



# SEN & RAY

CHARTERED ACCOUNTANTS

To The Members of **RELIABLE ADVERTISING PRIVATE LIMITED**

## Report on Audit of the Standalone Financial Statement

### Opinion

We have audited the standalone financial statements of **RELIABLE ADVERTISING PRIVATE LIMITED** ("the Company"), which comprise the Balance Sheet as at 31 March 2021, and the Statement of Profit and Loss (including other comprehensive income), Statement of Changes in Equity and Statement of Cash Flows for the year then ended, and notes to the standalone financial statements, including a summary of significant accounting policies and other explanatory information (hereinafter referred to as "the standalone financial statements"). 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 ("the 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 state of affairs of the Company as at 31 March 2021, and profit (including 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 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.

### Emphasis on Matters

The Management was able to perform year end physical verification of inventories, March 31, 2021. On account of the COVID-19 related lock-down restrictions, we were not able to physically observe the verification of inventory that was carried out by the Management. Consequently, we have obtained and relied on the signed verification copies received from the Management

### Key Audit Matters

We have determined that there are no other 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 Company's annual report, but does not include the standalone financial statements and our auditors' report thereon.

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



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In connection with our audit of the standalone financial statements, our responsibility is to read the other information 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. If, based on the work we have performed, we conclude that there is a material misstatement of this other information; we are required to report that fact. We have nothing to report in this regard

## Management's Responsibility for the Standalone Financial Statements

The Company's management and Board of Directors are 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 (including other comprehensive income), changes in equity and cash flows of the Company in accordance with the accounting principles generally accepted in India, including the Indian Accounting Standards (Ind AS) specified under Section 133 of the Act. 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, management and 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 management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

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

## Auditor's Responsibility

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<sup>6</sup>, we are also responsible for expressing our opinion on whether the Company has adequate internal financial controls system in place and the operating effectiveness of such controls.

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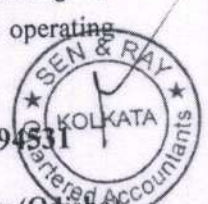
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- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial 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 for the financial year ended March 31, 2021 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 section 143 (3) of the Act, based on our audit 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 Balance Sheet, the Statement of Profit and Loss including Other Comprehensive Income, Statement of Changes in Equity and the Statement of Cash Flow 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 Indian Accounting Standards prescribed under section 133 of the Act
- e. on the basis of the written representations received from the directors of the Company as on March 31, 2021 taken on record by the Board of Directors, none of the directors is disqualified as on March 31, 2021 from being appointed as a director in terms of Section 164(2) of the Act

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- f. with respect to the adequacy of the internal financial controls over financial reporting of the Company and the operating effectiveness of such controls, refer to our separate Report in "Annexure A". Our report expresses an unmodified opinion on the adequacy and operating effectiveness of the Company's internal financial controls over financial reporting.
- g. 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:
- The Company does not have any pending litigations which would impact its financial position.
  - The Company has made provision, as required under the applicable law or accounting standards, for material foreseeable losses, if any, on long-term contracts including derivative contracts.
  - There were no amounts which required to be transferred by the Company to the Investor Education and Protection Fund.
2. As required by the Companies (Auditor's Report) Order, 2016 ("the Order") issued by the Central Government in terms of Section 143(11) of the Act, we give in "Annexure B" a statement on the matters specified in paragraphs 3 and 4 of the Order

For SEN & RAY  
Chartered Accountants  
(Firm's Registration No.303047E)

S.K.DASGUPTA  
(Partner)

Membership No.005103

Date : June 25, 2021

Place: Kolkata

UDIN - 21005103AAAABI 4692



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**ANNEXURE-A**

**Report on the Internal Financial Controls under Clause (i) of Sub-section 3 of Section 143 of the Companies' Act, 2013 ("the Act")**

We have audited the internal financial controls over financial reporting of **RELIABLE ADVERTISING PRIVATE LIMITED** ("the Company") as of March 31, 2021 in conjunction with our audit of the standalone financial statements of the Company for the year ended on that date.

**Management's Responsibility for Internal Financial Controls**

The Company's management is 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 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.

