Act, 2013, read with the Companies (Management and Administration) Rules, 2014, the Company is pleased to offer e-voting facility as an alternate to its members to cast their votes electronically on all resolutions set forth in the Notice convening the 11th Annual General Meeting.

The Company has engaged the services of Central Depository Services India Limited (CDSL) to provide the E-voting facility.

The e-voting period will commence on Friday, 27th September 2024 at 09:00 a.m. (IST) and will end on Sunday, 29th September, 2024 at 05:00 p.m. (IST). During this period, members of the company, holding shares either in Physical form or in Dematerialized form, as on **Cut-Off Date** i.e., **Monday, 23rd September 2024**, may cast their vote electronically. The Remote E-Voting shall not be allowed beyond **29th September 2024 at 05:00 p.m. (IST)** and the e-voting module shall be disabled by CDSL for voting thereafter.

INSTRUCTIONS TO SHAREHOLDERS FOR E-VOTING

- (i) **The e-voting period will commence on Friday, 27th September 2024 at 09:00 a.m. (IST) and will end on Sunday, 29th September 2024 at 05:00 p.m. (IST).** During this period, members of the company or in the Register of beneficial owners maintained by the Depositories, holding shares either in Physical form or in Dematerialized form, as on **Cut-Off Date** i.e., **Monday, 23rd September 2024**, may cast their vote electronically. The Remote E-Voting shall not be allowed beyond 29th September, 2024 at 05:00 p.m. (IST) and the e-voting module shall be disabled by CDSL for voting thereafter.

- (ii)** Shareholders who have already voted prior to the meeting date would not be entitled to vote at the meeting venue.
- (iii)** Pursuant to SEBI Circular No. SEBI/HO/CFD/CMD/CIR/P/2020/242 dated 09.12.2020, under Regulation 44 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, listed entities are required to provide remote e-voting facility to its shareholders, in respect of all shareholders' resolutions. However, it has been observed that the participation by the public non-institutional shareholders/retail shareholders is at a negligible level. Currently, there are multiple e-voting service providers (ESPs) providing e-voting facility to listed entities in India. This necessitates registration on various ESPs and maintenance of multiple user IDs and passwords by the shareholders. In order to increase the efficiency of the voting process, pursuant to a public consultation, it has been decided to enable e-voting to all the demat account holders, by way of a single login credential, through their demat accounts/ websites of Depositories/ Depository Participants. Demat account holders would be able to cast their vote without having to register again with the ESPs, thereby, not only facilitating seamless authentication but also enhancing ease and convenience of participating in e-voting process.
- (iv)** In terms of SEBI circular no. SEBI/HO/CFD/CMD/CIR/P/2020/242 dated December 9, 2020 on e-Voting facility provided by Listed Companies, Individual shareholders holding securities in demat mode are allowed to vote through their demat account maintained with Depositories and Depository Participants. Shareholders are advised to update their mobile number and email Id in their demat accounts in order to access e-Voting facility.

Pursuant to abovesaid SEBI Circular, Login method for e-Voting for Individual shareholders holding securities in Demat mode CDSL/NSDL is given below:

Type of shareholder	Login Method
Individual Shareholders holding securities in Demat mode with CDSL	<ol style="list-style-type: none"> 1) Users who have opted for CDSL Easi / Easiest facility, can login through their existing user id and password. Option will be made available to reach e-Voting page without any further authentication. The URL for users to login to Easi / Easiest are https://web.cdslindia.com/myeasi/home/login or visit www.cdslindia.com and click on Login icon and select New System Myeasi. 2) After successful login, the Easi / Easiest user will be able to see the e-Voting option for eligible companies where the evoting is in progress as per the information provided by company. On clicking the evoting option, the user will be able to see e-Voting page of the e-Voting service provider for casting your vote during the remote e-Voting period or joining virtual meeting & voting during the meeting. Additionally, there is also links provided to access the system of all e-Voting Service Providers i.e. CDSL/NSDL/KARVY/LINKINTIME, so that the user can visit the e-Voting service providers' website directly. 3) If the user is not registered for Easi/Easiest, option to register is available at https://web.cdslindia.com/myeasi/Registration/EasiRegistration 4) Alternatively, the user can directly access e-Voting page by providing Demat Account Number and PAN No. from a e-Voting link available on www.cdslindia.com home page or click on https://evoting.cdslindia.com/Evoting/EvotingLogin The system will authenticate the user by sending OTP on registered Mobile & Email as recorded in the Demat Account. After successful authentication, user will be able to see the e-Voting option where the evoting is in progress and also able to directly access the system of all e-Voting Service Providers.
Individual Shareholders holding securities in demat mode with NSDL	<ol style="list-style-type: none"> 1) If you are already registered for NSDL IDeAS facility, please visit the e-Services website of NSDL. Open web browser by typing the following URL: https://eservices.nsd.com either on a Personal Computer or on a mobile. Once the home page of e-Services is launched, click on the “Beneficial Owner” icon under “Login” which is available under ‘IDeAS’ section. A new screen will open. You will have to enter your User ID and Password. After successful authentication, you will be able to see e-Voting services. Click on “Access to e-Voting” under e-Voting services and you will be able to see e-Voting page. Click on company name or e-Voting service provider name and you will be redirected to e-Voting service provider website for casting your vote during the remote e-Voting period or joining virtual meeting & voting during the meeting. 2) If the user is not registered for IDeAS e-Services, option to register is available at https://eservices.nsd.com. Select “Register Online for IDeAS “Portal or click at https://eservices.nsd.com/SecureWeb/IdeasDirectReg.jsp 3) Visit the e-Voting website of NSDL. Open web browser by typing the following URL: https://www.evoting.nsd.com/ either on a Personal Computer or on a mobile. Once the home page of e-Voting system is launched, click on the icon “Login” which is available under ‘Shareholder/Member’ section. A new screen will open. You will have to enter your User ID (i.e. your sixteen digit demat account number hold with NSDL), Password/OTP and a Verification Code as shown on the screen. After successful authentication, you will be redirected to NSDL Depository site wherein you can see e-Voting page. Click on company name or e-Voting service provider name and you will be redirected to e-Voting service provider website for casting your vote during the remote e-Voting period

	or joining virtual meeting & voting during the meeting
Individual Shareholders (holding securities in demat mode) login through their Depository Participants	You can also login using the login credentials of your demat account through your Depository Participant registered with NSDL/CDSL for e-Voting facility. After Successful login, you will be able to see e-Voting option. Once you click on e-Voting option, you will be redirected to NSDL/CDSL Depository site after successful authentication, wherein you can see e-Voting feature. Click on company name or e-Voting service provider name and you will be redirected to e-Voting service provider website for casting your vote during the remote e-Voting period or joining virtual meeting & voting during the meeting.

Important note: Members who are unable to retrieve User ID/ Password are advised to use Forget User ID and Forget Password option available at abovementioned website.

Helpdesk for Individual Shareholders holding securities in demat mode for any technical issues related to login through Depository i.e. CDSL and NSDL

Login type	Helpdesk details
Individual Shareholders holding securities in Demat mode with CDSL	Members facing any technical issue in login can contact CDSL helpdesk by sending a request at helpdesk.evoting@cdslindia.com or contact at 022-23058738 and 22-23058542-43.
Individual Shareholders holding securities in Demat mode with NSDL	Members facing any technical issue in login can contact NSDL helpdesk by sending a request at evoting@nsdl.co.in or call at toll free no.: 1800 1020 990 and 1800 22 44 30

(i) Login method for e-Voting for **Physical shareholders and shareholders other than individual holding in Demat form.**

- 1) The shareholders should log on to the e-voting website www.evotingindia.com.
- 2) Click on “Shareholders” module.
- 3) Now enter your User ID
 - a. For CDSL: 16 digits beneficiary ID,
 - b. For NSDL: 8 Character DP ID followed by 8 Digits Client ID,
 - c. Shareholders holding shares in Physical Form should enter Folio Number registered with the Company.
- 4) Next enter the Image Verification as displayed and Click on Login.
- 5) If you are holding shares in demat form and had logged on to www.evotingindia.com and voted on an earlier e-voting of any company, then your existing password is to be used.
- 6) If you are a first-time user follow the steps given below:

	For Physical shareholders and other than individual shareholders holding shares in Demat.
PAN	Enter your 10-digit alpha-numeric *PAN issued by Income Tax Department (Applicable for both demat shareholders as well as physical shareholders) <ul style="list-style-type: none"> • Shareholders who have not updated their PAN with the Company/Depository Participant are requested to use the sequence number sent by Company/RTA or contact Company/RTA.
Dividend Bank Details OR Date of Birth (DOB)	Enter the Dividend Bank Details or Date of Birth (in dd/mm/yyyy format) as recorded in your demat account or in the company records in order to login. <ul style="list-style-type: none"> • If both the details are not recorded with the depository or company, please enter the member id / folio number in the Dividend Bank details field.

- (ii) After entering these details appropriately, click on “SUBMIT” tab.
- (iii) Shareholders holding shares in physical form will then directly reach the Company selection screen. However, shareholders holding shares in demat form will now reach ‘Password Creation’ menu wherein they are required to mandatorily enter their login password in the new password field. Kindly note that this password is to be also used by the demat holders for voting for resolutions of any other company on which they are eligible to vote, provided that company opts for e-voting through CDSL platform. It is strongly recommended not to share your password with any other person and take utmost care to keep your password confidential.
- (iv) For shareholders holding shares in physical form, the details can be used only for e-voting on the resolutions contained in this Notice.
- (v) Click on the EVSN for the relevant <Company Name> on which you choose to vote.
- (vi) On the voting page, you will see “RESOLUTION DESCRIPTION” and against the same the option “YES/NO” for voting. Select the option YES or NO as desired. The option YES implies that you assent to the Resolution and option NO implies that you dissent to the Resolution.
- (vii) Click on the “RESOLUTIONS FILE LINK” if you wish to view the entire Resolution details.
- (viii) After selecting the resolution, you have decided to vote on, click on “SUBMIT”. A confirmation box will be displayed. If you wish to confirm your vote, click on “OK”, else to change your vote, click on “CANCEL” and accordingly modify your vote.
- (ix) Once you “CONFIRM” your vote on the resolution, you will not be allowed to modify your vote.
- (x) You can also take a print of the votes cast by clicking on “Click here to print” option on the Voting page.
- (xi) If a demat account holder has forgotten the login password then Enter the User ID and the image verification code and click on Forgot Password & enter the details as prompted by the system.
- (xii) **Additional Facility for Non – Individual Shareholders and Custodians –For Remote Voting only.**
- Non-Individual shareholders (i.e. other than Individuals, HUF, NRI etc.) and Custodians are required to log on to www.evotingindia.com and register themselves in the “Corporates” module.
 - A scanned copy of the Registration Form bearing the stamp and sign of the entity should be emailed to helpdesk.evoting@cdslindia.com.
 - After receiving the login details a Compliance User should be created using the admin login and password. The Compliance User would be able to link the account(s) for which they wish to vote on.
 - The list of accounts linked in the login should be mailed to helpdesk.evoting@cdslindia.com and on approval of the accounts they would be able to cast their vote.
 - A scanned copy of the Board Resolution and Power of Attorney (POA) which they have issued in favour of the Custodian, if any, should be uploaded in PDF format in the system for the scrutinizer to verify the same.
 - Alternatively, Non Individual shareholders are required to send the relevant Board Resolution/ Authority letter etc. together with attested specimen signature of the duly authorized signatory who are authorized to vote, to the Scrutinizer and to the Company at the email address viz; www.naturiteagroproducts.com, if they have voted from individual tab & not uploaded same in the CDSL e-voting system for the scrutinizer to verify the same.

PROCESS FOR THOSE SHAREHOLDERS WHOSE EMAIL/MOBILE NO. ARE NOT REGISTERED WITH THE COMPANY/DEPOSITORIES.

- 1) For Physical shareholders- please provide necessary details like Folio No., Name of shareholder, scanned copy of the share certificate (front and back), PAN (self-attested scanned copy of PAN card), AADHAAR(self-attested scanned copy of Aadhaar Card) by email to **Company/RTA email id**.
- 2) For Demat shareholder, please update your email id & mobile no. with your respective Depository Participant (DP).
- 3) For Individual Demat shareholders – Please update your email id & mobile no. with your respective Depository Participant (DP) which is mandatory while e-Voting.

If you have any queries or issues regarding e-Voting from the CDSL e-Voting System, you can write an email to helpdesk.evoting@cdslindia.com or contact at toll free no. 1800 22 55 33.

All grievances connected with the facility for voting by electronic means may be addressed to Mr. Rakesh Dalvi, Sr. Manager, (CDSL) Central Depository Services (India) Limited, A Wing, 25th Floor, Marathon Futurex, Mafatlal Mill Compounds, N M Joshi Marg, Lower Parel (East), Mumbai - 400013 or send an email to helpdesk.evoting@cdslindia.com or call at toll free no. 1800 22 55 33.

7.2 VOTING THROUGH BALLOT PAPER:

Members who have not exercised the option of Remote E-voting shall be entitled to participate and vote at the venue of the AGM on the date of the AGM. Voting at the venue of AGM shall be done through Ballot Papers and Members attending the AGM shall be able to exercise their voting rights at the meeting through Ballot Papers. After the agenda item has been discussed, the Chairman will instruct the Scrutinizer to initiate the process of voting on all the resolutions through Ballot Papers. The Ballot Paper/s will be issued to the Shareholders / Proxy holders/ Authorized Representatives present at the AGM. The Shareholders may exercise their right of vote by tick marking as (✓) against “FOR” or “AGAINST” as his/her choice may be, on the agenda item in the Ballot Paper and drop the same in the Ballot Box(es) kept at the meeting hall for this purpose.

Please note that the Members who have cast their vote by Remote E-voting prior to the AGM may also attend the AGM but shall not be entitled to cast their vote again.

- (i) The Scrutinizer, after scrutinising the votes cast at the meeting through poll and through remote e-voting will, not later than two days of conclusion of the Meeting, make a consolidated scrutinizer’s report and submit the same to the Chairman. The results declared along with the consolidated scrutinizer’s report shall be placed on the website of the Company www.sillymonks.com and on the website of www.cdslindia.com. The results shall simultaneously be communicated to the Stock Exchanges.
- (ii) The result of the voting on the Resolutions at the Meeting will be announced by the Chairman or any other person authorized by him within two working days of the AGM.

8. Scrutinizer:

- (i) Mr. Jineshwar Kumar Sankhala, Company Secretary in Practice (COP No. **18365**) having consented to act as a scrutinizer has been appointed as “Scrutinizer” for scrutinizing the voting process (Ballot Paper as well as Remote E-voting) in a fair and transparent manner.

- (ii) The Chairman shall, at the AGM, at the end of discussion on the resolutions on which voting is to be held, allow voting with the assistance of scrutinizer, by use of “**Ballot Paper**” for all those Members who are present at the AGM but have not cast their votes by availing the Remote E-voting facility.
- (iii) The Scrutinizer shall, immediately after the conclusion of voting at the AGM, first count the votes cast at the AGM by Ballot Papers and thereafter unblock the votes casted through e-voting in the presence of at least two witnesses not in the employment of the Company. The Scrutinizer shall, within a period not later than **2 (Two) Working days** from the conclusion of the AGM, prepare and present a consolidated report of the total votes cast in favour or against, if any, to the Chairman of the Company or a person authorised by him in writing who shall countersign the same.

9. Declaration of Results:

The Result of voting (Remote E-voting and the voting at the AGM) on the resolutions shall be declared not later than **2 (Two) Working days** from the date of AGM by the Chairman or any person authorized by him for this purpose. The results declared along with the consolidated scrutinizer’s report shall be placed on the website of the Company www.sillymonks.com and on the website of www.cdslindia.com. The results shall simultaneously be communicated to the Stock Exchange at www.nseindia.com.

10. Nomination:

Members holding shares in the physical form and desirous of making a nomination in respect of their shareholding in the Company, as permitted under Section 72 of the Companies Act, 2013 or any statutory re-enactment thereof, are requested to submit the request in prescribed Form SH-13 to the RTA. Members holding shares in dematerialized form may contact their respective depository participant(s) for recording nomination in respect of their shares.

11. Dematerialization:

Pursuant to SEBI (LODR) (Fourth Amendment) Regulations, 2018 issued on 08th June, 2018 and effective from 05th December, 2018, SEBI has mandated that transfer of securities in a listed company will be processed only if the securities are held in dematerialized form. It is hereby confirmed that, total paid up equity shares of the Company are in de-materialized form.

12. Other Information:

- (i) Route Map for the AGM is also enclosed with the Notice for easy location of the Venue, Copy of the AGM Notice along with the route map will also be available on the website of the Company at www.sillymonks.com in the Investor Relations section.
- (ii) As per Section 118(1) of the Companies Act, 2013 read with the Secretarial Standard 2 on General Meetings issued by the Institute of Company Secretaries of India, “No gifts, gift coupons or cash in lieu of gifts shall be distributed to members at or in connection with the meeting”.
- (iii) Shareholders are requested to immediately notify any change in their address and also intimate their active E-Mail ID to their respective Depository Participants (DPs) and to the Registrar and Share Transfer Agent of the Company viz. **Bigshare Services Pvt. Ltd.**, 306, Right Wing, Amrutha Ville, Opp. Yasodha Hospital, Somajiguda, Raj Bhavan Road, Hyderabad - 500082, having email Id bsshyd@bigshareonline.com to receive the soft copy of the annual report and all other communication and notice of the meetings etc., of the Company.

- (iv) The annual report for the financial year 2023-24 is being sent through email to those members who have opted to receive electronic communication or who have registered their email addresses with the Company/depository participants. The members will be entitled to physical copy of the annual report for the financial year 2023-24, free of cost, upon sending a request to the registered office of the Company situated at Survey No. 91, 3rd Floor, Technical Block, Sundarayya Vignana Kendram (SVK), Gachibowli, Hyderabad, Rangareddy, Telangana, India-500032 For any Communication, the shareholders may also send request to the Company's E-Mail Id: investor@sillymonks.com.

**By order of the Board of Directors
For Silly Monks Entertainment Limited**

**Sd/-
Tekulapalli Sanjay Reddy
Managing Director
DIN: 00297272**

**Place: Hyderabad
Date: 06.09.2024**

Annexure to the Notice

Additional Information

1. Brief profile of the directors seeking re-appointment at the ensuing Annual General Meeting pursuant to Regulation 36 (3) of SEBI (LODR) Regulations, 2015

Name of the Director	Tekulapalli Sanjay Reddy
DIN	00297272
Date of first appointment on the Board	20th day of September, 2013
Date of Birth	29.06.1968 (56 Years)
Qualification, Experience & Expertise	Mr. Tekulapalli Sanjay Reddy is a Commerce graduate with a management degree in Marketing and Finance from Pune University. 34 years of rich experience in sales, distribution, programming and general management in Media, Internet and Entertainment industries. He is the founder and promoter of the Company.
Directorships in other Companies	NIL
No. & % of Shares held in the Company	36,56,627 equity shares i.e., 35.81%
Memberships/ Chairmanships of committees of other Public Companies (includes only Audit Committee and Stakeholders Relationship Committee)	1. Member – Audit Committee 2. Member- Stakeholders Relationship Committee
Relation between Directors inter-se	No Relation

THE EXPLANATORY STATEMENT, PURSUANT TO SECTION 102 OF THE COMPANIES ACT, 2013 AND EXPLANATORY STATEMENT AS REQUIRED UNDER REGULATION 36 (5) OF SEBI (LISTING OBLIGATIONS AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2015:

Item No.3

As the members are aware, M/s. NSVR & Associates LLP, Chartered Accountants (Firm Registration Number: 008801S/S200060) were appointed to the office of Statutory Auditors of the Company for a period of 5 years, i.e., till the conclusion of the 16th Annual General Meeting.

The Board of Directors based on the recommendation of Audit Committee considered the Appointment of M/s. NSVR & Associates LLP, Chartered Accountants (Firm Registration Number: 008801S/S200060) as Statutory Auditors of your Company from the conclusion of 11th Annual General Meeting till the conclusion of 16th Annual General Meeting i.e., with respect to financial years, beginning April 1, 2024 and ending on March 31, 2029. Pursuant to the provisions of Section 139 of the Companies Act, 2013, any such appointment / re-appointment of statutory auditors needs to be approved by the members in their General Meeting

Hence the resolution laid at Item No. 3 in the Notice attached hereto, is recommended by the Board for your consideration and approval.

Disclosure in terms of Regulation 36(5) of SEBI Listing Regulations:**Term of appointment:**

It is proposed to appoint M/s. NSVR & Associates LLP, Chartered Accountants (Firm Registration Number: 008801S/S200060) to the office of Statutory Auditors of the Company for a period of 5 years, i.e., from 11th Annual General Meeting till the conclusion of the 16th Annual General Meeting. Further, The Remuneration plus applicable taxes, and out of pockets expenses if any, as may be determined and recommended by the Audit Committee in consultation with the Auditors and duly approved by the Board of Directors of the Company.

M/s. NSVR & Associates LLP, is a firm of Chartered Accountants having expertise in the areas of Direct & Indirect Taxation, Auditing and Assurance, Tax Planning & Compliance, GST Advisory, Business Consulting Services, Business Valuations, Business Setup consultancy, Financial and Commercial Due Diligence, Fund Raising, International Taxation, Corporate Treasury etc.

None of the Directors, Key Managerial Personnel or their relatives is interested or concerned, whether financially or otherwise in the said resolutions.

**By order of the Board of Directors
For Silly Monks Entertainment Limited**

**Sd/-
Tekulapalli Sanjay Reddy
Managing Director
DIN: 00297272**

**Place: Hyderabad
Date: 06-09-2024**

DIRECTORS' REPORT

Dear Members,

Your Directors have pleasure in presenting their **Eleventh (11th) Annual Report** on the business and operations of the company together with the audited financial statements of the Company for the financial year ended 31st March, 2024.

FINANCIAL HIGHLIGHTS

The financial statements of the Company have been prepared in accordance with the Indian Accounting Standards (Ind AS) notified under section 133 of the Companies Act, 2013 read with Companies (Accounts) Rules, 2014.

The standalone and consolidated financial highlights of your Company for the Financial Year ended 31st March, 2024 are summarised as follows:

(₹ in Lakhs)

Particulars	FY 2023-24		FY 2022-23	
	Standalone	Consolidated	Standalone	Consolidated
Revenue from Operations	732.94	2,219.29	764.67	1,935.54
Add: Other Income	3.87	3.89	21.98	21.98
Total Revenue	736.81	2,223.18	786.65	1,957.52
Expenses				
Employee Benefit Expenses	176.39	176.39	302.64	302.64
Depreciation and amortisation expense	88.08	88.08	52.94	52.94
Finance Charges	7.00	7.00	-	-
Other Expenses	61.02	61.44	301.85	308.27
Total Expenses	722.37	2,213.71	1,224.63	2,509.67
Net Profit / Loss Before Tax (PBT)	14.43	9.46	(437.98)	(552.15)
Current Tax	-	-	-	-
Previous Year Income Tax Short Provision	-	-	-	-
Deferred Tax	9.67	9.67	(93.01)	(93.01)
MAT Credit Entitlement	-	-	-	-
Net Profit /Loss (PAT)	4.76	(0.21)	(344.97)	(459.14)
Earnings Per Share	0.08	(0.00)	(3.38)	(4.50)

Your Company, along with its 100% Foreign Subsidiary posted financial results during the year under review. Consolidated Turnover is Rs. 2,219.29 Lakhs and the Net Profit (PBT) of the Company is Rs.9.46 Lakhs.

COMPANY PERFORMANCE

During the FY 2023-24, the total income stood at Rs. 736.81 lakhs as compared to Rs. 786.65 lakhs in the previous FY 2022-23, registering decrease of 6.33 %. During the FY 2023-24, the revenue from operations stood at Rs. 732.94 lakhs as compared to Rs. 764.67 lakhs in the previous FY 2022-23, registering decrease of 4.14 %. Profit before tax (PBT) during the FY 2023-24 stood at Rs. 14.43 lakhs as compared to Rs. (437.98) lakhs in the previous FY 2022-23. Profit After tax (PAT) during the FY 2023-24 stood at Rs. 4.76 lakhs as compared to Rs. (344.97) lakhs in the previous FY 2022-23.

The Company is looking forward to increasing its profits in the coming financial years with the support of all the stakeholders of the Company.

DIVIDEND

As your Company has incurred net loss during the Financial Year 2023-24, your Directors have not recommended any dividend for the year.

TRANSFER OF UNCLAIMED DIVIDEND TO INVESTOR EDUCATION AND PROTECTION FUND (IEPF)

Your Company did not have any funds lying unpaid or unclaimed which were required to be transferred to Investor Education and Protection Fund (IEPF) under section 125 of Companies Act, 2013.

TRANSFER TO RESERVES

During the FY 2023-24, the Company has not transferred any amount to Reserves and the loss for the year has been retained in the profit and loss account.

CHANGE IN SHARE CAPITAL

During the year under review, there was no change in the share capital of the company.

SUBSIDIARIES AND JOINT VENTURES

The Company has following foreign Subsidiaries:

a. Dream Boat Entertainment LLC (USA)

Both the above mentioned companies are wholly owned subsidiaries of the Company.

The statement containing the salient features of the financial statements of Subsidiaries, Pursuant to Sub-Section 3 of Section 129 of the Companies Act, 2013, in **Form AOC-1** is herewith annexed to this report and marked as **Annexure – I**. The statement also provides the details of performance, financial position of the subsidiaries.

Your Company does not have any Associate Companies or Joint Ventures

CORPORATE SOCIAL RESPONSIBILITY (CSR)

As the Company does not fall under the criteria specified under Section 135 of the Act and the rules made thereunder, the Company does not have any CSR policy, any CSR Committee and did not spend any amount under corporate social responsibility.

DIRECTORS & KEY MANAGERIAL PERSONAL

The details of the directors and key managerial personnel of the company are provided as follows:

Sl. No.	Name	Designation
1.	Mr. Ratnakarrao Chepur *(till 05.01.2024) #(w.e.f. 10.02.2024)	Chairman & Independent Director
2.	Mr. Tekulapalli Sanjay Reddy	Managing Director
3.	Mr. Anil Kumar Pallala	Whole Time Director
4.	Mrs. Swathi Reddy	Non- Executive Non - Independent Director
5.	Mr. Rammohan Paruvu	Independent Director
6.	Mr. Prasada Rao Kalluri	Independent Director
7.	Ms. Naina Singh **(Till 08.12.2023)	Company Secretary
8.	Ms. Swarupa Rani ##(w.e.f. 10.02.2024)	Company Secretary
9.	Mr. Guna Venkata Rama Naidu ^(till 31.03.2024)	Chief Financial Officer

*Ratnakarrao Chepur Resigned as Chairperson and Independent Director of the Company w.e.f. 05.01.2024.

Ratnakarrao Chepur Appointed as Chairperson and Independent Director of the Company w.e.f. 05.01.2024 for the term of 5 years.

** Naina Singh Resigned as Company Secretary of the Company (w.e.f. 08.12.2023)

Swarupa Rani Appointed as Company Secretary of the Company (w.e.f. 10.02.2024)

^ Guna Venkata Rama Naidu resigned as Chief Financial Officer of the Company (till 31.03.2024)

Director Retiring by Rotation

In accordance with the provisions of Section 152 of the Companies Act, 2013, Mr. Tekulapalli Sanjay Reddy (DIN: 00297272), Director of the Company, being longest in the office amongst the Directors liable to retire by rotation and is proposed to retire at the ensuing Annual General Meeting and being eligible has offered himself for re- appointment at the said meeting of the Company.

Changes in the Board of Directors and the Key Managerial Personnel

During the year under review, the following changes in the Board of Directors and the Key Managerial Personnel took place:

- i. Mr. Ratnakarrao Chepur (DIN: 08744674) resigned on 05th January, 2024, as Director of the Company under the Independent Category (Non-Executive).
- ii. The Board based on the recommendation of the Nomination & Remuneration Committee in its meeting held on 10th February, 2024, appointed Mr. Ratnakarrao Chepur (DIN: 08744674) as the Additional Director of the Company under the Independent Category (Non-Executive). His appointment was regularised with the approval of the shareholders through postal ballot and remote electronic voting dated 7th May, 2024 for a term of 5 (five) years with effect from 10th February, 2024 till 9th February, 2029.
- iii. During the Financial year, Naina Singh resigned as the Company Secretary and compliance officer of the Company with effect from 08th December, 2023. Further Ms. Swarupa Rani was appointed as Company Secretary and compliance of the Company with effect from 10th February, 2024.
- iv. Mr. Guna Venkata Rama Naidu resigned as Chief Financial Officer of the company with effect from 31st March, 2024.

Declaration by Independent Directors

All Independent Directors have submitted their declaration of independence, pursuant to the provisions of Section 149(7) of the Act and Regulation 25(8) of the Listing Regulations, stating that they meet the criteria of independence as provided in Section 149(6) of the Act and Regulation 16(1)(b) of the Listing Regulations. The Board is of the opinion that the Independent Directors of the Company possess requisite qualifications, experience, expertise and hold highest standards of integrity.

Separate Meeting of Independent Directors

In accordance with the provisions of Schedule IV to the Act and Regulation 25(3) of the SEBI (LODR), 2015, separate meeting of the Independent Directors of the Company was held on 10th February, 2024 to discuss relevant items including the agenda items as prescribed under the applicable laws. The meetings were attended by all the Independent Directors of the Company.

Annual Performance Evaluation

The evaluation framework for assessing the performance of Directors of your Company comprises of contributions at the meetings, strategic perspectives or inputs regarding the growth or performance of your Company, among others.

The Nomination & Remuneration Committee have laid down the manner in which formal evaluation of the performance of the Board, its Committee and Individual Directors has to be made. The Board has carried out the Annual Performance Evaluation of its own performance, Board Committees and Individual Directors pursuant to the provisions of the Companies Act, 2013 and Regulation 17(10) of Listing Regulations.

A structured questionnaire was prepared after taking into consideration inputs received from the Directors, covering various aspects of the Board's functioning such as adequacy of the composition of the Board and its Committees, Board culture, execution and performance of specific duties, obligations and governance. A separate exercise was carried out to evaluate the performance of individual Directors including the Chairman of the Board, who were evaluated on parameters such as level of engagement and contribution, independence of judgement, safeguarding the interest of the Company and its minority shareholders etc. The performance evaluation of the Independent Directors was carried out by the entire Board. The performance evaluation of the Chairman and the Non-Independent Directors was carried out by the Independent Directors who also reviewed the performance of the Secretarial Department. The Directors expressed their satisfaction with the evaluation process.

The details of programme for familiarization of Independent Directors of your Company is available on your Company's website <https://sillymonks.com/stock-exchange-compliances/>.

Board Meetings

During the year, Five (5) meetings of the Board of Directors were held complying with the Companies Act, 2013, SEBI Listing Regulations and Secretarial Standards on Board Meeting. The particulars of the meetings held and attended by each Director are detailed in the Corporate Governance Report which forms part of this report. Further, maximum interval between two meetings of the Board of the Directors has not exceeded 120 days.

Board Committees

Your Company has in place the Committee(s) as mandated under the provisions of the Companies Act, 2013 and SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. There are currently three (3) committees of the Board, namely:

1. Audit Committee
2. Nomination & Remuneration Committee
3. Stakeholders' Relationship Committee

Details of the Committees along with their charter, composition and meetings held during the year, are provided in the Corporate Governance Report, which forms part of this report.

PARTICULARS OF CONTRACTS OR ARRANGEMENTS WITH RELATED PARTIES

Related Party Transactions entered into during the financial year under review are disclosed in Notes forming part of standalone financials under the head **Related Party Disclosures (AS – 18)**. These transactions were at an arm's length basis and in the ordinary course of business.

During the year under review, transactions were conducted by the Company pursuant to the Agreements entered into with its Related Parties during previous years; the same were on an arm's length basis and in the ordinary course of business. There were no materially significant Related Party Transactions with the Company's promoters, directors, management or their relatives which could have had a potential conflict with the interests of the Company. **Form AOC-2**, containing a note on the aforesaid Related Party Transactions is enclosed herewith as **Annexure – II** to this report.

The policy on Related Party Transactions, as approved by the Board may be accessed on the Company's website <https://sillymonks.com/stock-exchange-compliances/>.

AUDITORS AND THEIR REPORTS AND RECORDS

Statutory Auditors:

M/s. Ramasamy Koteswara Rao and Co LLP (Formerly Known as **M/s. Ramasamy 15 Koteswara Rao & Co.**) (Registration No. 010396S/S200084), were appointed at the 06th Annual General Meeting as the Statutory Auditors of the Company for a term of five years to hold office till the conclusion of the 11th Annual General Meeting of the Company.

Internal auditors:

The Board on the recommendation of the Audit Committee of the Company in its meeting held on 4th May, 2023, appointed M/s. NSVR & Associates LLP (Firm Registration No. 008801S/S200060), Chartered Accountants, Hyderabad as the Internal Auditor of the Company to conduct the Internal Audit for the financial year 2023-24 as required under section 138 of the Companies Act, 2013 and rules made thereunder. However, they resigned from their office due to their personal obligations and pre-occupation. The same was taken on note in the Board meeting held on 31st March, 2024. The Board thanked them for the service rendered during the tenure they were appointed as the Internal Auditor of the Company.

Secretarial Auditors:

In terms of the provision of the Section 204 of the Act read with Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014, the Board appointed M/s. P.S. Rao & Associates, Practicing Company Secretaries as the Secretarial Auditor for conducting the Secretarial Audit of your Company for the Financial Year ended 31st March, 2024. The Secretarial Audit Report, in form MR-3, for the financial year 2023-24 forms part of this Report as **Annexure – III**. The contents of the Secretarial Audit Report are self-explanatory and do not contain any qualification, reservation or adverse remark.

A Secretarial Compliance Report for the financial year ended 31st March, 2024 on compliance of all applicable SEBI regulations and circulars/guidelines issued thereunder, was obtained from, M/s. P.S. Rao & Associates, Practicing Company Secretaries and the same has been submitted to the stock exchange (NSE). The said report do not contain any qualification, reservation or adverse remark.

Cost Audit and Cost Auditors:

The provisions of Section 148 of the Companies Act 2013 read with the Companies (Cost and Audit) Rules, 2014 and Rule 14 of the Companies (Audit and Auditor) Rules, 2014 are not applicable to the Company.

COMMENTS BY THE BOARD ON EVERY QUALIFICATION, RESERVATION OR ADVERSE REMARK OR DISCLAIMERS**Statutory Auditors:**

As there is no qualification, reservation or adverse remark in the reports given by the Statutory Auditors for the Financial Year 2023-24, your directors need not provide any clarification on the same.

Secretarial Auditors:

There is no qualification, reservation or adverse remark in the reports given by the Secretarial Auditors, for Financial year 2023-2024.

REPORTING OF FRAUDS

During the year under review, neither the Statutory Auditors nor the Secretarial Auditors have reported to the Audit Committee, any instances of fraud committed against the Company by its officers and employees, the details of which would need to be mentioned in Board's Report under Section 143(12) of the Act.

NOMINATION AND REMUNERATION POLICY

A committee of the Board named as "Nomination and Remuneration Committee" has been formed in compliance with Regulation 19 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and pursuant to the provisions of section 178 of Companies Act, 2013. The main object of this Committee is to identify persons who are qualified to become directors and who may be appointed in senior management of the Company, recommend to the Board their appointment and removal and shall carry out evaluation of every Director's performance, recommend the remuneration package of both the Executive and the Non-Executive Directors on the Board and also the remuneration of Senior Management, one level below the Board. The Committee reviews the remuneration package payable to Executive Director(s) and the Key managerial personnel and makes appropriate recommendations to the Board and acts in terms of reference of the Board from time to time.

On the recommendation of the Nomination and Remuneration Committee, the Board has adopted and framed a Remuneration Policy for the Directors, Key Managerial Personnel and other Employees pursuant to the provisions of the Companies Act, 2013 and SEBI Listing Regulations. The policy can be accessed in the investors section of the company's website <https://sillymonks.com/stock-exchange-compliances/>.

PARTICULARS OF LOANS, GUARANTEES AND INVESTMENTS MADE BY THE COMPANY UNDER THE PROVISIONS OF SECTION 186 OF THE COMPANIES ACT, 2013

Details of Loans, Guarantees and Investments covered under the provisions of Section 186 of the Companies Act, 2013 read with Companies (Meetings of Board and its Powers) Rules, 2014, are given in the notes to the Financial Statements.

DEPOSITS

During the year under review, Your Company has not accepted any deposits within the meaning of Section 76 of the Companies Act, 2013 read with the Companies (Acceptance of Deposits) Rules, 2014.

Your Company has received declarations with respect of loans received from the directors of the company, stating that the amount is not being given out of funds acquired by them by borrowing or accepting loans or deposits from others.

DIRECTORS RESPONSIBILITY STATEMENT

Pursuant to Section 134 (5) of the Companies Act, 2013 Your Directors' confirm that:

- i) In preparation of annual accounts for the financial year ended 31st March, 2024, the applicable Accounting Standards have been followed along with proper explanation relating to material departures, if any;
- ii) The Directors have selected such accounting policies and applied them consistently and made judgments and estimates that are reasonable and prudent so as to give true and fair view of the state of affairs of the Company at the end of the financial year ended 31st March, 2024 and of the loss of the Company for that period;
- iii) The Directors have taken proper and sufficient care for their maintenance of adequate accounting records in accordance with the provisions of the Companies Act, 2013 for safeguarding the assets of the Company and for preventing and detecting fraud and other irregularities;
- iv) The Directors had prepared the annual accounts for the Financial year 2023-24 on a 'going concern' basis;
- v) The Directors had laid down internal financial controls to be followed by the company and that such internal financial controls are adequate and were operating effectively; and
- vi) The Directors have devised proper systems to ensure compliance with the provisions of all applicable laws and that such systems were adequate and operating effectively.

SHARE CAPITAL

The Authorised Share Capital of the Company as on date of Balance Sheet is Rs. 11,00,00,000/- divided into 1,10,00,000 equity shares of Rs.10/- each.

During the year under review, the Company has issued Employee Stock Options Plan 2023 through Postal Ballot on 13th June, 2023 but have not issued any shares with differential voting rights, sweat equity shares.

During the year Grant of 4,00,000 Stock Options at Rs.10/- each under Silly Monks Employee Stock Option Plan 2023 on 29th July, 2023.

ANNUAL RETURN

The Annual Return of the Company as on 31st March, 2024 is available on the Company's website and can be accessed at <https://sillymonks.com/annual-report/>.

MANAGEMENT DISCUSSION AND ANALYSIS

Pursuant to Regulation 34 (2) (e) of SEBI (LODR) Regulations, 2015, a report on Management Discussion & Analysis is herewith annexed as *Annexure – IV*.

RISK MANAGEMENT POLICY

Risk management is the process of identification, assessment and prioritization of risks followed by coordinated efforts to minimize, monitor and mitigate/control the probability and/or impact of unfortunate events. The Company has initiated a process of preparing a comprehensive risk assessment and minimization procedures. The major risks are being identified by the Company in areas of operations, financial processes, human resources and statutory compliances.

