

Date: 30th May, 2024

The Manager, Capital Market (Listing)
National Stock Exchange of India Ltd.
Exchange Plaza,
Bandra-Kurla Complex
Bandra (E)
MUMBAI – 400051

SUB: Submission of Audited Financial Results for Half Year end and Financial Year ended March 31, 2024

Dear Sirs,

Pursuant to the provisions of the Listing Regulations, we wish to inform you that the Board of Directors of the Company at its meeting held on 30.05.2024 (commenced at 2:00 P.M. and concluded at 08:58 P.M.) has, inter-alia, transacted the following businesses:

1. Approved the Audited Financial Results of the Company for the Half Year end and Financial Year ended 31st March, 2024, in the format prescribed under Regulation 33 of SEBI (Listing Obligation and Disclosure Requirement) Regulations, 2015, together with Auditors' Reports of the Statutory Auditors. The copies of the same are enclosed herewith.

Kindly take this information in your records and oblige.

Thanking you,

For Aspire & Innovative Advertising Limited

Rakesh
Company Secretary and Compliance Officer

Aspire & Innovative Advertising Limited

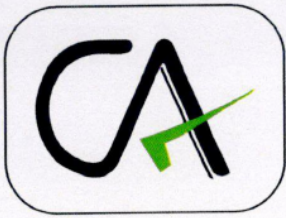
(Formerly Known as Aspire & Innovative Advertising Private Limited)

CIN: L52601DL2017PLC321445

Regd. Office: C-4 Baldev Park, East Delhi, Shahdara, Delhi, India, 110051

Crop. Office: 2nd Floor, Plot No. - 52, Sector-44, Gurugram, Haryana-122003

Email: cs@aspireinnovate.in **Phone Number:** 0124-2213055 **Website:** www.aspireinnovate.in



SIGMAC & CO

Chartered Accountants

D3/102, Tulip Petals, Sector 89,

Gurugram, Haryana - 122505

M-9818 982759, Email- rajeev@sigmac.co.in

Website: www.sigmac.co.in

Independent Auditor's Report on Audit of Annual Financial Results

**TO THE BOARD OF DIRECTORS OF
ASPIRE & INNOVATIVE ADVERTISING LIMITED**

C-4 Baldev Park, East Delhi, Shahdara, Delhi,
India, 110051

Report on the audit of the Standalone Financial Results

Opinion

We have audited the accompanying standalone half yearly financial results of **Aspire & Innovative Advertising Limited** ("the Company") for the half year ended 31st March, 2024 and for the year from 1st April, 2023 to 31st March, 2024 ("the Statement"), attached herewith, being submitted by the Company pursuant to the requirement of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended ("Listing Regulations").

In our opinion and to the best of our information and according to the explanations given to us the Statement:

- i. are presented in accordance with the requirements of Regulation 33 of the Listing Regulations in this regard; and
- ii. give a true and fair view in conformity with the recognition and measurement principles laid down in the applicable Accounting Standards and other accounting principles generally accepted in India of the net profit and other financial information for the half year ended 31st March, 2024 and for the year from 1st April, 2023 to 31st March, 2024.

Basis for Opinion

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



Management's Responsibilities for the Standalone Financial Results

The Statement, which is the responsibility of the Company's management and approved by the Board of Directors, has been prepared on the basis of the audited standalone financial statements. The Company's Board of Directors are responsible for the preparation and presentation of the Statement that give a true and fair view of the net profit and other financial information in accordance with the Accounting Standards prescribed under Section 133 of the Act read with relevant rules issued thereunder and other accounting principles generally accepted in India and in compliance with Regulation 33 of the Listing Regulations. This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding of the assets of the Company and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and design, implementation and maintenance of adequate internal financial controls that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the Statement that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the Statement, the Board of Directors are responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Board of Directors either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

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

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

Our objectives are to obtain reasonable assurance about whether the Statement 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 the Statement.