**Auditors' Responsibility**

Our responsibility is to express an opinion on the 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, issued by ICAI and deemed to be prescribed under section 143(10) of the Companies Act, 2013, to the extent applicable to an audit of internal financial controls, both 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.

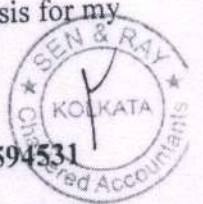
Our audit involves performing procedures to obtain audit evidence about the adequacy of the internal financial controls system over financial reporting and their operating effectiveness.

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 judgments, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error.

We believe that the audit evidence I/we have obtained is sufficient and appropriate to provide a basis for my /our audit opinion on the Company's internal financial controls system over financial reporting.

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**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 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 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 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.

**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 system over financial reporting and such internal financial controls over financial reporting were operating effectively as at March 31, 2021, based on the internal financial 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 ICAI.

For SEN & RAY  
Chartered Accountants  
(Firm's Registration No.303047E)

S.K.DASGUPTA  
(Partner)  
Membership No.005103  
Date : June 25, 2021  
Place: Kolkata  
UDIN-21005103AAAABI4692



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**ANNEXURE B - REPORT UNDER THE COMPANIES (AUDITORS' REPORT) ORDER, 2016.**

Referred to in of our report of even date.

In terms of the information and explanations sought by us and given by the company and the books and records examined by us in the normal course of audit and to the best of our knowledge and belief, we state that: -

- i. In respect of its Fixed Assets,
  - a. According to information and explanations given to us, The Company Does not have any Fixed Assets therefore, the provisions of clause 3 (i)(a,b &c) of the Order are not applicable to the Company
- ii. In respect of the Inventories,
  - a. The management has conducted physical verification of inventory as on the last date of the financial year.
  - b. The discrepancies noticed on physical verification of the inventory as compared to books records which has been properly dealt with in the books of account were not material
- iii. The Company has not granted any loans, secured or unsecured to companies, firms, Limited Liability partnerships or other parties covered in the Register maintained under section 189 of the Act. Accordingly, the provisions of clause 3 (iii) (a) to (c) of the Order are not applicable to the Company and hence not commented upon.
- iv. The company has not given any loans, investments guarantees, and security. Accordingly, the provisions of clause 3 (iv) of the Order are not applicable to the Company and hence not commented upon.
- v. The Company has not accepted any deposits from the public and hence the directives issued by the Reserve Bank of India and the provisions of Sections 73 to 76 or any other relevant provisions of the Act and the Companies (Acceptance of Deposit) Rules, 2015 with regard to the deposits accepted from the public are not applicable.
- vi. It has been explained to us that the maintenance of cost records has not been prescribed under section 148(1) of the Act.
- vii. a.) According to information and explanations given to us and on the basis of our examination of the books of account, and records, the Company has been generally regular in depositing undisputed statutory dues including Provident Fund, Employees State Insurance, Income-Tax, Sales tax, GST, Duty of Customs, Duty of Excise, Value added Tax, Cess and any other statutory dues with the appropriate authorities. According to the information and explanations given to us, no undisputed amounts payable in respect of the above were in arrears as at March 31, 2021 for a period of more than 6 months from the date on when they become payable.  
  
(b) According to the information and explanations given to us, there are no dues of sales tax, income tax, custom duty, wealth tax, excise duty and Cess which have not been deposited on account of any dispute.
- viii. In our opinion and according to the information and explanations given to us, the Company has not defaulted in the repayment of dues to banks.

