SIMCA ADVERTISING LIMITED

SIMCA
ADVERTISING

CIN NO: U74999MH2022PLC384827
Bungalow No. C-6, Swami Samarth Nagar, Roshanlal Nagar, 3rd Cross Lane,
Andheri West, Mumbai City, Maharashtra, India -400 053
022 2060383233 info@simcaadvertising.com www.simcaadvertising.com

To,
The Manager
Listing Department
NSE Emerge
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra (East), Mumbai – 400051

Scrip Code: SIMCA
ISIN: INE1K4J01018
Series: EQ

Subject: Intimation of Schedule of Earnings Conference Call on Audited Financial Results

Dear Sir/Madam,

Pursuant to Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and other regulations, if applicable and with furtherance to our Intimation Letter dated October 19, 2026, we hereby inform you that the Board of Directors of the company at its meeting held today i.e. Friday, October 23, 2026 inter alia considered and approved:

1. The Audited Financial Results along with Limited Review Report for the half year ended on September 30, 2026.
   The said Audited Financial Results prepared in terms of Regulation 33 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015 together with the Auditor's Report for the half year ended on September 30, 2026 and declaration in respect of unmodified opinion are enclosed herewith as **Annexure A**

The meeting was started at 14:15 p.m. and concluded at 14:40 p.m.

Kindly take the same on records.

Thanking You,
For **Simca Advertising Limited**

FAHIM BATLIWALA

Digitally signed by FAHIM BATLIWALA
DN: c=IN, o=Personal, title=6102, 2.5.4.20=db98c6d7b9737e2a92a69497fe573a500cab5079eb4ce628a10a6ea4d29a52d9, postalCode=400053, st=Maharashtra, serialNumber=0f8629380970add4535cc285712d37d47d52513ce09e49e4045d39c7f497099e, cn=FAHIM BATLIWALA
Date: 2026.10.23 14:44:20 +05'30'

Fahim Batliwala
Managing Director
DIN: 07559537
Date: October 23, 2026
Place: Mumbai

FAANSARI & ASSOCIATES
Chartered Accountants

LIMITED REVIEW REPORT

Independent Auditor's Review Report on Unaudited Half Yearly Financial Results of SIMCA ADVERTISING LIMITED pursuant to the Regulation 33 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended)

To,
The Board of Directors of
Simca Advertising Limited,
Mumbai

1) **Introduction:**

We have reviewed the accompanying statement of unaudited financial results of Simca Advertising Limited ("the Company") for the Half Year Ended 30th September, 2026 ("the Statement"), being submitted by the Company pursuant to the requirements of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended ("the Listing Regulations").

This Statement, which is the responsibility of the Company's management and has been approved by the Board of Directors, has been prepared in accordance with the recognition and measurement principles laid down in the Accounting Standard 25, Interim Financial Reporting, prescribed under Section 133 of the Companies Act, 2013, and other accounting principles generally accepted in India and in compliance with regulation 33 of SEBI (Listing Obligation and Disclosure Requirements) Regulation, 2015 ('Listing Regulations'). Our responsibility is to express the conclusion on the statement based on our review.

2) **Scope of Review:**

We conducted our review in accordance with the Standard on Review Engagements (SRE) 2410, "Review of Interim Financial Information Performed by the Independent Auditor of the Entity" issued by the Institute of Chartered

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Accountants of India. This Standard requires that we plan and perform the review to obtain moderate assurance as to whether the Financial Statement are free from material misstatement. A review is limited primarily to inquiries of company personnel and analytical procedures applied to financial data and thus provides less assurance than an audit. We have not performed an audit, and accordingly, we do not express an audit opinion.

3) **Conclusion:**

Based on our review conducted as above, nothing has come to our attention that causes us believe that the accompanying statement, prepared in accordance with the applicable Accounting Standards and other recognized accounting practices and policies, has not disclosed the information required to be disclosed in terms of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, including the manner in which it is to be disclosed, or that it contains any material misstatement.

for **F.A. Ansari & Associates**
Chartered Accountants
Firm Registration No. 100504W

CA. Faheem Akhter Ansari
Partner
Membership No. 042480

UDIN: 26042480XZQ0IC1437
Date: 23rd October, 2026
Place: Mumbai

F.A. ANSARI AND ASSOCIATES
F.R.N. 100504W
CHARTERED ACCOUNTANTS

SIMCA ADVERTISING LIMITED

Unaudited Balance Sheet as at 30th September 2026

(₹ in Millions)