The Company has developed and implementing a risk management policy which includes the identification therein of elements of risk, which in the opinion of the board may threaten the existence of the Company.

CONSERVATION OF ENERGY, TECHNOLOGY ABSORPTION, FOREIGN EXCHANGE EARNINGS AND OUTGO

a) Conservation of Energy, Technology Absorption:

The particulars prescribed by section 134(3)(m) the Companies Act, 2013, pertaining to disclosure measures taken in relation to conservation of energy and technology absorption are not applicable.

b) Foreign Exchange earnings and Outgo:

Foreign Exchange Earnings: Rs. 3,22,28,424/-

Foreign Exchange Outgoings: Nil

HUMAN RESOURCES

Your Company considers its Human Resources as the key to achieve its objectives. Keeping this in view, your Company takes utmost care to attract and retain quality employees. The employees are sufficiently empowered and such work environment propels them to achieve higher levels of performance. The unflinching commitment of the employees is the driving force behind the Company's vision. Your Company appreciates the spirit of its dedicated employees.

Particulars of Employees (Section 197 of the Companies Act, 2013 read with the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014) Information in accordance with the provisions of Section 197 of the Act read with the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014 regarding remuneration and other details is annexed as *Annexure – V* to this Report.

CORPORATE GOVERNANCE

The Company has in place a system of Corporate Governance. A separate report on Corporate Governance along with Auditors' Certificate regarding compliance of conditions of corporate governance set out by the Securities and Exchange Board of India (SEBI) under Listing Regulations is annexed to this Annual Report.

CEO / CFO CERTIFICATION

As required under Regulation 17(8) of the Listing Regulations, certificate duly signed by the CEO/ CFO of the Company is appended as an Annexure to this Report.

INTERNAL CONTROL SYSTEMS AND THEIR ADEQUACY

Your Company has an adequate system of internal financial controls with reference to financial statements, including but not limited to safeguard and protection of assets from loss, their unauthorized use or disposition. All the transactions were properly authorized, recorded and reported to the Management. The Company is following all the applicable Accounting Standards for properly maintaining the books of accounts and reporting in the financial statements. Your Company continues to ensure proper and adequate systems and procedures commensurate with its size and nature of its business.

LISTING AND DEPOSITORY FEE

Your Company has paid Annual Listing Fee for the financial year 2023-24 to National Stock Exchange of India Ltd according to the prescribed norms & regulations. Company has also paid Annual Custody Fee to National Securities Depository Limited and Issuer Fee to Central Depository Services (India) Limited for the financial year 2023-24.

ESTABLISHMENT OF VIGIL MECHANISM / WHISTLE BLOWER POLICY FOR DIRECTORS AND EMPLOYEES

Your Company promotes ethical behavior in all its business activities and has put in place a mechanism wherein the employees are free to report illegal or unethical behavior, actual or suspected fraud or violation of the Company's Codes of Conduct or Corporate Governance Policies or any improper activity to the Chairman of the Audit Committee of the Company or Chairman of the Board.

The Whistle Blower Policy has been duly communicated within your Company. Under the Whistle Blower Policy, the confidentiality of those reporting violation(s) is protected, and they are not subject to any discriminatory practices. No personnel have been denied access to the Audit Committee in this regard. The Vigil Mechanism and Whistle Blower Policy may be accessed on the Company's website www.sillymonks.com.

POLICY ON SEXUAL HARASSMENT

Your Company has always provided a safe and harassment free workplace to every individual working in its premises through various policies and practices. Your Company always endeavors to create an environment that is free from discrimination and harassment, including sexual harassment. Your Company has been actively involved in ensuring that the clients and all the employees are aware of the provisions of the POSH Act, 2013 and the rights available to them there under.

Your Company has adopted policy on prevention of sexual harassment of women at workplace in accordance with The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013. As per the said Policy, an Internal Complaint Committee (ICC) has duly constituted by the Company.

During the financial year ended March 31, 2024, the company has not received any complaints pertaining to sexual harassment. The policy adopted by the Company for Prevention of Sexual Harassment is available on its website at www.sillymonks.com.

PARTICULARS OF EMPLOYEES

The information required pursuant to Section 197 (12) read with Rule 5 (1) of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014, in respect of employees of the Company is herewith annexed as **Annexure- VI**.

In terms of Rule 5(2) of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014, the Company does not have any employee who is employed throughout the financial year and in receipt of remuneration of Rs. 120 Lakhs or more, or employees who are employed for part of the year and in receipt of Rs. 8.50 Lakhs or more per month.

The Company does not have any employee who is employed throughout financial year or part thereof, who was in receipt of remuneration in financial year under review which in aggregate, or as the case may be, at a rate which in the aggregate is in excess of that drawn by the Managing Director or Whole-Time director and holds by himself/herself or along with his/her spouse and dependent children not less than 2% of the equity shares of the Company.

APPLICATION OR PROCEEDING PENDING UNDER THE INSOLVENCY AND BANKRUPTCY CODE, 2016

Your company has neither made any application nor has any proceedings pending under the Insolvency and Bankruptcy Code, 2016, during the financial year 2023-24.

ONE-TIME SETTLEMENT

Your company has not made any one-time settlements against loans taken from banks or financial institutions during the financial year 2023-24.

OTHER INFORMATION**(i) Significant and material orders passed by the regulators**

No significant and material orders have been passed during the year under review by the regulators or courts or tribunals affecting the going concern status and Company's operations in the future.

(ii) Material Changes & Commitments

Due to the Global Coronavirus (COVID-19) pandemic, your Company is forced to temporarily reduce the remuneration paid to employees, Senior Management and Executive Directors till the time as the management deems fit, for ensuring financial health of the Company.

(iii) Change in Nature of business, if any

There is no change in the nature of business of the Company during the year under review.

(iv) Compliance with Secretarial Standards

Your Company has complied with the secretarial standards i.e., SS-1, and SS-2 relating to Meetings of the Board of Directors and General Meetings respectively, issued by the Institute of Company Secretaries of India and notified by the Ministry of Corporate Affairs.

ACKNOWLEDGMENT AND APPRECIATION

Your directors express their sincere appreciation to all the stakeholders of the Company for the trust, confidence and support bestowed on the Company. The Board of Directors is also grateful to the subsidiary company for its contribution towards the growth and success of the Company.

The Board of Directors assures to uphold the Company's commitment towards acting with honesty, integrity and respect and to be responsible and accountable to all the stakeholders of the Company.

Further your directors convey their appreciation for the whole hearted and committed efforts by all its employees.

Your directors gratefully acknowledge the ongoing co-operation and support provided by the Central and State Governments, Stock Exchanges, RBI and other Regulatory Bodies.

**By Order of The Board of Directors
For Silly Monks Entertainment Limited**

**Sd/-
Tekulapalli Sanjay Reddy
Managing Director
DIN: 00297272**

**Sd/-
Anil Kumar Pallala
Whole Time Director
DIN: 02416775**

Place: Hyderabad

Date: 06-09-2024

ANNEXURES TO DIRECTORS' REPORT

ANNEXURE – I

Form AOC-1

(Pursuant to first proviso to sub-section (3) of section 129 read with rule 5 of Companies (Accounts) Rules, 2014)

Statement containing salient features of the financial statement of subsidiaries/associate companies /joint ventures

Part “A”: Wholly Owned Subsidiaries

Subsidiary Financial Highlights

(Amount in Rs.)

Sl. No.	Particulars	Dream Boat Entertainment LLC
1.	Reporting period for the subsidiary concerned, if different from the holding company’s reporting period	Not Applicable
2.	Reporting currency and Exchange rate as on the last date of the relevant financial year in the case of foreign subsidiaries	1 USD = 83.3739
3.	Share capital	76,780
4.	Reserves & surplus	(1,18,99,693.38)
5.	Total assets	36,99,960.26
6.	Total Liabilities	1,55,22,873.64
7.	Investments	-
8.	Turnover	18,08,63,447.15
9.	Profit/Loss before taxation	(4,96,490.88)
10.	Provision for taxation (Includes DTL/ DTA)	-
11.	Profit after taxation	(4,96,490.88)
12.	Proposed Dividend	-
13.	% of shareholding	100%

Part “B”: Associates and Joint Ventures – Not Applicable

**By Order of The Board of Directors
For Silly Monks Entertainment Limited**

**Sd/-
Tekulapalli Sanjay Reddy
Managing Director
DIN: 00297272**

**Sd/-
Anil Kumar Pallala
Whole Time Director
DIN: 02416775**

Place: Hyderabad

Date: 06-09-2024

**Form No. AOC-2
DETAILS OF RELATED PARTY TRANSACTIONS
(Pursuant to clause (h) of sub-section (3) of section 134 of the Act and Rule 8(2) of the
Companies (Accounts) Rules, 2014)**

This form is pertaining to disclosure of particulars of contracts/arrangements entered into by the company with related parties referred to in subsection (1) of section 188 of the Companies Act, 2013 including certain arms' length transactions under third proviso thereto

1. Details of contracts or arrangements or transactions not at arm's length basis: NIL

The company has not entered into any contract or arrangement or transaction which is not at arm's length basis during the year under review.

2. Details of material contracts or arrangement or transactions at arm's length basis:

Name(s) of the Related Party	Nature of Relationship	Nature of contracts/ arrangements/ transactions	Duration of the contracts / arrangement t / transactions	Salient terms of the contracts or arrangements or transactions including the value, if any	Date(s) of approval by the Board, if any	Amount In Rs.
Dream Boat Entertainment LLC	Wholly Owned Subsidiary	Service Income	25.11.2022-Ongoing	Not applicable	Not applicable	3,22,28,424

**By Order of The Board of Directors
For Silly Monks Entertainment Limited**

Sd/-
Tekulapalli Sanjay Reddy
Managing Director
DIN: 00297272

Sd/-
Anil Kumar Pallala
Whole Time Director
DIN: 02416775

**Place: Hyderabad
Date: 06-09-2024**

SECRETARIAL AUDIT REPORT
For the Financial Year ended on 31st March, 2024
[Pursuant to Section 204(1) of the Companies Act, 2013 and rule No.9 of the Companies
(Appointment and Remuneration Personnel) Rules, 2014]

To,
The Members,
M/s. Silly Monks Entertainment Limited
Hyderabad-500032

We have conducted the secretarial audit of the compliance of applicable statutory provisions and the adherence to good corporate practices by **M/s. Silly Monks Entertainment Limited** (Hereinafter referred to as the Company) having its registered office at Survey No. 91, 3rd Floor, Technical Block, Sundarayya Vignana Kendram (SVK), Gachibowli, Hyderabad, Rangareddy, Telangana, India - 500032 Secretarial Audit was conducted in a manner that provided us a reasonable basis for evaluating the corporate conducts/statutory compliances and expressing our opinion thereon.

Based on our verification of the Company books, papers, minute books, forms and returns filed and other records maintained by the company and also the information provided by the Company, its officers, agents and authorized representatives during the conduct of secretarial audit, we hereby report that in our opinion, the company has, during the audit period covering the financial year 2023-2024 complied with the statutory provisions listed here under and also that the Company has proper Board-processes and compliance-mechanism in place to the extent, in the manner and subject to the reporting made hereinafter:

We have examined the books, papers, minute books, forms and returns filed and other records maintained by the Company for the financial year ended on 31st March, 2024 according to the provisions of:

- (i) The Companies Act, 2013 (the Act) and the rules made there under, as applicable
- (ii) The Securities Contracts (Regulation) Act, 1956 ('SCRA') and the rules made thereunder
- (iii) The Depositories Act, 1996 and the Regulations and Bye-laws framed thereunder;
- (iv) Foreign Exchange Management Act, 1999 and the rules and regulations made thereunder to the extent of Foreign Direct Investment and Overseas Direct Investment (to the extent applicable);
- (v) **The following Regulations and Guidelines prescribed under the Securities and Exchange Board of India Act, 1992 ('SEBI Act'):-**
 - a) The Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011;
 - b) The Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015;
 - c) The Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018; ; **(not applicable to the Company during the financial year under review);**
 - d) The Securities and Exchange Board of India (Depositories and Participants) Regulations, 2018;
 - e) The Securities and Exchange Board of India (Share Based Employee Benefits and Sweat Equity) Regulations, 2021;
 - f) The Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) Regulations, 2021 **(Not Applicable to the Company during the Audit Period).**
 - g) The Securities and Exchange Board of India (Registrars to an Issue and Share Transfer Agents) Regulations, 1993 regarding the Companies Act and dealing with client;
 - h) The Securities and Exchange Board of India (Delisting of Equity Shares) Regulations, 2021; **(not applicable to the Company during the financial year under review);** and

- i) The Securities and Exchange Board of India (Buyback of Securities) Regulations, 2018; **(not applicable to the Company during the financial year under review).**

(vi) **The industry specific major laws that are applicable to the Company are as follows**

- a) Cinematograph Act, 1952, and
b) Copyright Act, 1957 and the rules made thereunder, being laws that are specifically applicable to the Company based on their sector/industry.

We have also examined compliance with the applicable clauses of the of the following:

- a) Secretarial Standards issued by the Institute of Company Secretaries of India (ICSI).
b) SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

During the period under review the Company has complied with the provisions of the Act, Rules, Regulations, Guidelines, Standards, etc. mentioned above:

We further report that:

- The Board of Directors of the Company is duly constituted with proper balance of Executive Directors, Non-Executive Directors and Independent Directors. The changes in the composition of the Board of Directors that took place during the period Mr. Ratnakarrao Chepur, Non-Executive Independent director resigned on 05th January, 2024, and Appointed on 10th February, 2024 as Non-Executive Independent Director for the second consecutive term of 5 years, the changes are carried out in compliance with the provisions of the Act and the rules made thereunder.
- Adequate notice has been given to all Directors to schedule the Board Meetings, agenda and detailed notes on agenda were sent at least seven days in advance and few board meetings were at a shorter notice (in compliance with the applicable provisions of the Act), and a system exists for seeking and obtaining further information and clarifications on the agenda items before the meeting and for meaningful participation at the meeting.
- All decisions at Board Meetings and Committee Meetings are carried out unanimously as recorded in the minutes of the meetings of the Board of Directors or Committee of the Board, as the case may be.
- The Company has approved the Silly Monks ESOP 2023 through Postal Ballot on 13th June 2023 and granted the Stock Options of 4,00,000 Equity Shares of Rs.10 each on 29th July, 2023.

We further report that There are adequate systems and processes in the company commensurate with the size and operations of the company to monitor and ensure compliance with applicable laws, rules, regulations and guidelines.

There were no such specific events/actions in pursuance of the above referred laws, rules, regulations, etc., having a major bearing on the Company's affairs.

During the period under review the Company has complied with the provisions of the Act, Rules, Regulations, Guidelines, Standards, etc. mentioned above.

We further report that no prosecutions were initiated and no fines or penalties were imposed for the year, under the Companies Act, the SEBI Act, the SCRA or other SEBI Regulations, on the Company or its directors.

We further report that:

Company has not undertaken any event / action having a major bearing on the Company's affairs in pursuance of the above referred laws, rules, regulations, guidelines, standards, etc.

**For P S Rao & Associates
Company Secretaries**

Sd/-
Jineshwar Kumar Sankhala
Company Secretary
M. No: 21697
C P No: 18365
UDIN: A021697F001157304

**Place: Hyderabad
Date: 06-09-2024**

[This Report is to be read with our letter of even date which is annexed as Annexure A and forms an integral part of this report.]

Annexure A

To,
The Members,
M/s. Silly Monks Entertainment Limited
Hyderabad.

Our report of even date is to be read along with this letter

1. Maintenance of secretarial record is the responsibility of the management of the company. Our responsibility is to express an opinion on these secretarial records based on our audit.
2. We have followed the audit practices and processes as were appropriate to obtain reasonable assurance about the correctness of the contents of the Secretarial records. The verification was done on test basis to ensure that correct facts are reflected in secretarial records. We believe that the processes and practices, we followed provide a reasonable basis for our opinion.
3. We have not verified the correctness and appropriateness of financial records and Books of Accounts of the company.
4. Where ever required, we have obtained the Management representation about the compliance of laws, rules and regulations and happening of events etc.
5. The compliance of the provisions of Corporate and other applicable laws, rules, regulations, standards is the responsibility of management. Our examination was limited to the verification of procedures on test basis.
6. The Secretarial Audit report is neither an assurance as to the future viability of the company nor of the efficacy or effectiveness with which the management has conducted the affairs of the company.

For P S Rao & Associates
Company Secretaries

Sd/-
Jineshwar Kumar Sankhala
Company Secretary
M. No: 21697
C P No: 18365
UDIN: A021697F001157304

Place: Hyderabad
Date: 06-09-2024

ANNEXURE-IV

MANAGEMENT DISCUSSION ANALYSIS

a) COMPANY OVERVIEW

We are a ‘South India’ based entertainment & media with a focus of being a recognized & fast-growing player in areas such as video creators/influencers/movie/series/music/other content production, content distribution, content marketing on digital and traditional mediums.

Our business lines / model is illustrated below:



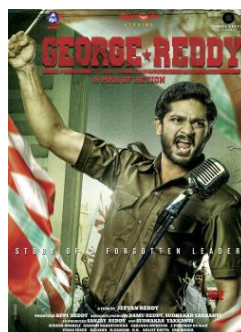
Our primary focus currently is Content production, marketing and distribution on Digital media and traditional mediums. We publish content on various digital platforms such as YouTube, Facebook, Amazon, Netflix etc. We also distribute or syndicate the content on satellite channels, cinema theatres, airborne and other offline platforms.

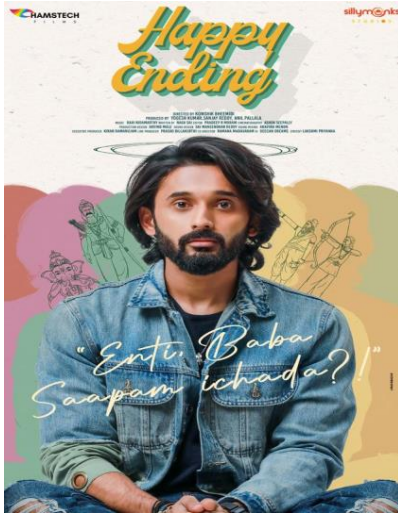
All the said content is either created by us, i.e. by our in-house production or acquired through outright purchase or aggregated on a revenue share method. Produced or acquired Content 100% rights, all revenues generated from such content is fully accrued to us.

When we aggregate content from third parties content partners for distribution, we share the revenue with the content partner.

Through YouTube, Facebook, Instagram and other social media channels we are building communities in various genres like music, food, wellness, devotional etc., We distribute and monetise all the content produced by the creators in all possible publishing mediums to maximise the revenue. The more the fan base, the more branded content revenue opportunities will unlock.

Silly Monks Studios (Movie/Series Production): We have co-produced Telugu Movies like Maa Vintha Gadhaa Vinuma, George Reddy, 24 Kisses, and few movies co-produced with Vaaraahi Chalana Chitram like Oohalu Gusagusalade’, ‘Dikkulu Choodaku Ramayya’, & Tungabhadra.





Our releases in 2024



Upcoming release in 2025

In our studio division, we identify stories, develop, pitch and onboard project independent investors, produce, market and distribute/sell the project on various mediums. With our expertise, we are bridging between film directors/writers, investors & the platforms and making it a viable and profitable business. In this model Silly Monks retains 20-30% asset holding in each project that we are developing. Two film projects are ready to release and many under development stage and pitching stage. We bring content production and distribution expertise. We are currently developing many movie concepts in south India along with potential film directors and setting up the complete project end-to-end. We will be collaborating with potential project investors to execute the plans and maximize the film business.

Apart from our promoters Mr. Tekulapalli Sanjay Reddy & Mr. Anil Kumar Pallala, our Company has got angel investment from well-renowned personalities such as;

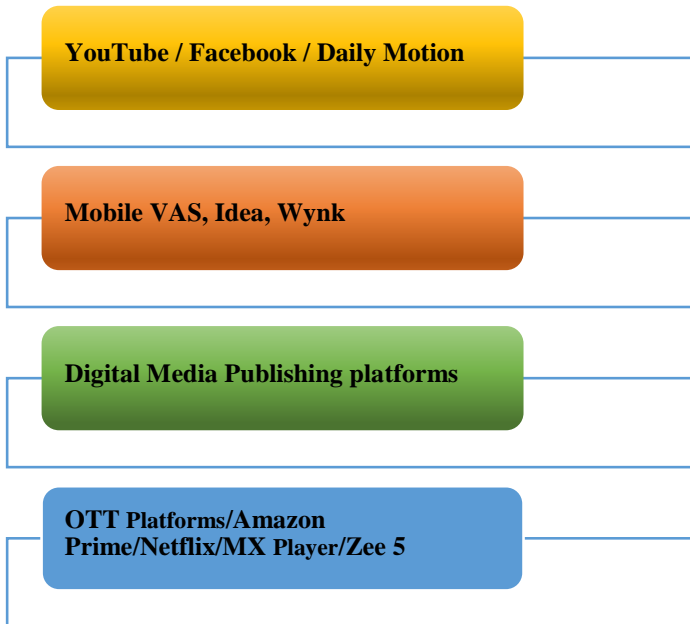
- 1) Mr. Ranganathasai Korrapati, who is a Telugu film [Producer](#) and distributor known for his works predominantly in [Telugu cinema](#).
- 2) Mr. Sreenivasa Reddy Musani who is chairman and MD of Hyderabad-based Ektha Group which operates in Information Technology, Engineering, Business Process, Data Processing, Multimedia & Real Estate.

Range of our Products & Services

Our products and services can be summarized as illustrated below:



Content Publishing



Our primary focus is on Video Creators, Influencers, Content production, marketing and distribution. Content which we publish over various platforms is Movies, music, short films, short videos, web Series and a creator video. Income from content publishing on YouTube constitute a significant portion of Digital Media Publishing. We have published over 100+ movies like Act 1978, Bombhaat, Trail and many more on Amazon Prime. We extending our distribution partnership with more OTT platforms and also dubbing the content into multi-lingual.

YouTube

Dream Boat Entertainment LLC is one of the top enterprise partners (MCN - Multi-Channel Network) with YouTube. On YouTube, Income generates through monetization of content. Monetization of content means, enabling YouTube to place an advertisement and generate revenue.

YouTube enables every content creator to publish his/her content to monetize. We own a few channels and we also aggregate 3rd party channels into our network (MCN).

When a 3rd party YouTube channel connects his/her channel to Dream Boat MCN network, we bring together the advantages of professional tools like copyright management, collaborations, brand associations, cross-promotions for better monetization. A state of the art 'Audio/video studio' to help indigenous, but popular, YouTubers.

Dream Boat shares an agreed revenue share generated with content partners. This amount varies contractually.

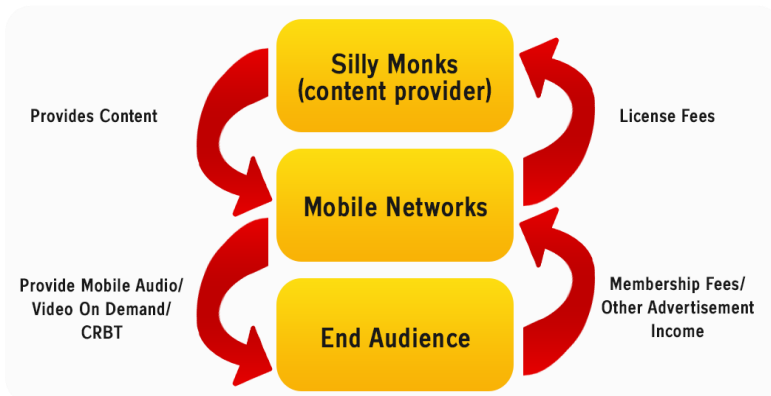
Branded content is another stream of revenue that we generate when we collaborate with brands to promote their products.

OTT Platforms:

We produce content, acquire content and aggregate content (Movies, Series, short films etc.) to distribute on a revenue share or a fixed license fee. We also distribute the content produced for YouTube on OTT platforms.



Mobile VAS & Audio streaming /distribution:



Mobile VAS (Value added services) is another medium for our digital content publishing. With the increase in number of smartphone users in India, this is one of the rapidly growing platforms for Digital Media Publishing. We have entered into an alliance with Idea cellular, PDL for Content License & Distribution on various streaming platforms like Apple music, spotify etc.,

Silly Monks earns the revenue in the form of License Fees from mobile networks and streaming platforms which was agreed in the agreement between two & when content is being published by Mobile VAS and streaming platforms, the end user subscribes for the service by paying subscription fees. This is the revenue source to Mobile networks.

Silly Monks has an alliance with music apps such as ‘Saavn’ / Gaana / PDL and various mobile networks to publish songs and CRBT’s (Caller ring back tones), wherein we provide the audio content to Saavn, which is then published through Saavn. We have started acquiring film music and independent music aggressively in South India.

We also publish the same content on YouTube.

Content Life Cycle



Celebrity Digital Management:

Social Media

We have on boarded few celebrities and building them as a brand on digital platforms. We make strategies to create content for social media and YouTube to engage the followers and subscribers of the celebrity. We generate revenue from monetizing the content on the said platforms and also collaborate with various brands for brand endorsements and generate revenue.

Facebook, Instagram, Twitter, YouTube are the top platforms for celebrities, quickly gaining importance in terms of total users and traffic. These platforms present a unique marketing opportunity for businesses through the creation of verified accounts for celebrities. As more people explore social media, social networking sites have become some of the critical online sources they use to learn more about products, organizations, artists and world events. We manage celebrities over social media platforms. Income will be generated through these platforms by

monetizing the content and brand associations. No. of followers and subscribers with good engagement on the platforms decides the revenues.

Production House Management and film Content Digital marketing and Advertising:

Movie Marketing/Promotions:

We are associated as a digital partner with top movie production houses like Hombale Films, Vyjayanthi Movies, Vaaraahi Chalana Chitram, Gunaa TeamWorks, KVN Productions, Vibri Media, Sukumar Writings, Prakash Raj Productions, Swapna Cinemas and many more, working on movies like KALKI 1 & 2, Salaar, Kantara, Pradha and many more where we give 360 degree solutions in marketing and promotions, produce exclusive promotions content around the film story to create momentum for the films and drive audience to the theatres. We generate revenue by providing marketing strategy, creative services, advertising, influencer promotions & creator collaborations.

We manage the majority of the movie production house in South India. Our role is to manage the brand of the production house on digital platforms, market their films, monetise the content produced by the production house on digital platforms like OTT platforms (Amazon Prime), YouTube branded channel

We also do online advertising for films with Google AdWords. Google AdWords is one of the most effective ways to reach new customers and grow your business. Google AdWords is the online advertising platform owned and operated by Google. AdWords is also the largest and most widely used online advertising network in the world, and millions of businesses advertise online using AdWords to reach new customers and grow their business. Advertisers who choose to use Google AdWords can target users across two main networks – the search network, and the Display network.

INDIAN MEDIA AND ENTERTAINMENT INDUSTRY

Introduction



The Indian Media and Entertainment (M&E) industry is a sunrise sector for the economy and is making significant strides. The increasing availability of fast and cheap internet, rising incomes, and increasing purchases of consumer durables have significantly aided the industry. India's media and entertainment industry are unique as compared to other markets. The industry is well known for its extremely high volumes and rising Average Revenue Per User (ARPU). This significantly aided the country's industry and made India leading in terms of digital adoption and provided companies with uninterrupted rich data to understand their customers better.

India has also experienced growing opportunities in the VFX sector as the focus shifted globally to India as a preferred content creator.

Proving its resilience to the world, Indian M&E industry is on the cusp of a strong phase of growth, backed by rising consumer demand and improving advertising revenue. According to a FICCI-EY report, the advertising to GDP ratio is expected to reach 0.4% by 2025 from 0.38% in 2019.

Market Size

As per PWC Entertainment & Media Outlook 2023 - 2027 - India Perspective.

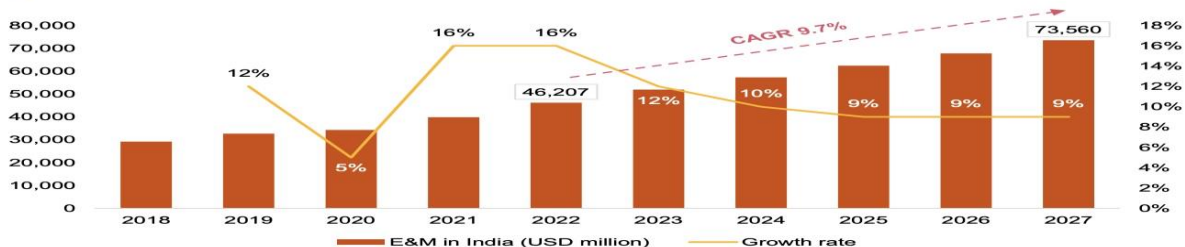
<https://www.pwc.in/assets/pdfs/industries/entertainment-and-media/global-entertainment-and-media-outlook-2023-2027-india-perspective-v1.pdf>

Evolving consumer preferences, increased internet access, and emerging technologies are fast reshaping the entertainment and media (E&M) industry. For the industry, 2022 marked an important inflection point. The total global E&M revenue of USD 2.32 trillion witnessed a sharp drop from the 10.6% growth rate in 2021 to 5.4% in 2022. This sluggish E&M growth comes on the back of a decline in consumer spending.

For some key sectors, the surge in uptake and revenues experienced during COVID-19 ran out of steam – for example, podcasts, which were among the industry's major success stories in the pandemic, fell by an estimated 80% in 2022. The global slowdown was further pronounced in advertising, as the internet advertising segment – by far the single largest contributor to overall advertising revenues – saw sluggish growth in 2022.

In India, though, the picture is more promising. E&M revenue in the country witnessed 15.9% growth to USD 46,207 million in 2022 compared to 2021. In fact, the Indian market is poised to grow at a compound annual growth rate (CAGR) of 9.7% in the forecast period to reach USD 73,560 million in 2027.

Figure 1: E&M in India



OTT

There is huge long-term potential for the OTT and connected TV (CTV) market in India, courtesy the size and diversity of the country's population. OTT video will continue to get its boost from regional play. 5G and broadband infrastructure, if improved further in the country, will open an even bigger market for OTT players. Efforts made to digitalise the Indian economy will only hasten this segment's growth. While the global growth rate for the OTT segment is 8.4%, India is way ahead with a CAGR of 14.32%.

Figure 2a: Global OTT video revenue (USD million), 2022–27 (CAGR)

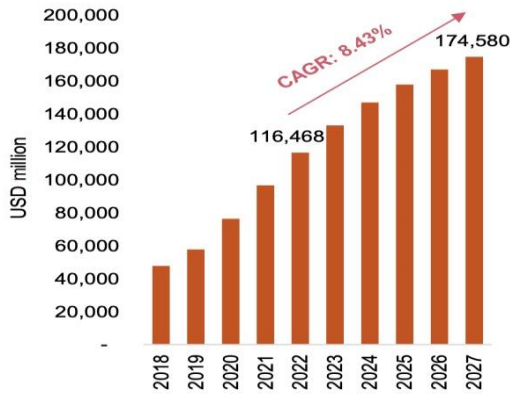
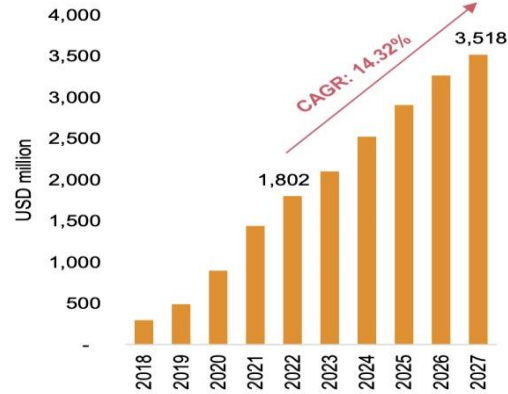


Figure 2b: India OTT video revenue (USD million), 2022–27 (CAGR)



Internet advertisements

The India internet advertising market will clinch double-digit growth, although global figures are subdued

Global internet advertising market growth fell from 30.8% in 2021 to 8.1% in 2022, leading to a total market value of USD 484 billion for the year. In contrast, India's internet advertising market – among the fastest-growing in the world – grew 35.3%, from USD 3.3 billion in 2021 to USD 4.4 billion in 2022. Overall global revenue is expected to grow at a CAGR of 6.5% to USD 663 billion in 2027, while India's internet advertising market is expected to grow at a CAGR of 12.3% and see the total revenue climb to USD 7.9 billion by 2027.

Figure 9a: Internet advertising revenue in India (USD million)

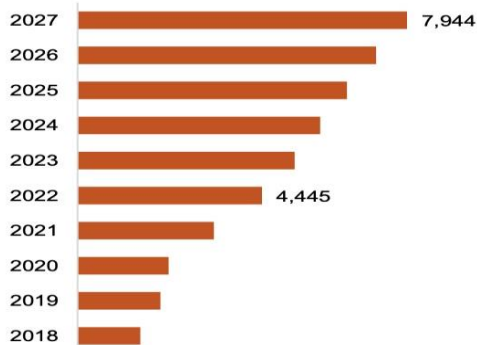
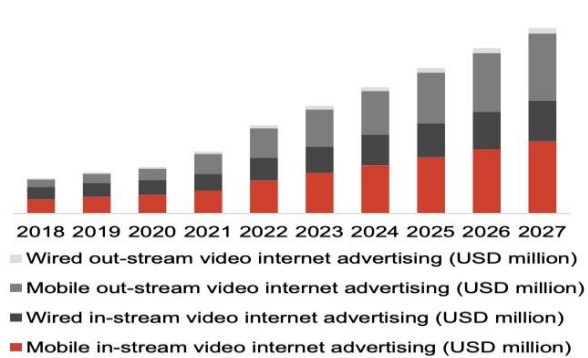


Figure 9b: Mobile and wired: In-stream video and out-stream video advertising revenue – India



Internet advertisements

India's internet advertising market is among the fastest growing in the world, showing 35.3% growth in 2022. With 782 million mobile internet subscribers in 2022, the country is a mobile-first market. India's OOH advertising market is also expanding rapidly. Growing at a CAGR of 9.9%, it will outperform every other OOH market in the world over the forecast period. By 2027, India will be the fourth-largest TV advertising market globally, after the US, Japan and China.

Figure 3a: Global Internet advertising revenue (USD million), 2022–27 (CAGR)

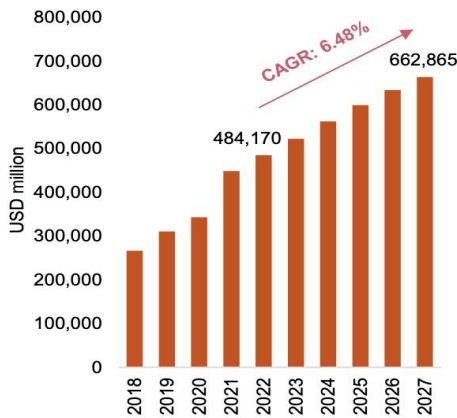
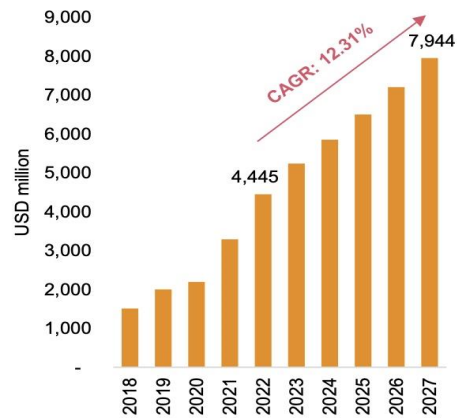


Figure 3b: India Internet advertising revenue (USD million), 2022–27 (CAGR)



5G rollout presents a huge opportunity in India’s mobile-first market

Content streaming is growing most rapidly in emerging pockets, where the combination of large historically underserved rural population and strong demand for local and sports content present major opportunities. The growth opportunity in India is high with the country’s biggest telecommunication operators forecasting that the nationwide rollout of 5G capability will be complete by the end of 2024. Smartphone ownership in India is set to grow by 125 million across the forecast period to 888 million, which is 62.52% of India’s population.

Regional language content can secure wins for content players In an overcrowded and competitive market, Regional content that caters to the country’s linguistic diversity will stand out.

Recent development/investments

Recent Developments in the Media and Entertainment Industry are:

The India B2B market has been buoyant and is set to become the fastest-growing market globally. The ongoing adoption of digital channels for purchasing goods and services, and the rising middle class in India (globally the second largest) will underpin growth and emergent consumption trends on which B2B market growth relies.

India bucked the global trends again this year and has emerged as the fastest-growing newspaper market, with both print and digital segments registering a CAGR of 3.212%. Compared to 2021, newspaper revenue declined

in 2022. India is also the second fastest growing consumer book market in the Asia Pacific region (China being the first), with non-fiction books the clear choice for Indian readers.

Deals will continue to be a means of gaining scale. In February 2023, the Competition Commission of India (CCI) conditionally approved the USD 10 billion merger between two large media conglomerates, paving the way for the creation of one of India's largest conglomerates spanning television channels, digital platforms and content production.

Road Ahead



The Indian M&E industry is on an impressive growth path. The industry is expected to grow at a much faster rate than the global average rate. This can be majorly credited to rising incomes, increasing internet penetration and a growing push toward digital adoption.

In the long run, growth in the M&E industry is expected in retail advertisement on the back of several players entering the food and beverages segment, E-commerce gaining more popularity in the country, and domestic companies testing out the waters. India's rural regions are expected to be the next regions for growth.

India has also gotten on board with 5G and is already planning for 6G well ahead of the future. This push towards digital adoption especially in the rural regions will provide advertisers and publishers with an immense opportunity to capture untapped markets and help grow India's media and entertainment industry forward.

By 2025, the healthcare industry is expected to reach US\$ 372 billion. India's digital economy is estimated to reach US\$ 1 trillion by 2025. By the end of 2023, India's IT and business services sector is expected to reach US\$ 14.3 billion with 8% growth.

Note: Conversion rate used for March 2024 is Rs. 1 = US\$ 0.012

References: Media Reports, Press Releases, Press Information Bureau, Department for Promotion of Industry and Internal Trade (DPIIT), Crisil report

Source: <https://www.ibef.org/industry/services.aspx>

SEGMENT-WISE OR PRODUCT WISE PE

The segment wise performance of the company can be analyzed on the basis of the Audited Financial Statements for the financial year 2023-24 annexed with this report.

a) OPPORTUNITIES AND THREATS:

In line with global trends, the Indian consumer is increasingly consuming the content on digital platforms. This trend is observed for all type of content including news (text), music (audio), or video. Increasing internet penetration and mobile device proliferation and convenience of consuming the content anytime, anywhere are the key drivers for this trend.