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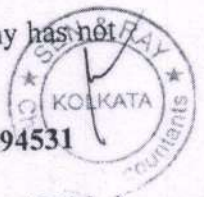
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- ix. Based upon the audit procedures performed and the information and explanations given by the management, the company has not raised money by way of initial public offer or further public offer including debt instruments and term Loans. Accordingly, the provisions of clause 3 (ix) of the Order are not applicable to the Company and hence not commented upon.
- x. Based upon the representation letter received and explanations given by the management, we report that no fraud by the Company or on the company by its officers or employees has been noticed or reported during the year.
- xi. According to the information and explanations given to us and based on our examination of the records of the Company, the Company has paid/provided for managerial remuneration in accordance with the requisite approvals mandated by the provisions of section 197 read with Schedule V to the Companies Act.
- xii. In our opinion, the Company is not a Nidhi Company. Therefore, the provisions of clause 3 (xii) of the Order are not applicable to the Company.
- xiii. Based upon the audit procedures performed and according to the information and explanations given to us, All transactions with related parties are in compliance with sections 177 and 188 of Companies Act, 2013 where applicable and the details have been disclosed in the Financial statements etc. as required by the applicable accounting standards.
- xiv. Based upon the audit procedures performed and the information and explanations given by the management, the company has not made any preferential allotment or private placement of shares or fully or partly convertible debentures during the year under review. Accordingly, the provisions of clause 3 (xiv) of the Order are not applicable to the Company and hence not commented upon.
- xv. Based upon the audit procedures performed and the information and explanations given by the management, the company has not entered into any non-cash transactions with directors or persons connected with him. Accordingly, the provisions of clause 3 (xv) of the Order are not applicable to the Company and hence not commented upon.
- xvi. In our opinion, the company is not required to be registered under section 45 IA of the Reserve Bank of India Act, 1934 and accordingly, the provisions of clause 3 (xvi) of the Order are not applicable to the Company and hence not commented upon.

For SEN & RAY  
Chartered Accountants  
(Firm's Registration No.303047E)

**S.K.DASGUPTA**  
(Partner)  
Membership No.005103  
Date : June 25, 2021

Place: Kolkata  
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**RELIABLE ADVERTISING PRIVATE LIMITED**  
Balance Sheet as at 31st March 2021

Particulars	Note No	Figures as at 31.03.2021	Figures as at 31.03.2020
<b>I. ASSET</b>			
<b>(1) Non-Current Assets</b>			
(a) Property, Plant and Equipment		-	-
(b) Capital work-in-progress		-	-
(c) Other Intangible assets		-	-
(d) Financial Assets		93,144,689	93,144,689
(i) Investments	2	93,144,689	-
(ii) Trade receivables		-	-
(iii) Loans		-	-
(iv) Others Financial Assets		-	-
(e) Deferred tax assets (net)		-	-
(f) Other non-current assets		-	-
<b>(2) Current Assets</b>			
(a) Inventories	3	-	290,000
(b) Financial Assets		-	-
(i) Investments		-	-
(ii) Trade receivables	4	434,212	133,888
(iii) Cash and cash equivalents		-	-
(iv) Bank balances other than (iii) above		-	-
(v) Loans		-	-
(vi) Others Financial Assets		-	-
(c) Current Tax Assets (Net)	5	41,728	40,228
(d) Other current assets		-	-
<b>Total</b>		<b>93,620,629</b>	<b>93,608,805</b>
<b>II. EQUITY AND LIABILITIES</b>			
<b>(1) Equity</b>			
(a) Equity Share capital	6	5,622,500	5,622,500
(b) Other Equity	7	50,641,761	50,633,011
<b>(2) Non-Current Liabilities</b>			
(a) Financial Liabilities		37,300,000	37,300,000
(i) Borrowings	8	37,300,000	-
(ii) Trade payables		-	-
(iii) Other financial liabilities		-	-
(b) Provisions		-	-
(c) Employees Benefit Obligations		-	-
(d) Deferred tax liabilities (Net)		-	-
(e) Other non-current liabilities		-	-
<b>(3) Current Liabilities</b>			
(a) Financial Liabilities		-	-
(i) Borrowings		-	-
(ii) Trade payables		-	-
Total outstanding dues of Micro enterprise and Small enterprises		-	-
Total outstanding dues of creditors other than Micro enterprises and Small enterprises		-	-
(iii) Other financial liabilities		-	-
(b) Other current liabilities		-	-
(c) Employees Benefit Obligations	9	56,368	53,294
(d) Provisions		-	-
<b>Total</b>		<b>93,620,629</b>	<b>93,608,805</b>

Significant Accounting Policies and Notes to Accounts

The notes are an integral part of the financial statements.

This is the Balance Sheet referred to in our report of even date.