Particulars	As at 30th September 2026 (Unaudited)	As at 31st March 2026 (Audited)
I. EQUITY AND LIABILITIES		
SHAREHOLDERS' FUND		
Share Capital	119.72	88.00
Reserves and Surplus	789.16	202.30
	908.88	**290.30**
NON-CURRENT LIABILITIES		
Long term borrowings	-	-
Deferred tax liabilities (Net)	-	-
Other long term liabilities	-	-
Long term provisions	1.23	0.77
	1.23	**0.77**
CURRENT LIABILITIES		
Short term borrowings	-	0.88
Trade payables		
(i) total outstanding dues of micro and small enterprises; and	18.33	13.36
(ii) total outstanding dues of creditors other than micro and small enterprises	174.45	259.29
Other current liabilities	39.10	34.19
Short term provisions	69.06	62.46
	300.94	**370.17**
TOTAL EQUITY AND LIABILTIES	**1,211.06**	**661.24**

SIMCA ADVERTISING LIMITED

Unaudited Balance Sheet as at 30th September 2026

(₹ in Millions)

Particulars	As at 30th September 2026 (Unaudited)	As at 31st March 2026 (Audited)
II. ASSETS		
NON-CURRENT ASSETS		
Property, Plant and Equipment and Intangible Assets		
(i) Property, Plant and Equipment	69.20	47.38
(ii) Intangible Assets	-	-
(iii) Capital work in progress	8.53	0.38
(iv) Intangible assets under development	-	-
	77.73	**47.76**
Deferred tax assets (net)	1.40	0.84
Non - current investments	-	
Long term loans and advances	15.80	15.80
Other non current assets	51.87	51.83
	69.08	**68.46**
CURRENT ASSETS		
Current Investments	-	-
Trade receivables	412.62	397.66
Cash and Cash equivalents	575.03	96.09
Short term loans and advances	-	-
Other current assets	76.60	51.27
	1,064.25	**545.02**
TOTAL ASSETS	**1,211.06**	**661.24**

As per our Report of even date
for F. A. Ansari & Associates
Chartered Accountants
Firm registration number: 100504W

CA. Faheem A. Ansari
Partner
Membership no.: 042480
UDIN: 26042480XZQ0JC1437
Date: 23rd October 2026
Place: Mumbai

F.A. ANSARI AND ASSOCIATES
F.R.N. 100504W
CHARTERED ACCOUNTANTS

for and on behalf of the board of directors of
Simca Advertising Limited

Fahim Batliwala
Managing Director
DIN 07559537

Zameer Mistry
Director

Sharuq Sayyed
Chief Financial Officer

Pooja Sanjiv Hindia
Company Secretary

SIMCA ADVERTISING LIMITED
MUMBAI

SIMCA ADVERTISING LIMITED

Statement of Profit and Loss unaudited Financial Results for the Half-Year ended as on 30th September 2026

(₹ in Millions)

Particulars	For the Half - Year ended			For the Year ended 31st March 2026 (Audited)
	30th September 2026 (Unaudited)	31st March 2026 (Audited)	30th September 2025 (Audited)	
I. INCOME				
Revenue from Operations	1,092.44	785.07	487.11	1,272.18
Other Income	11.53	4.13	2.04	6.17
Total Income (I)	**1,103.97**	**789.21**	**489.15**	**1,278.35**
II. EXPENSES				
Hoarding Expense	858.91	586.29	335.86	922.15
Employee Benefits Expense	20.79	13.58	12.38	25.96
Depreciation and Amortization Expense	7.75	5.60	1.90	7.49
Finance Costs	0.02	0.08	0.13	0.21
Other Expenses	52.90	57.64	37.08	94.72
Total Expenses (II)	**940.37**	**663.20**	**387.33**	**1,050.53**
III. PROFIT BEFORE EXCEPTIONAL AND EXTRAORDINARY ITEMS AND TAX (I Less II)	**163.59**	**126.01**	**101.81**	**227.83**
IV. EXCEPTIONAL ITEMS				
Statutory impact of new Labour Codes	-	-	-	-
V. PROFIT BEFORE EXTRAORDINARY ITEMS AND TAX (III Less IV)	**163.59**	**126.01**	**101.81**	**227.83**
VI. EXTRAORDINARY ITEMS				
Statutory impact of new Labour Codes	-	0.08	-	0.08
VII. PROFIT BEFORE TAX (V Less VI)	**163.59**	**125.93**	**101.81**	**227.75**
VIII. TAX EXPENSES				
Less : Current tax	42.80	36.20	26.00	62.20
(Add) Less : Deferred tax (Assets) Liability	(0.57)	(0.70)	0.09	(0.61)
TOTAL TAX EXPENSES	**42.23**	**35.50**	**26.09**	**61.59**
IX. PROFIT AFTER TAX (VII Less VIII)	**121.36**	**90.43**	**75.73**	**166.16**
X. PRIOR PERIOD ITEMS	-	-	-	-
XI. PROFIT / (LOSS) FOR THE YEAR	**121.36**	**90.43**	**75.73**	**166.16**
Earning per equity share:				
Basic	10.14	10.28	8.61	18.88
Diluted	10.14	10.28	8.61	18.88