Growth opportunities/ parameters for SMEL are based on the following:

- Rapidly increasing number of internet users
- Higher spend on entertainment services by youth
- Rising data consumption with smartphone penetration
- Ever growing need for unique content for various segments
- Increasing pan-India presence to garner more visibility and which helps in acquisition of quality content

Only threats beyond our control could stop the juggernaut from its path. That is what we like to believe as we continue to grow.

b) OUTLOOK

The team continues to rely on the core strengths of experience and a strategically qualified team of professionals, but more so with a strong focus on quality content we believe that we have become a well-known brand name in the business of Digital Media Marketing. The growing market in that space gives us a larger playing field.

The digital media entertainment space is as yet a niche space and yet with the foreseen growth, it can only get more interesting in the days ahead. Our main strategy is to continually build on the diverse content library and strong fiscal planning and growth projections.

c) RISKS AND CONCERNS

Risks are a part of every growing entity and especially when it concerns businesses that are in a sunrise industry as ours. There are always risks and concerns and the only way to deal with them are to plan strategically. To be aware always of every risk potential is the only thumb rule we follow.

However, the main risks that would be incomparable in terms of our growth would probably be:

- Force Majeure – superior or overpowering force beyond control of mankind
- Collapse of the Internet/ shutting down of Google / Facebook servers
- Facebook monetising content that may reduce YouTube viewership

d) INTERNAL CONTROL SYSTEMS AND THEIR ADEQUACY

The Company has adequate and efficient internal control systems that provide protection of all the assets against losses from unauthorized use and for appropriate reporting of transactions. The Company has implemented proper controls which are reviewed at regular intervals to ensure that the authenticity of the transactions.

e) DISCUSSION ON FINANCIAL PERFORMANCE WITH RESPECT TO OPERATIONAL PERFORMANCE

STANDALONE FINANCIAL CONDITION:

Capital Structure: The Paid-up Share Capital of the Company as on 31st March, 2024 is Rs.10,21,13,000/- divided into 1,02,11,300 Equity Shares of Rs.10/- each fully paid up.

Reserves and Surplus: The Reserves and Surplus of the company as on 31st March, 2024 stand at Rs (164.10) lakhs as compared to Rs..(186.99) lakhs in the previous year.

Property, Plant and Equipment: The value on Property, Plant and Equipment stood at Rs.17.77 lakhs in the financial year 2023-24 as compared to Rs. 19.80 in the previous year.

Trade Receivables: Trade Receivables of the stood at Rs.80.10 lakhs as on 31st March, 2024 as compare with previous year Rs. 72.17 lakhs. These debtors are considered good and realizable.

Cash and Bank Balances: Cash and Bank balances with Scheduled Banks stood to Rs. 165.88 lakhs as against Rs. 145.78 lakhs in the previous year.

Loans and Advances: Long Term Loans and Advances is Rs.81.20 lakhs has not changed from the previous year. Short Term Loans and Advances is Rs.216.11 lakhs and has not changed from the previous year.

Current Liabilities: Current Liabilities as on 31st March, 2024 is Rs. 292.98 lakhs.

CONSOLIDATED FINANCIAL CONDITION:

Reserves and Surplus

The Reserves and Surplus of the company as on 31st March, 2024 stand at Rs (283.10) lakhs as compared to Rs. (297.39) lakhs in the previous year.

Property, Plant and Equipment

The Company investments on Property, Plant and Equipment Rs.17.77 lakhs in the financial year 2023-24 as compared to Rs. 19.80 lakhs in the previous year.

Trade Receivables: Trade Receivables of the stood at Rs.84.01 lakhs as on 31st March, 2024 as compare with previous year Rs. 72.17 lakhs. These debtors are considered good and realizable.

Cash and Bank Balances:

Cash and Bank balances with Scheduled Banks stood to Rs.197.07 lakhs as against Rs. 258.71 Lakhs in the previous years.

Loans and Advances:

Long Term Loans and Advances is Rs. 81.20 lakhs has not changed from the previous year. Short Term Loans and Advances is Rs. 216.11 lakhs and has not changed from the previous year.

Current Liabilities: Current Liabilities as on 31st March, 2024 is Rs. 292.98 lakhs.

STANDALONE OPERATIONAL RESULTS:

Turnover:

During the financial year 2023-24 the turnover of the Company was Rs.732.94 lakhs as against Rs. 764.67 lakhs in the previous year and income from other sources as on 31st March, 2024 was Rs. 3.87 lakhs as against Rs.21.98 lakhs in the previous year.

Depreciation:

The Company has provided Rs.88.08 lakhs for depreciation during the financial year 2023-24 as against Rs. 52.94 lakhs in the previous year.

Provision for Tax:

The Company has provided nil tax provision in the financial year 2023-24.

Net Profit:

The Net Profit of the Company after tax is Rs.4.76 lakhs for the financial year 2023-24 as against Rs. (344.97) lakhs in the previous year.

Earnings per Share:

The Earnings per Share of the Company as on 31st March, 2024 is Rs 0.08 per share for Face Value of Rs.10/- as against Rs. (3.38)/- per share for Face Value of Rs.10 in the previous year.

CONSOLIDATED OPERATIONAL RESULTS:**Turnover**

During the financial year 2023-24 the turnover of the Company was Rs. 2,219.29 lakhs as against Rs. 1935.54 lakhs in the previous year and income from other sources as on 31st March, 2024 was Rs. 3.89 lakhs as against Rs. 21.98 lakhs in the previous year.

Depreciation

The Company has provided Rs. 88.08 lakhs for depreciation during the financial year 2023-24 as against Rs. 52.94 lakhs in the previous years.

Net Profit:

The Net Profit of the Company after tax is Rs. (0.21) lakhs for the financial year 2023-24 as against Rs. (459.14) lakhs in the previous year.

Earnings per Share:

The Earnings per Share of the Company as on 31st March, 2024 is Rs. (0.00) per share for Face Value of Rs.10/- as against Rs. (4.50)/- per share for Face Value of Rs.10/- in the previous year.

f) Material developments in Human Resources/Industrial Relations front including number of people employed**HUMAN CAPITAL**

Our employees are our most important assets. We believe that the quality and level of service that our professionals deliver are among the highest in the Digital Media services. We are committed to remaining among the industry's leading employers.

The Company has a mix of both experienced with 20 plus years in the industry as well as others with 10 plus and some with 2 to 3 plus years' experience which gives us fresh lease and extra edge to the competitors.

As on 31st March 2024, we have 45 employees in total (31 Whole-Time Employees, 14 - Contract employees). We have hired approximately 9 employees between April 2023 to March 2024.

The key aspects of our HR practice include:

- Recruitment
- Training and development
- Compensation.

HUMAN CAPITAL VALUE CHAIN – WORKING ETHICALLY AND UPHOLDING HUMAN RIGHTS:

Our human capital interventions are dynamic driven having different groups working here like:

- Social media marketing
- Digital Marketing/Promotions
- YouTube creators
- Company Secretary & Legal
- Content Department
- Mobile & OTT platform
- Film Productions
- Networking
- Financial Department
- Human Resources
- Graphic Designing

RECRUITMENT

Attracting and recruiting the best-in-class talent, while ensuring long term people sustainability is a key business objective. We are an equal opportunity employer and focus on meritocracy, innovation and creativity at all stages of the hiring and which requires credible manpower in YouTube Creators, Social-Media, App development, Mobile & OTT platforms, Brand Management, Film Productions, Digital promotions for films.

In FY 2024, we moved towards digitalizing and exploring new talents to get the best out for the hiring process to our organisation. Your company has hired efficient and experienced manpower from recruiters and employee referrals. Company relies on a rigorous selection process involving technical interviews with senior management and HR interviews to identify the best applicants. This selection process is continually assessed and refined based on the performance tracking of past recruits.

COMPENSATION/REMUNERATION:

Our technology professionals receive competitive salaries and benefits. Overall compensation at the Company as compared to competitors is highly competitive. We believe to have best of talents in the organization as we deal with reputed projects.

HUMAN RIGHTS & VALUES AT SM:

Silly Monks is committed to protecting and respecting Human Rights and remedying rights violations in case they are identified. Providing equal employment opportunity, ensuring distributive, procedural and interactional fairness, creating a harassment-free, safe environment and respecting fundamental rights are some of the ways in which we do so.

DISCLOSURE OF ACCOUNTING TREATMENT:

The Company has prepared financial statements which comply with Ind-AS applicable for periods ending on March 31, 2024, together with the comparative period data as at and for the year ended March 31, 2024, as described in the summary of significant accounting policies. Primarily, a treatment different from that prescribed in an Accounting Standard has not been followed in the preparation of financial statements. However, as regards amendments to certain accounting standards, the applicability / effect on the financial statement has been evaluated and been treated accordingly as explained in Notes to the standalone Financial Statements.

DETAILS OF SIGNIFICANT CHANGES IN KEY FINANCIAL RATIOS, ALONG WITH DETAILED EXPLANATIONS:

Financial Ratios	Formula	Standalone		Deviation (%)	Reason for Change
		2023-24	2022-23		
Debtors Turnover Ratio (times)	[Revenue from operations/Average Trade receivables]	2.41	3.27	-26%	Decrease in average Trade receivables during the year.
Inventories Turnover Ratio (times)	[COGS/Average Inventories]	(4.35)	5.27	-18%	Not applicable.
Interest Coverage Ratio (times)	[EBIT/Finance Cost]	-	-	-	-
Current Ratio (times)	[Current Asset/Current Liability]	4.86	3.09	57.0%	Decrease in current liabilities during the year.
Debt Equity Ratio (times)	[Debt/Shareholders Equity]	-	-	0%	There are no borrowings and hence this ratio is not computed.
Operating Profit Margin Ratio (%)	[EBIT/Revenue from Operations]	-	-	-	-
Net Profit Margin (%)	[Profit After Tax/Revenue from Operations]	0.65%	45.00%	-101.44%	NA
Return on Networth (%)	[Profit for the year (before exceptional items and after tax)/Net Worth]	0.02	-0.44	-104%	Increase in profit during the year.

CAUTIONARY STATEMENT:

Statements in this management discussion analysis describing the Company's objectives, projections, estimates, expectations may be forward looking within the meaning of applicable securities-laws and regulations. Actual results may differ materially from those expressed in the statement. Important factors that could make difference to Company's operations include economic conditions affecting the domestic market and the overseas markets in which the Company operates, changes in the Government regulations, tax laws and other statutes and other incidental factors.

**By Order of The Board of Directors
For Silly Monks Entertainment Limited**

**Place: Hyderabad
Date: 06-09-2024**

**Sd/-
Tekulapalli Sanjay Reddy
Managing Director
DIN: 00297272**

**Sd/-
Anil Kumar Pallala
Whole Time Director
DIN: 02416775**

**Details pertaining to Employees as required under
Section 197(12) of the Companies Act, 2013**

Statement of Particulars of Employees Pursuant to Provisions of Section 197(12) of the Companies Act 2013 read with Rule 5 of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014

- i) The median remuneration of employees of the Company during the financial year Rs. 4,20,000/- p.a.)
- ii) In the financial under review, there was Decrease of 33.95% in the median remuneration of employees.
- iii) There were 31 full time employees on the rolls of Company as on 31st March, 2024.
- iv) We herewith affirm that remuneration to the Directors and Key Managerial Personnel is as per the remuneration policy of the Company.
- v) **The percentage increase in remuneration of each Director, Chief Financial Officer and Company Secretary during the financial year 2023-24, ratio of the remuneration of each Director to the median remuneration of the employees of the Company for the financial year 2023-24:**

Sl. No.	Name of Director/ KMP and Designation	Remuneration of Director /KMP for the financials Year 2023-24 (In Rs.)	% increase in Remuneration in the Financial Year 2023-24	Ratio of remuneration of each Director/to median remuneration of employees
1.	Tekulapalli Sanjay Reddy, Managing Director	78,00,000.00	0%	18.57
2.	Anil Kumar Pallala, Whole Time Director	39,00,000.00	0%	9.29
3.	Swarupa Rani Kamarapu CS & Compliance Officer	80,000.00	0%	1.14
4.	Naina Singh, CS & Compliance Officer	4,29,672.00	0%	1.36
5.	Guna Venkat Rama Naidu, CFO	2,87,733.00	0%	0.69

- vi). Average percentile increases already made in the salaries of the employees other than the managerial personnel in the last financial year and its comparison with the percentile increase in the managerial remuneration and justification thereof and point out if there are any exceptional circumstances for increase in managerial remuneration.
- vii) There has been no increase in Managerial Remuneration during the FY 2023-24. There is no increase in the salaries of the employees other than the managerial personnel in this FY i.e.; 2023-24.
- viii) Key parameters for any variable component of remuneration availed by the Directors: **Not Applicable**

Annual Report 2023-24

S. No	Name of the Employee	Date of Joining (dd-mm-yyyy)	Designation	Salary Draw (In Rs)	Educational Qualification	Age	Experience (Yrs)	Last Employment	Relations with Management
1.	Tekulapalli Sanjay Reddy	20.09.2013	Chairman & Managing Director	78,00,000	MBA	54	34	Zee Entertainment	Husband of Mrs. Swathi Reddy, Non-Executive Director
2.	Anil Kumar Pallala	01.10.2013	Whole Time Director	39,00,000	DIPLOMA	40	21	Whacked Out Media Pvt Ltd	Not Related to any Director
3.	Anil Kumar Putta	12.11.2018	Business Development Manager YouTube	12,00,000	B-TECH	32	13	iDream Media Pvt Ltd	Not Related to any Director
4.	Prasad B	18.11.2013	Manager-Digital PR	12,00,000	B-TECH	30	11	NA	Not Related to any Director
5.	Prasad Billakurthi	16.06.2019	Line Producer	7,20,000	B.COM	33	18	Early Monsoon Tales	Not Related to any Director
6.	Srikanth V	31.07.2017	OTT-Manager	6,00,000	MBA		15	Voice services	Not Related to any Director
7.	N Siva	13.08.2016	IT & Admin	5,47,560	BSC (maths)	39	16	Ektha.com	Not Related to any Director
8.	Ashok Modugula	20.05.2014	Content Head-Mobile	5,40,000	B.TECH (IT)	38	10	NA	Not Related to any Director
9.	Praveen P	07.08.2023	CMS Manager	4,34,000	B.TECH (ECE)	39	11	Aditya Music	Not Related to any Director
10.	Swarupa Rani Kamarapu	10.02.2024	Company Secretary & Compliance officer	80,000	CS, CMA, M.Com	40	20	International Outreach Trust	Not Related to any Director

REPORT ON CORPORATE GOVERNANCE

[As required under Reg.34 (3) and Schedule V(C) of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015]

1. A brief statement on company’s philosophy on code of governance

Being a corporate citizen, your company is committed to best corporate governance practices by ensuring timely information, integrity, accountability and transparency to all of its stakeholders which lays strong foundation for achieving sustained growth and long-term success.

And the corporate governance system of your company is driven by the following principles:

- a. Optimum composition of board and its committees
- b. Making timely and accurate disclosures
- c. Integrity in financial reporting
- d. Promoting responsible and informed decision making
- e. Identifying and managing business risks
- f. Protecting interests of its shareholders and stakeholders
- g. Complying legal and statutory compliance in true letter and spirit

2. Board of Directors (“Board”)

As on 31st March, 2024, the composition of board consists of Six (6) Directors. The board consists of optimum combination of Executive and Non- Executive Directors. The Managing Director and the Whole-time Director are the 2 (two) Executive Directors. There are 4 (Four) Non-Executive Directors, out of which 3 (three) Directors, including the Chairman, are Independent Directors. The Board also consists of 1 (one) Woman Director.

a) Composition and Category of directors as on 31st March, 2023:

Category	No. of Directors
Promoter, Executive Directors (Managing Director & Whole Time Director)	2 (Two)
Non-Executive, Independent Directors	2 (Two)
Non-Executive Independent Director (Chairman)	1 (One)
Non-Executive Director (Women Director)	1 (One)
Total	6 (Six)

The composition of the Board is in conformity with Regulation 17 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Name of the Director	Category
1. Mr. Ratnakar Rao Chepur	Chairman - Non-Executive Independent Director
2. Mr. Tekulapalli Sanjay Reddy	Managing Director - Promoter
3. Mr. Anil Kumar Pallala	Whole Time Director - Promoter
4. Mrs. Swathi Reddy	Non-Executive Director - Women Director
5. Mr. Rammohan Paruvu	Non-Executive, Independent Director
6. Mr. Prasada Rao Kalluri	Non-Executive, Independent Director

b) Attendance of each director at the Board meetings held during the year 2023-24 and at the last Annual General Meeting:

Sl. No.	Name of the Director	Category of Directorship	No. of. Board Meeting during the year 2023-24		Attendance at the last AGM held on August 25, 2023
			Held	Attended	
1.	Mr. Ratnakar Rao Chepur DIN: 08744674	Chairman (Independent, Non-Executive)	5	4	Attended
2.	Mr. Prasada Rao Kalluri DIN: 07780628	Director (Independent, Non-Executive)	5	5	Attended
3.	Mr. Rammohan Paruvu DIN: 01284563	Director (Independent, Non-Executive)	5	5	Attended
4.	Mr. Tekulapalli Sanjay Reddy DIN: 00297272	Managing Director (Promoter, Executive)	5	5	Attended
5.	Mr. Anil Kumar Pallala DIN: 02416775	Whole Time Director (Promoter, Executive)	5	5	Attended
6.	Mrs. Swathi Reddy DIN: 00297360	Director (Non-Executive)	5	5	Attended

c) Number of directorships / committee memberships held by the Directors of the Company in other Companies including the names of the other listed entities where the Director is a Director and the category of their directorship as on 31st March, 2024:

Name of the Director	Number of directorships in other Companies	Committee Chairmanship and Membership*		Names of other Listed Companies in which he/she holds Directorship and category of Directorship
		Chairmans hip**	Membersh ip**	
Mr. Ratnakar Rao Chepur	-	-	-	-
Mr. Prasada Rao Kalluri	7	6	-	Independent Director in Genesis IBRC India Limited
Mr. Rammohan Paruvu	5	-	-	-
Mr. Tekulapalli Sanjay Reddy	-	-	-	-
Mr. Anil Kumar Pallala	1	-	-	-
Mrs. Swathi Reddy	-	-	-	-

* Only Audit Committee and Stakeholder's Relationship Committee of Public Limited Company (whether listed or not) has been consider as per Regulation 26(1) of the SEBI Listing Regulations.

**Excludes Directorship and Committee chairmanship / membership of Silly Monks Entertainment Limited.

d) Number of meetings of the Board of directors held and dates on which held:

The Board met 5 times in the financial year 2023-24 on the following dates, with a gap not exceeding one hundred and twenty days between any two meetings:

04.05.2023	29.07.2023	08.08.2023	27.10.2023	10.02.2024
------------	------------	------------	------------	------------

Further none of the Directors on the Board is a member of more than ten Committees or Chairman of five Committees (committees being Audit Committee and Stakeholders Relationship Committee) across all the Indian Public Companies in which he/she is a director. Necessary disclosures regarding their committee positions have been made by all the Directors.

None of the Directors hold office in more than ten Public Companies. None of the Independent Directors of the Company serve as an Independent Director in more than seven listed companies. All Directors are also in compliance with the limit on Independent Directorships of listed companies as prescribed under Regulation 17A of the SEBI Listing Regulations. The Board confirms that the Independent Directors fulfil the conditions specified in these regulations and that they are Independent of the management.

The Independent Directors do not have any material pecuniary relationship or transactions with the Company, Promoters or Management, which may affect their judgement in any manner.

e) Inter-se Relationship

Except Mrs. Swathi Reddy, Non-Executive Director is spouse of Mr. Tekulapalli Sanjay Reddy who is the Managing Director of the Company, no other Director has any relationship with any other Director.

f) Number of shares and convertible instruments held by non- executive directors

Sl. No.	Name of the Director	Designation	No. of Share held by the director
1.	Mr. Ratnakar Rao Chepur	Non-Executive, Independent Director	Nil
2.	Mr. Prasada Rao Kalluri	Non-Executive, Independent Director	Nil
3.	Mr. Rammohan Paruvu	Non-Executive, Independent Director	Nil
4.	Mrs. Swathi Reddy	Non-Executive Director	2,45,960

g) weblink where details of familiarisation programmes imparted to independent directors is disclosed

The Board members are provided with necessary documents, reports, internal policies, amendments to the various enactments, statutory laws, etc., to enable them to familiarise themselves with the Company's operations. Periodic presentations are made at the Board and Board Committee Meetings, on business and performance updates of the Company, updates on products of the Company, Company plans and strategies, budgets, risk management mechanism, investments, fund flows, operations of subsidiary(s) etc., the details pertaining to the familiarisation program can be accessed at the Company's Website <https://sillymonks.com/stock-exchange-compliances/>.

h) The matrix presenting the directors’ area of expertise against their experience in the respective field is specified hereunder:

Name of the Director	Designation	Fields of Expertise
Mr. Ratnakar Rao Chepur	Chairman (Independent, Non-Executive)	Sales, Marketing, Advertisement and Business Administration
Mr. Prasada Rao Kalluri	Director (Independent, Non-Executive)	Finance, Law, Secretarial and Compliance
Mr. Rammohan Paruvu	Director (Independent, Non-Executive)	Independent writer-producer.
Mr. Tekulapalli Sanjay Reddy	Managing Director (Promoter, Executive)	Finance, Production, Media, Marketing and Entertainment Industry
Mr. Anil Kumar Pallala	Whole Time Director (Promoter, Executive)	Media and Entertainment Industry
Mrs. Swathi Reddy	Director (Non-Executive)	Marketing and Corporate Communication

i) Confirmation that in the opinion of the Board the Independent Directors fulfill the conditions specified in the Listing Regulations and are independent of the management:

The Board of Directors confirms that in its opinion the Independent Directors fulfill the conditions specified by the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and are independent of the management.

No Independent Director except Ratnakar Rao Chepur (DIN: 08744674), resigned before their tenure during the financial year and appointed for the second consecutive term and approved by shareholders through Postal Ballot under review.

The notice of resignation was placed before the Board of the Company for their consideration and approval.

3. Code of conduct:

Details of the code of conduct for board members and senior management of the company are available on the company’s website at <https://sillymonks.com/stock-exchange-compliances/>, annual declaration signed by the Managing Director of the company pursuant to regulation 26(3) read with Schedule V (Part D) of the Listing Regulations is annexed to this report as "**Annexure-A**".

4. Committees of directors:

A. Audit Committee (AC)

As on 31st March 2024, the Audit Committee consists of Four directors, three being independent directors viz. Mr. Prasada Rao Kalluri, Mr. Ratnakarrao Chepur, Mr. Rammohan Paruvu and one executive director viz. Mr. Tekulapalli Sanjay Reddy.

Role of Audit Committee

The role of the Audit Committee is in accordance with the SEBI (LODR) Regulations and the terms of reference specified under Section 177 of the Companies Act, 2013.

The Primary objective of the Committee is to monitor and provide effective supervision of management's financial reporting process with a view to ensure accurate, timely and proper disclosures, transparency, integrity & quality of financial reporting and minimisation of risk.

During the Financial year 2023-24, Audit Committee met 4 (Four) times dated 04.05.2023, 08.08.2023, 27.10.2023, 10.02.2024. The necessary quorum was present for all the meetings. The gap between two Audit Committee meetings was not more than one hundred and twenty days (120 days). The Chairman of the Audit committee, Mr. Prasada Rao Kalluri was present at the last Annual General Meeting of the Company held on 25th August, 2023.

No. of Meetings Held	Nature of Directorship	Designation	No. of Meetings	
			Held	Attended
Mr. Prasada Rao Kalluri	Chairman	Independent	4	4
Mr. Tekulapalli Sanjay Reddy	Member	Executive	4	4
Mr. Rammohan Paruvu	Member	Independent	4	4
Mr. Ratnakar Rao Chepur	Member	Independent	4	3

The Company Secretary of the Company acts as Secretary to the Committee.

B. Nomination and Remuneration Committee (NRC)

The composition of the Nomination and Remuneration Committee and the scope of its activities and powers are in conformity with and includes the areas prescribed under the Regulations 19 of the SEBI Listing Regulations and Section 178 of the Companies Act, 2013 and the rules framed thereunder.

During the Financial year 2023-24, Nomination and Remuneration Committee met 3 (Three) times dated 04.05.2023, 29.07.2023 and 10.02.2024.

No. of Meetings Held	Nature of Directorship	Designation	No. of Meetings	
			Held	Attended
Mr. Prasada Rao Kalluri	Chairman	Independent	3	3
Mrs. Swathi Reddy	Member	Non-Executive	3	3
Mr. Rammohan Paruvu	Member	Independent	3	3
Mr. Ratnakar Rao Chepur	Member	Independent	3	2

The Company Secretary of the Company acts as Secretary to the Committee

Performance evaluation criteria for Independent Directors:

Independent Directors have three key roles to play; those are:

- a. Governance
- b. Control
- c. Guidance

Pursuant to the provisions of the Companies Act, 2013 and the SEBI (LODR) Regulations, 2015, the Nomination and Remuneration Committee has recommended the guidelines for the evaluation of performance of Independent Directors. This largely includes:

- The qualification and experience of Independent Directors
- The groundwork the Independent Directors perform before attending the meetings to enable them in giving valuable inputs during meetings.
- The exposure of Independent Directors in different areas of risks the entity faces and advices the entity them to mitigate the same.

In line with the Corporate Governance guidelines, evaluation of all Board members is done on an annual basis. This evaluation is done by the entire Board led by the Chairman with specific focus on the performance and effective functioning of the Board, the Committees of the Board and the individual directors reported to the Board. The evaluation process also considers the time spent by each of the Board members, core competencies, personal characteristics, accomplishment of specific responsibilities and expertise.

The entire Board of Directors (excluding the director being evaluated) held the performance evaluation of Independent Directors and on the basis of performance evaluation, the Board decided to continue the term of appointment of Independent Directors.

Remuneration of Directors

The Company has a well-defined policy for the remuneration of the Directors, Key Managerial Personnel and other employees. The said policy was reviewed and approved by the Board at its meeting based upon the recommendation of the Nomination and Remuneration Committee. All components of remuneration to the Executive Directors are fixed and in line with the Company’s policies. During Financial Year 2023-2024 company has granted stock options to its employees.

However, in the meeting dated 04th May, 2023, the Board has approved the Silly Monks Employee Stock Option Plan 2023 (ESOP 2023) and has appointed the Committee to play the role of Compensation Committee for the implementation and administration of the ESOP 2023.

During the Financial Year 2023-24, there is a grant of Stock Options of 4, 00,000 Equity Shares of Rs. 10/- each of Silly Monks Employee Stock Option Plan 2023 (ESOP 2023) on 29th July, 2023.

The details of remuneration to Non-Executive Directors:

During the FY 2023-24, no remuneration is paid to the non-executive directors apart from sitting fee for attending board and committee meetings.

No pecuniary relations of the non-executive directors vis-à-vis the listed entity.

The details of remuneration to the executive directors for the financial year 2023-24 are as given below:

(Amount in Rs.)

Name of the Director	Salary and Perquisites
Mr. Tekulapalli Sanjay Reddy	78,00,000
Mr. Anil Kumar Pallala	39,00,000

C. Stakeholders' Relationship Committee

The composition of the Stakeholders' Relationship Committee and the scope of its activities and powers are in conformity with and include the areas prescribed under Regulations 20 of the SEBI Listing Regulations and Section 178 of the Companies Act, 2013 and the rules framed thereunder.

The Company's Stakeholders' Relationship Committee is responsible for the satisfactory redressal of investor complaints. During the year under review, the Committee met once on 10.02.2024.

In the Board Meeting held on 24th January, 2023, Mr. Prasada Rao Kalluri, Director (Independent, Non-Executive) was appointed as the Chairman of the Stakeholders' Relationship Committee of the Company. The composition and details of the meetings attended by the members are given below:

No. of Meetings Held	Nature of Directorship	Designation	No. of Meetings	
			Held	Attended
Mr. Prasada Rao Kalluri	Chairman	Independent	1	1
Mr. Tekulapalli Sanjay Reddy	Member	Executive	1	1
Mr. Rammohan Paruvu	Member	Independent	1	1
Mr. Ratnakar Rao Chepur	Member	Independent	1	1

The Company Secretary of the Company acts as Secretary to the Committee

A summary of various complaints received and resolved to the satisfaction of the Shareholders by the Company during the year is given below:

Nature of Complaint	Received	Resolved	pending
Non-receipt of Dividend	0	0	0
Non-receipt of Bonus Shares	0	0	0
SEBI/Stock Exchange Letter/ROC/NSDL/CDSL	0	0	0
Miscellaneous	0	0	0
Total	0	0	0

5. General body Meetings:

a) The details pertaining to last three Annual General Meetings of the Company are provided:

Financial Year Ended	Date	Time	Venue	Special Resolution Passed
31 st March, 2023 (10 th AGM)	25 th August 2023	1:00 P.M	Survey No. 91, 3rd Floor, Technical Block, Sundarayya Vignana Kendram (SVK), Gachibowli, Hyderabad - 500032, Rangareddi, Telangana, India.	<ol style="list-style-type: none"> Approval of Silly Monks Employee Stock Option Plan - 2023 for the employees of the holding / subsidiary companies of the company. To take note and place before the shareholders the requirements in point (j to n) and point (r-s) under

				Part C of Schedule - I of SEBI (Share Based Employee Benefits and Sweat Equity) Regulations, 2021 as an addendum to the explanatory statement of the Postal Ballot Notice dated May 04, 2023 for item no 2 regarding "approval of Silly Monks Employee Stock Option Plan 2023".
31 st March, 2022 (9 th AGM)	29 th September 2022	3:00 P.M	Survey No. 91, 3rd Floor, Technical Block, Sundarayya Vignana Kendram (SVK), Gachibowli, Hyderabad - 500032, Rangareddi, Telangana, India.	Nil
31 st March 2021 (8 th AGM)	29 th September 2021	3:00 P.M	Survey No. 91, 3rd Floor, Technical Block, Sundarayya Vignana Kendram (SVK), Gachibowli, Hyderabad - 500032, Rangareddi, Telangana, India.	3. To approve the proposal of dissolution of Wholly Owned Subsidiary – Dream Boat Entertainment Pte Limited, Hong Kong

All special resolutions set out in the Notices for the Annual General Meetings were passed by the Members at the respective meetings with requisite majority.

Mr. Jineshwar Kumar Sankhala, Practising Company Secretary, conducted the e-voting process and the Poll for the AGM's held on 25th August, 2023, 29th September, 2022 and 29th September 2021.

b) The details of Special Resolutions passed through postal ballot during the financial year 2023-24:

- i. The company sought the approval of the shareholders by way of a special resolution through notice of postal ballot dated 14th May, 2023, for Approval of Silly Monks Employee Stock Option Plan 2023.

c) Person who conducted the postal ballot:

The Board of directors of the company, at their meeting held on 4th May, 2023 appointed Mr. Jineshwar Kumar Sankhala (Membership No. A21697) of M/s. P.S. Rao & Associates, Practising Company Secretaries, as the scrutiniser to conduct the postal ballot through the remote e-voting process in a fair and transparent manner for seeking the approval of shareholders for the item mentioned above.

d) Procedure for Postal ballot:

In compliance with sections 108 and 110 and other applicable provisions of the Act, read with the related rules framed thereunder and read with related notifications and circulars, the company provided electronic voting (e-voting) facilities to all its members, and for this purpose, the company

had engaged Central Depository Services (India) Limited (CDSL) as the agency to provide e-voting facilities to enable the members to exercise their right to vote on proposed resolutions by electronic means, i.e., remote e-voting services. Postal ballot notices were sent through email to the members, and the company also published a notice in the newspaper declaring the details and requirements as mandated by the Act and the Listing Regulation.

Voting rights are reckoned on the paid-up value of the shares registered in the names of the members as of the cut-off date, and the shareholders were requested to vote before the close of business hours on the last date of e-voting. The scrutiner completed his scrutiny and submitted his report to the chairman, and the results of the voting were announced by the company secretary. The results were also displayed on the company website, www.sillymonks.com, besides being communicated to the stock exchange.

6. Means of Communication:

Timely disclosure of consistent, comparable, relevant and reliable information on corporate financial performance is at the core of good corporate governance practice. Towards this end, the following information are being disclosed to the investors:

a) Quarterly Results:

Quarterly, half yearly and annual results of the Company are sent to the Stock Exchange (NSE) immediately after they are approved by the Board.

b) Newspapers wherein results normally published:

The results are normally published by the Company in the newspaper (Financial Express) in English version circulating in the whole of India and in regional newspaper (Nava Telangana, Telugu) in the vernacular language in all editions.

Quarterly, half yearly and annual results of the Company are published in the prescribed format within 48 hours of the conclusion of the meeting of the Board.

c) Any website, where displayed

These results are sent to the Stock Exchange as well as displayed on Company’s website www.sillymonks.com.

d) Whether it also displays official news releases:

The newsletters and press releases made from time to time, if any, are also displayed on the Company’s website www.sillymonks.com.

7. General Shareholder Information

Annual General Meeting (AGM) Date & Time	Monday, 30 th September, 2024 at 03:00 P.M
Venue	Survey No. 91, 3rd Floor, Technical Block, Sundarayya Vignana Kendram (SVK), Gachibowli, Rangareddy, Hyderabad -500032.
Financial Year	01 st April, 2023 to 31 st March, 2024
Last Date of Proxy forms submission	48 hours before the meeting i.e., 28 th September, 2024.
Period Date for exercising e-voting	27.09.2024 to 29.09.2024
Date of Book Closure	NA
Cut off date for e-voting	24.09.2024
Dividend Payment Date	NA
Name of the Stock Exchange	National Stock Exchange of India Limited, Exchange Plaza, 5th Floor, Plot No. C/1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai 400051.
Stock Code	<u>Name of the Stock</u> <u>Stock Code</u> <u>Scrip Code</u> <u>Exchange</u>

	NSE	N. A.	SILLYMONKS
Demat ISIN in NSDL and CDSL for Equity Shares	INE203Y01012		
Corporate Identification Number (CIN)	L92120TG2013PLC090132		

8. Market Price Data and Performance

Table 1 below gives the monthly high and low prices of the Company's equity shares at the NSE for the year 2023-24.

High and Low Prices at the NSE (Rs.) for the F.Y.2023-24:

Date	Open (Rs)	Closing (Rs)	High (Rs)	Low (Rs)	Volume (No's in Lakhs)
Apr-2023	15.85	20.95	24.35	15.85	3.58
May-2023	20.55	16.15	22.85	15.70	4.91
Jun-2023	16.85	15.15	16.85	14.80	2.91
Jul-2023	15.70	18.30	20.35	14.10	3.54
Aug-2023	18.00	20.25	20.25	16.00	2.91
Sep-2023	21.00	17.55	22.30	16.00	3.16
Oct-2023	16.70	15.70	18.00	14.65	1.67
Nov-2023	16.25	16.35	16.60	15.05	2.26
Dec-2023	16.45	16.85	23.00	15.95	6.12
Jan-2024	17.20	19.95	20.25	16.35	4.88
Feb-2024	20.90	16.65	22.70	16.50	12.50
Mar-2024	16.65	13.25	17.30	13.25	3.63

Share Performance of the Company in comparison with broad based indices- NIFTY 50 NIFTY 50 v/s SILLYMONKS Close Price

Shareholding of Nominal value (Rs.)	No. of Shareholders	Percentage of total shareholders	Share amount (Rs.)	Percentage of total amount
1 to 5000	2332	77.9412	2232100	2.1859
5001 to 10000	237	7.9211	1953670	1.9132
10001 to 20000	135	4.5120	2130110	2.0860
20001 to 30000	122	4.0775	3164520	3.0990
30001 to 40000	29	0.9693	1014770	0.9938
40001 to 50000	21	0.7019	973340	0.9532
50001 to 100000	59	1.9719	4065310	3.9812
100001 and above	57	1.9051	86579180	84.7876
Total	2992	100	102113000	100

Shareholding Pattern: The shareholding pattern of the Company as on 31st March, 2024 is as follow:

Sr.no	Category	Total shareholders	Total shares	Percentage
1	Promoters & Promoter Group	7	48,16,708	47.17
3	Public	2,899	46,01,272	45.06
4	Clearing Member	2	16,668	0.16
5	Corporate Bodies	17	7,40,635	7.26
6	Non-Resident Indian	19	36,017	0.35
	Total	2944	10211300	100

11. Outstanding Global depository receipts or American depository receipts or warrants or any convertible instruments, conversion date and likely impact on equity:

No GDR/ADRs/ warrants or any convertible instruments have been issued by the Company during the year under review or are outstanding as at the end of the financial year 2023-24.

12. Registrar and Share Transfer Agents

M/s. Bigshare Services Pvt. Ltd, 306, Right Wing, Amrutha Ville, Opp. Yashodha Hospital, Somajiguda, Raj Bhavan Road, Hyderabad - 500 082, Telangana, India. Email: bsshyd@bigshareonline.com Website: www.bigshareonline.com. They are also the depository interface of the Company with both National Securities Depository Limited (NSDL) and Central Depository Services (India) Limited (CDSL).

13. Commodity price risk or foreign exchange risk and hedging activities:

The company is exposed to foreign exchange fluctuation risk with respect to foreign currencies on exports and imports. Though the risk associated with foreign currency fluctuation is hedged to some extent naturally, as the Company is engaged both in imports and exports, the Company majorly hedges its import transactions to minimize the risk.

a) Total exposure of the listed entity to commodities : **Nil**

b) Exposure of the listed entity to various commodities : **Nil**

c) Commodity risks faced by the listed entity during the year and how they have been managed: **Nil**

14. Address for Correspondence

For general correspondence:

Tekulapalli Sanjay Reddy
Managing Director
Silly Monks Entertainment Limited
Sundarayya Vignana Kendram (SVK),
Gachibowli, Rangareddy,
Hyderabad, Telangana, India - 500032,
Tele No.: +91-8008121236
Email: investor@sillymonks.com

For Share transfer/ dematerialisation/ change of address etc:

M/s. Bigshare Services Pvt. Ltd,
306, Right Wing, Amrutha Ville, Opp. Yashodha Hospital, Somajiguda,
Raj Bhavan Road, Hyderabad - 500 082, Telangana, India.
Email: bsshyd@bigshareonline.com
Website: www.bigshareonline.com.

15. Other Disclosures

A. Related Party Transactions:

The Company has formulated a policy on Materiality of and dealing with Related Party Transactions and the same is available on the website of the Company i.e., www.sillymonks.com.

There are no significant material transactions with the related parties that had potential conflict with the interest of the Company. All these transactions are in the ordinary course of business and are carried out on an arm's length basis.

B. Details of non-compliance by the listed entity, penalties, and strictures imposed on the listed entity by stock exchange(s) or the board or any statutory authority, on any matter related to capital markets, during the last three years:

There was no non-compliance by the Company nor were any penalties or strictures imposed on the Company by the Stock Exchanges or Securities and Exchange Board of India (SEBI), or any statutory authority on any matter related to the capital markets during the last three years.