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

- Identify and assess the risks of material misstatement of the Statement, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedure that are appropriate in the circumstances. Under section 143(3) (i) of the adequate also responsible for expressing our opinion on whether the Company has in place internal financial controls with reference to standalone financial statements and the operating effectiveness of such controls.
- Evaluate the appropriateness accounting estimates of accounting policies used and the reasonableness of and related disclosures made by the Board of Directors.
- Conclude of on the appropriateness of the Board of Directors' use of the going concern uncertainty accounting and, based on the audit evidence obtained, whether a material Company's exists related to events or conditions that may cast significant doubt on the uncertainty ability to continue as a going concern. If we conclude that a material related exists,



we are required to draw attention in our auditor's report to the Our opinion. disclosures in the Statement or, if such disclosures are inadequate, to modify of our Our conclusions are based on the audit evidence obtained up to the date auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the Statement, including the events and whether the Statement represents the underlying transactions and in a manner that achieves fair presentation.

Materiality is the magnitude of misstatements in the Annual Financial Results that, individually or in aggregate, makes it probable that the economic decisions of a reasonably knowledgeable user of the Annual Standalone Financial Results may be influenced. We consider quantitative materiality and qualitative factors in (i) planning the scope of our audit work and in evaluating the results of our work; and (ii) to evaluate the effect of any identified misstatements in the Annual Financial Results.

We communicate with those charged with governance regarding, among other matters, the 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 independence, all relationships and other matters that may reasonably be thought to bear on our and where applicable, related safeguards.

Other Matter

The Statement includes the results for the half year ended 31st March, 2024 being the balancing figures between audited figures in respect of the figures of the respective full financial year and the published audited figures in respect of 1st half year of the current financial year.

For SIGMAC & Co.

Chartered Accountants

Firm Regn. No. – 116351W

Rajeev Gupta.

CA Rajeev Gupta
Membership No.: 513388
UDIN: 24513388BKCQLS3373



Date: 30-May-2024
Place: Gurugram, Haryana

ASPIRE & INNOVATIVE ADVERTISING LIMITED
(Formerly known as Aspire & Innovative Advertising Private Limited)
Registered Office: C-4, Baldev Park, Shahdara, Delhi-110051
Corporate Office: Plot No. 52, Sector 44, Gurugram, Haryana-122003
CIN NO-L52601DL2017PLC321445

BALANCE SHEET AS AT MARCH 31, 2024

(All amounts are in Indian Rupees unless stated otherwise)

(Amount in INR Lakhs)

PARTICULARS	NOTE No.	As at March 31, 2024 Audited	As at March 31, 2023 Audited
I. Equity and Liabilities			
1. Shareholder's Fund			
(a) Share Capital		1,111.00	111.10
(b) Reserves and Surplus		1,371.45	1,440.16
(c) Share Application Money pending allotment		1,205.28	-
Total Shareholder's Fund		3,687.73	1,551.26
2. Non Current Liabilities			
(a) Long Term Borrowings		664.69	512.54
(b) Other Long Term Liabilities		-	-
(c) Long Term Provisions		31.47	18.42
Total Non Current Liabilities		696.16	530.96
3. Current Liabilities			
(a) Short Term Borrowings		640.42	368.99
(b) Trade payables			
(A) Total outstanding dues of Micro Enterprises and Small Enterprises		386.02	67.96
(B) Total outstanding dues of Creditors other than Micro Enterprises and Small Enterprises		4,112.67	3,239.78
(c) Other Current Liabilities		2,083.40	492.04
(d) Short-term Provisions		87.37	6.01
Total Current Liabilities		7,309.88	4,174.78
Total Shareholder's Fund and Liabilities		11,693.77	6,257.00
II. Assets			
1. Non Current Assets			
(a) Property, Plant and Equipments and Intangible Assets			
(i) Property, Plant and Equipments		136.41	40.98
(ii) Intangible Assets		0.84	0.87
(b) Non Current Investment		10.00	10.00
(c) Deferred Tax Assets (net)		61.96	12.76
(d) Long Term Loans and Advances		700.00	384.70
(e) Other Non-Current Assets		35.06	4.87
Total Non-Current Assets		944.27	454.18
2. Current Assets			
(a) Current Investments		14.46	18.74
(b) Inventories		2,695.18	2,793.71
(c) Trade Receivables		6,023.91	1,922.25
(d) Cash and cash equivalents		1,278.66	502.95
(e) Short Term Loans and Advances		-	-
(f) Other current assets		737.29	565.17
Total Current Assets		10,749.50	5,802.82
Total Assets		11,693.77	6,257.00
Summary of significant accounting policies and other explanatory information		1	