For M/s SEN & RAY  
CHARTERED ACCOUNTANTS  
Firm Registration No. 303047E

*S.K. Das Gupta*  
S.K. DASGUPTA  
Membership No. 005103  
Partner  
Place: Kolkata  
Dated : 25th June 2021

UDIN-21005103AAAABI4692

On behalf of Reliable Advertising Private Limited

*Prabhat Kumar Halder*  
Prabhat Kumar Halder  
Director  
DIN-02009423

*Rekha Halder*  
Rekha Halder  
Director  
DIN-02240613



**RELIABLE ADVERTISING PRIVATE LIMITED**  
Statement of Profit and Loss for the Year ended 31st March 2021

Particulars	Note No	For the Year ended 31.03.2021	For the Year ended 31.03.2020
<b>INCOME</b>			
I. Revenue from operations	10	1,605,000	990,000
II. Other Income		-	-
<b>III. Total Income (I + II)</b>		<b>1,605,000</b>	<b>990,000</b>
<b>IV. EXPENSES:</b>			
Purchases of Stock-in-Trade	11	1,265,580	1,233,500
Changes in inventories of finished goods, Stock-in-Trade and work-in-progress	12	290,000	(290,000)
Employee benefits expense		-	-
Other Manufacturing Expenses		-	-
Selling, Administration & other expenses		-	-
Finance costs		-	-
Depreciation and amortization expense		-	-
Other expenses	13	37,596	41,549
<b>Total Expenses</b>		<b>1,593,176</b>	<b>983,049</b>
V. Profit before exceptional and extraordinary items and tax	(III - IV)	11,824	4,951
VI. Exceptional Items		-	-
VII. Profit before tax	(V - VI)	11,824	4,951
VIII. Tax expense:			
(1) Current Tax		3,074	1,247
(2) Deferred Tax		-	-
(3) Mat Credit Entitlement		-	-
IX. Profit / (Loss) for the period from Continuing Operations	(VII-VIII)	8,750	3,704
X. Profit/(loss) from Discontinued Operations		-	-
XI. Tax expense of Discontinued Operations		-	-
XII. Profit/(loss) from Discontinued Operations (after tax)	(X-XI)	-	-
XIII. Profit/(loss) for the Period	(IX+XII)	8,750	3,704
<b>XIV. Other Comprehensive Income</b>			
A. (i) Items that will not be reclassified to profit or loss		-	-
(ii) Income tax relating to items that will not be reclassified to profit or loss		-	-
B. (i) Items that will be reclassified to profit or loss		-	-
(ii) Income tax on items that will be reclassified to profit or loss		-	-
<b>Total other comprehensive income</b>		-	-
<b>XV. Total Comprehensive Income for the period</b>	(XIII+XIV)	<b>8,750</b>	<b>3,704</b>
XII. Earning per equity share:			
(1) Basic		0.02	0.01
(2) Diluted		0.02	0.01

Significant Accounting Policies and Notes to Accounts

This is the Profit & Loss Statement referred to in our report of even date.

The notes are an integral part of the financial statements.

For M/s SEN & RAY  
CHARTERED ACCOUNTANTS  
Firm Registration No. 303047E

S.K.DASGUPTA  
Membership No. 005103  
Partner  
Place: Kolkata  
Dated : 25th June 2021