C. Details of establishment of vigil mechanism, whistle blower policy and affirmation that no personnel has been denied access to the Audit Committee

Pursuant to Section 177(9) and (10) of the Companies Act, 2013 and the provisions of SEBI Listing Regulations, the Company has formulated Whistle Blower Policy for establishing a vigil mechanism for Directors and employees to report genuine concerns regarding unethical behavior, actual or suspected fraud or violation of the Company's Code of Conduct. The said mechanism also provides for adequate safeguards against victimisation of persons who use such mechanism and makes provision for direct access to the Chairperson of the Audit Committee in appropriate or exceptional cases. We affirm that no employee of the Company was denied access to the Audit Committee. The said Whistle Blower Policy has been hosted on the website of the Company at i.e., www.sillymonks.com.

D. Weblink of the Policy for determining "material" subsidiaries is disclosed.

During the Financial year ended 31st March, 2024, the Company has material unlisted subsidiaries **Dream Boat Entertainment Pte. Ltd** and **Dream Boat Entertainment LLC**. The Company has framed the

policy for determining material subsidiary as required by under Regulation 16 of the SEBI Listing Regulation and the same is disclosed on the Company's website i.e., www.sillymonks.com.

E. Details of compliance with mandatory requirements and adoption of the non-mandatory requirements under the SEBI Listing Regulations.

During the year, the Company has complied with the mandatory requirements as stipulated in SEBI Listing Regulations. With respect to the compliance with the non-mandatory requirements, the Company has adhered to maximum extent.

F. Details of utilization of funds raised through Preferential Allotment or Qualified Institutions Placement as specified under Regulation 32(7A) of SEBI Listing Regulations:

Not applicable, as there was no Preferential Allotment or Qualified Institutions Placement as specified under Regulation 32(7A) of SEBI Listing Regulations.

G. Certificate from Company Secretary in practice

A Certificate has been received from P S RAO & Associates, Practicing Company Secretaries that none of the Directors on the Board of Directors of the Company has been debarred or disqualified from being appointed or continuing as Directors of Companies by the Securities and Exchange Board of India/ Ministry of Corporate Affairs or any such Statutory Authority is annexed to this report as "**Annexure-B**".

H. Compliance certificate of the Auditors:

The Secretarial Auditors have certified that the company has complied with the conditions of corporate governance as stipulated in the Listing Regulations and the same is annexed to this report as **Annexure-C**.

I. Disclosure of instances along with the reasons, where the Board of Directors had not accepted any recommendation of any Committee of the Board which is mandatorily required, in the financial year 2023-24:

There was no instance during the financial year 2023-24, where the Board of Directors did not accept the recommendation of any Committee of the Board which it was mandatorily required to accept.

J. Total fees paid/payable to statutory auditor

The total amount paid for financial year 2023-24 by company to statutory Auditor is Rs. 3,00,000 /- for all services.

K. Disclosures in relation to the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013:

Your Company has constituted Internal Complaints Committee (ICC) under the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013.

The disclosure pertaining to the complaints are given hereunder:

- a. Number of complaints filed during the financial year 2023-24: Nil
- b. Number of complaints disposed of during the financial year 2023-24: Nil
- c. Number of complaints pending as on end of the financial year 2023-24: Nil

Non-compliance of any requirement of Corporate Governance Report, with reasons thereof shall be disclosed: All the above requirements w.r.t. this Report have been complied with.

The extent to which the discretionary requirements as specified in the Part E of Schedule II have been adopted.

The Company has adopted / complied with the discretionary requirements specified in Part E of Schedule II as detailed below:

(i) Shareholders Rights:

All quarterly /half yearly/ annual financial results are submitted to the stock exchanges and are simultaneously placed on the website of the Company at www.sillymonks.com apart from being published in the newspapers.

(ii) Modified opinion(s) in audit report

There are no modified opinions in the Audit Report for the financial year ended 31st March, 2024.

(iii) Reporting of Internal Auditor:

The Internal Auditor of the Company reports directly to the Chairman of the Audit Committee, stating observations, if any.

The disclosures of the compliance with corporate governance requirements specified in regulation 17 to 27 and clauses (b) to (i) of sub-regulation (2) of regulation 46 shall be made in the section on corporate governance of the annual report:

Regulation	Particulars of Regulation	Compliance Status (Yes/No)
17	Board of directors	Yes
17A	Maximum Number of Directorship	Yes
18	Audit committee	Yes
19	Nomination and Remuneration committee	Yes
20	Stakeholders Relationship committee	Yes
21	Risk Management committee	NA
22	Vigil mechanism	Yes
23	Related party transactions	Yes
24	Corporate Governance requirements with respect to Subsidiary of listed entity	NA
24A	Secretarial Audit	Yes
25	Obligations with respect to Independent directors	Yes
26	Obligation with respect to Directors and Senior Management	Yes
27	Other Corporate Governance requirements	Yes
46(2) (b) to (i)	Website	Yes

L. Managing director and ceo and cfo certification:

The Managing Director and CEO and the CFO have issued certificate pursuant to the provisions of Regulation 17(8) read with Part B of Schedule II of the Listing Regulations certifying, inter alia, that the financial statements do not contain any materially untrue statement and these statements represent a true and fair view of the company's affairs. The said certificate is annexed to this report as "**Annexure-D**".

M. Disclosures with respect to demat suspense account/ unclaimed suspense account: Not Applicable



Annual Report 2023-24

**By Order of The Board of Directors
For Silly Monks Entertainment Limited**

**Place: Hyderabad
Date: 06-09-2024**

**Sd/-
Tekulapalli Sanjay Reddy
Managing Director
DIN: 00297272**

**Sd/-
Anil Kumar Pallala
Whole Time Director
DIN: 02416775**

ANNEXURE TO CORPORATE GOVERNANCE REPORT

ANNEXURE -A

**Declaration by the Managing Director and CEO under Regulation 26(3) read with Part D of
Schedule V of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015
regarding Compliance with Code of Conduct**

To
The Members,
Silly Monks Entertainment Limited

In accordance with regulation 26(3) read with part D of schedule V of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, I hereby confirm that all the directors and senior management personnel of the company have affirmed compliance with the code of conduct as applicable to them, for the financial year ended 31st March, 2024.

**By Order of The Board of Directors
For Silly Monks Entertainment Limited**

Sd/-
Tekulapalli Sanjay Reddy
Managing Director
(DIN: 00297272)

Place: Hyderabad
Date: 06-09-2024

**Certificate of Non-Disqualification of Directors
(Pursuant to Regulation 34(3) and Schedule V Para C Clause (10)(i) of the SEBI
(Listing Obligations and Disclosure Requirements) Regulation 2015)**

To
The Members,
Silly Monks Entertainment Limited

We have examined the relevant registers, records, forms, returns and disclosures received from the Directors of **Silly Monks Entertainment Limited** having CIN L92120TG2013PLC090132 and having registered office at Survey No. 91, 3rd Floor, Technical Block, Sundarayya Vignana Kendram (SVK), Gachibowli, Hyderabad - 500032, Rangareddi, Telangana, India (hereinafter referred to as ‘the Company’), produced before us by the Company for the purpose of issuing this Certificate, in accordance with Regulation 34(3) read with Schedule V Para-C Sub clause 10(i) of the Securities Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

In our opinion and to the best of our information and according to the verifications (including Directors Identification Number (DIN) status at the portal www.mca.gov.in) as considered necessary and explanations furnished to us by the Company and its officers, We hereby certify that none of the Directors on the Board of the Company as stated below for the Financial Year ending on 31st March, 2024 have been debarred or disqualified from being appointed or continuing as Directors of companies by the Securities and Exchange Board of India, Ministry of Corporate Affairs or any such other Statutory Authority.

Sl. No.	Name of the Director	Category of Directorship	DIN	Date of Appointment
1.	Mr. Ratnakar Rao Chepur	Chairman - Non-Executive Independent Director	08744674	10.02.2024
2.	Mr. Tekulapalli Sanjay Reddy	Managing Director	00297272	20.09.2013
3.	Mr. Anil Kumar Pallala	Whole Time Director	02416775	01.09.2014
4.	Mrs. Swathi Reddy	Non-Executive Director	00297360	20.09.2013
5.	Mr. Rammohan Paruvu	Non-Executive, Independent Director	01284563	11.11.2022
6.	Mr. Prasada Rao Kalluri	Non-Executive, Independent Director	07780628	24.07.2022

Ensuring the eligibility of for the appointment / continuity of every Director on the Board is the responsibility of the management of the Company. Our responsibility is to express an opinion on the bases of our verification. This certificate is neither an assurance as to the future viability of the Company nor of the efficiency or effectiveness with which the management has conducted the affairs of the Company.

**For P S Rao & Associates
Company Secretaries**

Sd/-
Jineshwar Kumar Sankhala
M No : 21697
C P No : 18365
UDIN: A021697F001157447

Date: 06-09-2024
Place: Hyderabad

ANNEXURE -C

**CERTIFICATE ON CORPORATE GOVERNANCE ISSUED BY
PRACTICING COMPANY SECRETARIES**

To
The Members,
Silly Monks Entertainment Limited

We have examined the compliance of conditions of Corporate Governance by Silly Monks Entertainment Limited ('the Company') for the year ended 31st March, 2024 as per the relevant provisions of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('Listing Regulations') as referred to in Regulation 15 (2) of the Listing Regulations.

The compliance of conditions of Corporate Governance as stipulated under the listing regulations is the responsibility of the Company's Management including the preparation and maintenance of all the relevant records and documents. This responsibility includes the design, implementation and maintenance of internal control and procedures to ensure the compliance with the conditions of Corporate Governance stipulated in the Listing Regulations.

In our opinion, and to the best of the information and according to the explanations given to us, we certify that the Company has complied with the conditions of Corporate Governance as stipulated in the above-mentioned Listing Regulations.

We further state that such compliance is neither an assurance as to the future viability of the Company nor the efficiency or effectiveness with which the Management has conducted the affairs of the Company.

**For P S Rao & Associates
Company Secretaries**

**Sd/-
Jineshwar Kumar Sankhala
M No : 21697
C P No : 18365
UDIN: A021697F001157381**

**Place: Hyderabad
Date: 06-09-2024**

ANNEXURE -D

**Certification by Chief Executive Officer and
Chief Financial Officer
Pursuant to Regulation 17(8) of SEBI (Listing Obligations and
Disclosure Requirements) Regulations, 2015**

To
The Members,
Silly Monks Entertainment Limited

1. We have reviewed the financial statements and the cash flow statement for the financial year ended on March 31, 2024 and that to the best of our knowledge and belief:
 - a) These statements do not contain any materially untrue statement or omit any material fact or contain statements that might be misleading.
 - b) These statements together present a true and fair view of the company's affairs and are in compliance with existing accounting standards, applicable laws, and regulations.
2. There are, to the best of our knowledge and belief, no transactions entered by the company during the year which are fraudulent, illegal, or violative of the company's code of conduct.
3. We accept responsibility for establishing and maintaining internal controls for financial reporting and that we have evaluated the effectiveness of internal control systems of the company pertaining to financial reporting and we have disclosed to the auditors and the audit Committee, deficiencies in the design or operation of such internal controls, if any, of which we are aware and the steps we have taken or propose to take to rectify these deficiencies.
4. We have indicated to the auditors and the audit committee that there are no:
 - i. Significant changes in internal control over financial reporting during the year.
 - ii. Significant changes in accounting policies during the year and the same have been disclosed in the notes to the financial statements; and
 - iii. Instances of significant fraud of which we have become aware and the involvement therein of the management or an employee having a significant role in the Company's internal control system over financial reporting.

Tekulapalli Sanjay Reddy
Managing Director
DIN: 00297272

Anil Kumar Pallala
Whole-time Director
DIN: 02416775

Redrowthu Sai Manikanta
Chief Financial Officer

Place: Hyderabad
Date: 06-09-2024

INDEPENDENT AUDITOR'S REPORT

To
The Members of Silly Monks Entertainment Limited
Report on the Audit of the Standalone Financial Statements

Opinion

We have audited the standalone financial statements of Silly Monks Entertainment Limited (the "Company") which comprise the standalone balance sheet as at 31 March 2024, the standalone statement of profit and loss (including other comprehensive income), the standalone statement of changes in equity and the standalone statement of cash flows for the year then ended, and notes to the standalone financial statements, including material accounting policies and other explanatory information.

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid standalone financial statements give the information required by the Companies Act, 2013 ("Act") in the manner so required and give a true and fair view in conformity with the Indian Accounting Standards prescribed under section 133 of the Act read with the Companies (Indian Accounting Standards) Rules, 2015 ("Ind AS"), as amended, and other accounting principles generally accepted in India, of the state of affairs of the Company as at 31 March 2024, its profit and other comprehensive income, changes in equity and its cash flows for the year ended on that date.

Basis for Opinion

We conducted our audit in accordance with the Standards on Auditing (SAs) specified under section 143(10) of the Act. Our responsibilities under those SAs are further described in the Auditor's Responsibilities for the Audit of the Standalone Financial Statements 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 standalone financial statements under the provisions of the Act and the Rules made 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 we have obtained is sufficient and appropriate to provide a basis for our opinion on the standalone financial statements.

Key Audit Matters

Key audit matters are those matters that, in our professional judgment, were of most significance in our audit of the standalone financial statements of the current period. These matters were addressed in the context of our audit of the standalone financial statements as a whole, and in forming our opinion thereon, and we do not provide a separate opinion on these matters.

We have determined that there are no key audit matters to communicate in our report.

Other Information

The Company's Management and Board of Directors are responsible for the other information. The other information comprises the information included in the annual report, but does not include the standalone financial statements and our auditor's report(s) thereon. The annual report is expected to be made available to us after the date of this auditor's report.

Our opinion on the standalone financial statements does not cover the other information and we will not express any form of assurance conclusion thereon.

In connection with our audit of the standalone financial statements, our responsibility is to read the other information identified above when it becomes available and, in doing so, consider whether the other information is materially inconsistent with the standalone financial statements, or our knowledge obtained in the audit, or otherwise appears to be materially misstated.

Management's and Board of Directors' Responsibilities for the Standalone Financial Statements

The Company's Board of Directors is responsible for the matters stated in section 134(5) of the Act with respect to the preparation of these standalone financial statements that give a true and fair view of the state of affairs, profit / loss and other comprehensive income, changes in equity and cash flows of the Company in accordance with the accounting principles generally accepted in India, including the Ind AS specified under section 133 of the Act read with the Companies (Indian Accounting Standards) Rules, 2015, as amended. Management accepts responsibility for the preparation of the standalone financial statements in accordance with the Ind AS, including their fair presentation. 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 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 standalone financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the standalone financial statements, Board of Directors is 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.

The Board of Directors is also responsible for overseeing the Company's financial reporting process.

Auditor's Responsibilities for the Audit of the Standalone Financial Statements

Our objectives are to obtain reasonable assurance about whether the standalone financial statements as a whole are 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 these standalone financial statements.

As part of an audit in accordance with SAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the standalone financial statements, 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 standalone 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 management and Board of Directors.
- Conclude on the appropriateness of Board of Directors use of the going concern basis of accounting in preparation of standalone financial statements 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 standalone financial statements 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 standalone financial statements, including the disclosures, and whether the standalone financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

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.

From the matters communicated with those charged with governance, we determine those matters that were of most significance in the audit of the standalone financial statements of the current period and are therefore the key audit matters. We describe these matters in our auditor's report unless law or regulation precludes public disclosure about the matter or when, in extremely rare circumstances, we determine that a matter should not be communicated in our report because the adverse consequences of doing so would reasonably be expected to outweigh the public interest benefits of such communication.

Report on Other Legal and Regulatory Requirements

1. As required by the Companies (Auditor's Report) Order, 2020 ("the Order") issued by the Central Government of India in terms of section 143(11) of the Act, we give in the "Annexure A", a statement on the matters specified in paragraphs 3 and 4 of the Order, to the extent applicable.
2. **A.** As required by section 143(3) of the Act, we report that:
 - a) We have sought and obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of our audit.
 - b) In our opinion, proper books of account as required by law have been kept by the Company so far as it appears from our examination of those books.
 - c) The standalone balance sheet, the standalone statement of profit and loss (including other comprehensive income), the standalone statement of changes in equity and the standalone statement of cash flows dealt with by this Report are in agreement with the books of account.
 - d) In our opinion, the aforesaid standalone financial statements comply with the Ind AS specified under section 133 of the Act.
 - e) On the basis of the written representations received from the directors as on 31 March 2024, taken on record by the Board of Directors, none of the directors is disqualified as on 31 March, 2024 from being appointed as a director in terms of Section 164(2) of the Act.
 - f) With respect to the adequacy of the internal financial controls with reference to standalone financial statements of the Company and the operating effectiveness of such controls, refer to our separate report in "**Annexure B**".
- B.** With respect to the matter to be included in the Auditor's Report under section 197(16) of the

Act:

In our opinion and according to the information and explanations given to us, the remuneration paid by the Company to its directors during the current year is in accordance with the provisions of Section 197 of the Act. The remuneration paid to any director is not in excess of the limit laid down under Section 197 of the Act. The Ministry of Corporate Affairs has not prescribed other details under Section 197(16) of the Act which are required to be commented upon by us.

C. With respect to the other matters to be included in the Auditor's Report in accordance with Rule 11 of the Companies (Audit and Auditors) Rules, 2014, as amended, in our opinion and to the best of our information and according to the explanations given to us:

- i. The Company does not have any pending litigations which would have an impact on its financial position.
- ii. The Company did not have any long-term contracts, including derivative contracts for which there were any material foreseeable losses.
- iii. There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Company.
- iv. (a) The management has represented that, to the best of its knowledge and belief, other than as disclosed in the Note 43 to the standalone financial statements, no funds have been advanced or loaned or invested (either from borrowed funds or share premium or any other sources or kind of funds) by the company to or in any other person(s) or entity(ies), including foreign entities ("Intermediaries"), with the understanding, whether recorded in writing or otherwise, that the Intermediary shall, directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the company ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries.
- (b) The management has represented that, to the best of its knowledge and belief, other than as disclosed in the Note 43 to the standalone financial statements, no funds have been received by the company from any person(s) or entity(ies), including foreign entities ("Funding Parties"), with the understanding, whether recorded in writing or otherwise, that the company shall, directly or indirectly, lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Funding Party ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries; and
- (c) Based on the audit procedures performed that have been considered reasonable and appropriate in the circumstances, nothing has come to our notice that has caused us to believe that the representations under sub-clause (i) and (ii) of Rule 11(e) of Companies

(Audit and Auditors) Rules, 2014, as provided under (a) and (b) above, contain any material misstatement.

- v. The Company has not declared nor paid any dividend during the year.
- vi. The reporting under Rule 11(g) of the Companies (Audit and Auditors) Rules, 2014 is applicable from 01 April 2023. Based on our examination, which included test checks, the Company has used accounting software for maintaining its books of account for the financial year ended 31 March 2024 which has a feature of recording audit trail (edit log) facility and the same has been enabled and operated throughout the year for all relevant transactions recorded in the respective software. Further, during the course of our audit we did not come across any instance of the audit trail feature being tampered with.

For RAMASAMY KOTESWARA RAO AND CO LLP
Chartered Accountants
Firm's Registration No.010396S/S200084

Place: Hyderabad
Date: 27-05-2024

Murali Krishna Reddy Telluri
Partner
Membership No.: 223022
UDIN: 24223022BKARNB5009

ANNEXURE A TO THE INDEPENDENT AUDITOR'S REPORT

(Referred to in paragraph 1 under 'Report on Other Legal and Regulatory Requirements' section of our report of even date).

- i. In respect of the Company's Property, Plant and Equipment and intangible assets:
 - (a) (A) The Company has maintained proper records showing full particulars, including quantitative details and situation of Property, Plant and Equipment.

(B) The Company has maintained proper records showing full particulars of intangible assets.
 - (b) The Company has a regular programme of physical verification of its Property, Plant and Equipment by which all Property, Plant and Equipment are verified once in every year. Pursuant to this programme, all Property, Plant and Equipment were physically verified by the management during the year. According to the information and explanations given to us and on the basis of our examination of the records of the Company, in our opinion, this periodicity of physical verification is reasonable having regard to the size of the Company and the nature of its assets. No material discrepancies were noticed on such verification.
 - (c) The Company did not have immovable properties. Hence, reporting under clause (i)(c) of paragraph 3 of the Order is not applicable.
 - (d) The Company has not revalued any of its Property, Plant and Equipment and intangible assets during the year.
 - (e) There are no proceedings either initiated or pending against the Company for holding any Benami property under the Benami Transactions (Prohibition) Act, 1988 and rules made thereunder as of 31 March 2024.
- ii.
 - (a) The Company is in the business of making motion pictures/series/other creator content production, content distribution, content marketing on digital and traditional mediums and sale/ licensing of films. Hence, the Company did not have any inventory.
 - (b) According to the information and explanations given to us, at any point of time during the year, the Company has not been sanctioned any working capital facility from banks or financial institutions.
- iii. The Company has not made any investments in, provided any guarantee or security, or granted any loans or advances in the nature of loans, secured or unsecured, to companies, firms, Limited Liability Partnerships or any other parties during the year.
- iv. According to information and explanation given to us and on the basis of our examination of the

records of the Company, the Company has not granted any loans, or made investments, or provided guarantees or securities during the year that are covered under the provisions of sections 185 or 186 of Act.

- v. The Company has not accepted any deposits or amounts which are deemed to be deposits from the public within the meaning of Sections 73 to 76 of the Act and the Companies (Acceptance of Deposits) Rules, 2014, as amended. Accordingly, clause (v) of paragraph 3 of the Order is not applicable.
- vi. The Central Government has not specified maintenance of cost records under section 148(1) of the Act, in respect of the business activities carried out by the Company.
- vii. (a) According to information and explanations given to us and on the basis of our examination of the books of accounts and records of the Company, in our opinion amounts deducted / accrued in the books of account in respect of undisputed statutory dues including Goods and Service Tax, Provident Fund, Employees State Insurance, Income-Tax, Duty of Customs or Cess or other statutory dues have been regularly deposited by the Company with the appropriate authorities.

According to the information and explanations given to us and on the basis of our examination of the records of the Company, no undisputed amounts payable in respect of Goods and Service Tax, Provident Fund, Employees State Insurance, Income-Tax, Duty of Customs or Cess or other statutory dues were in arrears as at 31 March 2024 for a period of more than six months from the date they became payable.

- (b) According to the information and explanations given to us, there are no statutory dues of Goods and Service Tax, Provident Fund, Employees' State Insurance, Income-tax, Cess or other statutory dues which have not been deposited by the Company on account of any dispute.
- viii. There were no transactions relating to previously unrecorded income that were surrendered or disclosed as income in the tax assessments under the Income Tax Act, 1961 (43 of 1961) during the year.
- ix. (a) In our opinion, the Company has no borrowings at any point of time during the year. Hence, reporting under clause (ix)(a) of paragraph 3 of the Order is not applicable.
- (b) The Company has not been declared a willful defaulter by any bank or financial institution or other lenders.
- (c) The Company has not obtained any term loans during the year. Accordingly, clause (ix)(c) of paragraph 3 of the Order is not applicable
- (d) According to the information and explanations given to us and on an overall examination of the

balance sheet of the Company, we report that the Company has not raised any funds during the year. Hence, reporting under clause (ix)(d) of paragraph 3 of the Order is not applicable.

- (e) The Company has not taken any funds from any entity or person on account of or to meet the obligations of its subsidiary as defined under the Act.
 - (f) The Company has not raised loans during the year on the pledge of securities held in its subsidiary as defined under the Act.
 - x. (a) According to the information and explanations given to us by the management of the Company, the Company has not raised any money by way of an initial public offer or further public offer (including debt instruments) during the year. Hence, reporting under clause (x)(a) of paragraph 3 of the Order is not applicable.
 - (b) The company has not made any preferential allotment or private placement of shares or Convertible debentures (fully, partially, or optionally convertible) during the year.
 - xi. (a) Based upon the audit procedures performed for the purpose of reporting the true and fair view of the standalone financial statements and according to the information and explanations given to us, considering the principles of materiality outlined in Standards on Auditing, we report that no fraud by the company or no fraud on the company by the officers and employees of the Company has been noticed or reported during the year.
 - (b) During the year, no report under section 143(12) of the Act has been filed by secretarial auditor or by us in Form ADT-4 as prescribed under Rule 13 of Companies (Audit and Auditors) Rules, 2014 with the Central Government.
 - (c) According to the information and explanations given to us by the management of the Company and as represented to us by the management, there have been no whistle-blower complaints received by the Company during the year.
 - xii. The Company is not a Nidhi company. Hence, reporting under clause (xii) of paragraph 3 of the Order is not applicable.
 - xiii. In our opinion and according to the information and explanations given to us, the transactions with related parties are in compliance with Section 177 and 188 of the Act, where applicable, and the details of the related party transactions have been disclosed in the standalone financial statements as required by the applicable Ind AS.
 - xiv. (a) In our opinion, the Company has an adequate internal audit system commensurate with the size and nature of its business.
-

- (b) We have considered the reports of the Internal Auditors of the Company for the period under audit.
- xv. In our opinion and according to the information and explanations given to us, the Company has not entered into any non-cash transactions with its directors or persons connected to its directors. Hence, the provisions of section 192 of the Act are not applicable.
- xvi. (a) The Company is not required to be registered under section 45-IA of the Reserve Bank of India Act, 1934. Hence, reporting under clauses (xvi)(a) and (xvi)(b) of paragraph 3 of the Order is not applicable.
- (b) The Company is not a Core Investment Company as defined in the regulations made by the Reserve Bank of India. Hence, reporting under clause (xvi)(c) of paragraph 3 of the Order is not applicable.
- (c) The Group does not have any core investment company and accordingly reporting under clause (xvi)(d) of paragraph 3 of the Order is not applicable
- xvii. The Company has not incurred cash losses during the financial year and incurred ₹ 218.32 lakhs cash losses in the immediately preceding financial year.
- xviii. There has been no resignation of the statutory auditors during the year.
- xix. On the basis of the financial ratios disclosed in Note 38 to the standalone financial statements, ageing and expected dates of realization of financial assets and payment of financial liabilities, other information accompanying the standalone financial statements and our knowledge of the Board of Directors and Management plans and based on our examination of the evidence supporting the assumptions, nothing has come to our attention, which causes us to believe that any material uncertainty exists as on the date of the audit report that the Company is not capable of meeting its liabilities existing at the date of balance sheet as and when they fall due within a period of one year from the balance sheet date. We, however, state that this is not an assurance as to the future viability of the Company. We, however, state that this is not an assurance as to the future viability of the Company. We further state that our reporting is based on the facts up to the date of the audit report and we neither give any guarantee nor any assurance that all liabilities falling due within a period of one year from the balance sheet date, will get discharged by the Company as and when they fall due.
- xx. The Company was not having net worth of rupees five hundred crore or more, or turnover of rupees one thousand crore or more or a net profit of rupees five crore or more during the immediately preceding financial year and hence, provisions of Section 135 of the Act are not applicable to the Company during the year. Hence, reporting under clause (xx) of paragraph 3 of the Order is not applicable.

For **RAMASAMY KOTESWARA RAO AND CO LLP**
Chartered Accountants
Firm's Registration No.010396S/S200084

Place: Hyderabad
Date: 27-05-2024

Murali Krishna Reddy Telluri
Partner
Membership No.: 223022
UDIN: 24223022BKARNB5009

ANNEXURE B TO THE INDEPENDENT AUDITOR'S REPORT

(Referred to in paragraph 2A(f) under 'Report on Other Legal and Regulatory Requirements' section of our report of even date)

Report on the Internal Financial Controls with reference to Standalone Financial Statements under Clause (i) of sub-section 3 of Section 143 of the Companies Act, 2013 ("the Act")

We have audited the internal financial controls with reference to the standalone financial statements of Silly Monks Entertainment Limited the "Company") as of 31 March 2024 in conjunction with our audit of the standalone financial statements of the Company for the year ended on that date.

Managements' and Board of Directors' Responsibility for Internal Financial Controls

The Board of Directors of the Company is responsible for establishing and maintaining internal financial controls with reference to standalone financial statements based on the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting ("the Guidance Note") issued by the Institute of Chartered Accountants of India (the "ICAI"). These responsibilities include the design, implementation and maintenance of adequate internal financial controls that were operating effectively for ensuring the orderly and efficient conduct of its business, including adherence to company's policies, the safeguarding of its assets, the prevention and detection of frauds and errors, the accuracy and completeness of the accounting records, and the timely preparation of reliable financial information, as required under the Act.

Auditor’s Responsibility

Our responsibility is to express an opinion on the Company's internal financial controls with reference to standalone financial statements of the Company based on our audit. We conducted our audit in accordance with the Guidance Note issued by the ICAI and the Standards on Auditing prescribed under Section 143(10) of the Act, to the extent applicable to an audit of internal financial controls with reference to standalone financial statements. Those Standards and the Guidance Note require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether adequate internal financial controls with reference to standalone financial statements was established and maintained and if such controls operated effectively in all material respects.

Our audit involves performing procedures to obtain audit evidence about the adequacy of the internal financial controls with reference to standalone financial statements and their operating effectiveness. Our audit of internal financial controls with reference to standalone financial statements included obtaining an understanding of internal financial controls with reference to standalone financial statements, assessing the risk that a material weakness exists, and testing and evaluating the design and operating effectiveness of internal control based on the assessed risk. The procedures selected depend on the auditor’s judgement, including the assessment of the risks of material misstatement of the standalone financial statements, whether due to fraud or error.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion on the Company’s internal financial controls with reference to standalone financial statements.

Meaning of Internal Financial Controls with reference to standalone financial statements

A company's internal financial control with reference to standalone financial statements is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of standalone financial statements for external purposes in accordance with generally accepted accounting principles. A company's internal financial control with reference to standalone financial statements includes those policies and procedures that (1) pertain to the maintenance of records that, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the company; (2) provide reasonable assurance that transactions are recorded as necessary to permit preparation of standalone financial statements in accordance with generally accepted accounting principles, and that receipts and expenditures of the company are being made only in accordance with authorizations of management and directors of the company; and (3) provide reasonable assurance regarding prevention or timely detection of unauthorized acquisition, use, or disposition of the company's assets that could have a material effect on the standalone financial statements.

Inherent Limitations of Internal Financial Controls with reference to Standalone Financial Statements

Because of the inherent limitations of internal financial controls with reference to standalone financial statements, including the possibility of collusion or improper management override of controls, material misstatements due to error or fraud may occur and not be detected. Also, projections of any evaluation of

the internal financial controls with reference to standalone financial statements to future periods are subject to the risk that the internal financial control with reference to standalone financial statements may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

Opinion

In our opinion, to the best of our information and according to the explanations given to us, the Company has, in all material respects, an adequate internal financial controls with reference to standalone financial statements and such internal financial controls with reference to standalone financial statements were operating effectively as at 31 March 2024, based on the criteria for internal financial controls with reference to standalone financial statements established by the Company considering the essential components of internal control stated in the Guidance Note issued by the ICAI.

For **RAMASAMY KOTESWARA RAO AND CO LLP**
Chartered Accountants
Firm's Registration No.010396S/S200084

Place: Hyderabad
Date: 27-05-2024

Murali Krishna Reddy Telluri
Partner
Membership No.: 223022
UDIN: 24223022BKARNB5009

AUDITED STANDALONE BALANCE SHEET AS AT 31ST MARCH, 2024
(Rs. In lakhs)

Particulars		Notes	As at March 31, 2024	As at March 31, 2023
I	Assets			
	Non-current assets			
	Property, plant and equipment	3	17.77	19.80
	Capital work-in-progress		-	-
	Goodwill	4	0.08	0.08
	Other intangible assets	4	25.20	77.87
	Intangible assets under development	4	7.36	7.36
	Right of use assets	5	56.77	-
	Financial assets			
	(a) Investment in subsidiary	6 (a)	0.77	0.77
	(b) Investments	6 (b)	8.49	8.49
	(c) Loans	7	81.20	81.20
	(d) Other financial assets	8	5.08	8.56
	Deferred tax assets (net)	9	203.75	213.42
	Current assets			
	Inventories	10	171.23	166.00
	Financial assets			
	(a) Investments		-	-
	(b) Trade receivables	11	80.10	72.17
	(c) Cash and cash equivalents	12	165.88	145.78
	(d) Bank balances other than (c) above	13	-	-
	(e) Loans	14	216.11	216.11
	Current tax assets		-	-
	Other current assets	15	45.09	62.58
	Total		1,084.87	1,080.20
II	Equity and liabilities			
	Equity			
	Equity share capital	16	1,021.13	1,021.13
	Other equity			
	(a) Reserves and surplus	17	(164.10)	(186.99)

AUDITED STANDALONE PROFIT AND LOSS STATEMENT AS AT 31ST MARCH, 2024
(Rs In Lakhs)

	Particulars	Note	Year ended	
			March 31, 2024	March 31, 2023
I	Revenue from operations	24	732.94	764.67
II	Other income	25	3.87	21.98
III	Total revenue (I + II)		736.81	786.65
IV	Expenses:			
	Changes in inventories	26	(5.23)	-42.07
	Direct cost	27	395.13	609.26
	Employee benefit expense	28	176.39	302.64
	Finance cost	29	7.00	-
	Depreciation and amortisation expense	30	88.08	52.94
	Other expenses	31	61.02	301.85
	Total expenses		722.37	1,224.63
V	Profit before tax (III-IV)		14.43	(437.98)
VI	Income tax expense:			
	- Tax relating to earlier years			-
	- Current tax		-	-
	- Deferred tax	9	9.67	(93.01)
	Total tax expense		9.67	(93.01)
VII	Profit/(loss) for the year (V-VI)		4.76	(344.97)
VIII	Other comprehensive income			
	Items that will not be reclassified to profit or loss			
	- Remeasurement of post-employment benefit obligations	33	3.95	2.01
	- Income tax relating to these items		(0.99)	(0.51)
	Other comprehensive income for the year		2.96	1.50
IX	Total comprehensive income (VII+VIII)		7.72	(343.46)
X	Earnings per equity share (in Rupees)	32		
	- Basic		0.08	(3.38)
	- Diluted		0.07	(3.38)

As per our Report of even dated attached

By order of the Board

For Ramasamy Koteswara Rao and Co
LLP
Chartered Accountants
Firm Regn No. 010396S/S200084

Tekulapalli Sanjay Reddy
Managing Director
DIN: 00297272

Anil Kumar Pallala
Whole Time Director
DIN: 02416775

Murali Krishna Reddy Telluri
Partner
Membership No.223022

Swarupa Rani Kamarapu
Company Secretary
M. No.: A73047

Place: Hyderabad

Date: 27-05-2024

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED ON 31ST MARCH, 2024
(Rs. In lakhs)

Particulars	Year ended	
	March 31, 2024	March 31, 2023
A. Cash flows from operating activities		
Net profit/(loss) before tax	14.43	(437.98)
Adjustments for:		
Interest on Fixed Deposit	(2.22)	(2.69)
Interest on lease liability	6.77	-
Liabilities no longer required written back	-	(3.93)
Expected credit loss	0.09	48.79
Provision for Doubtful Advances	-	117.13
Gain/Loss on Cancellation of Lease	(0.93)	-
Interest Income on Security Deposit	(0.56)	-
Assets Written Off	1.71	-
Share Based Payment Expense	14.19	-
Impairment of Investment	-	0.80
Depreciation and amortisation expense	88.08	52.94
Operating profit before working capital changes	121.56	(224.94)
Changes in operating assets and liabilities		
Increase/(decrease) in trade payables	(82.65)	(155.02)
Increase/(decrease) in other financial liabilities	9.38	11.93
Increase/(decrease) in employee benefit obligations	5.85	6.71
Increase/(decrease) in other current liabilities	(1.85)	(8.32)
(Increase)/decrease in inventories	(5.23)	(42.07)
(Increase)/decrease in trade receivables	(8.02)	274.46
(Increase)/decrease in other financial assets	5.00	1.40
(Increase)/decrease in other current assets	17.49	207.26
Cash generated from operating activities	61.53	71.40
Income taxes paid		-
Net cash inflow/(outflow) from operating activities (A)	61.53	71.40
B. Cash flows from investing activities		
Purchase of property, plant and equipment & ROU Asset(Net)	(91.29)	(8.32)
Interest on Fixed Deposit	2.22	2.69
Net cash inflow/(outflow) from investing activities (B)	(89.07)	(5.64)
C. Cash flows from financing activities		
Interest on Lease Liability	(6.77)	-

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Payment of Lease Liability	(30.87)	-
Increase in Lease Liability	85.29	-
Repayment of borrowings	-	(24.00)
Net cash inflow/(outflow) from financing activities (C)	47.65	(24.00)
Net increase/(decrease) in cash and cash equivalents (A+B+C)	20.10	41.76
Cash and cash equivalents at beginning of period	145.78	104.02
Cash and cash equivalents at end of period	165.88	145.78

As per our Report of even dated attached

By order of the Board

For Ramasamy Koteswara Rao and Co
LLP
Chartered Accountants
Firm Regn No. 010396S/S200084

Tekulapalli Sanjay Reddy
Managing Director
DIN: 00297272

Anil Kumar Pallala
Whole Time Director
DIN: 02416775

Murali Krishna Reddy Telluri
Partner
Membership No.223022

Swarupa Rani Kamarapu
Company Secretary
M. No.: A73047

Place: Hyderabad
Date: 27-05-2024

STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 31ST MARCH, 2024
(A) Equity share capital

(₹ In Lakhs)

Particulars	Note	Amount
Balance as at April 1, 2022		1,021.13
Changes in equity share capital	16	-
Balance as at March 31, 2023		1,021.13
Changes in equity share capital	16	-
Balance as at March 31, 2024		1,021.13

(B) Other equity

(₹ in Lakhs)

Particulars	Note	Reserves and surplus			Total
		Securities premium	Retained earnings	ESOP Reserve	
Balance as at April 1, 2022		475.80	(319.33)	-	156.47
(Profit)/loss for the year		-	(344.97)	-	(344.97)
Other comprehensive income		-	1.50	-	1.50
Share Based Payment Expense during the year		-	-	-	-
Total comprehensive income		-	(343.46)	-	(343.46)
Proposed dividend		-	-	-	-
Balance as at March 31, 2023		475.80	(662.80)	-	(187.00)
Balance as at April 1, 2023		475.80	(662.80)	-	(187.00)
(Profit)/loss for the year		-	4.76	-	4.76
Other comprehensive income		-	3.95	-	3.95
Share Based Payment Expense during the year		-	-	14.19	14.19
Total comprehensive income		-	8.71	14.19	22.90
Proposed dividend		-	-	-	-
Balance as at March 31, 2024		475.80	(654.08)	14.19	(164.10)

The accompanying notes form an integral part of the financial statements

As per our Report of even dated attached

By order of the Board

For Ramasamy Koteswara Rao and Co
LLP
Chartered Accountants
Firm Regn No. 010396S/S200084

Tekulapalli Sanjay Reddy
Managing Director
DIN: 00297272

Anil Kumar Pallala
Whole Time Director
DIN: 02416775

Murali Krishna Reddy Telluri
Partner
Membership No.223022

Swarupa Rani Kamarapu
Company Secretary
M. No.: A73047

Place: Hyderabad
Date: 27-05-2024

Notes to the financial statements for the year ended March 31, 2024
(All amounts in INR lakhs, unless otherwise stated)

1. Company background

Silly Monks Entertainment Limited (“the Company”), was incorporated September 20, 2013, in accordance with the provisions of the Companies Act, 1956 (“the Act”). With effect from May 24, 2017 the company was converted from a Private Limited Company to a Public Limited Company and consequently, the name of the company changed from Silly Monks Entertainment Private Limited to Silly Monks Entertainment Limited.