For SIGMAC & Co.
Chartered Accountants
Firm Reg. No. 116351W

CA Rajeev Gupta
Partner
M.No: 513388

Date: May 30, 2024
Place: Gurugram, Haryana



For and on behalf of the Board

Nitesh Agarwalla
Managing Director
and Chairman
DIN No: 07468522

Rinku Agarwalla
Whole Time Director
and CFO
DIN No: 09360573



ASPIRE & INNOVATIVE ADVERTISING LIMITED
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CIN NO-L52601DL2017PLC321445
STATEMENT OF FINANCIAL RESULTS FOR THE HALF YEAR AND YEAR ENDING ON MARCH 31, 2024

(Amount in INR Lakhs)

PARTICULARS	NOTE No.	For the Half Year from		For the Year from	
		October 1, 2023 to March 31, 2024 Audited	April 1, 2023 to September 30, 2023 Audited	April 1, 2023 to March 31, 2024 Audited	April 1, 2022 to March 31, 2023 Audited
Revenue					
(a) Revenue from Operations		20,740.88	17,657.86	38,398.74	34,571.78
(b) Other Incomes		56.79	52.43	109.22	48.32
Total Revenue		20,797.67	17,710.29	38,507.96	34,620.10
Expenses					
(a) Purchases of Stock-in-Trade		12,060.47	10,825.19	22,885.66	23,221.79
(b) Change in Inventories of Stock-in-Trade		(584.26)	682.79	98.53	47.81
(c) Employee Benefits Expenses		232.05	457.55	689.60	363.13
(d) Finance Cost		48.08	39.65	87.73	28.93
(e) Depreciation and Amortisation		21.76	10.65	32.41	29.39
(f) Other Expenses		8,289.50	5,156.73	13,446.23	10,209.02
Total Expenses		20,067.60	17,172.56	37,240.16	33,900.07
Profit Before Tax		730.07	537.73	1,267.80	720.03
Tax Expenses					
Current Tax Expense		239.96	145.83	385.79	190.43
Deferred Tax Expense / (Income)		(47.88)	(1.32)	(49.20)	(1.24)
Profit/(Loss) for the year Transferred to Reserves and Surplus		537.99	393.22	931.21	530.84
Earnings Per Equity Share (EPES)					
Basic and Diluted (in INR)		4.84	3.54	8.38	4.78
Par value of equity shares (in INR)		10.00	10.00	10.00	10.00
Weighted average number of equity shares considered in calculating basic and diluted EPES		11,110,000	11,110,000	11,110,000	11,110,000

Summary of significant accounting policies and other explanatory information

1

For SIGMAC & Co.

Chartered Accountants

Firm Reg. No. 116351W

CA Rajeev Gupta

Partner

M.No: 513388

Date: May 30, 2024

Place: Gurugram, Haryana



For and on behalf of the Board

Nitesh Agarwalla

Managing Director

and Chairman

DIN No: 07468522



Rinku Agarwalla

Whole Time Director

and CFO

DIN No: 09360573

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CIN NO-L52601DL2017PLC321445
CASH FLOW STATEMENT AS AT MARCH 31, 2024
(All amounts are in Indian Rupees unless stated otherwise)

(Amount in INR Lakhs)