UDIN - 21005103AAAABI4692

On behalf of Reliable Advertising Private Limited

*Prabhat Kumar Halder*      *Rekha Halder*

Prabhat Kumar Halder  
Director  
DIN-02009423

Rekha Halder  
Director  
DIN-02240613



RELIABLE ADVERTISING PRIVATE LIMITED  
Statement of Cashflows

Particulars	2020-21	2019-20
<b>A. CASH FLOW FROM OPERATING ACTIVITIES</b>		
Profit before tax	11,824	4,951
Adjustments for :		
Preliminary Expenses Written Off		
<b>Working Capital Adjustments</b>		
Increase In Trade Receivable	-	936,000
Increase/(Decrease) in Inventories	290,000	
Increase in Other Current Asset	(1,500)	(3,000)
Increase in Other Financial Asset	-	-
Increase/(Decrease) in Other Financial Liabilities	-	5,400
Increase/(Decrease) in Trade Payables	-	(889,200)
	300,324	54,151
Adjustment for priod periods	-	(5,400)
<b>Net Cash Flow From/(Used in) Operating Activities</b>	300,324	48,751
<b>B. INVESTING ACTIVITIES</b>		
<b>Net Cash Flow From/(Used in) Investing Activities</b>	-	-
<b>C. FINANCIANG ACTIVITY</b>		
Loan Given	-	
Increase In Borrowing	-	
<b>Net Cash Flow From/(Used in) Financing Activities</b>	-	-
Net Increase / Decrease in Cash and Cash Equivalent	300,324	48,751
Cash and Cash Equivalent at the beginning of the year	133,889	85,138
Cash and Cash Equivalent at the end of the year	434,212	133,889

Significant Accounting Polices and Notes to Accounts

This is the Statement of Cashflows referred to in our report of even date.

The notes are an integral part of the financial statements.

For M/s SEN & RAY  
CHARTERED ACCOUNTANTS  
Firm Registration No. 303047E

On behalf of Reliable Advertising Private Limited

*S.K. Dasgupta*  
S.K. DASGUPTA  
Membership No. 005103  
Partner  
Place: Kolkata

*Prabhat Kumar Halder*  
Prabhat Kumar Halder  
Director  
DIN-02009423

*Rekha Halder*  
Rekha Halder  
Director  
DIN-02240613

Dated : 25th June 2021  
UDIN-21005103AAAABI4692



Note-1 : SCHEDULES & NOTES TO ACCOUNTS OF RELIABLE ADVERTISING PRIVATE LIMITED

A. SIGNIFICANT ACCOUNTING POLICIES

Corporate Information: RELIABLE ADVERTISING PRIVATE LIMITED (the 'Company') is a Private limited company domiciled in India, incorporated under the provisions of the Companies Act, 1956. The Company is engaged in trading activity. The registered office of the company is located at Diamond Heritage, 16 Strand Road, 10<sup>th</sup> Floor, Room No- 1012, and Kolkata-700001. The Standalone Financial Statements were approved and authorized for issue in accordance with the resolution of the board of directors held on 25th June, 2021.

- I. **Statement of Compliance:** The financial statements of the Company have been prepared in accordance with and in compliance, in all material aspects with Indian Accounting Standards (Ind AS) notified under the Companies (Indian Accounting Standards) Rules, 2015 and relevant amendment rules issued there under. These financial statements for the year ended 31st March, 2021 are the Ind AS compliant financial of the Company.
- II. **Basis of Preparation and Presentation:** The financial statements of the Company have been prepared in accordance with Indian Accounting Standards (Ind AS) notified under the Companies (Indian Accounting Standards) Rules, 2015. (as amended) The financial statements have been prepared in accordance with the accounting policies, set out below and were consistently applied to all years presented unless otherwise stated.
- III. **Basis of Measurement:** These financial statements have been prepared on a historical cost basis, The standalone financial statements are presented in Indian Rupees (₹), which is the Company's functional and presentation currency.
- IV. **Use of Estimates and Judgment:** The preparation of financial statements in conformity with Ind AS requires Management to make judgments, estimates and assumptions, that affect the application of accounting policies and the reported amounts of assets, liabilities, income, expenses and disclosures of contingent assets and liabilities at the date of these financial statements and the reported amounts of revenues and expenses for the years presented. Actual results may differ from these estimates.  
 Estimates and underlying assumptions are reviewed on an ongoing basis. Future and actual results could differ due to changes in these estimates. Appropriate revision is made in these estimates considering the change in the surrounding circumstances known to management. Any revision to accounting estimates is recognized in the period in which revision takes places.
- V. **Employee Benefits (Estimation of defined benefit obligation).**

Post-employment benefits represent obligation that will be settled in future and require assumptions to project

Reliable Advertising Pvt. Ltd.  
PKH  
*Prakash Kumar Halder*  
Director

Reliable Advertising Pvt. Ltd.  
RH  
*Rekha Halder*  
Director



**Note-1 : SCHEDULES & NOTES TO ACCOUNTS OF RELIABLE ADVERTISING PRIVATE LIMITED**

benefit obligations. Post-employment benefits accounting is intended to reflect the recognition of future benefits cost over the employee's approximate service period, based on the terms of plans and the investment and funding decisions made. The accounting requires the company to make assumptions regarding variables such as discount rate, rate of compensation increase and future mortality rates. Changes in these key assumptions can have a significant impact on the defined benefit obligations, funding requirements and benefit costs incurred.