The registered office of the Company is Survey No. 91, 3rd Floor, Technical Block, Sundarayya Vignana Kendram (SVK), Gachibowli, Hyderabad, Rangareddi, Telangana - 500032. The Company is primarily engaged in the business of motion picture, radio, television and other entertainment activities.

2. Summary of significant accounting policies

2.1 Basis of preparation and presentation

Compliance with Ind AS

These financial statements have been prepared in accordance with Indian Accounting Standards ('Ind AS') prescribed under section 133 of the Companies Act, 2013 ('the Act') read with Rule 3 of the Companies (Indian Accounting Standards) Rules, 2015, as amended from time to time and other relevant provisions of the Act.

Historical cost convention

The financial statements have been prepared on a historical cost basis, except for the following:

Items	Measurement basis
Certain financial assets and liabilities	Fair value
Defined benefit plans	Plan assets measured at fair value

Recent pronouncements:

Ministry of Corporate Affairs (“MCA”) notifies new standard or amendments to the existing standards under Companies (Indian Accounting Standards) Rules as issued from time to time. On March 23, 2023, MCA Issued the Companies (Indian Accounting Standards) Amendment Rules, 2023, applicable from April 1, 2023, as below:

Ind AS 1 – Presentation of Financial Statements

The amendments require companies to disclose the material accounting policies rather than significant accounting policies. Accounting policy information, together with other information, is material when it can reasonably be expected to influence decisions of primary users of general purpose financial statements.

Ind AS 12 – Income Taxes

The amendments clarify how companies account for deferred tax on transactions such as leases and decommissioning obligations. The amendments narrowed the scope of the recognition exemption in paragraphs 15 and 24 of Ind AS 12 so that it no longer applies to transactions that, on initial recognition, give rise to equal taxable and deductible temporary differences.

Ind AS 8 – Accounting Policies, Changes in Accounting Estimates and Errors

The amendments will help entities to distinguish between accounting policies and accounting estimates. The definition of a change in accounting estimates has been replaced with a definition of accounting estimates. Under the new definition, accounting estimates are “monetary amounts in financial statements that are subject to measurement uncertainty”. Entities develop accounting estimates if accounting policies require items in financial statements to be measured in a way that involves measurement uncertainty. The Company is assessing the impact of these changes and will accordingly incorporate the same in the financial statements for the year ending March 31, 2024.

2.2 Foreign currency translation**a) Functional and presentation currency**

These financial statements are presented in Indian rupees (Rs.) which is also the Company's functional currency.

b) Transactions and balances

Foreign currency transactions are translated into functional currency using the exchange rates at the dates of transactions. Foreign exchange gains and losses resulting from the settlement of such transactions and from the translation of monetary assets and liabilities denominated in foreign currencies at year end exchange rates are generally recognised in profit or loss.

Non-monetary items that are measured at fair value in a foreign currency are translated using the exchange rates at the date when the fair value was determined. Translation differences on assets and liabilities carried at fair value are reported as part of the fair value gain or loss.

2.3 Property, plant and equipment**Recognition and measurement**

On transition to Ind AS, the Company has adopted previous GAAP carrying amount as deemed cost for all the categories of property, plant and equipment.

Post transition to Ind AS, property, plant and equipment are measured at cost, which includes capitalised borrowing costs, less accumulated depreciation and accumulated impairment losses, if any.

Cost of an item of property, plant and equipment comprises its purchase price, including import duties and non-refundable purchase taxes, after deducting trade discounts and rebates, any directly attributable cost of bringing the item to its working condition for its intended use and estimated costs of dismantling and removing the item and restoring the site on which it is located.

The cost of a self-constructed item of property, plant and equipment comprises the cost of materials and direct labor and any other costs directly attributable to bringing the item to working condition for its intended use, and estimated costs of dismantling and removing the item and restoring the site on which it is located.

The costs of the property plant and equipment, which are not ready for their intended use on such date, are disclosed as capital work-in-progress.

An item of property, plant and equipment and any significant part initially recognised is derecognised upon disposal or when no future economic benefits are expected from its use or disposal. Any gain or loss arising on derecognition of the asset (calculated as the difference between the net disposal proceeds and the carrying amount of the asset) is included in the Statement of Profit and Loss when the asset is derecognised.

If significant parts of an item of property, plant and equipment have different useful lives, then they are accounted for as separate items (major components) of property, plant and equipment.

Any gain or loss on disposal of an item of property, plant and equipment is recognised in the Statement of Profit or Loss.

Subsequent expenditure

Subsequent expenditure is capitalised only if it is probable that the future economic benefits associated with the expenditure will flow to the Company.

Depreciation

Depreciation is calculated on cost of items of property, plant and equipment less their estimated residual values over their estimated useful lives using the straight-line method, and is generally recognised in the Statement of Profit and Loss. Assets acquired under finance leases are depreciated over the shorter of the lease term and their useful lives unless it is reasonably certain that the Company will obtain ownership by the end of the lease term. Freehold land is not depreciated.

The range of estimated useful lives of items of property, plant and equipment are as follows:

Asset	Useful life (in years)
Computers	3
Furniture and fixtures	10
Office equipment	5
Vehicles	10

Depreciation method, useful lives and residual values are reviewed at each financial year-end and adjusted if appropriate. Based on internal assessment and supported by technical advice, the management believes that its estimates of useful lives as given above best represent the period over which management expects to use these assets which is different from the useful lives as prescribed under Part C of Schedule II of the Companies Act, 2013.

Depreciation on additions (disposals) is provided on a pro-rata basis i.e. from (up to) the date on which asset is ready for use (disposed off).

2.4 Impairment

i. Impairment of financial assets

The Company recognises loss allowances for expected credit losses on financial assets measured at amortised cost.

At each reporting date, the Company assesses whether financial assets carried at amortised cost are credit impaired. A financial asset is 'credit impaired' when one or more events that have a detrimental impact on the estimated future cash flows of the financial asset have occurred.

Evidence that a financial asset is credit impaired includes the following observable data:

- significant financial difficulty of the borrower or issuer;
- a breach of contract such as a default or being past due for one year or more;
- the restructuring of a loan or advance by the Company on terms that the Company would not consider otherwise;
- it is probable that the borrower will enter bankruptcy or other financial reorganisation; or
- the disappearance of an active market for a security because of financial difficulties.

Loss allowances for trade receivables are always measured using the simplified approach.

The Company considers a financial asset to be in default when:

- the borrower is unlikely to pay its credit obligations to the Company in full, without recourse by the Company to actions such as realising security (if any is held); or
- the financial asset is one year or more past due.

Measurement of expected credit losses:

Expected credit losses are a probability weighted estimate of credit losses. Credit losses are measured as the present value of all cash shortfalls (i.e. the difference between the cash flows due to the Company in accordance with the contract and the cash flows that the Company expects to receive).

Presentation of allowance for expected credit losses in the balance sheet:

Loss allowances for financial assets measured at amortised cost are deducted from the gross carrying amount of the assets.

Write-off

The gross carrying amount of a financial asset is written off (either partially or in full) to the extent that there is no realistic prospect of recovery. This is generally the case when the Company determines that the debtor does not have assets or sources of income that could generate sufficient cash flows to repay the amounts subject to the write off. However, financial assets that are written off could still be subject to enforcement activities in order to comply with the Company's procedures for recovery of amounts due.

ii) Impairment of non-financial assets:

The Company's non-financial assets, other than inventories and deferred tax assets, are reviewed at each reporting date to determine whether there is any indication of impairment. If any such indication exists, then the asset's recoverable amount is estimated.

For impairment testing, assets that do not generate independent cash inflows are grouped together into cash-generating units (CGUs). Each CGU represents the smallest group of assets that generates cash inflows that are largely independent of the cash inflows of other assets or CGUs.

The recoverable amount of a CGU (or an individual asset) is the higher of its value in use and its fair value less costs to sell. Value in use is based on the estimated future cash flows, discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time

value of money and the risks specific to the CGU (or the asset). In determining fair value less costs of disposal, recent market transactions are taken into account. If no such transactions can be identified, an appropriate valuation model is used. These calculations are corroborated by valuation multiples, quoted share prices for publicly traded companies or other available fair value indicators.

The Company's corporate assets (e.g., central office building for providing support to various CGUs) do not generate independent cash inflows. To determine impairment of a corporate asset, recoverable amount is determined for the CGUs to which the corporate asset belongs. An impairment loss is recognised if the carrying amount of an asset or CGU exceeds its estimated recoverable amount. Impairment losses are recognised in the Statement of Profit and Loss.

An impairment loss is recognised if the carrying amount of an asset or CGU exceeds its estimated recoverable amount. Impairment losses are recognised in the Statement of Profit and Loss. Impairment loss recognised in respect of a CGU is allocated to reduce the carrying amounts of assets of the CGU (or group of CGUs) on a pro rata basis.

In respect of assets for which impairment loss has been recognised in prior periods, the Company reviews at each reporting date whether there is any indication that the loss has decreased or no longer exists. An impairment loss is reversed if there has been a change in the estimates used to determine the recoverable amount. Such a reversal is made only to the extent that the asset's carrying amount does not exceed the carrying amount that would have been determined, net of depreciation or amortisation, if no impairment loss had been recognised.

2.5 Inventories

Inventories are measured at the lower of cost and net realisable value. In case of finished goods and work-in-progress, costs include an appropriate share of fixed overhead based on normal operating capacity.

Net realisable value is the estimated selling price in the ordinary course of business, less the estimated costs of completion and selling expenses. The net realisable value of work-in-progress is determined with reference to the selling prices of related finished products.

The comparison of cost and net realisable value is made on an item-by-item basis.

2.6 Revenue recognition

Services

Revenue from services is recognised in the accounting period in which the services are rendered. For fixed-price contracts, revenue is recognised based on the actual service provided to the end of the reporting period as a proportion of the total services to be provided.

Estimates of revenues, costs or extent of progress towards completion are revised if circumstances change. Any resulting increase or decrease in estimated revenue or costs reflected in profit or loss in the period in which the circumstances that give rise to the revision becomes known by management.

Interest

Interest income is recognised using the time proportion basis taking into account the amount outstanding and the interest rate applicable.

2.7 Leases

As a lessee

The Company's lease asset classes primarily consist of leases for buildings. The Company assesses whether a contract contains a lease, at inception of a contract. A contract is, or contains, a lease if the contract conveys the right to control the use of an identified asset for a period of time in exchange for consideration. To assess whether a contract conveys the right to control the use of an identified asset, the Company assesses whether: (i) the contract involves the use of an identified asset (ii) the Company has substantially all of the economic benefits from use of the asset through the period of the lease and (iii) the Company has the right to direct the use of the asset.

At the date of commencement of the lease, the Company recognises a right-of-use asset ("ROU") and a corresponding lease liability for all lease arrangements in which it is a lessee, except for leases with a term of year or less (short-term leases) and low value leases. For these short-term and low value leases, the Company recognises the lease payments as an operating expense on a straight-line basis over the term of the lease.

As a lessee, the Company determines the lease term as the non-cancellable period of a lease adjusted with any option to extend or terminate the lease, if the use of such option is reasonably certain. The Company makes an assessment on the expected lease term on a lease-by-lease basis and thereby assesses whether it is reasonably certain that any options to extend or terminate the contract will be exercised. In evaluating the lease term, the Company considers factors such as any significant leasehold improvements undertaken over the lease term, costs relating to the termination of the lease and the importance of the underlying asset to Infosys's operations taking into account the location of the underlying asset and the availability of suitable alternatives. The lease term in future periods is reassessed to ensure that the lease term reflects the current economic circumstances.

The right-of-use assets are initially recognised at cost, which comprises the initial amount of the lease liability adjusted for any lease payments made at or prior to the commencement date of the lease plus any initial direct costs less any lease incentives. They are subsequently measured at cost less accumulated depreciation and impairment losses. Right-of-use assets are depreciated from the commencement date on a straight-line basis over the shorter of the lease term and useful life of the underlying asset.

As a lessor

Lease income from operating leases where the Company is a lessor is recognised in income on a straight-line basis over the lease term. Initial direct costs incurred in obtaining an operating lease are added to the carrying amount of the underlying asset and recognised as expense over the lease term on the same basis as lease income. The respective leased assets are included in the balance sheet based on their nature.

2.8 Borrowing cost

Borrowing costs directly attributable to the acquisition, construction or production of qualifying assets, which are assets that necessarily take a substantial period of time to get ready for their intended use or sale, are added to the cost of those assets, until such time as the assets are substantially ready for their intended use or sale.

Interest income earned on the temporary investment of specific borrowings pending their expenditure on qualifying assets is deducted from the borrowing costs eligible for capitalisation.

All other borrowing costs are recognised in the Statement of Profit or Loss in the period in which they are incurred.

2.9 Employee benefits

Defined contribution plan

A defined contribution plan is a post-employment benefit plan under which the Company pays fixed contributions and will have no legal or constructive obligation to pay further amounts. The Company makes specified monthly contributions towards Government administered provident fund scheme. Obligations for contributions to defined contribution plans are recognised as an employee benefit expense in the Statement of Profit or Loss in the periods during which the related services are rendered by employees.

Defined benefit plans

A defined benefit plan is a post-employment benefit plan other than a defined contribution plan. The Company's net obligation in respect of defined benefit plans is calculated by estimating the amount of future benefit that employees have earned in the current and prior periods, discounting that amount and deducting the fair value of any plan assets.

The Company's gratuity plan is a defined benefit plan. The present value of gratuity obligation under such defined benefit plans is determined based on actuarial valuations carried out by an independent actuary using the Projected Unit Credit Method, which recognizes each period of service as giving rise to additional unit of employee benefit entitlement and measure each unit separately to build up the final obligation. The obligation is measured at the present value of estimated future cash flows. The discount rates used for determining the present value of obligation under defined benefit plans, is based on the market yields on Government securities as at the Balance Sheet date, having maturity periods approximating to the terms of related obligations.

Remeasurements of the net defined benefit liability, which comprise actuarial gains and losses, the return on plan assets (excluding interest) and the effect of the asset ceiling (if any, excluding interest), are recognised in OCI. The Company determines the net interest expense (income) on the net defined benefit liability (asset) for the period by applying the discount rate used to measure the defined benefit obligation at the beginning of the annual period to the then-net defined benefit liability (asset), taking into account any changes in the net defined benefit liability (asset) during the period as a result of contributions and benefit payments. Net interest expense and other expenses related to defined benefit plans are recognised in the Statement of Profit or Loss.

2.10 Income tax

Income tax comprises current and deferred tax. It is recognised in the statement of profit and loss except to the extent that it relates to an item recognised directly in equity or in other comprehensive income.

Current tax

Current tax comprises the expected tax payable or receivable on the taxable income or loss for the year and any adjustment to the tax payable or receivable in respect of previous years. The amount of current tax reflects the best estimate of the tax amount expected to be paid or received after considering the uncertainty, if any related to income taxes. It is measured using tax rates (and tax laws) enacted or substantively enacted by the reporting date.

Minimum alternate tax ('MAT') paid in a year is charged to the statement of profit and loss as current tax. The Company recognises MAT credit available as an asset only to the extent that there is convincing evidence that the Company will pay normal income tax during the specified period, i.e., the period for which MAT credit is allowed to be carried forward. In the year in which the Company recognises MAT credit as an asset in accordance with the Guidance Note on Accounting for Credit Available in respect of Minimum Alternative Tax under the Income tax Act, 1961, the said asset is created by way of credit to the statement of profit and loss and shown as 'MAT Credit Entitlement'. The Company reviews the 'MAT credit entitlement' asset at each reporting date and writes down the asset to the extent the Company does not have convincing evidence that it will pay normal tax during the specified period.

Deferred tax

Deferred tax is recognised on temporary differences between the carrying amounts of assets and liabilities in the Ind AS financial statements and the corresponding tax bases used in the computation of taxable profit. Deferred tax liabilities are generally recognised for all taxable temporary differences. Deferred tax assets are generally recognised for all deductible temporary differences to the extent that it is probable that taxable profits will be available against which those deductible temporary differences can be utilised. Such deferred tax assets and liabilities are not recognised if the temporary difference arises from the initial recognition (other than in a business combination) of assets and liabilities in a transaction that affects neither the taxable profit nor the accounting profit. In addition, deferred tax liabilities are not recognised if the temporary difference arises from the initial recognition of goodwill.

The carrying amount of deferred tax assets is reviewed at the end of each reporting period and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered.

Deferred tax liabilities and assets are measured at the tax rates that are expected to apply in the period in which the liability is settled or the asset realised, based on tax rates (and tax laws) that have been enacted or substantively enacted by the end of the reporting period.

The measurement of deferred tax liabilities and assets reflects the tax consequences that would follow from the manner in which the Company expects, at the end of the reporting period, to recover or settle the carrying amount of its assets and liabilities.

Current and deferred tax are recognised in profit or loss, except when they relate to items that are recognised in other comprehensive income or directly in equity, in which case, the current and deferred tax are also recognised in other comprehensive income or directly in equity respectively.

2.11 Provisions and contingent liabilities

A provision is recognised if, as a result of a past event, the Company has a present legal or constructive obligation that can be estimated reliably, and it is probable that an outflow of economic benefits will be required to settle the obligation. When the Company expects some or all of a provision to be reimbursed, for example, under an insurance contract, the reimbursement is recognised as a separate asset, but only when the reimbursement is virtually certain. The expense relating to a provision is presented in the Statement of Profit and Loss net of any reimbursement. If the effect of the time value of money is material, provisions are discounted using a current pre-tax rate that reflects, when appropriate, the risks specific to the liability. When discounting is used, the increase in the provision due to the passage of time is recognised as a finance cost.

The disclosure of contingent liability is made when, as a result of obligating events, there is a possible obligation or a present obligation that may, but probably will not, require an outflow of resources.

When there is a possible or a present obligations where the likelihood of outflow of resources is remote, no provision or disclosure is made.

A contingent liability also arises in extremely rare cases where there is a liability that cannot be recognized because it cannot be measured reliably. The Company does not recognize a contingent liability but discloses its existence in the financial statements.

Provisions and contingent liability are reviewed at each balance sheet date.

Onerous contracts

A contract is considered to be onerous when the expected economic benefits to be derived by the Company from the contract are lower than the unavoidable cost of meeting its obligations under the contract. The provision for an onerous contract is measured at the present value of the lower of the expected cost of terminating the contract and the expected net cost of continuing with the contract. Before such a provision is made, the Company recognises any impairment loss on the assets associated with that contract.

2.12 Earnings per share

The basic earnings per share is computed by dividing the net profit attributable to owner's of the Company for the year by the weighted average number of equity shares outstanding during reporting period.

The number of shares used in computing diluted earnings/ (loss) per share comprises the weighted average shares considered for deriving basic earnings/ (loss) per share and also the weighted average number of equity shares which could have been issued on the conversion of all dilutive potential equity shares.

Dilutive potential equity shares are deemed converted as of the beginning of the reporting date, unless they have been issued at a later date. In computing diluted earnings per share, only potential equity shares that are dilutive and which either reduces earnings per share or increase loss per share are included.

2.13 Cash and cash equivalents

Cash and cash equivalents in the balance sheet comprises of cash on hand, deposits held at call with financial institutions, other short-term, highly liquid investments with original maturities of three months or less that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities in the balance sheet.

For the purpose of the statement of cash flows, cash and cash equivalents consist of cash and short-term deposits, as defined above, net of outstanding bank overdrafts as they are considered an integral part of the Company's cash management.

2.14 Financial instruments

i. Recognition and initial measurement

Trade receivables are initially recognised when they are originated. All other financial assets and financial liabilities are initially recognised when the Company becomes a party to the contractual provisions of the instrument.

A financial asset or financial liability is initially measured at fair value plus, for an item not at fair value through profit and loss (FVTPL), transaction costs that are directly attributable to its acquisition or issue.

ii. Classification and subsequent measurement

A. Financial assets

On initial recognition, a financial asset is classified as measured at:

- Amortised cost;
- FVTPL
- FVTOCI

Financial assets are not reclassified subsequent to their initial recognition, except if and in the period the Company changes its business model for managing financial assets.

A financial asset is measured at amortised cost if it meets both of the following conditions and is not designated as at FVTPL:

- the asset is held within a business model whose objective is to hold assets to collect contractual cash flows; and
- the contractual terms of the financial asset give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding.

All financial assets not classified as measured at amortised cost as described above are measured at FVTPL. This includes all derivative financial assets. On initial recognition, the Company may irrevocably designate a financial asset that otherwise meets the requirements to be measured at amortised cost as at FVTPL if doing so eliminates or significantly reduces an accounting mismatch that would otherwise arise.

a. Business model assessment

The Company makes an assessment of the objective of the business model in which a financial asset is held at an individual asset level because this best reflects the way the business is managed and information is provided to management. The information considered includes:

- the stated policies and objectives for the portfolio and the operation of those policies in practice. These include whether management’s strategy focuses on earning contractual interest income, maintaining a particular interest rate profile, matching the duration of the financial assets to the duration of any related liabilities or expected cash outflows or realising cash flows through the sale of the assets;
- how the performance of the portfolio is evaluated and reported to the Company’s management;
- the risks that affect the performance of the business model (and the financial assets held within that business model) and how those risks are managed;
- how managers of the business are compensated – e.g. whether compensation is based on the fair value of the assets managed or the contractual cash flows collected; and
- the frequency, volume and timing of sales of financial assets in prior periods, the reasons for such sales and expectations about future sales activity.

Financial assets that are held for trading or are managed and whose performance is evaluated on a fair value basis are measured at FVTPL.

b. Assessment whether contractual cash flows are solely payments of principal and interest

For the purposes of this assessment, ‘principal’ is defined as the fair value of the financial asset on initial recognition. ‘Interest’ is defined as consideration for the time value of money and for the

credit risk associated with the principal amount outstanding during a particular period of time and for other basic lending risks and costs (e.g. liquidity risk and administrative costs), as well as a profit margin.

In assessing whether the contractual cash flows are solely payments of principal and interest, the Company considers the contractual terms of the instrument. This includes assessing whether the financial asset contains a contractual term that could change the timing or amount of contractual cash flows such that it would not meet this condition. In making this assessment, the Company considers:

- Contingent events that would change the amount or timing of cash flows;
- terms that may adjust the contractual coupon rate, including variable interest rate features;
- prepayment and extension features; and
- terms that limit the Company’s claim to cash flows from specified assets (e.g. non- recourse features).

A prepayment feature is consistent with the solely payments of principal and interest criterion if the prepayment amount substantially represents unpaid amounts of principal and interest on the principal amount outstanding, which may include reasonable additional compensation for early termination of the contract. Additionally, for a financial asset acquired at a significant discount or premium to its contractual par amount, a feature that permits or requires prepayment at an amount that substantially represents the contractual par amount plus accrued (but unpaid) contractual interest (which may also include reasonable additional compensation for early termination) is treated as consistent with this criterion if the fair value of the prepayment feature is insignificant at initial recognition.

c. Subsequent measurement and gains and losses

Financial assets at FVTPL	These assets are subsequently measured at fair value. Net gains and losses, including any interest or dividend income, are recognised in profit or loss.
Financial assets at amortised cost	These assets are subsequently measured at amortised cost using the effective interest method. The amortised cost is reduced by impairment losses. Interest income, foreign exchange gains and losses and impairment are recognised in profit or loss. Any gain or loss on derecognition is recognised in profit or loss.

B. Financial liabilities

Financial liabilities are classified as measured at amortised cost or FVTPL. A financial liability is classified as at FVTPL if it is classified as held- for- trading, or it is a derivative or it is designated as such on initial recognition. Financial liabilities at FVTPL are measured at fair value and net gains and losses, including any interest expense, are recognised in profit or loss. Other financial liabilities are subsequently measured at amortised cost using the effective interest method. Interest expense and foreign exchange gains and losses are recognised in profit or loss. Any gain or loss on derecognition is also recognised in profit or loss.

iii. Effective interest method

The effective interest method is a method of calculating the amortised cost of a financial instrument and of allocating interest income or expense over the relevant period. The effective interest rate is the rate that exactly discounts future cash receipts or payments through the expected life of the financial instrument, or where appropriate, a shorter period.

iv. Derecognition**A. Financial assets**

The Company derecognises a financial asset when the contractual rights to the cash flows from the financial asset expire, or it transfers the rights to receive the contractual cash flows in a transaction in which substantially all of the risks and rewards of ownership of the financial asset are transferred or in which the Company neither transfers nor retains substantially all of the risks and rewards of ownership and does not retain control of the financial asset.

If the Company enters into transactions whereby it transfers assets recognised on its balance sheet, but retains either all or substantially all of the risks and rewards of the transferred assets, the transferred assets are not derecognised.

B. Financial liabilities

The Company derecognises a financial liability when its contractual obligations are discharged or cancelled, or expire.

The Company also derecognises a financial liability when its terms are modified and the cash flows under the modified terms are substantially different. In this case, a new financial liability based on the modified terms is recognised at fair value. The difference between the carrying amount of the financial liability extinguished and the new financial liability with modified terms is recognised in statement of profit or loss.

v. Offsetting

Financial assets and financial liabilities are offset and the net amount presented in the balance sheet when, and only when, the Company currently has a legally enforceable right to set off the amounts and it intends either to settle them on a net basis or to realise the asset and settle the liability simultaneously.

vi. Derivative financial instruments

The Company holds derivative financial instruments to hedge its foreign currency and interest rate risk exposures. Embedded derivatives are separated from the host contract and accounted for separately if the host contract is not a financial asset and certain criteria are met.

Derivatives are initially measured at fair value. Subsequent to initial recognition, derivatives are measured at fair value, and changes therein are generally recognised in profit or loss.

At inception of designated hedging relationships, the Company documents the risk management objective and strategy for undertaking the hedge. The Company also documents the economic relationship between the hedged item and the hedging instrument, including whether the changes in cash flows of the hedged item and hedging instrument are expected to offset each other.

2.15 Segment reporting

Operating segments are reported in a manner consistent with the internal reporting provided to the chief operating decision maker. Refer note 37 for details.

2.16 Rounding of amounts

All amounts disclosed in the financial statements and notes have been rounded off to the nearest lakhs as per the requirement of Schedule III, unless otherwise stated.

2.17 Significant accounting judgements, estimates and assumptions

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the reported amounts in the financial statements. Management continually evaluates its judgements and estimates in relation to assets, liabilities, contingent liabilities, revenue and expenses. Management bases its judgements, estimates and assumptions on historical experience and on other various factors, including expectations of future events, management believes to be reasonable under the circumstances. The resulting accounting judgements and estimates will seldom equal the related actual results. The judgements, estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities (refer to the respective notes) within the next financial year are discussed below.

i) Employee benefit obligation (note 33)

ii) Estimation of useful life of assets

3. Property, plant and equipment

(Rs in lakhs)

Sl. No.	Particulars	Gross block				Accumulated depreciation				Net block	
		As at April 1, 2023	Additions	Disposals	As at March 31, 2024	As at April 1, 2023	For the year	On disposals	As at March 31, 2024	As at March 31, 2024	As at March 31, 2023
1	Computer	98	3	-	101	90	3	-	93	8	8
2	Furnitures and fixtures	15	0	-	15	9	2	-	11	4	6
3	Office equipments	15	0	-	15	12	2	-	14	1	3
4	Recording equipment	5	1	-	5	1	0	-	2	4	4
	Total	132.53	4.43	-	136.96	112.73	6.46	-	119.19	17.77	19.80

(Rs in lakhs)

Sl. No.	Particulars	Gross block				Accumulated depreciation				Net block	
		As at April 1, 2022	Additions	Disposals	As at March 31, 2023	As at April 1, 2022	For the year	On disposals	As at March 31, 2023	As at March 31, 2023	As at March 31, 2022
1	Computer	96	3	1	98	88	3	1	90	8	8
2	Furnitures			-	15		3	-	9		

(Rs in lakhs)

Sl. No	Particulars	Gross block				Accumulated amortisation				Net block	
		As at April 1, 2022	Additions	Disposals	As at March 31, 2023	As at April 1, 2022	For the year	On disposals	As at March 31, 2023	As at March 31, 2023	As at March 31, 2022
1	Software	36.54	-	-	36.54	34.82	0.01	-	34.83	1.71	1.72
2	Trademark	1.95	-	-	1.95	0.70	0.17	-	0.87	1.08	1.25
3	Copyrights	240.13	-	-	240.13	134.40	40.29	-	174.69	65.44	105.73
4	Content development	61.36	-	-	61.36	46.89	4.83	-	51.72	9.64	14.47
	Total	339.98	-	-	339.98	170.50	46.31	-	216.81	123.18	169.48
	Goodwill	0.08	-	-	0.08	-	-	-	-	0.08	0.08
	Intangible assets under development	7.36	0.02	0.02	7.36	-	-	-	-	7.36	7.36

(a) Aging of Intangible assets under development

Amounts in intangible assets under development for projects in progress:

Particulars	As at March 31, 2023	As at March 31, 2022
Less than 1 year	-	7.36
1 - 3 years	7.36	-
More than 3 years	-	-
Total	7.36	7.36

5 Right of use assets

Sl. No.	Particulars	Gross block				Accumulated depreciation				Net block	
		As at April 1, 2023	Additions	Disposals	As at March 31, 2024	As at April 1, 2023	For the year	On disposals	As at March 31, 2024	As at March 31, 2024	As at March 31, 2023
1	ROU	-	84.37	5.33	79.04	-	23.09	-	23.09	55.95	-
2	Prepaid lease	-	2.78	0.28	2.50	-	1.67	-	1.67	0.82	-
	Total	-	87.15	5.61	81.54	-	24.77	-	24.77	56.77	-

6 Non-current investments

Particulars	As at March 31, 2024	As at March 31, 2023
a. Investment in Subsidiary		
Unquoted		
10,000 (March 31, 2021: 10,000) equity shares of HKD 1/- each fully paid up in Dream Boat Entertainment Pte Ltd.	0.00	0.00
100 (March 31, 2021: Nil) equity shares of USD 10/- each fully paid up in Dream Boat Entertainment LLC.	0.77	0.77
Less: Provision for impairment in Dream Boat Entertainment Pte. Ltd*	-	-
	0.77	0.77
b. Investments measured at FVOCI		
Unquoted		
30,000 (March 31, 2021: 30,000) equity shares of Rs. 10/- each fully paid up in Thinkwide Hospitality Pvt Ltd.	8.30	8.30
1,900 (March 31, 2021: 1,900) equity shares of Rs. 10/- each fully paid up in Inani Media Pvt Ltd	0.19	0.19
	8.49	8.49
Total	9.26	9.26

* Dream Boat Entertainment Pte Ltd is in process of dissolution for year ended 31st March 2023. Special resolution for Disinvestment in wholly owned subsidiary is passed by members on 29th September 2021.

7 Non-current loans

Particulars	As at March 31, 2024	As at March 31, 2023
Unsecured (measured at amortised cost)		
Inter corporate loans	81.20	188.83
Less: Loss allowance	-	(107.63)
Total	81.20	81.20

8 Other non-current financial assets

Particulars	As at March 31, 2024	As at March 31, 2023
Unsecured (measured at amortised cost)		
Rental deposit	5.08	8.56
Other deposits	-	-
Total	5.08	8.56

9 Deferred tax assets/(liabilities) – net

Particulars	As at March 31, 2024	As at March 31, 2023
Defined benefit obligations	8.90	8.43
Property, plant and equipment	13.66	4.43
Tax losses	177.86	200.57
Share based Payment	3.57	-
Leases	(0.24)	-
Net deferred tax assets/(liabilities)	203.75	213.42

Movement in deferred tax assets

Particulars	As at April 1, 2023	(Charged)/ credited to profit or loss	(Charged)/ credited to other comprehensive income	As at March 31, 2024
Defined benefit obligations	8.43	1.47	(0.99)	8.90
Property, plant and equipment	4.43	9.23	-	13.66
Tax losses	200.57	(22.71)	-	177.86
Share based Payment	-	3.57	-	3.57
Leases	-	(0.24)	-	(0.24)
Total	213.42	(8.68)	(0.99)	203.75

Particulars	As at April 1, 2022	(Charged)/ credited to profit or loss	(Charged)/ credited to other comprehensive income	As at March 31, 2023
Defined benefit obligations	7.25	1.69	(0.51)	8.43
Property, plant and equipment	(0.57)	5.00	-	4.43
Tax losses	113.74	86.83	-	200.57
Total	120.41	22.43	(0.51)	213.42

10 Inventories (Valued at Lower of Cost or Net Realisable Value)

Particulars	As at March 31, 2024	As at March 31, 2023
Work-in-progress	171.23	166.00
Finished product	-	-
Total	171.23	166.00

11 Trade receivables

Particulars	As at March 31, 2024	As at March 31, 2023
Trade receivables - considered good, unsecured	80.10	72.17
Trade receivables - credit impaired, unsecured	-	48.79
Less: Loss allowance	-	(48.79)
		-
Total	80.10	72.17

Ageing of trade receivables

As at March 31, 2023	Undisputed trade receivables - considered good	Undisputed trade receivables - credit impaired	Total
Outstanding for following periods from due date			
Less than 6 months	73.50	-	73.50
6 months - 1 year	9.60	-	9.60
1 - 2 years	-	-	-
2 - 3 years	(3.00)	-	(3.00)
more than 3 years	-	-	-
Loss allowance	-	-	-
Total	80.10	0.00	80.10
As at March 31, 2023	Undisputed trade receivables - considered good	Undisputed trade receivables - credit impaired	Total
Outstanding for following periods from due date			
Less than 6 months	29.09	-	29.09
6 months - 1 year	10.83	0.02	10.85
1 - 2 years	32.25	3.47	35.72
2 - 3 years	-	1.48	-
more than 3 years	-	43.82	-
Loss allowance	-	(48.79)	-
Total	72.17	(0.00)	75.66

12 Cash and cash equivalents

Particulars	As at March 31, 2024	As at March 31, 2023
Balances with banks		
- in current accounts	11.43	48.20
Deposits with original maturity of less than three months	116.56	97.57
Remittance in transit	37.88	-
Total		145.78

There are no repatriation restrictions with regard to cash and cash equivalents as at the end of the reporting period and prior periods.

13 Bank balances other than cash and cash equivalents above

Particulars	As at March 31, 2024	As at March 31, 2023
Deposits with original maturity of more than 3 months	-	-
Total	-	-

14 Current loans

Particulars	As at March 31, 2024	As at March 31, 2023
Unsecured		
Inter corporate loans	204.10	204.10
Other loans	12.01	21.51
Less: Loss allowance	-	(9.50)
Total	216.11	216.11

15 Other current assets

Particulars	As at March 31, 2024	As at March 31, 2023
Balances with revenue authorities	24.91	27.42
GST (net)	0.09	12.64
Prepaid expenditure	2.71	5.35
Others	17.37	17.18
<u>Advance to suppliers</u>		
Unsecured and Good	0.00	0.00
Unsecured and Doubtful	-	9.50
Less: Loss Allowance	-	(9.50)
Total	45.09	62.58

16 Share capital
(a) Authorised equity share capital

Particulars	No. of shares	Amount
As at April 1, 2022	1,10,00,000	1,100.00
Increase during the year	-	-
As at March 31, 2023	1,10,00,000	1,100.00
Increase during the year	-	-
As at March 31, 2024	1,10,00,000	1,100.00

(b) Movement in issued, subscribed and paid-up equity share capital

Particulars	No. of shares	Amount
As at April 1, 2022	1,02,11,300	1,021.13
Shares issued during the year	-	-
Bonus shares issued during the year	-	-
As at March 31, 2023	1,02,11,300	1,021.13
Shares issued during the year	-	-
Bonus shares issued during the year	-	-
As at March 31, 2024	1,02,11,300	1,021.13

(c) Terms and rights attached to equity shares

Equity shares have a par value of INR 10/- per share. Each shareholder is eligible for one vote per share held. The dividend proposed by the Board of Directors is subject to the approval of the shareholders in the ensuing Annual General Meeting, except in case of interim dividend. In the event of liquidation, the equity shareholders are eligible to receive the remaining assets of the company after distribution of all preferential amounts, in proportion to their shareholding.

(d) Details of shareholders holding more than 5% shares in the company

Name of Shareholder	As at March 31, 2024		As at March 31, 2023	
	No. of Shares	% of Holding	No. of Shares	% of Holding
T. Sanjay Reddy	365,6,627	35.81%	36,56,627	35.81%
Korrapati Ranganathasai	882,640	8.64%	8,82,640	8.64%
Ektha.com Pvt Ltd	-	0%	-	0%
Anil Kumar Pallala	524,595	5.14%	6,60,000	6.46%
Divi Satya Sai Babu	619,837	6.07%	5,83,440	5.71%

(e) Details of shareholding of promoters:

Name of the promoter	As at March 31, 2024			As at March 31, 2023		
	No. of shares	% of total no. of shares	% of change during the year	No. of shares	% of total no. of shares	% of change during the year
T. Sanjay Reddy	36,56,627	35.81%	3.59%	36,56,627	35.81%	3.59%
Pallala Anil Kumar	5,24,595	5.14%	-1.33%	6,60,000	6.46%	0.00%
Swathi Reddy	2,45,960	2.41%	0.00%	2,45,960	2.41%	0.00%
T. Mahikaansh Reddy	1,27,826	1.25%	0.27%	1,27,826	1.25%	0.27%
Gaurika Reddy	1,00,100	0.98%	0.00%	1,00,100	0.98%	0.00%
Karyampudi Koti Sridevi	61,600	0.60%	0.00%	61,600	0.60%	0.00%
Pallala Uma devi	1,00,000	0.98%	0.98%	-	-	0.00%
Total	4,816,708	47.17%	0.00%	48,52,113	47.52%	0.04%

(f) There are no shares issued for consideration other than cash.

(g) There are no shares bought back during five years immediately preceding March 31, 2024.

17 Reserves and surplus

Particulars	As at March 31, 2024	As at March 31, 2023
Securities premium account	475.80	475.80
Retained earnings	(654.08)	(662.79)
Esop Reserve	14.19	-
Total	(164.11)	(186.99)

(i) Securities premium account

Particulars	As at March 31, 2024	As at March 31, 2023
Opening balance	475.80	475.80
Add: Addition during the year	-	-
Less: Bonus share issued during the year	-	-
Closing balance	475.80	475.80

(ii) Retained earnings

Particulars	As at March 31, 2024	As at March 31, 2023
Opening balance	(662.80)	(319.33)
Add: Profit/(loss) for the year	4.76	(344.97)
<i>Items of other comprehensive income recognised directly in retained earnings</i>		
Remeasurement of post-employment benefit obligations, net of tax	3.95	1.50
Closing balance	(654.08)	(662.79)

Nature and purpose of reserves

Securities premium:

Securities premium account is used to record the premium on issue of shares. The reserves is utilised in accordance with the provisions of the Companies Act, 2013.