PARTICULARS	NOTE	As at March 31, 2024 Audited	As at March 31, 2023 Audited
1. Cash Flow from Operating Activities			
Net Profit Before Tax and Extraordinary items		1,267.79	720.04
Add: Depreciation		32.41	29.39
Interest Paid considered separately		87.73	28.93
Long Term Provisions		13.05	5.03
Less: Interest on Fixed Deposits		(4.01)	(3.18)
Profit on sale of Investment		(7.92)	(9.22)
Profit on sale of Fixed Assets		(0.03)	1.89
Dividend Income		(18.94)	(19.65)
Long term Loans and Advances		(315.30)	(232.00)
Other Non-Current Assets		(30.19)	(0.10)
Other Long Term Liabilities		-	-
Operating Profit Before Working Capital Changes		1,024.59	501.13
Adjustment for (increase)/ decrease in operating assets			
Inventories		98.53	47.81
Trade & other Receivables		(4,101.66)	(1,152.15)
Short Term Loans and Advances		-	-
Other Current Assets		(557.91)	(326.49)
Adjustment for increase/ (decrease) in operating liabilities			
Trade Payables & other Payables		1,190.95	(301.66)
Other Current liabilities		1,591.36	(75.43)
Short Term Provisions		385.99	190.59
Cash Generated from Operating Activities		(368.15)	(1,116.20)
Tax Paid		304.65	190.91
Cash Used (-)/ (+) Generated from Operating Activities (A)		(672.80)	(1,307.11)
2. Cash Flow from Investing Activities			
Acquisition of Fixed Assets		(127.81)	(9.15)
Sale of Fixed Assets		0.04	7.52
Investment / (Sale) in Mutual Funds and Equity Shares		12.20	189.30
Dividend Income		18.94	19.65
Interest on Fixed Deposits		4.01	3.18
Cash Used (-)/ (+) Generated from Investing Activities (B)		(92.62)	210.50
3. Cash Flow from Financing Activities			
Proceed from Long Term Borrowings		152.15	458.78
Proceed from Short Term Borrowings		271.43	311.73
Proceed from Share Application Money		1,205.28	-
Interest paid on Borrowings		(87.73)	(28.93)
Cash Used (-)/ (+) Generated from Financing Activities (C)		1,541.13	741.58
Net Increase(+)/ Decrease (-) in Cash and Cash Equivalents (A+B+C)=(D)		775.71	(355.03)
Cash and Cash Equivalents Opening Balance (E)		502.95	857.98
Cash and Cash Equivalents Closing Balance (D+E)		1,278.66	502.95
Reconciliation of cash and cash equivalents with the Balance Sheet			
Balances with banks		1,272.62	497.30
Cash-on-Hand		6.04	5.65
Cash and Cash Equivalents (Year end)		1,278.66	502.95

Summary of significant accounting policies and other explanatory information

1

For SIGMAC & Co.
Chartered Accountants
Firm Reg. No. 116351W

Rajeev Gupta

CA Rajeev Gupta

Partner

M.No: 513388

Date: May 30, 2024

Place: Gurugram, Haryana



For and on behalf of the Board

Nitesh Agarwalla

Nitesh Agarwalla
Managing Director
and Chairman

DIN No: 07468522

Rinku Agarwalla

Rinku Agarwalla
Whole Time Director
and CFO

DIN No: 09360573



ASPIRE & INNOVATIVE ADVERTISING LIMITED
(FORMERLY KNOWN AS ASPIRE & INNOVATIVE ADVERTISING PRIVATE LIMITED)
CIN NO-L52601DL2017PLC321445
(All amounts are in Indian Rupees unless stated otherwise)

Note 1: Notes to Financial results

1. These Financial results for the half year and year ended 31st March, 2024 are compiled/extracted from the Audited Financial Statements for the half year and year ended 31st March, 2024 and audited Financial Results for the half year period ended 30th September, 2023 and audited Financial Results for the year ended 31st March, 2023.

2. The above audited Financial results for the half year and year ended 31st March, 2024 have been prepared by the Company in accordance with the Accounting Standards ("AS") prescribed under section 133 of the Companies Act 2013 read with relevant rules issued there-under and in terms of the Regulation 33 of SEBI (Listing Obligations & Disclosure Requirements) Regulations 2015 (as amended) and were reviewed by the Audit Committee and approved & taken on record by the Board of Directors at their respective Meeting held on Thursday 30th May, 2024. The Results have been subjected to "Audit" by the Statutory Auditors - M/s S I G M A C & Co, Chartered Accountants and they have expressed an unmodified audit opinion on these financial results.

3. The financial results for the half year ended 31st March, 2024 are balancing figures between the audited results for the year ended 31st March, 2024 and audited results for the half year ended 30th September, 2023.

4. Previous period figures of the Company have been regrouped/ re- arranged wherever necessary to make them comparable with the reporting with current period.

As per our report of even date attached

For S I G M A C & Co.

Chartered Accountants

FRN – 116351W

Rajeev Gupta

CA Rajeev Gupta

Partner

M. No. 513388

Date: May 30, 2024

Place: Gurugram, Haryana



For and on behalf of the Board of Directors

Nitesh Agarwalla

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Managing Director

And Chairman

DIN No.-07468522

Rinku Agarwalla

Rinku Agarwalla

Whole Time Director

and CFO

DIN No.-09360573