**VI. Provision for Contingencies:**

Legal proceedings covering a range of matters are pending against the company, due to the uncertainty inherent in such matters, it is often difficult to predict the final outcomes. The cases and claims against the company often raise difficult and complex factual and legal issues that are subject to many uncertainties and complexities, including but not limited to the facts and circumstances of each particular case and claim, the jurisdiction and the differences in applicable law, in the normal course of business, the company consults with legal counsel and certain other experts on matters related to litigations. The company accrues a liability when it is determined that an adverse outcome is probable and the amount of the loss can be reasonably estimated. In the event an adverse outcome is possible or an estimate is not determinable, the matter is disclosed.

**VII. Estimation of expected useful lives and residual values of property, plants and equipment**

Property, plant and equipment are depreciated at historical cost using straight-line method based on the estimated useful life, taking into account any residual value. The asset's residual value and useful life are based on the Company's best estimates and reviewed, and adjusted if required, at each Balance Sheet date.

**VIII. Fair Value Measurements where applicable**

When the fair values of financial assets and financial liabilities recorded in the Balance Sheet cannot be measured based on quoted prices in active markets, their fair values are measured using valuation techniques which involve various judgements and assumptions. Judgements include consideration of inputs such as liquidity risk, credit risk and volatility. Changes in the assumption about these factors could affect the reported fair value of financial instruments. Refer Note 30 for further disclosures.

**C. Current versus Non-current Classification**

The company presents assets and liabilities in the balance sheet based on current/ non-current classification. An asset is classified as current when it is:

- expected to be realised or intended to be sold or consumed in normal operating cycle;
- held primarily for the purpose of trading;
- expected to be realised within twelve months after the reporting period; or
- cash or a cash equivalent unless restricted from being exchanged or used to settle a liability for at least twelve months after the reporting period. Terms of a liability that could, at the option of the counterparty, result in its settlement by the issue of equity instruments do not affect its classification.

Reliable Advertising Pvt. Ltd.  
*Poojabha*  
*PKH*  
*Kumar Halder*  
Director

Reliable Advertising Pvt. Ltd.  
*RH*  
*Rekha Halder*  
Director



**Note-1 : SCHEDULES & NOTES TO ACCOUNTS OF RELIABLE ADVERTISING PRIVATE LIMITED**

all other assets are classified as non-current.

a liability is current when it is:

- expected to be settled in normal operating cycle;
- held primarily for the purpose of trading;
- due to be settled within twelve months after the reporting period; or
- there is no unconditional right to defer the settlement of the liability for at least twelve months after the reporting period.

all other liabilities are classified as non-current.

deferred tax assets and liabilities are classified as non-current assets and liabilities.

the operating cycle is the time between the acquisition of assets for processing and their realization in cash or cash equivalents. the company has identified twelve months as its operating cycle.

- X. **Revenue Recognition::** Revenue is measured based on the considerations specified in a contract with a customer and excludes amounts collected on behalf of third parties. The revenue from sales is recognised when control over a product or service has been transferred and /or products/services are delivered/provided to the customers. The delivery occurs when the product has been shipped or delivered to the specific location as the case may be and the customer has either accepted the products in accordance with contract or the company has sufficient evidence that all the criteria for acceptance has been satisfied. Returns, discounts and rebates collected, if any, are deducted there from sales.

**Interest income:**

Interest income from debt instruments is recognized using the effective interest rate method. the effective interest rate is the rate that exactly discounts estimated future cash receipts through the expected life of the financial asset to the gross carrying amount of a financial asset. when calculating the effective interest rate, the company estimates the expected cash flows by considering all the contractual terms of the financial instrument but does not consider the expected credit losses. interest income is included in finance income in the statement of profit and loss.

Dividend income is recognized in profit or loss on the date on which the group's right to receive payment is established.

- XI. **Plant Property and Equipment:** Property, plant and equipment are stated at historical cost less depreciation and impairment losses, if any. Freehold land is not depreciated.