18 Financial Liabilities

Particulars	As at March 31, 2024	As at March 31, 2023
Lease Liabilities	55.01	-
Total	55.01	-

19 Current borrowings

Particulars	Maturity date	Terms of repayment	As at March 31, 2024	As at March 31, 2023
(a) Unsecured loans				
(i) From related parties	Payable on demand	Payable on demand	-	-
Total			-	-

Net debt reconciliation

Particulars	As at March 31, 2024	As at March 31, 2023
Cash and cash equivalents	165.88	145.78
Current borrowings	-	-
Total	165.88	145.78

Movement in net debt

Particulars	Cash and cash equivalents	Liquid investments	Current borrowings	Non-current borrowings	Total
Net debt as at April 1, 2022	104.02	-	(24.00)	-	80.02
Cash flows	41.76	-	24.00	-	65.76
Interest expense	-	-	-	-	-
Interest paid	-	-	-	-	-
Net debt as at March 31, 2023	145.78	-	0.00	-	145.78
Cash flows	20.09	-	-	-	20.09
Interest expense	-	-	-	-	-
Interest paid	-	-	-	-	-
Net debt as at March 31, 2023	165.88	-	0.00	-	165.88

20 Trade payables

Particulars	As at March 31, 2024	As at March 31, 2023
Trade payables: micro and small enterprises	4.90	-
Trade payables: others	91.07	178.62
Total	95.96	178.62

Trade payables ageing schedule

As at March 31, 2023	Outstanding dues to MSME	Others	Total
Outstanding for following periods from due date			
Less than 6 months	-	86.85	86.85
6 months - 1 year	4.90	-	4.90
1 - 2 years	-	3.19	3.19
2 - 3 years	-	1.03	1.03
more than 3 years	-	-	-
Total	4.90	91.07	95.97

As at March 31, 2023	Outstanding dues to MSME	Others	Total
Outstanding for following periods from due date			

Less than 6 months	-	151.14	151.14
6 months - 1 year	-	6.22	6.22
1 - 2 years	-	12.70	12.70
2 - 3 years	-	1.11	1.11
more than 3 years	-	7.44	7.44
Total	-	178.62	178.62

21 Other financial liabilities

Particulars	March 31, 2024	March 31, 2023
Current		
Audit fee payable	3.54	5.60
Salary payable	21.33	18.52
Dividend payable	0.09	0.09
Professional fee payable	8.36	-
Others payables	6.04	5.88
Total	39.36	30.08

22 Current tax liabilities

Particulars	March 31, 2024	March 31, 2024
Provision for income tax	-	-
Total	-	-

23 Other current liabilities

Particulars	March 31, 2024	As at March 31, 2023
Statutory liabilities	2.14	3.98
Advance from customers	-	-
Total	2.14	3.98

24 Revenue from operations

Particulars	Year ended	
	March 31, 2024	March 31, 2023
Revenue from		
- rendering of services	732.94	764.67
Total	732.94	764.67

25 Other income

Particulars	Year ended	
	March 31, 2024	March 31, 2023
Interest income from financial assets at amortised cost	2.22	2.69
Gain/(Loss) on cancellation of lease	0.93	-

Interest on Income Tax refund	-	15.35
Discount received	0.56	0.01
Gain on sale of mutual funds measured at FVTPL	0.10	-
Miscellaneous income	0.06	3.93
Total	3.87	21.98

26 Changes in inventories

Particulars	Year ended	
	March 31, 2024	March 31, 2023
Work-in-progress		
Opening balance	166.00	75.59
Less: closing balance	(171.23)	(166.00)
Finished product		
Opening balance	-	48.35
Less: closing balance	-	-
Total	(5.23)	(42.07)

27 Direct cost

Particulars	Year ended	
	March 31, 2024	March 31, 2023
Content expenses	395.13	609.26
Total	395.13	609.26

28 Employee benefits expense

Particulars	Year ended	
	March 31, 2024	March 31, 2023
Salaries, wages and bonus	34.04	171.08
Directors remuneration	117.00	117.00
Contribution to provident and other funds	4.44	4.87
Gratuity (refer note 33)	6.72	6.64
Staff welfare expenses	-	3.05
ESOP Expenses	14.19	-
Total	176.39	302.64

29 Finance cost

Particulars	Year ended	
	March 31, 2024	March 31, 2023
Interest on lease liabilities	6.77	-
Interest on MSME creditors	0.22	-
Total	7.00	-

Note: Payments to auditors

Particulars	Year ended	
	March 31, 2024	March 31, 2023
As auditor		
- for statutory audit	3.00	3.00
- for tax audit	-	-
- for other services	-	-
Total	3.00	3.00

32 Earnings per share

Particulars	Year ended	
	March 31, 2024	March 31, 2023
Basic Earnings per Share		
Profit/(loss) for the year	7.72	(344.97)
Weighted average no. of equity shares outstanding	10,211,300.00	10,211,300.00
Basic EPS	0.08	(3.38)
Diluted Earnings per Share		
Profit/(loss) for the year	7.72	(344.97)
Weighted average no. of equity shares outstanding	10,211,300.00	10,211,300.00
Add: Weighted average no. of potential equity shares on account of employee stock options	117,172.79	-
Weighted average no. of equity shares outstanding for Diluted EPS	10,328,472.79	10,211,300.00
Diluted EPS	0.07	(3.38)

33 Employee benefits obligations

Particulars	March 31, 2024	March 31, 2023
Non-current		
Gratuity	33.20	31.50
Total	33.20	31.50
Current		
Gratuity	2.18	1.98
Total	2.18	1.98

(i) Leave obligations

The leave obligations covers the liability for earned leaves which are classified as other short-term obligations.

(ii) Defined contribution plans

The Company also has defined contribution plans. Contributions are made to provident fund in India for employees at the rate of 12% of basic salary as per regulations. The contributions are made to registered provident fund administered by the government. The obligation of the group is limited to the amount contributed and it has no further contractual nor any constructive obligation. The expense recognised during the period towards defined contribution plan is Rs. 4.87 (in lakhs).

(iii) Post employment obligations
Gratuity

The company provides for gratuity for employees as per the Payment of Gratuity Act, 1972 of India. Employees who are in continuous service for a period of 5 years are eligible for gratuity. The amount of gratuity payable on retirement/termination is the employees last drawn basic salary per month computed proportionately for 15 days salary multiplied for the number of years of service. Liability with regard to such gratuity is determined by an independent actuarial valuation using the projected unit credit method and are charged to the statement of profit and loss in the period determined.

The amounts recognised in the balance sheet and the movement in the net defined obligation over the year are as follows:

Change in defined benefit obligation:

Particulars	Present value of obligation	Fair value of plan assets	Net amount
As at April 1, 2022	28.79	-	28.79
Current service cost	4.61	-	4.61
Interest expense/(income)	2.09	-	2.09
Total amount recognised in profit or loss	6.70	-	6.70
Remeasurements			
- Return on plan assets, excluding amounts included in interest expense/(income)	-	-	-
Included in other comprehensive income:			
- Actuarial (gains)/ losses arising from changes in financial assumptions	(0.58)	-	(0.58)
- Actuarial (gains)/ losses arising from changes in demographic assumptions	-	-	-
- Actuarial (gains)/ losses arising from experience adjustments	0.52	-	0.52
Benefits settled	(1.95)	-	(1.95)
As at March 31, 2023	33.48	-	33.48

Particulars	Present value of obligation	Fair value of plan assets	Net amount
As at April 1, 2023	33.48	-	33.48
Current service cost	4.21	-	4.21

Interest expense/(income)	2.51	-	2.51
Total amount recognised in profit or loss	6.72	-	40.19
Remeasurements			
Return on plan assets, excluding amounts included in interest expense/(income)	-	-	-
Included in other comprehensive income:			
Actuarial (gains)/ losses arising from changes in financial assumptions	(0.56)	-	(0.56)
Actuarial (gains)/ losses arising from changes in demographic assumptions	-	-	-
Actuarial (gains)/ losses arising from experience adjustments	(4.51)	-	(4.51)
Benefits settled	(0.87)	-	(0.87)
As at March 31, 2024	35.38	-	35.38

The net liability disclosed above relates to funded and unfunded plans are as follows:

Particulars	March 31, 2024	March 31, 2023
Present value of funded obligations	35.38	33.48
Fair value of plans assets	-	-
Deficit of funded plans	35.38	33.48
Unfunded plans	-	-
Deficit of gratuity plan	35.38	33.48

Actuarial assumptions

Principal actuarial assumptions at the reporting date:

Particulars	March 31, 2024	March 31, 2023
Discount rate	7.25%	7.50%
Salary escalation rate	5.00%	5.00%
Retirement age	60 Years	60 Years
Withdrawal rate	5.00%	5.00%
Mortality table	Indian Assured Lives Mortality 2012-14	Indian Assured Lives Mortality 2012-14

Risk exposure

Other assumptions would have produced different results e.g. a decrease in discount rate or an increase in salary inflation will lead to an increase in reported liability as per table of sensitivity analysis. Similarly change in attrition rates will also impact the liability.

Sensitivity analysis

Reasonably possible changes at the reporting date to one of the relevant actuarial assumptions, holding other assumptions constant, would have affected the defined benefit obligation by the amounts shown below.

Particulars	March 31, 2024	March 31, 2023
Impact on defined benefit obligation		
Discount rate		
Increase by 100 basis points	(2.46)	(2.50)
Decrease by 100 basis points	2.81	2.87

Salary escalation rate	Increase by 100 basis points	2.84	2.91
	Decrease by 100 basis points	(2.53)	(2.58)
Employee attrition rate	Increase by 100 basis points	0.39	0.45
	Decrease by 100 basis points	(0.43)	(0.51)

The sensitivity analysis presented above may not be representative of the actual change in the defined benefit obligation as it is unlikely that the change in assumptions would occur in isolation of one another as some of the assumptions may be correlated.

Furthermore, in presenting the above sensitivity analysis, the present value of the defined benefit obligation has been calculated using the projected unit credit method at the end of the reporting period, which is the same as that applied in calculating the defined benefit obligation liability recognised in the balance sheet.

There was no change in the methods and assumptions used in preparing the sensitivity analysis from prior years.

Defined benefit liability and employer contribution

Expected contributions to post-employment benefit gratuity plan for the year ending March 31, 2025 is Rs. 0.89 (in lakhs)

The weighted average duration of the defined benefit obligation is 13 years (March 31, 2023: 14 years). The expected maturity analysis of undiscounted gratuity benefit is as follows:

Particulars	March 31, 2024
Less than a year	2.18
Between 1 to 2 years	1.15
Between 2 to 5 years	17.06
Over 5 years	14.98
Total	35.38

34 Contingent liabilities:

There are no Contingent liabilities to report as at the respective year end.

35 Capital commitments

There are no Capital commitments to report as at the respective year end.

36 Non-cancellable leases

There are no non-cancellable lease arrangements outstanding as on the reporting date.

37 Segment information

The Company is engaged in the business of movie production and digital media. The operating segment of the Company is identified to be "Movie production" as the chief operating decision maker (CODM) reviews business performance at an overall Company level as one segment.

The Company is domiciled in India. The amount of its revenue from external customers broken down by location of the customers is shown in the table below.

Particulars	March 31, 2024	March 31, 2023
India	279.20	371.23
Outside the India	353.60	393.44
Total	632.80	764.67

38 Key financial ratios

Sl. No.	Particulars	Numerator	Denominator	March 31, 2024	March 31, 2023	Variance	Reason for variance more than 25%
1	Current Ratio	Current assets	Current liabilities	4.86	3.09	57.00%	Decrease in current liabilities during the year.
2	Debt-equity ratio	Debt	Shareholders' equity	0.00	0.00	0.00%	There are no borrowings and hence this ratio is not computed.
3	Debt service coverage ratio	Profit before interest and taxes	Debt	0.31	(0.10)	-413.14%	Increase in profit during the year,
4	Return on equity ratio	Net profit/(loss) after tax	Shareholders' equity	(0.01)	(0.41)	-101%	Increase in profit during the year,
5	Inventory turnover ratio	Turnover	Average inventory	4.35	5.27	-18%	Not applicable
6	Trade Receivables turnover ratio	Turnover	Average trade receivables	2.41	3.27	-26%	Decrease in average Trade receivable's during the year.
7	Trade payables turnover ratio	Turnover	Average trade payables	1.33	2.96	-55%	Decrease in average Trade payables during the year.
8	Net capital turnover ratio	Turnover	Net working capital	1.36	1.71	-20%	Not applicable
9	Net (loss)/profit ratio	Net profit/(loss) after tax	Turnover	(0.01)	(0.45)	-101%	Increase in profit during the year.
10	Return on Capital	Profit before interest	Total assets minus	(0.02)	(0.51)	-103%	Increase in profit during the year.

11	employed Return on Investment	and taxes Profit before interest and taxes	current liabilities Average net worth	(0.02)	(0.44)	-104%	Increase in profit during the year.
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39 Fair value measurements
(a) Financial instruments by category

Particulars	As at March 31, 2024			As at March 31, 2023		
	FVPL	FVOCI	Amortise d cost	FVPL	FVOCI	Amortise d cost
	Level 1	Level 3	Level 3	Level 1	Level 3	Level 3
Financial assets						
Investments	-	8.49	-	-	8.49	-
Security deposits	-	-	5.08	-	-	8.56
Loans	-	-	297.31	-	-	297.31
Trade receivable	-	-	80.10	-	-	72.17
Cash and cash equivalents	-	-	165.88	-	-	145.78
Other bank balances	-	-	-	-	-	-
	-	8.49	548.36	-	8.49	523.82
Financial liabilities						
Borrowings	-	-	55.01	-	-	-
Trade payables	-	-	91.07	-	-	178.62
Others	-	-	39.36	-	-	29.98
	-	-	185.43	-	-	208.60

(i) Fair value hierarchy

Level 1: The fair value of financial instruments traded in active markets (such as publicly traded derivatives and equity securities) is based on quoted market prices at the end of the reporting period.

Level 2: The fair value of financial instruments that are not traded in an active market is determined using valuation techniques which maximise the use of observable market data and rely as little as possible on entity-specific estimates. If all significant inputs required to fair value an instrument are observable, the instrument is included in level 2.

Level 3: If one or more of the significant inputs is not based on observable market data, the instrument is included in level 3. This is the case for security deposit received and paid and are included in level 3.

Note:

- There are no transfers between levels during the year.
- The Companies policy is to recognise transfers into and transfers out of fair value hierarchy levels as at the end of the reporting period.

(ii) Valuation technique used to determine fair value

Specific valuation technique used to value financial instruments include:
- the use of quoted market prices or dealer quotes for similar instruments.

- for other financial instruments - the discounted cash flow technique.

(iii) Valuation process

The finance department of the Company includes a team that performs the valuations of financial assets and liabilities required for financial reporting purposes, including level 3 fair values. This team reports to the Board of Directors. Discount rates are determined using a capital asset pricing model to calculate a pre-tax rate that reflects current market assessments of the time value of money and the risk specific to the asset.

(iv) Fair values of financial assets and liabilities measured at amortised cost

The carrying amount of trade receivables, trade payables, capital creditors and cash and cash equivalent are considered to be the same as their fair values, due to short term nature.

The fair values for loans, security deposits were calculated based on cash flows discounted using a current lending rate. They are classified as level 3 fair values in the fair value hierarchy due to the inclusion of unobservable inputs including counterparty credit risk.

For financial assets and liabilities that are measured at fair value, the carrying amounts are equal to the fair values.

40 Financial risk management

The Company’s principal financial liabilities comprise borrowings, trade and other payables. The main purpose of these financial liabilities is to finance Company’s regular operations. The Company’s principal financial assets include trade receivables, cash and cash equivalents, loans and refundable deposits that derive directly from its operations.

The Company is exposed to market risk, credit risk and liquidity risk. The Company’s senior management oversees the management of these risks. The senior management ensures that the Company’s financial risk activities are governed by appropriate policies and procedures and that financial risks are identified, measured and managed in accordance with the Company’s policies and risk objectives. It is the Company’s policy that no trading in derivatives for speculative purposes may be undertaken. The Board of Directors reviews and agrees policies for managing each of these risks, which are summarised below:

(a) Credit risk

Credit risk is the risk that counterparty will not meet its obligations under a financial instrument or customer contract, leading to a financial loss. The Company is exposed to credit risk from its operating activities (primarily trade receivables) and from its financing activities, including refundable security deposits, loans to employees and other financial instruments.

(i) Credit risk management Trade receivables

The Company assesses the credit quality of the customer, taking into account its financial position, past experience and other factors. There are no significant concentrations of credit risk, whether through exposure to individual customer, specific industry sectors and/or regions.

(ii) Expected credit loss for trade receivables under simplified approach

Particulars	March 31, 2024	March 31, 2023
Gross carrying amount	80.10	120.96
Expected loss rate	0.00%	40.34%
Expected credit loss	-	48.79
Carrying amount of trade receivables	80.10	72.17

Reconciliation of loss allowance

Particulars	Trade receivables
Loss allowance on April 1, 2021	-
Change in loss allowance	48.79
Loss allowance on March 31, 2022	48.79
Change in loss allowance	(48.79)
Loss allowance on March 31, 2023	-

(b) Liquidity risk

The Company's objective is to maintain a balance between continuity of funding and flexibility through the use of bank deposits and loans. The table below summarises the maturity profile of the Company's financial liabilities based on contractual payments:

The amounts disclosed in the table are the undiscounted cash flows. Balances due within 12 months equals their carrying balances as the impact of discounting is not significant.

Particulars	As at March 31, 2024		
	Upto 1 year	More than 1 year	Total
Non-derivative			
Borrowings	-	55.01	55.01
Trade payables	91.07	-	91.07
Others	39.36	-	39.36
Total non-derivative liabilities	130.43	55.01	185.43

Particulars	As at March 31, 2023		
	Upto 1 year	More than 1 year	Total
Non-derivative			
Borrowings	-	-	-
Trade payables	178.62	-	178.62
Others	29.98	-	29.98
Total non-derivative liabilities	208.60	-	208.60

(c) Market risk

Market risk is the risk that changes in market prices, such as foreign exchange rates, interest rates and equity prices, which will affect the Company's income or the value of its holdings of financial instruments. The objective of market risk management is to manage and control market risk exposures within acceptable parameters, while optimising the return.

41 Capital management

For the purpose of the Company's capital management, capital includes issued equity capital, share premium and all other equity reserves attributable to the equity holders of the Company. The primary objective of the Company's capital management is to maintain strong credit rating and healthy capital ratios in order to support its business and maximise the shareholder value.

The Company, through its Board of Directors manages its capital structure and makes adjustments in light of changes in economic conditions and the requirements of the financial covenants. To maintain or adjust the capital structure, the Company may adjust the dividend payment to shareholders, return capital to shareholders or issue new shares. The Company monitors capital using debt equity ratio, which is net debt

divided by total capital. The Company includes within net debt, interest bearing loans and borrowings (excluding borrowings from group companies) less cash and cash equivalents. The disclosure below could be different from the debt and equity components which have been agreed with any of the lenders.

The capital structure is as follows:

Particulars	March 31, 2024	March 31, 2023
Net debt	(0.00)	0.00
Total equity	857.03	834.14
Net debt equity ratio	0.00%	0.00%

42 Related party disclosures

(a) Names of related parties and nature of relationship:

Nature of relationship	Name of the related party
Key managerial persons (KMP)	Sanjay Reddy Tekulapalli, Managing Director Anil Kumar Pallala, Wholetime Director Venkat Rama Naidu Guna, CFO Naina singh, Company Secretary Swarupa Rani Kamarapu, Company Secretary
Chairman and Independent Director	Chepur Ratnakar Rao
Non-Executive Director	Swathi Reddy
Independent Directors	Prasad Rao Kalluri Rammohan Paruvu Chepur Ratnakar Rao
Wholly Owned Subsidiaries	Dreamboat Entertainment LLC

(b) Transactions with related parties during the year:

Particulars	March 31, 2024	March 31, 2023
KMP		
Salaries	117.00	117.00
Loans taken	0.9	3.00
KMP		
Loan repayment	(0.9)	(3.00)
Non-Executive Director		
Loans taken	-	21.00
Non-Executive Director		
Loans repayment	-	(45.00)
Wholly owned subsidiary		
Sale of services	333.45	372.27
Entity in which the Whole-Time Director has shareholding		

Terms and conditions

All transactions and outstanding balances with these related parties are priced on an arm's length basis and are to be settled within the credit period allowed as per the policy. None of the balances are secured.

43 Other Statutory Information

- a) The company does not have any immovable property other than Properties where company is Lessee and lease agreements are duly executed in the favour of lessee.
- b) The Company did not have any Investment Property during the year.
- c) The company has not revalued its property, plant and equipment.
- d) The Company has not revalued any of its Intangible assets held in the name of the company during the year.
- e) The Company has not made Loans and Advances in the nature of Loans granted to Promoters, Director's, KMP's and related parties.
- f) No proceedings have been initiated during the year or are pending against the company at March 31, 2023 and March 31, 2022 for holding any binami property under Binami transactions (Prohibition) Act, 1988 (as amended in 2016) and rules made thereunder
- g) There are no charges or satisfaction to be registered with ROC beyond the statutory period.
- h) The Company has not declared as wilful defaulter by any bank, financial Institution or other lender.
- i) There are no Transactions with struck off companies u/s 248/250 of the Companies Act, 2013.
- j) The Company is in compliance with number of layers prescribed under clause (87) of section 2 of the Act read with Companies (Restriction on number of layers) Rules, 2017.
- k) The company has not advanced/loaned/invested or received funds (either borrowed funds or share premium or any other sources or kind of funds) to any other person(s) or entity(ies), including foreign entities (intermediaries) with the understanding (whether recorded in writing or otherwise) that the Intermediary shall directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the company (Ultimate Beneficiaries) or provide any guarantee, security or the like to or on behalf of the ultimate Beneficiaries.
- l) There are no regulatory account balances during the year.
- m) The Company is not required to apply its funds to CSR u/s 135 of The Companies Act, 2013.
- n) Company does not have any Undisclosed Income during the Year.
- o) Company has not invested in Crypto currency or Virtual currency.

INDEPENDENT AUDITOR'S REPORT

To the Members of Silly Monks Entertainment Limited Report on the Audit of the Consolidated Financial Statements

Opinion

We have audited the consolidated financial statements of Silly Monks Entertainment Limited (the “Holding Company”), its subsidiaries (“the Holding Company and its Subsidiaries together referred to as the group”), which comprise the consolidated Balance Sheet as at March 31, 2024, the consolidated Statement of Profit and Loss (including the Other Comprehensive Income) and Consolidated Cash Flow Statement for the year then ended, and notes to the consolidated financial statements, including material accounting policies and other explanatory information.

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid consolidated financial statements give the information required by the Companies Act, 2013 (“Act”) in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India, of the consolidated state of affairs of the Group as at 31st March 2024, its Consolidated Loss including total other comprehensive loss, and its consolidated cash flows and the Consolidated statement of changes in equity for the year ended on that date.

Basis for Opinion

We conducted our audit in accordance with the Standards on Auditing (SAs) specified under section 143(10) of the Act. Our responsibilities under those SAs are further described in the *Auditor's Responsibilities for the Audit of the Consolidated financial statements* section of our report. We are independent of the Group 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 Consolidated financial statements under the provisions of the Companies Act, 2013 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 we have obtained is sufficient and appropriate to provide a basis for our opinion.

Key Audit Matters

Key audit matters are those matters that, in our professional judgment, were of most significance in our audit of the consolidated financial statements of the current period. These matters were addressed in the context of our audit of the consolidated financial statements as a whole, and in forming our opinion thereon, and we do not provide a separate opinion on these matters.

We have determined that there are no key audit matters to communicate in our report.

Other Information

The Holding Company's Board of Directors is responsible for the other information. The other information comprises the information included in the annual report, but does not include the consolidated financial

statements and our auditor's report thereon. The annual report is expected to be made available to us after the date of this auditor's report.

Our opinion on the consolidated financial statements does not cover the other information and we will not express any form of assurance conclusion thereon.

In connection with our audit of the consolidated financial statements, our responsibility is to read the other information identified above when it becomes available and, in doing so, consider whether the other information is materially inconsistent with the consolidated financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated.

Managements' and Board of Directors' Responsibilities for the Consolidated Financial Statements

The Holding Company's Board of Directors is responsible for the matters stated in section 134(5) of the Act with respect to the preparation of these consolidated financial statements that give a true and fair view of the consolidated financial position, consolidated financial performance including other comprehensive income, consolidated cash flows and consolidated statement of changes in equity of the Group in accordance with the accounting principles generally accepted in India, including the Indian accounting Standards specified under section 133 of the Act read with Companies (Indian Accounting Standards) Rules, 2015 as amended. Management accepts responsibility for the preparation of the consolidated financial statements in accordance with the Ind AS, including their fair presentation.

The respective management of companies included in Group are responsible for maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding of the assets of the Group 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 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 consolidated financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the consolidated financial statements, the management of the companies included in the Group are responsible for assessing the ability of the Group to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Group or to cease operations, or has no realistic alternative but to do so.

The Board of Directors of companies included in the Group are responsible for overseeing the Group's financial reporting process.

Auditor's Responsibilities for the Audit of the Consolidated financial statements

Our objectives are to obtain reasonable assurance about whether the consolidated financial statements as a whole are 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 these Consolidated financial statements.

As part of an audit in accordance with SAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the Consolidated financial statements, 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 Consolidated 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 management and board of directors.
- Conclude on the appropriateness of management's 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 Group 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 Consolidated financial statements 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 auditors' report. However, future events or conditions may cause the Group to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the Consolidated financial statements, including the disclosures, and whether the Consolidated financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

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.

From the matters communicated with those charged with governance, we determine those matters that were of most significance in the audit of the Consolidated financial statements of the current period and are therefore the key audit matters. We describe these matters in our auditor's report unless law or regulation precludes public disclosure about the matter or when, in extremely rare circumstances, we determine that a matter should not be communicated in our report because the adverse consequences of doing so would reasonably be expected to outweigh the public interest benefits of such communication.

Other Matters

We have reviewed the financial statements and other financial information in respect of wholly owned subsidiary Dream boat entertainment LLC whose financial statements reflect total assets of ₹ 36.99 Lakhs at March 31, 2024, total revenues of ₹ 1,808.63 Lakhs, total net loss of ₹ 4.96 Lakhs for year ended March 31,

2024 respectively, as considered in the financial statements which have been audited by their respective independent auditors.

Subsidiaries are located outside India whose financial statements and other financial information have been prepared in accordance with accounting principles generally accepted in their respective countries and which have been audited by other auditor under generally accepted auditing standards applicable in their respective country. The Holding Company's management has converted the financial statements of such subsidiary located outside India from accounting principles generally accepted in their respective country to accounting principles generally accepted in India. We have audited these conversion adjustments made by the Holding Company's management. Our opinion in so far as it relates to the balances and affairs of such subsidiary located outside India is based on the report of other auditors and the conversion adjustments prepared by the management of the holding company.

Our opinion on the above consolidated financial statements, and our report on Other Legal and Regulatory Requirements below, is not modified in respect of the above matters with respect to our reliance on the work done and the reports of other auditors and the financial statements and other financial information certified by the management.

Report on Other Legal and Regulatory Requirements

(A) As required by Section 143(3) of the Act, we report that:

- (a) We have sought and obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of our audit.
- (b) In our opinion, proper books of account as required by law have been kept by the Company so far as it appears from our examination of those books.
- (c) The Consolidated Balance Sheet, the Consolidated Statement of profit and loss account (including Other Comprehensive Income), the Consolidated Cash Flow statement, and Consolidated statement of changes in equity dealt with by this Report are in agreement with the books of account maintained for the purpose of preparation of the consolidated financial statements.
- (d) In our opinion, the aforesaid Consolidated financial statements comply with the Indian Accounting Standards specified under Section 133 of the Act, read with Companies (Indian Accounting Standards) Rules, 2015, as amended;
- (e) On the basis of the written representations received from the directors of Holding company as on 31 March 2024 taken on record by the Board of Directors, none of the directors is disqualified as on 31 March 2024 from being appointed as a director in terms of Section 164 (2) of the Act.
- (f) With respect to the adequacy of the internal financial controls over financial reporting with reference to Consolidated financial statements of the Company and the operating effectiveness of such controls, refer to our separate Report in "**Annexure A**".
- (g) With respect to the other matters to be included in the Auditor's Report in accordance with the requirements of Section 197(16) of the Act, as amended:

In our opinion and to the best of our information and according to the explanations given to us, the remuneration paid/provided by the company to its directors during the year is in accordance with the provisions of the section 197 of the act.

- (h) With respect to the other matters to be included in the Auditor's Report in accordance with Rule 11 of the Companies (Audit and Auditors) Rules, 2014, in our opinion and to the best of our information and according to the explanations given to us:
- i. The Group did not have any pending litigations to which would have an impact on its financial position.
 - ii. The Group did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses.
 - iii. There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Company.
 - iv. (a) The management has represented that, to the best of its knowledge and belief, other than as disclosed in the note 42, no funds have been advanced or loaned or invested (either from borrowed funds or share premium or any other sources or kind of funds) by the Holding Company or its subsidiary companies incorporated outside India to or in any other persons or entities, including foreign entities ("Intermediaries"), with the understanding, whether recorded in writing or otherwise, that the Intermediary shall:
 - directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever ("Ultimate Beneficiaries") by or on behalf of the Holding Company or its subsidiary companies incorporated in India or
 - Provide any guarantee, security or the like to or on behalf of the Ultimate Beneficiaries.
 - (b) The management has represented, that, to the best of its knowledge and belief, other than as disclosed in the note 42, no funds have been received by the Holding Company or its subsidiary companies incorporated outside India from any persons or entities, including foreign entities ("Funding Parties"), with the understanding, whether recorded in writing or otherwise, that the Holding Company or its subsidiary companies incorporated in India shall:
 - directly or indirectly, lend or invest in other persons or entities identified in any manner whatsoever ("Ultimate Beneficiaries") by or on behalf of the Funding Parties or
 - provide any guarantee, security or the like from or on behalf of the Ultimate Beneficiaries
 - v. There is no dividend declared or paid during the year by the Holding Company and its subsidiary companies and the compliance with section 123 of the Act is not applicable.
 - vi. The reporting under Rule 11(g) of the Companies (Audit and Auditors) Rules, 2014 is applicable from 1 April 2023. Based on our examination, which included test checks, the Company has used accounting software for maintaining its books of account for the financial year ended 31 March 2024 which has a feature of recording audit trail (edit log) facility and the same has been enabled and

operated throughout the year for all relevant transactions recorded in the respective software. Further, during the course of our audit we did not come across any instance of the audit trail feature being tampered with

- B. With respect to the matters specified in paragraphs 3(xxi) and 4 of the Companies (Auditor's Report) Order, 2020 ("the Order") issued by the Central Government in terms of Section 143(11) of the Act, to be included in the Auditor's report, according to the information and explanations given to us, by the auditors of subsidiaries, we report that there were no adverse remarks or qualifications for matters to be in reported as per the Order.

For **RAMASAMY KOTESWARA RAO AND CO LLP**
Chartered Accountants
Firm's Registration No.010396S/S200084

Murali Krishna Reddy Telluri
Partner
Membership No.: 223022
UDIN: 24223022BKARNA4379

Place: Hyderabad
Date: 27-05-2024

ANNEXURE A TO THE INDEPENDENT AUDITOR'S REPORT OF EVEN DATE ON THE CONSOLIDATED FINANCIAL STATEMENTS OF SILLY MONKS ENTERTAINMENT LIMITED

Report on the Internal Financial Controls under Clause (i) of Sub-section 3 of Section 143 of the Companies Act, 2013 ("the Act")

(Referred to in paragraph A (f) under 'Report on Other Legal and Regulatory Requirements' section of our report of even date)

To the Members of **Silly Monks Entertainment Limited**

Opinion

We have audited the internal financial controls with reference to consolidated financial statements of SILLY MONKS ENTERTAINMENT LIMITED (hereinafter referred to as "the Holding Company") and its subsidiary companies, which are companies incorporated outside India, as of March 31, 2024 in conjunction with our audit of the consolidated financial statements of the Holding Company for the year ended on that date. Further, subsidiaries of the company located outside India, the provisions of clause (i) of sub-section 3 of Section 143 of the Act are not applicable to them.

In our opinion, the Holding Company has, in all material respects, an adequate internal financial control system over financial reporting and such internal financial controls over financial reporting were operating effectively as at 31st March, 2024, based on the internal control over financial reporting criteria established by the Holding Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting issued by the Institute of Chartered Accountants of India.

Management's and Board of Directors' Responsibilities for Internal Financial Controls

The Holding Company's Management and the Board of Directors are responsible for establishing and maintaining internal financial controls based on the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls over Financial Reporting issued by the Institute of Chartered Accountants of India. These responsibilities include the design, implementation and maintenance of adequate internal financial controls that were operating effectively for ensuring the orderly and efficient conduct of its business, including adherence to the Company's policies, the safeguarding of its assets, the prevention and detection of frauds and errors, the accuracy and completeness of the accounting records, and the timely preparation of reliable financial information, as required under the Companies Act, 2013.

Auditor's Responsibility

Our responsibility is to express an opinion on the Holding Company's internal financial controls over financial reporting based on our audit. We conducted our audit in accordance with the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting (the "Guidance Note") and the Standards on Auditing as specified under section 143(10) of the Companies Act, 2013, to the extent applicable to an audit of internal financial controls and, both issued by the Institute of Chartered Accountants of India. Those Standards and the Guidance Note require that we comply with ethical requirements and plan and perform the audit to obtain

reasonable assurance about whether adequate internal financial controls over financial reporting was established and maintained and if such controls operated effectively in all material respects.

Our audit involves performing procedures to obtain audit evidence about the adequacy of the internal financial controls system over financial reporting and their operating effectiveness. Our audit of internal financial controls over financial reporting included obtaining an understanding of internal financial controls over financial reporting, assessing the risk that a material weakness exists, and testing and evaluating the design and operating effectiveness of internal control based on the assessed risk. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the Consolidated financial statements, whether due to fraud or error.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion on the internal financial controls system over financial reporting.

Meaning of Internal Financial Controls over Financial Reporting

A company's internal financial control over financial reporting is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of Consolidated financial statements for external purposes in accordance with generally accepted accounting principles. A company's internal financial control over financial reporting includes those policies and procedures that

- (1) Pertain to the maintenance of records that, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the company;
- (2) Provide reasonable assurance that transactions are recorded as necessary to permit preparation of Consolidated financial statements in accordance with generally accepted accounting principles, and that receipts and expenditures of the company are being made only in accordance with authorizations of management and directors of the company; and
- (3) Provide reasonable assurance regarding prevention or timely detection of unauthorized acquisition, use, or disposition of the company's assets that could have a material effect on the Consolidated financial statements.