Note: Previous period's/year's figures have been regrouped / reclassified wherever necessary, to confirm to current period's/year's classification.

As per our Report of even date

for F. A. Ansari & Associates
Chartered Accountants
Firm registration number: 100504W

F.A. ANSARI AND ASSOCIATES F.R.N. 100504W CHARTERED ACCOUNTANTS

CA. Faheem A. Ansari
Partner
Membership no.: 042480

UDIN: 26042480XZQ0JC1437
Date: 23rd October 2026
Place: Mumbai

for and on behalf of the Board of Directors of
Simca Advertising Limited

Fahim Batliwala
Managing Director
DIN 07559537

Zameer Mistry
Director
DIN 09642620

Sharuq Sayyed
Chief Financial Officer

P. S. Hindia
Pooja Sanjiv Hindia
Company Secretary

SIMCA ADVERTISING LIMITED MUMBAI

SIMCA ADVERTISING LIMITED

Unaudited Cash Flow for the Half Year ended 30th September 2026

(₹ in Millions)

Particulars	for the Half year ended 30th September 2026 (Unaudited)		for the year ended 31-Mar-26 (Audited)	
A. Cash flows from operating activities				
Net profit (Loss) before taxation		163.59		227.75
Adjustments for:				
Depreciation	7.75		7.49	
Sundry balances written off/(back)	-		0.24	
Loss on Sale of Investment	-		1.13	
Interest Expense	0.02		0.21	
Interest Income	(11.53)	(3.76)	(6.17)	2.90
Operating profit before working capital changes		159.84		230.64
Adjustments for changes in working capital:				
(Increase) / Decrease in Trade Receivables	(14.96)		(250.45)	
(Increase) / Decrease in Other Non Current Assets	(0.05)		(15.00)	
(Increase) / Decrease in Other Current Assets	(25.33)		7.08	
Increase / (Decrease) in Trade Payable	(79.86)		138.84	
Increase / (Decrease) in Other Current Liabilities	4.91		21.80	
Increase / (Decrease) in Long Term Provisions	0.46		0.31	
Increase / (Decrease) in Short Term Provisions	6.60	(108.22)	34.10	(63.32)
Cash generated from operations		51.62		167.33
Less : Income Tax Paid		(42.80)		(62.20)
Net cash from operating activities		8.82		105.13
B. Cash flows from investing activities				
Interest Received	11.53		6.17	
Purchase of property, plant and equipment	(37.72)		(49.01)	
(Increase) / Decrease in Short term loans & advances	-		(15.80)	
Purchased of investment	-		(13.14)	
Proceeds from sale of investment	-		12.01	
Net cash from investing activities		(26.19)		(59.77)
C. Cash flows from financing activities				
Interest paid	(0.02)		(0.21)	
Increase / (Decrease) in Long Term Borrowings	-		(0.87)	
Increase / (Decrease) in Short Term Borrowings	(0.88)		(1.07)	
IPO / share issue expenses paid	(83.18)		-	
Securities premium received	580.40		-	
Net cash used in financing activities		496.32		(2.15)
Net increase in cash and cash equivalents		478.94		43.21
Cash and cash equivalents at the beginning of the year		96.09		52.88
Cash and cash equivalents at the end of the year		575.03		96.09

As per our Report of even date
for F. A. Ansari & Associates
Chartered Accountants
Firm registration number: 100504W

CA. Faheem A. Ansari
Partner
Membership no.: 042480
UDIN: 26042480X2QOIC1437
Date: 23rd October 2026
Place: Mumbai

F.A. ANSARI AND ASSOCIATES F.R.N. 100504W CHARTERED ACCOUNTANTS

for and on behalf of the board of directors of
Simca Advertising Limited

Fahim Batliwala
Managing Director
DIN 07559537

Zameer Mistry
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SIMCA ADVERTISING LIMITED MUMBAI