Inherent Limitations of Internal Financial Controls over Financial Reporting

Because of the inherent limitations of internal financial controls over financial reporting, including the possibility of collusion or improper management override of controls, material misstatements due to error or fraud may occur and not be detected. Also, projections of any evaluation of the internal financial controls over financial reporting to future periods are subject to the risk that the internal financial control over financial reporting may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

For **RAMASAMY KOTESWARA RAO AND CO LLP**
Chartered Accountants
Firm's Registration No.010396S/S200084

Murali Krishna Reddy Telluri
Partner
Membership No.: 223022
UDIN: 24223022BKARNA4379

Place: Hyderabad
Date: 27-05-2024

Audited Consolidated Balance sheet as at 31st March 2024
(Rs in Lakhs)

Particulars		Notes	As at March 31, 2024 (Audited)	As at March 31, 2023 (Audited)
I	Assets			
	Non-current assets			
	Property, plant and equipment	3	17.77	19.80
	Goodwill	4	0.08	0.08
	Other intangible assets	4	25.20	77.87
	Intangible assets under development	4	7.36	7.36
	Right of use assets	5	56.77	-
	Investment in subsidiary	6 (a)	-	-
	Financial assets			
	(a) Investments	6 (b)	8.49	8.49
	(b) Loans	7	81.20	81.20
	(c) Other financial assets	8	5.08	8.56
	Deferred tax assets (net)	9	203.75	213.42
	Current assets			
	Inventories	10	171.23	166.00
	Financial assets			
	(a) Investments		-	-
	(b) Trade receivables	11	84.01	72.17
	(c) Cash and cash equivalents	12	197.07	258.71
	(d) Bank balances other than (c) above	13	-	-
	(e) Loans	14	216.11	216.11
	Other current assets	15	45.09	62.58
	Total		1,119.22	1,192.36
II	Equity and liabilities			
	Equity			
	Equity share capital	16	1,021.13	1,021.13
	Other equity			
	(a) Reserves and surplus	17	(283.10)	(297.39)

Liabilities			
Non-current liabilities			
a) Financial Liabilities			
i) Lease liabilities	18	55.01	-
b) Provisions	33	33.20	31.50
Current liabilities			
Financial liabilities			
(a) Borrowings	19	-	-
(b) Trade payables			
(i) Total outstanding dues of micro enterprises and small enterprises	20		
(ii) Total outstanding dues other than micro enterprises and small enterprises	20	249.30	401.08
(c) Other financial liabilities	21	39.36	30.08
Employee benefit obligations	33	2.18	1.98
Current tax liabilities	22	-	-
Other current liabilities	23	2.14	3.98
Total		1,119.22	1,192.36

As per our Report of even dated attached

By order of the Board

For Ramasamy Koteswara Rao and Co
LLP
Chartered Accountants
Firm Regn No. 010396S/S200084

Tekulapalli Sanjay Reddy
Managing Director
DIN: 00297272

Anil Kumar Pallala
Whole Time Director
DIN: 02416775

Murali Krishna Reddy Telluri
Partner
Membership No.223022

Swarupa Rani Kamarapu
Company Secretary
M. No.: A73047

Place: Hyderabad
Date: 27-05-2024

Consolidated Profit And Loss Statement as at 31st March 2024
(₹ In Lakhs)

Particulars		Note	Year ended	
			March 31, 2024	March 31, 2023
I	Revenue from operations	24	2,219.29	1,935.54
II	Other income	25	3.89	21.98
III	Total revenue (I + II)		2,223.18	1,957.52
IV	Expenses:			
	Changes in inventories	26	(5.23)	(42.07)
	Direct cost	27	1,886.05	1,887.89
	Employee benefit expense	28	176.39	302.64
	Finance cost	29	7.00	-
	Depreciation and amortisation expense	30	88.08	52.94
	Other expenses	31	61.44	308.27
	Total expenses		2,213.71	2,509.67
V	Profit before tax (III-IV)		9.46	(552.15)
VI	Income tax expense:			
	- Tax relating to earlier years			
	- Current tax		-	-
	- Deferred tax	9	9.67	(93.01)
	Total tax expense		9.67	(93.01)
VII	Profit/(loss) for the year (V-VI)		(0.21)	(459.14)
VIII	Other comprehensive income			
	Items that will not be reclassified to profit or loss			
	- Remeasurement of post-employment benefit obligations	33	3.95	2.01
	- Income tax relating to these items		(0.99)	(0.51)
			2.96	1.50
	Items that will reclassified to profit or loss		2.57	2.57
	-foreign currency translation reserve		(3.64)	2.57
	Other comprehensive income for the year		(0.68)	4.07

Consolidated Cash Flow Statement as at 31st March 2024
(₹ In Lakhs)

Particulars	Year ended	
	March 31, 2024	March 31, 2023
A. Cash flows from operating activities		
Net profit/(loss) before tax	9.46	(552.15)
Adjustments for:		
Capital WIP and Property, plant and equipment written off		-
Dividend income		-
Interest income from financial assets at amortised cost	(2.22)	(2.69)
Interest on lease liability	6.77	-
Profit/loss on sale of property, plant and equipment		-
Liabilities no longer required written back	-	(3.71)
Expected credit loss		48.79
Provision for Doubtful Advances		117.13
Gain/Loss on Cancellation of Lease	(0.93)	
Interest Income on Security Deposit	(0.56)	
Bad Debts Written Off/ Assets Written Off	1.71	
Share Based Payment Expense	14.19	
Impairment of Investment		
Depreciation and amortisation expense	88.08	52.94
Operating profit before working capital changes	116.50	(339.68)
Changes in operating assets and liabilities		
Increase/(decrease) in trade payables	(151.78)	(195.89)
Increase/(decrease) in other financial liabilities	9.28	11.93
Increase/(decrease) in employee benefit obligations	5.85	6.71
Increase/(decrease) in other current liabilities	(1.85)	(4.13)
Increase/(decrease) in Non Current Liabilities	122.02	-
(Increase)/decrease in inventories	(5.23)	(42.07)
(Increase)/decrease in trade receivables	(13.55)	418.52
(Increase)/decrease in other financial assets	5.00	1.40
(Increase)/decrease in other current assets	17.49	207.82
Cash generated from operating activities	103.74	64.59
Income taxes paid	-	-
Net cash inflow/(outflow) from operating activities (A)	103.74	64.59

B. Cash flows from investing activities		
Purchase of property, plant and equipment (Net)	(127.24)	(8.32)
Loans repaid by parties	0.00	
Sale of property, plant and equipment		-
Payments for intangible assets		-
Deposits with banks/ (deposits matured)		-
Dividend from investments measured at fair value		-
Gain/Loss on Cancellation of Lease	0.93	
Interest income from financial assets at amortised cost	2.22	2.69
Purchase/sale of investments		-
Investment in subsidiary		
Net cash inflow/(outflow) from investing activities (B)	(124.09)	(5.64)
C. Cash flows from financing activities		
Change in Other Equity		-
Proceeds from long term borrowings		
Interest on Lease Liability	(6.77)	
Payment of Lease Liability	(30.87)	
Repayment of borrowings		(24.00)
Dividend paid		-
Interest paid		-
Net cash inflow/(outflow) from financing activities (C)	(37.65)	(24.00)
Net increase/(decrease) in cash and cash equivalents (A+B+C)	(58.00)	34.54
Cash and cash equivalents at beginning of period	258.71	221.67
Foreign Currency Translation reserve	(3.64)	2.57
Cash and cash equivalents at end of period	197.07	258.78
<i>Cash and cash equivalents as per above comprise of the following:</i>		
Cash on hand	-	-
Balance with banks in current accounts	80.51	161.14
Balance with banks in deposit accounts	116.56	97.57

As per our Report of even dated attached

By order of the Board

For Ramasamy Koteswara Rao and Co
LLP
Chartered Accountants
Firm Regn No. 010396S/S200084

Tekulapalli Sanjay Reddy
Managing Director
DIN: 00297272

Anil Kumar Pallala
Whole Time Director
DIN: 02416775

Murali Krishna Reddy Telluri
Partner
Membership No.223022

Swarupa Rani Kamarapu
Company Secretary
M. No.: A73047

Place: Hyderabad
Date: 27-05-2024

Consolidated Statement of Changes In Equity as at 31st March 2024
(All amounts in INR lakhs, unless otherwise stated)
A. Equity share capital

Particulars	Note	Amount
Balance as at April 1, 2022		1,021.13
Changes in equity share capital	16	-
Balance as at March 31, 2023		1,021.13
Changes in equity share capital	16	-
Balance as at March 31, 2024		1,021.13

B. Other equity

Particulars	Note	Reserves and surplus				Total
		Securities premium	Retained earnings	FCTR	Share Based Payment Reserve	
Balance as at April 1, 2022		475.80	(359.78)	41.66	-	157.68
(Profit)/loss for the year		-	(459.14)	-	-	(459.14)
Other comprehensive income		-	1.50	-	-	1.50
Foreign Exchange gain/(Loss) during the year		-	-	2.57	-	2.57
Total comprehensive income		-	(457.64)	2.57	-	(455.07)
Interim dividend for Financial Year 2022-23		-	-	-	-	-
Dividend distribution tax		-	-	-	-	-
Bonus shares issued		-	-	-	-	-
Balance as at March 31, 2023		475.80	(817.42)	44.23	-	(297.39)
Balance as at April 1, 2023		475.80	(817.42)	44.23	-	(297.39)
(Profit)/loss for the year		-	(0.21)	-	-	(0.21)
Other comprehensive income		-	3.95	-	-	3.95
Share Based Payment Expense during the year		-	-	-	14.19	14.19
Foreign Exchange gain/(Loss) during the year		-	-	(3.64)	-	(3.64)
Total comprehensive income		-	3.74	(3.64)	14.19	14.29
Proposed dividend		-	-	-	-	-
Balance as at March 31, 2024		475.80	(813.67)	40.59	14.19	(283.10)

As per our Report of even dated attached
For Ramasamy Koteswara Rao and Co
LLP

Chartered Accountants

Firm Regn No. 010396S/S200084

Murali Krishna Reddy Telluri

Partner

Membership No.223022

Place: Hyderabad

Date: 27-05-2024

By order of the Board

Tekulapalli Sanjay Reddy

Managing Director

DIN: 00297272

Swarupa Rani Kamarapu

Company Secretary

M. No.: A73047

Anil Kumar Pallala

Whole Time Director

DIN: 02416775

NOTES FORMING PART OF CONSOLIDATED FINANCIAL STATEMENTS
(All amounts in INR lakhs, unless otherwise stated)

1. Group's background

Silly Monks Entertainment Limited (“the Company”), was incorporated September 20, 2013, in accordance with the provisions of the Companies Act, 1956 (“the Act”). With effect from May 15, 2017 the company was converted from a Private Limited Company to a Public Limited Company and consequently, the name of the company changed from Silly Monks Entertainment Private Limited to Silly Monks Entertainment Limited.

The registered office of the Company is Survey No. 91, 3rd Floor, Technical Block, Sundarayya Vignana Kendram (SVK), Gachibowli, Hyderabad, Rangareddi, Telangana - 500032. The Group is primarily engaged in the business of motion picture, radio, television and other entertainment activities.

2. Summary of significant accounting policies

2.1 Basis of preparation and presentation

Compliance with Ind AS

These financial statements have been prepared in accordance with Indian Accounting Standards ('Ind AS') prescribed under section 133 of the Companies Act, 2013 ('the Act') read with Rule 3 of the Companies (Indian Accounting Standards) Rules, 2015, as amended from time to time and other relevant provisions of the Act.

Historical cost convention

The financial statements have been prepared on a historical cost basis, except for the following:

Items	Measurement basis
Certain financial assets and liabilities	Fair value
Defined benefit plans	Plan assets measured at fair value

Recent pronouncements:

Ministry of Corporate Affairs (“MCA”) notifies new standard or amendments to the existing standards under Companies (Indian Accounting Standards) Rules as issued from time to time. On March 23, 2023, MCA Issued the Companies (Indian Accounting Standards) Amendment Rules, 2023, applicable from April 1, 2023, as below:

Ind AS 1 – Presentation of Financial Statements

The amendments require companies to disclose the material accounting policies rather than significant accounting policies. Accounting policy information, together with other information, is material when it can reasonably be expected to influence decisions of primary users of general purpose financial statements.

Ind AS 12 – Income Taxes

The amendments clarify how companies account for deferred tax on transactions such as leases and decommissioning obligations. The amendments narrowed the scope of the recognition exemption in paragraphs 15 and 24 of Ind AS 12 so that it no longer applies to transactions that, on initial recognition, give rise to equal taxable and deductible temporary differences.

Ind AS 8 – Accounting Policies, Changes in Accounting Estimates and Errors

The amendments will help entities to distinguish between accounting policies and accounting estimates. The definition of a change in accounting estimates has been replaced with a definition of accounting estimates. Under the new definition, accounting estimates are “monetary amounts in financial statements that are subject to measurement uncertainty”. Entities develop accounting estimates if accounting policies require items in financial statements to be measured in a way that involves measurement uncertainty. The Company is assessing the impact of these changes and will accordingly incorporate the same in the financial statements for the year ending March 31, 2024.

2.2 Principles of consolidation

Subsidiaries

Subsidiaries are all entities over which the group has control. The group controls an entity when the group is exposed to, or has rights to, variable returns from its involvement with the entity and has the ability to affect those returns through its power to direct the relevant activities of the entity. Subsidiaries are fully consolidated from the date on which control is transferred to the group. They are deconsolidated from the date that control ceases.

The acquisition method of accounting is used to account for business combinations by the group.

The group combines the financial statements of the parent and its subsidiaries line adding together like items of assets, liabilities, equity, income, and expenses. Intercompany transactions, balances and unrealised gains on transactions between group companies are eliminated. Unrealised losses are also eliminated unless the transaction provides evidence of an impairment of the transferred asset. Accounting policies of subsidiaries have been changed where necessary to ensure consistency with the policies adopted by the group.

Non-controlling interest in the results and equity of subsidiaries are shown separately in the consolidated statement of profit and loss, consolidated statement of changes in equity and balance sheet respectively.

2.3 Foreign currency translation

c) Functional and presentation currency

These financial statements are presented in Indian rupees (Rs.) which is also the Company's functional currency.

d) Transactions and balances

Foreign currency transactions are translated into functional currency using the exchange rates at the dates of transactions. Foreign exchange gains and losses resulting from the settlement of such transactions and from the translation of monetary assets and liabilities denominated in foreign currencies at year end exchange rates are generally recognised in profit or loss.

Non-monetary items that are measured at fair value in a foreign currency are translated using the exchange rates at the date when the fair value was determined. Translation differences on assets and liabilities carried at fair value are reported as part of the fair value gain or loss.

2.4 Property, plant and equipment

Recognition and measurement

On transition to Ind AS, the Company has adopted previous GAAP carrying amount as deemed cost for all the categories of property, plant and equipment.

Cost of an item of property, plant and equipment comprises its purchase price, including import duties and non-refundable purchase taxes, after deducting trade discounts and rebates, any directly attributable cost of bringing the item to its working condition for its intended use and estimated costs of dismantling and removing the item and restoring the site on which it is located.

Cost of an item of property, plant and equipment comprises its purchase price, including import duties and non-refundable purchase taxes, after deducting trade discounts and rebates, any directly attributable cost of bringing the item to its working condition for its intended use and estimated costs of dismantling and removing the item and restoring the site on which it is located.

The costs of the property plant and equipment, which are not ready for their intended use on such date, are disclosed as capital work-in-progress.

An item of property, plant and equipment and any significant part initially recognised is derecognised upon disposal or when no future economic benefits are expected from its use or disposal. Any gain or loss arising on derecognition of the asset (calculated as the difference between the net disposal proceeds and the carrying amount of the asset) is included in the Statement of Profit and Loss when the asset is derecognised.

If significant parts of an item of property, plant and equipment have different useful lives, then they are accounted for as separate items (major components) of property, plant and equipment.

Any gain or loss on disposal of an item of property, plant and equipment is recognised in the Statement of Profit or Loss.

Subsequent expenditure

Subsequent expenditure is capitalised only if it is probable that the future economic benefits associated with the expenditure will flow to the Company.

Depreciation

Depreciation is calculated on cost of items of property, plant and equipment less their estimated residual values over their estimated useful lives using the straight-line method, and is generally recognised in the Statement of Profit and Loss. Assets acquired under finance leases are depreciated over the shorter of the lease term and their useful lives unless it is reasonably certain that the Company will obtain ownership by the end of the lease term. Freehold land is not depreciated.

The range of estimated useful lives of items of property, plant and equipment are as follows:

Asset	Useful life (in years)
Computers	3
Furniture and fixtures	10
Office equipment	5
Vehicles	10

Depreciation method, useful lives and residual values are reviewed at each financial year-end and adjusted if appropriate. Based on internal assessment and supported by technical advice, the management believes that its estimates of useful lives as given above best represent the period over

which management expects to use these assets which is different from the useful lives as prescribed under Part C of Schedule II of the Companies Act, 2013.

Depreciation on additions (disposals) is provided on a pro-rata basis i.e. from (up to) the date on which asset is ready for use (disposed off).

2.5 Impairment

i. Impairment of financial assets

The Group recognises loss allowances for expected credit losses on financial assets measured at amortised cost.

At each reporting date, the Company assesses whether financial assets carried at amortised cost are credit impaired. A financial asset is 'credit impaired' when one or more events that have a detrimental impact on the estimated future cash flows of the financial asset have occurred.

Evidence that a financial asset is credit impaired includes the following observable data:

- significant financial difficulty of the borrower or issuer;
- a breach of contract such as a default or being past due for one year or more;
- the restructuring of a loan or advance by the Company on terms that the Company would not consider otherwise;
- it is probable that the borrower will enter bankruptcy or other financial reorganisation; or
- the disappearance of an active market for a security because of financial difficulties.

Loss allowances for trade receivables are always measured using the simplified approach.

The Group considers a financial asset to be in default when:

- the borrower is unlikely to pay its credit obligations to the Company in full, without recourse by the Company to actions such as realising security (if any is held); or
- the financial asset is one year or more past due.

Measurement of expected credit losses:

Expected credit losses are a probability weighted estimate of credit losses. Credit losses are measured as the present value of all cash shortfalls (i.e. the difference between the cash flows due to the Company in accordance with the contract and the cash flows that the Company expects to receive).

Presentation of allowance for expected credit losses in the balance sheet:

Loss allowances for financial assets measured at amortised cost are deducted from the gross carrying amount of the assets.

Write-off

The gross carrying amount of a financial asset is written off (either partially or in full) to the extent that there is no realistic prospect of recovery. This is generally the case when the Group determines that the debtor does not have assets or sources of income that could generate sufficient cash flows to repay the amounts subject to the write off. However, financial assets that are written off could still be subject to enforcement activities in order to comply with the Group's procedures for recovery of amounts due.

ii) Impairment of non-financial assets:

The Group's non-financial assets, other than inventories and deferred tax assets, are reviewed at each reporting date to determine whether there is any indication of impairment. If any such indication exists, then the asset's recoverable amount is estimated.

For impairment testing, assets that do not generate independent cash inflows are grouped together into cash-generating units (CGUs). Each CGU represents the smallest group of assets that generates cash inflows that are largely independent of the cash inflows of other assets or CGUs.

The recoverable amount of a CGU (or an individual asset) is the higher of its value in use and its fair value less costs to sell. Value in use is based on the estimated future cash flows, discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the CGU (or the asset). In determining fair value less costs of disposal, recent market transactions are taken into account. If no such transactions can be identified, an appropriate valuation model is used. These calculations are corroborated by valuation multiples, quoted share prices for publicly traded companies or other available fair value indicators.

The Group's corporate assets (e.g., central office building for providing support to various CGUs) do not generate independent cash inflows. To determine impairment of a corporate asset, recoverable amount is determined for the CGUs to which the corporate asset belongs. An impairment loss is recognised if the carrying amount of an asset or CGU exceeds its estimated recoverable amount. Impairment losses are recognised in the Statement of Profit and Loss.

An impairment loss is recognised if the carrying amount of an asset or CGU exceeds its estimated recoverable amount. Impairment losses are recognised in the Statement of Profit and Loss. Impairment loss recognised in respect of a CGU is allocated to reduce the carrying amounts of assets of the CGU (or group of CGUs) on a pro rata basis.

In respect of assets for which impairment loss has been recognised in prior periods, the Group reviews at each reporting date whether there is any indication that the loss has decreased or no longer exists. An impairment loss is reversed if there has been a change in the estimates used to determine the recoverable amount. Such a reversal is made only to the extent that the asset's carrying amount does not exceed the carrying amount that would have been determined, net of depreciation or amortisation, if no impairment loss had been recognised.

2.6 Inventories

Inventories are measured at the lower of cost and net realisable value. In case of finished goods and work-in-progress, costs include an appropriate share of fixed overhead based on normal operating capacity.

Net realisable value is the estimated selling price in the ordinary course of business, less the estimated costs of completion and selling expenses. The net realisable value of work-in-progress is determined with reference to the selling prices of related finished products.

The comparison of cost and net realisable value is made on an item-by-item basis.

2.7 Revenue recognition

Services

Revenue from services is recognised in the accounting period in which the services are rendered. For fixed-price contracts, revenue is recognised based on the actual service provided to the end of the reporting period as a proportion of the total services to be provided.

Estimates of revenues, costs or extent of progress towards completion are revised if circumstances change. Any resulting increase or decrease in estimated revenue or costs reflected in profit or loss in the period in which the circumstances that give rise to the revision becomes known by management.

Interest

Interest income is recognised using the time proportion basis taking into account the amount outstanding and the interest rate applicable.

2.8 Leases

As a lessee

Leases of property, plant and equipment where the Group, as lessee, has substantially all the risks and rewards of ownership are classified as finance leases. Assets held under finance leases are initially recognised as assets of the Group at their fair value at the inception of the lease or, if lower, at the present value of the minimum lease payments. The corresponding liability to the lessor is included in the balance sheet as a finance lease obligation.

Lease payments are apportioned between finance expenses and reduction of the lease obligation so as to achieve a constant rate of interest on the remaining balance of the liability. Finance expenses are recognised immediately in the Statement of Profit or Loss, unless they are directly attributable to qualifying assets, in which case they are capitalised in accordance with the Group's general policy on borrowing costs (see note 1 below). Contingent rentals are recognised as expenses in the periods in which they are incurred.

Rental expense from operating leases is generally recognised on a straight-line basis over the term of the relevant lease. Where the rentals are structured solely to increase in line with expected general inflation to compensate for the lessor's expected inflationary cost increases, such increases are recognised in the year in which such benefits accrue. Contingent rentals arising under operating leases are recognised as an expense in the period in which they are incurred.

In the event that lease incentives are received to enter into operating leases, such incentives are recognised as a liability. The aggregate benefit of incentives is recognised as a reduction of rental expense on a straight-line basis, except where another systematic basis is more representative of the time pattern in which economic benefits from the leased asset are consumed.

As a lessor

Lease income from operating leases where the Group is a lessor is recognised in income on a straight line basis over the lease term unless the receipts are structured to increase in line with expected general inflation to compensate for the expected inflation.

2.9 Borrowing cost

Borrowing costs directly attributable to the acquisition, construction or production of qualifying assets, which are assets that necessarily take a substantial period of time to get ready for their intended

use or sale, are added to the cost of those assets, until such time as the assets are substantially ready for their intended use or sale.

Interest income earned on the temporary investment of specific borrowings pending their expenditure on qualifying assets is deducted from the borrowing costs eligible for capitalisation.

All other borrowing costs are recognised in the Statement of Profit or Loss in the period in which they are incurred.

2.10 Employee benefits

Defined contribution plan

A defined contribution plan is a post-employment benefit plan under which the Group pays fixed contributions and will have no legal or constructive obligation to pay further amounts. The Group makes specified monthly contributions towards Government administered provident fund scheme. Obligations for contributions to defined contribution plans are recognised as an employee benefit expense in the Statement of Profit or Loss in the periods during which the related services are rendered by employees.

Defined benefit plans

A defined benefit plan is a post-employment benefit plan other than a defined contribution plan. The Group's net obligation in respect of defined benefit plans is calculated by estimating the amount of future benefit that employees have earned in the current and prior periods, discounting that amount and deducting the fair value of any plan assets.

The Group's gratuity plan is a defined benefit plan. The present value of gratuity obligation under such defined benefit plans is determined based on actuarial valuations carried out by an independent actuary using the Projected Unit Credit Method, which recognises each period of service as giving rise to additional unit of employee benefit entitlement and measure each unit separately to build up the final obligation. The obligation is measured at the present value of estimated future cash flows. The discount rates used for determining the present value of obligation under defined benefit plans, is based on the market yields on Government securities as at the Balance Sheet date, having maturity periods approximating to the terms of related obligations.

Remeasurements of the net defined benefit liability, which comprise actuarial gains and losses, the return on plan assets (excluding interest) and the effect of the asset ceiling (if any, excluding interest), are recognised in OCI. The Group determines the net interest expense (income) on the net defined benefit liability (asset) for the period by applying the discount rate used to measure the defined benefit obligation at the beginning of the annual period to the then-net defined benefit liability (asset), taking into account any changes in the net defined benefit liability (asset) during the period as a result of contributions and benefit payments. Net interest expense and other expenses related to defined benefit plans are recognised in the Statement of Profit or Loss.

2.11 Income tax

Income tax comprises current and deferred tax. It is recognised in the statement of profit and loss except to the extent that it relates to an item recognised directly in equity or in other comprehensive income.

Current tax

Current tax comprises the expected tax payable or receivable on the taxable income or loss for the year and any adjustment to the tax payable or receivable in respect of previous years. The amount of

current tax reflects the best estimate of the tax amount expected to be paid or received after considering the uncertainty, if any related to income taxes. It is measured using tax rates (and tax laws) enacted or substantively enacted by the reporting date.

Minimum alternate tax ('MAT') paid in a year is charged to the statement of profit and loss as current tax. The Group recognises MAT credit available as an asset only to the extent that there is convincing evidence that the Group will pay normal income tax during the specified period, i.e., the period for which MAT credit is allowed to be carried forward. In the year in which the Group recognises MAT credit as an asset in accordance with the Guidance Note on Accounting for Credit Available in respect of Minimum Alternative Tax under the Income tax Act, 1961, the said asset is created by way of credit to the statement of profit and loss and shown as 'MAT Credit Entitlement'. The Group reviews the 'MAT credit entitlement' asset at each reporting date and writes down the asset to the extent the Group does not have convincing evidence that it will pay normal tax during the specified period.

Deferred tax

Deferred tax is recognised on temporary differences between the carrying amounts of assets and liabilities in the Ind AS financial statements and the corresponding tax bases used in the computation of taxable profit. Deferred tax liabilities are generally recognised for all taxable temporary differences. Deferred tax assets are generally recognised for all deductible temporary differences to the extent that it is probable that taxable profits will be available against which those deductible temporary differences can be utilised. Such deferred tax assets and liabilities are not recognised if the temporary difference arises from the initial recognition (other than in a business combination) of assets and liabilities in a transaction that affects neither the taxable profit nor the accounting profit. In addition, deferred tax liabilities are not recognised if the temporary difference arises from the initial recognition of goodwill.

The carrying amount of deferred tax assets is reviewed at the end of each reporting period and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered.

Deferred tax liabilities and assets are measured at the tax rates that are expected to apply in the period in which the liability is settled or the asset realised, based on tax rates (and tax laws) that have been enacted or substantively enacted by the end of the reporting period.

The measurement of deferred tax liabilities and assets reflects the tax consequences that would follow from the manner in which the Group expects, at the end of the reporting period, to recover or settle the carrying amount of its assets and liabilities.

Current and deferred tax are recognised in profit or loss, except when they relate to items that are recognised in other comprehensive income or directly in equity, in which case, the current and deferred tax are also recognised in other comprehensive income or directly in equity respectively.

2.12 Provisions and contingent liabilities

A provision is recognised if, as a result of a past event, the Group has a present legal or constructive obligation that can be estimated reliably, and it is probable that an outflow of economic benefits will be required to settle the obligation. When the Group expects some or all of a provision to be reimbursed, for example, under an insurance contract, the reimbursement is recognised as a separate asset, but only when the reimbursement is virtually certain. The expense relating to a provision is presented in the Statement of Profit and Loss net of any reimbursement. If the effect of the time value of money is material, provisions are discounted using a current pre-tax rate that reflects, when appropriate,

the risks specific to the liability. When discounting is used, the increase in the provision due to the passage of time is recognised as a finance cost.

The disclosure of contingent liability is made when, as a result of obligating events, there is a possible obligation or a present obligation that may, but probably will not, require an outflow of resources. When there is a possible or a present obligations where the likelihood of outflow of resources is remote, no provision or disclosure is made.

A contingent liability also arises in extremely rare cases where there is a liability that cannot be recognized because it cannot be measured reliably. The Group does not recognize a contingent liability but discloses its existence in the financial statements.

Provisions and contingent liability are reviewed at each balance sheet date.

Onerous contracts

A contract is considered to be onerous when the expected economic benefits to be derived by the Group from the contract are lower than the unavoidable cost of meeting its obligations under the contract. The provision for an onerous contract is measured at the present value of the lower of the expected cost of terminating the contract and the expected net cost of continuing with the contract. Before such a provision is made, the Group recognises any impairment loss on the assets associated with that contract.

2.13 Earnings per share

The basic earnings per share is computed by dividing the net profit attributable to owner's of the Group for the year by the weighted average number of equity shares outstanding during reporting period.

The number of shares used in computing diluted earnings/ (loss) per share comprises the weighted average shares considered for deriving basic earnings/ (loss) per share and also the weighted average number of equity shares which could have been issued on the conversion of all dilutive potential equity shares.

Dilutive potential equity shares are deemed converted as of the beginning of the reporting date, unless they have been issued at a later date. In computing diluted earnings per share, only potential equity shares that are dilutive and which either reduces earnings per share or increase loss per share are included.

2.14 Cash and cash equivalents

Cash and cash equivalents in the balance sheet comprises of cash on hand, deposits held at call with financial institutions, other short-term, highly liquid investments with original maturities of three months or less that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities in the balance sheet.

For the purpose of the statement of cash flows, cash and cash equivalents consist of cash and short-term deposits, as defined above, net of outstanding bank overdrafts as they are considered an integral part of the Company's cash management.

2.15 Financial instruments

i. Recognition and initial measurement

Trade receivables are initially recognised when they are originated. All other financial assets and financial liabilities are initially recognised when the Group becomes a party to the contractual provisions of the instrument.

A financial asset or financial liability is initially measured at fair value plus, for an item not at fair value through profit and loss (FVTPL), transaction costs that are directly attributable to its acquisition or issue.

ii. Classification and subsequent measurement

A. Financial assets

On initial recognition, a financial asset is classified as measured at:

- Amortised cost;
- FVTPL
- FVTOCI

Financial assets are not reclassified subsequent to their initial recognition, except if and in the period the Company changes its business model for managing financial assets.

A financial asset is measured at amortised cost if it meets both of the following conditions and is not designated as at FVTPL:

- the asset is held within a business model whose objective is to hold assets to collect contractual cash flows; and
- the contractual terms of the financial asset give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding.

All financial assets not classified as measured at amortised cost as described above are measured at FVTPL. This includes all derivative financial assets. On initial recognition, the Group may irrevocably designate a financial asset that otherwise meets the requirements to be measured at amortised cost as at FVTPL if doing so eliminates or significantly reduces an accounting mismatch that would otherwise arise.

a. Business model assessment

The Group makes an assessment of the objective of the business model in which a financial asset is held at an individual asset level because this best reflects the way the business is managed and information is provided to management. The information considered includes:

- the stated policies and objectives for the portfolio and the operation of those policies in practice. These include whether management’s strategy focuses on earning contractual interest income, maintaining a particular interest rate profile, matching the duration of the financial assets to the duration of any related liabilities or expected cash outflows or realising cash flows through the sale of the assets;
- how the performance of the portfolio is evaluated and reported to the Group’s management;
- the risks that affect the performance of the business model (and the financial assets held within that business model) and how those risks are managed;
- how managers of the business are compensated – e.g. whether compensation is based on the fair value of the assets managed or the contractual cash flows collected; and
- the frequency, volume and timing of sales of financial assets in prior periods, the reasons for such sales and expectations about future sales activity.

Financial assets that are held for trading or are managed and whose performance is evaluated on a fair value basis are measured at FVTPL.

b. Assessment whether contractual cash flows are solely payments of principal and interest

For the purposes of this assessment, ‘principal’ is defined as the fair value of the financial asset on initial recognition. ‘Interest’ is defined as consideration for the time value of money and for the credit risk associated with the principal amount outstanding during a particular period of time and for other basic lending risks and costs (e.g. liquidity risk and administrative costs), as well as a profit margin.

In assessing whether the contractual cash flows are solely payments of principal and interest, the Group considers the contractual terms of the instrument. This includes assessing whether the financial asset contains a contractual term that could change the timing or amount of contractual cash flows such that it would not meet this condition. In making this assessment, the Group considers:

- contingent events that would change the amount or timing of cash flows;
- terms that may adjust the contractual coupon rate, including variable interest rate features;
- prepayment and extension features; and
- terms that limit the Group’s claim to cash flows from specified assets (e.g. non- recourse features).

A prepayment feature is consistent with the solely payments of principal and interest criterion if the prepayment amount substantially represents unpaid amounts of principal and interest on the principal amount outstanding, which may include reasonable additional compensation for early termination of the contract. Additionally, for a financial asset acquired at a significant discount or premium to its contractual paramount, a feature that permits or requires prepayment at an amount that substantially represents the contractual par amount plus accrued (but unpaid) contractual interest (which may also include reasonable additional compensation for early termination) is treated as consistent with this criterion if the fair value of the prepayment feature is insignificant at initial recognition.

c. Subsequent measurement and gains and losses

Financial assets at FVTPL	These assets are subsequently measured at fair value. Net gains and losses, including any interest or dividend income, are recognised in profit or loss.
Financial assets at amortised cost	These assets are subsequently measured at amortised cost using the effective interest method. The amortised cost is reduced by impairment losses. Interest income, foreign exchange gains and losses and impairment are recognised in profit or loss. Any gain or loss on derecognition is recognised in profit or loss.

B. Financial liabilities

The Group derecognises a financial liability when its contractual obligations are discharged or cancelled, or expire.

The Group also derecognises a financial liability when its terms are modified and the cash flows under the modified terms are substantially different. In this case, a new financial liability based on the modified terms is recognised at fair value. The difference between the carrying amount of the financial liability extinguished and the new financial liability with modified terms is recognised in statement of profit or loss.

iii. Effective interest method

The effective interest method is a method of calculating the amortised cost of a financial instrument and of allocating interest income or expense over the relevant period. The effective interest rate is the rate that exactly discounts future cash receipts or payments through the expected life of the financial instrument, or where appropriate, a shorter period.

iv. Derecognition**A. Financial assets**

The Group derecognises a financial asset when the contractual rights to the cash flows from the financial asset expire, or it transfers the rights to receive the contractual cash flows in a transaction in which substantially all of the risks and rewards of ownership of the financial asset are transferred or in which the Group neither transfers nor retains substantially all of the risks and rewards of ownership and does not retain control of the financial asset.

If the Group enters into transactions whereby it transfers assets recognised on its balance sheet, but retains either all or substantially all of the risks and rewards of the transferred assets, the transferred assets are not derecognised.

B. Financial liabilities

The Group derecognises a financial liability when its contractual obligations are discharged or cancelled, or expire.

The Group also derecognises a financial liability when its terms are modified and the cash flows under the modified terms are substantially different. In this case, a new financial liability based on the modified terms is recognised at fair value. The difference between the carrying amount of the financial liability extinguished and the new financial liability with modified terms is recognised in statement of profit or loss.

v. Offsetting

Financial assets and financial liabilities are offset and the net amount presented in the balance sheet when, and only when, the Group currently has a legally enforceable right to set off the amounts and it intends either to settle them on a net basis or to realise the asset and settle the liability simultaneously..

vi. Derivative financial instruments

The Group holds derivative financial instruments to hedge its foreign currency and interest rate risk exposures. Embedded derivatives are separated from the host contract and accounted for separately if the host contract is not a financial asset and certain criteria are met.

Derivatives are initially measured at fair value. Subsequent to initial recognition, derivatives are measured at fair value, and changes therein are generally recognised in profit or loss.

At inception of designated hedging relationships, the Group documents the risk management objective and strategy for undertaking the hedge. The Group also documents the economic relationship between the hedged item and the hedging instrument, including whether the changes in cash flows of the hedged item and hedging instrument are expected to offset each other.

2.16 Segment reporting

Operating segments are reported in a manner consistent with the internal reporting provided to the chief operating decision maker. Refer note 37 for details.

2.17 Rounding of amounts

All amounts disclosed in the financial statements and notes have been rounded off to the nearest lakhs as per the requirement of Schedule III, unless otherwise stated.

2.18 Significant accounting judgements, estimates and assumptions

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the reported amounts in the financial statements. Management continually evaluates its judgements and estimates in relation to assets, liabilities, contingent liabilities, revenue and expenses. Management bases its judgements, estimates and assumptions on historical experience and on other various factors, including expectations of future events, management believes to be reasonable under the circumstances. The resulting accounting judgements and estimates will seldom equal the related actual results. The judgements, estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities (refer to the respective notes) within the next financial year are discussed below.

i) Employee benefit obligation (note 33)
ii) Estimation of useful life of assets
3. Property, plant and equipment
(Rs in lakhs)

Sl. No.	Particulars	Gross block				Accumulated depreciation				Net block	
		As at April 1, 2023	Additions	Disposals	As at March 31, 2024	As at April 1, 2023	For the year	On disposals	As at March 31, 2024	As at March 31, 2024	As at March 31, 2023
1	Computer	98.13	3.19	-	101.32	90.16	2.87	-	93.03	8.29	7.97
2	Furnitures and fixtures	14.88	0.21	-	15.09	9.26	1.53	-	10.79	4.29	5.61
3	Office equipments	14.76	0.29	-	15.06	12.22	1.58	-	13.80	1.26	2.55
4	Recording equipment	4.77	0.73	-	5.49	1.10	0.47	-	1.57	3.93	3.67
5	Vehicles	-	-	-	-	-	-	-	-	-	-
6	Studio	-	-	-	-	-	-	-	-	-	-
	Total	132.53	4.43	-	136.96	112.73	6.46	-	119.19	17.77	19.80

(Rs in lakhs)

Sl. No.	Particulars	Gross block				Accumulated depreciation				Net block	
		As at April 1, 2022	Additions	Disposals	As at March 31, 2023	As at April 1, 2022	For the year	On disposals	As at March 31, 2023	As at March 31, 2023	As at March 31, 2021

1	Computer	95.75	3.26	0.89	98.13	88.16	2.88	0.89	90.16	7.97	7.59
2	Furnitures and fixtures	13.01	1.87	-	14.88	6.46	2.80	-	9.26	5.61	6.54
3	Office equipments	14.60	0.17	-	14.76	10.58	1.63	-	12.22	2.55	4.01
4	Recording equipment	1.74	3.03	-	4.77	0.76	0.33	-	1.10	3.67	0.97
5	Vehicles	-	-	-	-	-	-	-	-	-	-
6	Studio	-	-	-	-	-	-	-	-	-	-
	Total	125.09	8.32	0.89	132.53	105.98	7.64	0.89	112.73	19.80	19.12

4 Intangible assets
(Rs in lakhs)

Sl. No	Particulars	Gross block			Accumulated amortisation				Net block		
		As at April 1, 2023	Additions	Disposals	As at March 31, 2024	As at April 1, 2023	For the year	On disposals	As at March 31, 2024	As at March 31, 2024	As at March 31, 2023
1	Software	36.54	0.01	1.71	34.84	34.83	-	-	34.83	0.01	1.71
2	Trademark	1.95	-	-	1.95	0.87	0.18	-	1.06	0.90	1.08
3	Copyrights	240.13	0.37	-	240.50	174.69	51.81	-	226.50	14.00	65.44
4	Content development	61.36	5.50	-	66.86	51.72	4.86	-	56.58	10.28	9.64
	Total	339.98	5.88	1.71	344.16	262.11	56.85	-	318.96	25.20	77.87
	Goodwill	0.08	-	-	0.08	-	-	-	-	0.08	0.08
	Intangible assets under development	7.36	-	-	7.36	-	-	-	-	7.36	7.36

(Rs in lakhs)

Sl. No	Particulars	Gross block			Accumulated amortisation				Net block		
		As at April 1, 2022	Additions	Disposals	As at March 31, 2023	As at April 1, 2022	For the year	On disposals	As at March 31, 2023	As at March 31, 2023	As at March 31, 2022
1	Software	36.54	-	-	36.54	34.82	0.01	-	34.83	1.71	1.72
2	Trademark	1.95	-	-	1.95	0.70	0.17	-	0.87	1.08	1.25
3	Copyrights	240.13	-	-	240.13	134.40	40.29	-	174.69	65.44	105.73
4	Content development	61.36	-	-	61.36	46.89	4.83	-	51.72	9.64	14.47
	Total	339.98	-	-	339.98	216.81	45.30	-	262.11	77.87	123.17
	Goodwill	0.08	-	-	0.08	-	-	-	-	0.08	0.08

Intangible assets under development	7.36	0.02	0.02	7.36	-	-	-	-	7.36	7.36
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(a) Aging of Intangible assets under development

Amounts in intangible assets under development for projects in progress:

Particulars	As at March 31, 2024	As at March 31, 2023
Less than 1 year	-	7.36
1 - 3 years	7.36	-
More than 3 years	-	-
Total	7.36	7.36

5 Right of use Asset

Sl. No.	Particulars	Gross block				Accumulated depreciation				Net block	
		As at April 1, 2023	Additions	Disposals	As at March 31, 2024	As at April 1, 2023	For the year	On disposals	As at March 31, 2024	As at March 31, 2024	As at March 31, 2023
1	ROU	-	84.37	5.33	79.04	-	23.09	-	23.09	55.95	-
2	Prepaid lease	-	2.78	0.28	2.50	-	1.67	-	1.67	0.82	-
	Total	-	87.15	5.61	81.54	-	24.77	-	24.77	56.77	-

6 Non-current investments

Particulars	As at March 31, 2024	As at March 31, 2023
a. Investments measured at FVOCI		
Unquoted		
30,000 (March 31, 2021: 30,000) equity shares of Rs. 10/- each fully paid up in Thinkwide Hospitality Pvt Ltd.	8.30	8.30
1,900 (March 31, 2021: 1,900) equity shares of Rs. 10/- each fully paid up in Inani Media Pvt Ltd	0.19	0.19
Total	8.49	8.49

7 Non-current loans

Particulars	As at March 31, 2024	As at March 31, 2023
Unsecured (measured at amortised cost)		
Inter corporate loans	81.20	188.83
Less: Loss allowance	-	(107.63)
Total	81.20	81.20

8 Other non-current financial assets

Particulars	As at March 31, 2024	As at March 31, 2023
Unsecured (measured at amortised cost)		
Rental deposit	5.08	8.56
Other deposits	-	-
Total	5.08	8.56

9 Deferred tax assets/(liabilities) – net

Particulars	As at March 31, 2024	As at March 31, 2023
Defined benefit obligations	5.78	8.43
Property, plant and equipment	4.43	4.43
Tax losses	200.57	200.57
Net deferred tax assets/(liabilities)	210.78	213.42

Movement in deferred tax assets

Particulars	As at April 1, 2023	(Charged)/ credited to profit or loss	(Charged)/ credited to other comprehensive income	As at March 31, 2024
Defined benefit obligations	8.43	(1.65)	(0.99)	5.78
Property, plant and equipment	4.43	-	-	4.43
Tax losses	200.57	-	-	200.57
Total	213.42	(1.65)	(0.99)	210.78

Particulars	As at April 1, 2022	(Charged)/ credited to profit or loss	(Charged)/ credited to other comprehensive income	As at March 31, 2023
Defined benefit obligations	7.25	1.69	(0.51)	8.43
Property, plant and equipment	(0.57)	5.00	-	(4.43)
Tax losses	113.74	86.83	-	200.57
Total	120.41	93.52	(0.51)	213.42

10 Inventories

Particulars	As at March 31, 2024	As at March 31, 2023
Work-in-progress	171.23	166.00
Finished product	-	-
Total	171.23	166.00

11 Trade receivables

Particulars	As at March 31, 2024	As at March 31, 2023
Trade receivables - considered good, unsecured	84.01	72.17
	84.01	72.17
Trade receivables - credit impaired, unsecured	-	48.79
Less: Loss allowance	-	(48.79)
	-	-
Total	84.01	72.17

Ageing of trade receivables

As at March 31, 2024	Undisputed trade receivables - considered good	Undisputed trade receivables - credit impaired	Total
Outstanding for following periods from due date			
Less than 6 months	77.41	-	77.41
6 months - 1 year	6.60	-	6.60
1 - 2 years	-	-	-
2 - 3 years	-	-	-
more than 3 years	-	-	-
Loss allowance	-	-	-
Total	84.01	0.00	84.01

As at March 31, 2023	Undisputed trade receivables - considered good	Undisputed trade receivables - credit impaired	Total
Outstanding for following periods from due date			
Less than 6 months	29.09	-	29.09
6 months - 1 year	10.83	0.02	10.83
1 - 2 years	32.25	3.47	32.25
2 - 3 years	-	1.48	-
more than 3 years	-	43.82	-
Loss allowance	-	(48.79)	-
Total	72.17	0.00	72.17

12 Cash and cash equivalents

Particulars	As at March 31, 2024	As at March 31, 2023
Balances with banks - in current accounts	42.63	161.14
Deposits with original maturity of less than three months	116.56	97.57
Cash on hand	37.88	-
Total	197.07	258.71

There are no repatriation restrictions with regard to cash and cash equivalents as at the end of the reporting period and prior periods.

13 Bank balances other than cash and cash equivalents above

Particulars	As at March 31, 2024	As at March 31, 2023
Deposits with original maturity of more than 3 months	-	-
Total	-	-

14 Current loans

Particulars	As at March 31, 2023	As at March 31, 2022
Unsecured		
Inter corporate loans	204.10	216.11
Other Loans	12.01	-
Less: Loss allowance	-	-
Total	216.11	216.11

15 Other current assets

Particulars	As at March 31, 2024	As at March 31, 2023
Balances with revenue authorities	24.91	27.42
GST (net)	0.09	12.64
Advance to suppliers	0.00	0.00
Prepaid expenditure	2.71	5.35
Advance to employees	0.00	0.00
Others	17.37	17.18
Total	45.09	62.58

16 Share capital
(a) Authorised equity share capital

Particulars	No. of shares	Amount
As at April 1, 2022	1,10,00,000	1,100.00
Increase during the year	-	-

As at March 31, 2023	1,10,00,000	1,100.00
Increase during the year	-	-
As at March 31, 2024	1,10,00,000	1,100.00

(b) Movement in issued, subscribed and paid-up equity share capital

Particulars	No. of shares	Amount
As at April 1, 2021	1,02,11,300	1,021.13
Shares issued during the year	-	-
Bonus shares issued during the year	-	-
As at March 31, 2022	1,02,11,300	1,021.13
Shares issued during the year	-	-
Bonus shares issued during the year	-	-
As at March 31, 2023	1,02,11,300	1,021.13

(c) Terms and rights attached to equity shares

Equity shares have a par value of INR 10/- per share. Each shareholder is eligible for one vote per share held. The dividend proposed by the Board of Directors is subject to the approval of the shareholders in the ensuing Annual General Meeting, except in case of interim dividend. In the event of liquidation, the equity shareholders are eligible to receive the remaining assets of the company after distribution of all preferential amounts, in proportion to their shareholding.

(d) Details of shareholders holding more than 5% shares in the company

Name of Shareholder	As at March 31, 2024		As at March 31, 2023	
	No. of Shares	% of Holding	No. of Shares	% of Holding
T. Sanjay Reddy	36,56,627	35.81%	36,56,627	35.81%
Korrapati Ranganathasai	8,82,640	8.64%	8,82,640	8.64%
Ektha.com Pvt Ltd	-	0%	-	0%
Anil Kumar Pallala	524,595	5.14%	6,60,000	6.46%
Divi Satya Sai Babu	619,837	6.07%	583440	5.71%

(e) Details of shareholding of promoters:

Name of the promoter	As at March 31, 2024			As at March 31, 2023		
	No. of shares	% of total no. of shares	% of change during the year	No. of shares	% of total no. of shares	% of change during the year
T. Sanjay Reddy	36,56,627	35.81%	3.59%	36,56,627	35.81%	0.00%
Pallala Anil Kumar	5,24,595	5.14%	0.00%	6,60,000	6.46%	0.00%
Swathi Reddy	2,45,960	2.41%	0.00%	2,45,960	2.41%	0.00%
T. Mahikaansh Reddy	1,27,826	1.25%	0.27%	1,27,826	1.25%	0.27%
Gaurika Reddy	1,00,100	0.98%	0.00%	1,00,100	0.98%	0.00%
Karyampudi Koti Sridevi	61,600	0.60%	0.00%	61,600	0.60%	0.00%
Pallala Uma devi	1,00,000	0.98%	0.98%	-	-	-
Total	48,16,708	47.17%	0.00%	48,52,113	47.52%	0.00%

(f) There are no shares issued for consideration other than cash.

(g) There are no shares bought back during five years immediately preceding March 31, 2023.

17 Reserves and surplus

Particulars	As at March 31, 2024	As at March 31, 2023
Securities premium account	475.80	475.80
Retained earnings	(813.67)	(817.41)
Foreign Currency translation Reserve	40.59	44.23
ESOP Reserve	14.19	-
Total	(283.10)	(297.39)

(i) Securities premium account

Particulars	As at March 31, 2024	As at March 31, 2023
Opening balance	475.80	475.80
Add: Addition during the year	-	-
Less: Bonus share issued during the year	-	-
Closing balance	475.80	475.80

(ii) Retained earnings

Particulars	As at March 31, 2024	As at March 31, 2023
Opening balance	(817.42)	(359.78)
Add: Profit/(loss) for the year	(0.21)	(459.14)
Less: Interim dividend for Financial Year 2020-21	-	-
<i>Items of other comprehensive income recognised directly in retained earnings</i>		
Remeasurement of post-employment benefit obligations, net of tax	3.95	1.50
Closing balance	(813.67)	(817.41)

(iii) Foreign Currency translation reserve

Particulars	As at March 31, 2024	As at March 31, 2023
Opening balance	44.23	41.66
Add: Additions during the year	(3.64)	2.57
Total	40.59	44.23

(iv) ESOP Reserve

Particulars	As at March 31, 2024	As at March 31, 2023
Opening balance	-	-
Add: Current Year Transfer	14.19	-
Less: T/f to Reserves & Surplus, if any	-	-
Closing balance	14.19	-

Nature and purpose of reserves

Securities premium:

Securities premium account is used to record the premium on issue of shares. The reserves is utilised in accordance with the provisions of the Companies Act, 2013.

18 Financial Liabilities

Particulars	As at March 31, 2024	As at March 31, 2023
Lease Liabilities	55.01	-
Total	55.01	-

19 Current borrowings

Particulars	Maturity date	Terms of repayment	As at March 31, 2024	As at March 31, 2023
(a) Secured loans				
(i) From Banks	Payable on demand	Payable on demand	-	-
(b) Unsecured loans				
(i) From related parties	Payable on demand	Payable on demand	-	-
Total			-	-

Net debt reconciliation

Particulars	As at March 31, 2024	As at March 31, 2023
Cash and cash equivalents	197.07	258.71
Liquid investments	-	-
Current borrowings	-	-
Non-current borrowings	-	-
Total	197.07	258.71

Movement in net debt

Particulars	Cash and cash equivalents	Liquid investments	Current borrowings	Non-current borrowings	Total
Net debt as at April 1, 2022	221.67	-	(24.00)	-	197.67
Cash flows	37.04	-	24.00	-	61.04
Foreign currency translation reserve	-	-	-	-	-
Interest expense	-	-	-	-	-
Interest paid	-	-	-	-	-
Net debt as at March 31, 2023	258.71	-	-	-	258.71
Cash flows	(61.64)	-	-	-	(61.64)
Foreign currency translation reserve	-	-	-	-	-

Interest expense	-	-	-	-	-
Interest paid	-	-	-	-	-
Net debt as at March 31, 2024	197.07	-	-	-	197.07

20 Trade payables

Particulars	March 31, 2024	March 31, 2023
Trade payables: micro and small enterprises	4.90	-
Trade payables: others	244.40	401.08
Total	249.30	401.08

Trade payables ageing schedule

As at March 31, 2024	Outstanding dues to MSME	Others	Total
Outstanding for following periods from due date			
Less than 6 months	4.90	65.10	70.00
6 months - 1 year	-	100.30	100.30
1 - 2 years	-	79.00	79.00
2 - 3 years	-	-	-
more than 3 years	-	-	-
Total	4.90	244.40	249.30

As at March 31, 2023	Outstanding dues to MSME	Others	Total
Outstanding for following periods from due date			
Less than 6 months	-	575.75	575.92
6 months - 1 year	-	17.92	17.92
1 - 2 years	-	7.00	7.00
2 - 3 years	-	-	-
more than 3 years	-	-	-
Total	-	600.67	600.67

21 Other financial liabilities

Particulars	March 31, 2024	March 31, 2023
Current		
Audit fee payable	3.54	5.60
Salary payable	21.33	18.52
Dividend payable	0.09	0.09
Professional fee payable	8.36	-
Others payables	6.04	5.88
Total	39.36	30.08

22 Current tax liabilities

Particulars	March 31, 2024	March 31, 2023
Provision for income tax	-	-
Total	-	-

23 Other current liabilities

Particulars	March 31, 2024	As at March 31, 2023
Statutory liabilities	2.14	3.98
Advance from customers	-	-
Total	2.14	3.98

24 Revenue from operations

Particulars	Year ended	
	March 31, 2024	March 31, 2023
Revenue from - rendering of services	2219.29	1935.54
Total	2219.29	1935.54

25 Other income

Particulars	Year ended	
	March 31, 2024	March 31, 2023
Interest income from financial assets at amortised cost	2.22	2.69
Gain/(Loss) on cancellation of lease	0.93	-
Interest on Income Tax refund	-	15.35
Interest income on IND AS 109	0.56	-
Discount received	0.10	0.01
Liabilities Written Back	-	3.93
Other Income	0.08	-
Total	3.89	21.98

26 Changes in inventories

Particulars	Year ended	
	March 31, 2024	March 31, 2023
Work-in-progress		
Opening balance	166.00	75.59
Less: closing balance	(171.23)	(166.00)
Finished product		
Opening balance	-	48.35
Less: closing balance	-	-
Total	(5.23)	(42.07)

27 Direct cost

Particulars	Year ended	
	March 31, 2024	March 31, 2023
Content expenses	1886.05	1887.89
Total	1886.05	1887.89

28 Employee benefits expense

Particulars	Year ended	
	March 31, 2024	March 31, 2023
Salaries, wages and bonus	34.04	171.08
Directors remuneration	117.00	117.00
Contribution to provident and other funds	4.44	4.87
Gratuity (<i>refer note 33</i>)	6.72	6.64
Staff welfare expenses	-	3.05
ESOP Expenses	14.19	-
Total	176.39	302.64

29 Finance cost

Particulars	Year ended	
	March 31, 2024	March 31, 2023
Interest on lease liabilities	6.77	-
Interest on MSME creditors	0.22	-
Total	7.00	0.00

30 Depreciation and amortisation expense

Particulars	Year ended	
	March 31, 2024	March 31, 2023
Depreciation on property, plant and equipment	6.46	7.64
Amortisation of intangible assets	56.85	45.30
Amortisation of ROU Asset	23.09	-
Amortisation of Prepaid Lease	1.67	-
Total	88.08	52.94

31 Other expenses

Particulars	Year ended	
	March 31, 2024	March 31, 2023
Electricity charges	4.04	4.36
Administration expenses	12.51	9.08
Office expenses	4.76	12.61
Tours, travelling and conveyance expenses	1.09	6.85
Registration filing fees	-	0.29
Printing and stationery	0.25	0.77

32 Earnings per share

Particulars	Year ended	
	March 31, 2024	March 31, 2023
Basic Earnings per Share		
Profit/(loss) for the year	(0.21)	(459.14)
Weighted average no. of equity shares outstanding	10,211,300.00	10,211,300.00
Basic EPS	(0.00)	(4.50)
Diluted Earnings per Share		
Profit/(loss) for the year	(0.21)	(459.14)
Weighted average no. of equity shares outstanding	10,211,300.00	10,211,300.00
Add: Weighted average no. of potential equity shares on account of employee stock options	117,172.79	-
Weighted average no. of equity shares outstanding for Diluted EPS	10,328,472.79	10,211,300.00
Diluted EPS	(0.00)	(4.50)

33 Employee benefits obligations

Particulars	March 31, 2024	March 31, 2023
Non-current		
Gratuity	33.20	31.50
Total	33.20	31.50
Current		
Gratuity	2.18	1.98
Total	2.18	1.98

(i) Leave obligations

The leave obligations covers the liability for earned leaves which are classified as other short-term obligations.

(ii) Defined contribution plans

The Company also has defined contribution plans. Contributions are made to provident fund in India for employees at the rate of 12% of basic salary as per regulations. The contributions are made to registered provident fund administered by the government. The obligation of the group is limited to the amount contributed and it has no further contractual nor any constructive obligation. The expense recognised during the period towards defined contribution plan is Rs. 4.87 (in lakhs).

(iii) Post employment obligations
Gratuity

The company provides for gratuity for employees as per the Payment of Gratuity Act, 1972 of India. Employees who are in continuous service for a period of 5 years are eligible for gratuity. The amount of gratuity payable on retirement/termination is the employees last drawn basic salary per month computed proportionately for 15 days salary multiplied for the number of years of service. Liability with regard to such gratuity is determined by an independent actuarial valuation using the projected unit credit method and are charged to the statement of profit and loss in the period determined.

The amounts recognised in the balance sheet and the movement in the net defined obligation over the year are as follows:

Change in defined benefit obligation:

Particulars	Present value of obligation	Fair value of plan assets	Net amount
As at April 1, 2022	28.79	-	28.79
Current service cost	4.61	-	4.61
Interest expense/(income)	2.09	-	2.09
Total amount recognised in profit or loss	6.70	-	6.70
Remeasurements	-	-	-
- Return on plan assets, excluding amounts included in interest expense/(income)	-	-	-
Included in other comprehensive income:			
- Actuarial (gains)/ losses arising from changes in financial assumptions	(0.58)	-	(0.58)
- Actuarial (gains)/ losses arising from changes in demographic assumptions	-	-	-
- Actuarial (gains)/ losses arising from experience adjustments	(5.32)	-	(5.32)
Benefits settled	(1.95)	-	(1.95)
As at March 31, 2023	33.48	-	33.48

Particulars	Present value of obligation	Fair value of plan assets	Net amount
As at April 1, 2023	33.48	-	33.48
Current service cost	4.21	-	4.21
Interest expense/(income)	2.51	-	2.51
Total amount recognised in profit or loss	6.72	-	40.19
Remeasurements	-	-	-
Return on plan assets, excluding amounts included in interest expense/(income)	-	-	-
Included in other comprehensive income:			
Actuarial (gains)/ losses arising from changes in financial assumptions	0.56	-	0.56
Actuarial (gains)/ losses arising from changes in demographic	-	-	-

assumptions			
Actuarial (gains)/ losses arising from experience adjustments	(4.51)	-	(4.51)
Benefits settled	(0.87)	-	(0.87)
As at March 31, 2024	35.38	-	35.38

The net liability disclosed above relates to funded and unfunded plans are as follows:

Particulars	March 31, 2024	March 31, 2023
Present value of funded obligations	35.38	33.48
Fair value of plans assets	-	-
Deficit of funded plans	35.38	33.48
Unfunded plans	-	-
Deficit of gratuity plan	35.38	33.48

Actuarial assumptions

Principal actuarial assumptions at the reporting date:

Particulars	March 31, 2024	March 31, 2023
Discount rate	7.25%	7.50%
Salary escalation rate	5.00%	5.00%
Retirement age	60 Years	60 Years
Withdrawal rate	5.00%	5.00%
Mortality table	Indian Assured Lives Mortality 2012-14	Indian Assured Lives Mortality 2012-14

Risk exposure

Other assumptions would have produced different results e.g. a decrease in discount rate or an increase in salary inflation will lead to an increase in reported liability as per table of sensitivity analysis. Similarly change in attrition rates will also impact the liability.

Sensitivity analysis

Reasonably possible changes at the reporting date to one of the relevant actuarial assumptions, holding other assumptions constant, would have affected the defined benefit obligation by the amounts shown below.

Particulars	March 31, 2024	March 31, 2023
Impact on defined benefit obligation		
Discount rate		
Increase by 100 basis points	(2.46)	(2.50)
Decrease by 100 basis points	2.81	2.87
Salary escalation rate		
Increase by 100 basis points	2.84	2.91
Decrease by 100 basis points	(2.53)	(2.58)
Employee attrition rate		
Increase by 100 basis points	0.39	0.45
Decrease by 100 basis points	(0.43)	(0.51)

The sensitivity analysis presented above may not be representative of the actual change in the defined benefit obligation as it is unlikely that the change in assumptions would occur in isolation of one another as some of the assumptions may be correlated.

Furthermore, in presenting the above sensitivity analysis, the present value of the defined benefit obligation has been calculated using the projected unit credit method at the end of the reporting period, which is the same as that applied in calculating the defined benefit obligation liability recognised in the balance sheet.

There was no change in the methods and assumptions used in preparing the sensitivity analysis from prior years.

Defined benefit liability and employer contribution

Expected contributions to post-employment benefit gratuity plan for the year ending March 31, 2025 is Rs. 0.89 (in lakhs)

The weighted average duration of the defined benefit obligation is 13 years (March 31, 2023: 14 years). The expected maturity analysis of undiscounted gratuity benefit is as follows:

Particulars	March 31, 2024
Less than a year	2.18
Between 1 to 2 years	1.15
Between 2 to 5 years	17.06
Over 5 years	14.98
Total	35.38

34 Contingent liabilities:

There are no Contingent liabilities to report as at the respective year end.

35 Capital commitments

There are no Capital commitments to report as at the respective year end.

36 Non-cancellable leases

There are no non-cancellable lease arrangements outstanding as on the reporting date.

37 Segment information

The Company is engaged in the business of movie production and digital media. The operating segment of the Company is identified to be "Movie production" as the chief operating decision maker (CODM) reviews business performance at an overall Company level as one segment.

The Company is domiciled in India. The amount of its revenue from external customers broken down by location of the customers is shown in the table below.

Particulars	March 31, 2024	March 31, 2025
India	410.65	371.23
Outside the India	1808.63	393.44
Total	2219.29	764.67

38 Fair value measurements

(b) Financial instruments by category

	As at	As at

Particulars	March 31, 2024			March 31, 2023		
	FVPL	FVOCI	Amortised cost	FVPL	FVOCI	Amortised cost
	Level 1	Level 3	Level 3	Level 1	Level 3	Level 3
Financial assets						
Investments	-	8.49	-	-	8.49	-
Security deposits	-	-	5.08	-	-	8.56
Loans	-	-	297.31	-	-	297.31
Trade receivable	-	-	84.01	-	-	72.17
Cash and cash equivalents	-	-	197.07	-	-	258.71
Other bank balances	-	-	-	-	-	-
	-	8.49	583.47	-	8.49	636.75
Financial liabilities						
Borrowings	-	-	55.01	-	-	-
Trade payables	-	-	249.30	-	-	401.08
Others	-	-	39.36	-	-	30.08
	-	-	343.67	-	-	431.16

(v) Fair value hierarchy

Level 1: The fair value of financial instruments traded in active markets (such as publicly traded derivatives and equity securities) is based on quoted market prices at the end of the reporting period.

Level 2: The fair value of financial instruments that are not traded in an active market is determined using valuation techniques which maximise the use of observable market data and rely as little as possible on entity-specific estimates. If all significant inputs required to fair value an instrument are observable, the instrument is included in level 2.

Level 3: If one or more of the significant inputs is not based on observable market data, the instrument is included in level 3. This is the case for security deposit received and paid and are included in level 3.

Note:

1. There are no transfers between levels during the year.
2. The Companies policy is to recognise transfers into and transfers out of fair value hierarchy levels as at the end of the reporting period.

(vi) Valuation technique used to determine fair value

Specific valuation technique used to value financial instruments include:

- the use of quoted market prices or dealer quotes for similar instruments.
- for other financial instruments - the discounted cash flow technique.

(vii) Valuation process

The finance department of the Company includes a team that performs the valuations of financial assets and liabilities required for financial reporting purposes, including level 3 fair values. This team reports to the Board of Directors. Discount rates are determined using a capital asset pricing model to calculate a pre-tax rate that reflects current market assessments of the time value of money and the risk specific to the asset.

(viii) Fair values of financial assets and liabilities measured at amortised cost

The carrying amount of trade receivables, trade payables, capital creditors and cash and cash equivalent are considered to be the same as their fair values, due to short term nature.

The fair values for loans, security deposits were calculated based on cash flows discounted using a current lending rate. They are classified as level 3 fair values in the fair value hierarchy due to the inclusion of unobservable inputs including counterparty credit risk.

For financial assets and liabilities that are measured at fair value, the carrying amounts are equal to the fair values.

39 Financial risk management

The Group's principal financial liabilities comprise borrowings, trade and other payables. The main purpose of these financial liabilities is to finance Group's regular operations. The Group's principal financial assets include trade receivables, cash and cash equivalents, loans and refundable deposits that derive directly from its operations.

The Group is exposed to market risk, credit risk and liquidity risk. The Group's senior management oversees the management of these risks. The senior management ensures that the Group's financial risk activities are governed by appropriate policies and procedures and that financial risks are identified, measured and managed in accordance with the Group's policies and risk objectives. It is the Group's policy that no trading in derivatives for speculative purposes may be undertaken. The Board of Directors reviews and agrees policies for managing each of these risks, which are summarised below:

(a) Credit risk

Credit risk is the risk that counterparty will not meet its obligations under a financial instrument or customer contract, leading to a financial loss. The Company is exposed to credit risk from its operating activities (primarily trade receivables) and from its financing activities, including refundable security deposits, loans to employees and other financial instruments.

(i) Credit risk management Trade receivables

The Company assesses the credit quality of the customer, taking into account its financial position, past experience and other factors. There are no significant concentrations of credit risk, whether through exposure to individual customer, specific industry sectors and/or regions.

(ii) Expected credit loss for trade receivables under simplified approach

Particulars	March 31, 2024	March 31, 2023
Gross carrying amount	84.01	120.96
Expected loss rate	0.10%	40.34%
Expected credit loss	0.09	48.79
Carrying amount of trade receivables	83.92	72.17

Reconciliation of loss allowance

Particulars	Trade receivables
Loss allowance on April 1, 2021	-
Change in loss allowance	48.79
Loss allowance on March 31, 2022	48.79
Change in loss allowance	(48.70)
Loss allowance on March 31, 2023	0.09

(b) Liquidity risk

The Company's objective is to maintain a balance between continuity of funding and flexibility through the use of bank deposits and loans. The table below summarises the maturity profile of the Company's financial liabilities based on contractual payments:

The amounts disclosed in the table are the undiscounted cash flows. Balances due within 12 months equals their carrying balances as the impact of discounting is not significant.

Particulars	As at March 31, 2024		
	Upto 1 year	More than 1 year	Total
Non-derivative			
Borrowings	-	55.01	55.01
Trade payables	249.30	-	249.30
Others	39.36	-	39.36
Total non-derivative liabilities	288.66	-	343.67
Particulars	As at March 31, 2023		
	Upto 1 year	More than 1 year	Total
Non-derivative			
Borrowings	-	-	-
Trade payables	401.08	-	401.08
Others	30.08	-	30.08
Total non-derivative liabilities	431.16	-	431.16

(c) Market risk

Market risk is the risk that changes in market prices, such as foreign exchange rates, interest rates and equity prices, which will affect the Company's income or the value of its holdings of financial instruments. The objective of market risk management is to manage and control market risk exposures within acceptable parameters, while optimising the return.

40 Capital management

For the purpose of the Company's capital management, capital includes issued equity capital, share premium and all other equity reserves attributable to the equity holders of the Company. The primary objective of the Company's capital management is to maintain strong credit rating and healthy capital ratios in order to support its business and maximise the shareholder value.

The Company, through its Board of Directors manages its capital structure and makes adjustments in light of changes in economic conditions and the requirements of the financial covenants. To maintain or adjust the capital structure, the Company may adjust the dividend payment to shareholders, return capital to shareholders or issue new shares. The Company monitors capital using debt equity ratio, which is net debt divided by total capital. The Company includes within net debt, interest bearing loans and borrowings (excluding borrowings from group companies) less cash and cash equivalents. The disclosure below could be different from the debt and equity components which have been agreed with any of the lenders.

The capital structure is as follows:

Particulars	March 31, 2024	March 31, 2023
Net debt	0.00	0.00
Total equity	738.03	723.74
Net debt equity ratio	0.00%	0.00%

41 Related party disclosures

(a) Names of related parties and nature of relationship:

Nature of relationship	Name of the related party
Key managerial persons (KMP)	Sanjay Reddy Tekulapalli, Managing Director Anil Kumar Pallala, Wholetime Director Venkat Rama Naidu Guna, CFO Naina singh, Company Secretary Swarupa Rani Kamarapu, Company Secretary
Chairman and Independent Director	C Ratnakar Rao
Non-Executive Director	Swathi Reddy
Independent Directors	Prasad Rao Kalluri Rammohan Paruvu Chepur Ratnakar Rao
Wholly Owned Subsidiaries	Dreamboat Entertainment LLC

(b) Transactions with related parties during the year:

Particulars	March 31, 2024	March 31, 2023
KMP		
Salaries	117.00	117.00
Loans taken	0.9	3.00
KMP		
Loan repayment	(0.9)	(3.00)
Non-Executive Director		
Loans taken	-	21.00
Non-Executive Director		
Loans repayment	-	(45.00)
Wholly owned subsidiary		
Sale of services	333.45	372.27
Entity in which the Whole-Time Director has shareholding		
Loans taken	-	
Entity controlled by the relative of Whole Time Director		
Sale of services	0.38	
Trade Receivables settlement	(0.30)	

(c) Outstanding balances as at the end of reporting period with related parties:

**Certification by Chief Executive Officer and
Chief Financial Officer
Pursuant to Regulation 17(8) of SEBI (Listing Obligations and
Disclosure Requirements) Regulations, 2015**

To
The Members,
Silly Monks Entertainment Limited

5. We have reviewed the financial statements and the cash flow statement for the financial year ended on March 31, 2024 and that to the best of our knowledge and belief:
- c) these statements do not contain any materially untrue statement or omit any material fact or contain statements that might be misleading.
 - d) these statements together present a true and fair view of the company's affairs and are in compliance with existing accounting standards, applicable laws, and regulations.
6. There are, to the best of our knowledge and belief, no transactions entered by the company during the year which are fraudulent, illegal, or violative of the company's code of conduct.
7. We accept responsibility for establishing and maintaining internal controls for financial reporting and that we have evaluated the effectiveness of internal control systems of the company pertaining to financial reporting and we have disclosed to the auditors and the audit Committee, deficiencies in the design or operation of such internal controls, if any, of which we are aware and the steps we have taken or propose to take to rectify these deficiencies.
8. We have indicated to the auditors and the audit committee that there are no:
- iv. Significant changes in internal control over financial reporting during the year.
 - v. Significant changes in accounting policies during the year and the same have been disclosed in the notes to the financial statements; and
 - vi. Instances of significant fraud of which we have become aware and the involvement therein of the management or an employee having a significant role in the Company's internal control system over financial reporting.

**By Order of The Board of Directors
For Silly Monks Entertainment Limited**

**Sd/-
Tekulapalli Sanjay Reddy
Managing Director
DIN: 00297272**

**Sd/-
Anil Kumar Pallala
Whole-time Director
DIN: 02416775**

Place: Hyderabad

Date: 06-09-2024



SILLY MONKS ENTERTAINMENT LIMITED

CIN: L92120TG2013PLC090132

**Registered Office: Survey No. 91, 3rd Floor, Technical Block, Sundarayya Vignana Kendram (Svk),
Gachibowli, Rangareddy, Hyderabad, Telangana, India - 500032**

Website – www.sillymonks.com Email – investor@sillymonks.com

ATTENDANCE SLIP
FOR 11th ANNUAL GENERAL MEETING
(To be surrendered at the venue of the meeting)

I, certify that I, am a registered shareholder/proxy/representative for the registered shareholder(s) of Silly Monks Entertainment Limited.

I, hereby record my presence at the 11th Annual General Meeting of the shareholders of Silly Monks Entertainment Limited held on Monday, 30th day of September, 2024 at 03.00 P.M. at the registered office of the Company situated at Survey no. 91, 3rd Floor, Technical Block, Sundarayya Vignana Kendram (SVK), Gachibowli, Hyderabad - 500032, Rangareddy, Telangana, India.

Reg. Folio No.	DP ID*
No. of Shares	Client ID*

*Applicable if the shares held in electronic form

Name & Address of Member

Signature of Shareholder/Proxy/Representative
(Please Specify)



SILLY MONKS ENTERTAINMENT LIMITED

CIN: L92120TG2013PLC090132

Registered Office: Survey no. 91, 3rd Floor, Technical Block, Sundarayya Vignana Kendram (svk), Gachibowli, Rangareddy, Hyderabad, Telangana, India - 500032

Website – www.sillymonks.com Email – investor@sillymonks.com

Form No. MGT-11
PROXY FORM

[Pursuant to section 105(6) of the Companies Act, 2013 and rule 19(3) of the Companies (Management and Administration) Rules, 2014]

CIN	L92120TG2013PLC090132		
Name of the company	SILLY MONKS ENTERTAINMENT LIMITED		
Registered office	Survey no. 91, 3rd Floor, Technical Block, Sundarayya Vignana Kendram (SVK), Gachibowli, Rangareddy, Hyderabad, Telangana, India - 500032		
Name of the member(s)			
Registered Address			
Email Id			
Folio No / Client ID		DP ID :	

I /We, being the member(s) of _____ shares of the above-named company, hereby appoint

1.	Name		Signature	
	Address			
	E-mail Id			
	or failing him			
2.	Name		Signature	
	Address			
	E-mail Id			
	or failing him			

as my / our proxy to attend and vote (on a poll) for me / us and on my / our behalf at the 11th Annual General Meeting of the Company to be held on Monday, 30th day of September, 2024 at 03.00 P.M. at the registered office of the Company situated at Survey no. 91, 3rd Floor, Technical Block, Sundarayya Vignana Kendram (SVK), Gachibowli, Hyderabad - 500032, Rangareddy, Telangana, India and at any adjournment thereof in respect of such resolutions as are indicated below:

Sl. No.	Resolutions	For	Against
1.	To receive, consider and adopt: <ul style="list-style-type: none"> a. the Audited Standalone Financial Statements of the Company for the financial year ended 31st March, 2024 together with the reports of the Auditors and Board of Directors thereon; b. the Audited Consolidated Financial Statements of the Company for the financial year ended 31st March, 2024 together with the reports of the Auditors thereon. 		
2.	To Appoint a Director in place of Mr. Tekulapalli Sanjay Reddy (DIN: 00297272), who retires by rotation and being eligible, offers himself for re-appointment.		
3.	Appointment of M/s. NSVR & Associates LLP Statutory Auditors of the company.		

Signed this day of 2024.

Signature of shareholder: _____

Signature of Proxy holder(s): _____

Affix Revenue Stamp

Note: This form of proxy in order to be effective should be duly completed and deposited at the Registered Office of the Company, not less than 48 hours before the commencement of the Meeting.



SILLY MONKS ENTERTAINMENT LIMITED

CIN: L92120TG2013PLC090132

Registered Office: Survey no. 91, 3rd Floor, Technical Block, Sundarayya Vignana Kendram (svk), Gachibowli, Rangareddy, Hyderabad, Telangana, India - 500032

Website – www.sillymonks.com Email – investor@sillymonks.com

Form No. MGT-12

POLLING PAPER

[Pursuant to Section 109(5) of the Companies Act, 2013 and Rule 21(1)(c) of the Companies(Management and Administration) Rules, 2014]

BALLOT PAPER

1. Name of the First Named Shareholder (in block letters)
2. Postal address:
3. Registered Folio No./*Client ID No.
(*Applicable to investors holding shares in dematerialized form)
4. Class of Share(s)

I hereby exercise my vote in respect of Ordinary/Special Resolution enumerated below by recording my assent or dissent to the said Resolution in the following manner:

Sl. No	Resolutions	No. of Shares held	For	Against
1	To receive, consider and adopt: a. the Audited Standalone Financial Statements of the Company for the financial year ended 31st March, 2024 together with the reports of the Auditors and Board of Directors thereon; b. the Audited Consolidated Financial Statements of the Company for the financial year ended 31st March, 2024 together with the reports of the Auditors thereon.			
2	To Appoint a Director in place of Mr. Tekulapalli Sanjay Reddy (DIN: 00297272), who retires by rotation and being eligible, offers himself for re-appointment.			
	Appointment of M/s. NSVR & Associates LLP Statutory Auditors of the company.			

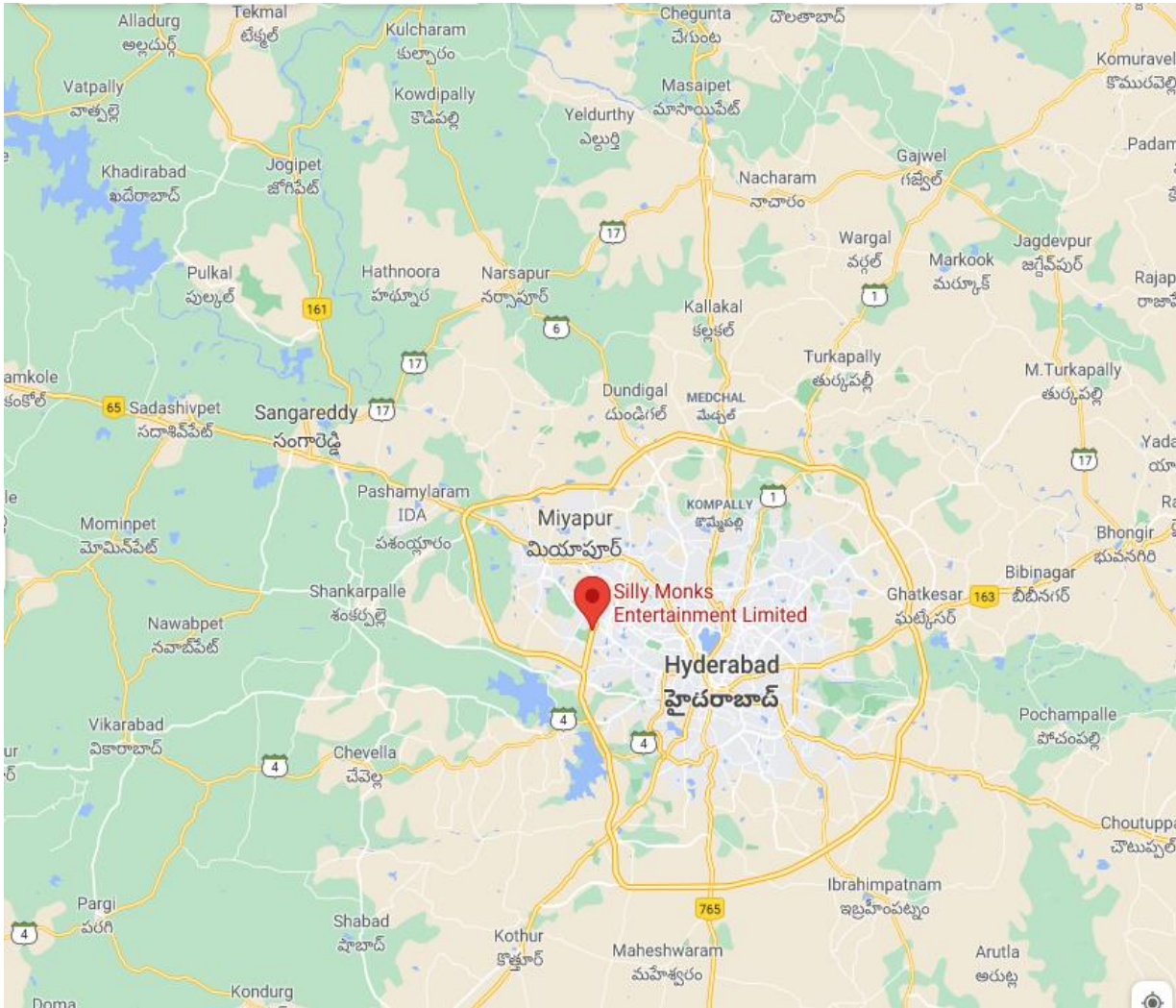
(Signature of the Shareholder)

Place:

Date:

**ROUTE MAP OF THE VENUE OF 11TH ANNUAL GENERAL MEETING
FROM GACHIBOWLI CIRCLE, HYDERABAD**

**Address: Survey no. 91, 3rd Floor, Technical Block, Sundarayya Vignana Kendram (SVK), Gachibowli,
Rangareddy, Hyderabad, Telangana, India - 500032**





Address

Sundarayya Vignana Kendram, Technical Block, Survey no. 91,
3rd floor, Gachibowli, Hyderabad-500032, Telangana, India.

Contact

☎ 080081 21236 ✉ info@sillymonks.com 🌐 www.sillymonks.com