Historical Cost includes the acquisition cost or the cost of construction, including duties and taxes (other than those refundable), expenses directly related to the acquisition of assets and making them operational for their intended use.

Reliable Advertising Pvt. Ltd.  
*PKH*  
*Prabhas Kumar Halder*  
 Director

Reliable Advertising Pvt. Ltd.  
*RH*  
*Rekha Halder*  
 Director



**Note-1 : SCHEDULES & NOTES TO ACCOUNTS OF RELIABLE ADVERTISING PRIVATE LIMITED**

An item of property, plant and equipment is derecognized 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 derecognized.

Depreciation is provided on a prorated basis on a straight line method at the rates determined based on estimated useful lives of tangible assets where applicable, specified in Schedule II to the Act. Intangible Assets are depreciated over the useful life of the asset without any residual value.

**XII. Intangible Asset:** Intangible assets purchased are measured at cost as of the date of acquisition less accumulated amortization and accumulated impairment, if any. Amortization is recognized on a straight-line basis over their estimated useful lives. The estimated useful life and amortization method are reviewed at the end of each reporting period, with the effect of any changes in estimate being accounted for on a prospective basis.

**XIII. Foreign Currency Transactions and Translations:**

**Transactions and translations:** Foreign-Currency-denominated monetary assets and liabilities are translated into relevant functional currency at exchange rates in effect at the Balance Sheet Date. The gains or losses resulting from such translations are included in net profit in the Statement of Profit and Loss.

Transaction gains or losses realized upon settlement of foreign currency transaction are included in determining net profit for the period in which the transaction is settled. Revenue, expenses and cash-flow statement items denominated in foreign currency are translated into the relevant functional currencies using the exchange rate in effect on the date of the transaction.

**XIV. Inventories:** Inventories are valued at cost or net realizable value, whichever is lower, cost being worked out on a weighted average basis. Cost includes all charges for bringing the goods to their present location and condition, including octroi and other levies, transit insurance and receiving charges. Net realizable value represents the estimated selling price for inventories less all estimated costs of completion and costs necessary to make the sale.

**XV. Taxes on Income:**

**Current Income Tax:** Current Income tax is measured at the amount expected to be paid to the tax authorities in accordance with Income Tax Act, 1961.

**Deferred Tax:** Deferred Tax is provided using the Balance Sheet approach on temporary differences between the tax bases of assets and liabilities and their carrying amounts for financial reporting purposes at the reporting date. Deferred tax assets are recognized to the extent that it is probable that taxable profit will be available against which the deductible temporary differences, and the carry forward of unused tax

Reliable Advertising Pvt. Ltd.  
*Prasanta Kumar Halder*  
 Director

Reliable Advertising Pvt. Ltd.  
*RH Rekha Halder*  
 Director



Note-1 : SCHEDULES & NOTES TO ACCOUNTS OF RELIABLE ADVERTISING PRIVATE LIMITED

credits and unused tax losses can be utilized. The tax rates and tax laws used to compute the tax are those that are enacted or substantively enacted at the reporting date. Current income tax/deferred tax relating to items recognized directly in equity is recognized in equity and not in the Statement of Profit and Loss.

XVI. Employee Benefit Expenses:

Short Term Employee Benefits:

The undiscounted amount of short-term employee benefits expected to be paid in exchange for the services rendered by employees are recognized as an expense during the period when the employees render the services.

XVII. Borrowing Costs:

Borrowing costs directly attributable to the acquisition, construction or production of an asset that necessarily takes a substantial period of time to get ready for its intended use or sale are capitalized as part of the cost of the asset. All other borrowing costs are expensed in the period in which they occur. Borrowing costs consist of interest and other costs that the company incurs in connection with the borrowing of funds. Borrowing cost also includes exchange differences to the extent regarded as an adjustment to the borrowing costs.

XVIII. Provision and Contingencies:

**Provision:** Provisions are recognized when there is a present obligation (legal or constructive) as a result of past event, where it is probable that there will be outflow of resources to settle the obligation and when a reliable estimate of the amount of the obligation can be made.

**Contingencies:** Contingent liabilities exist when there is a possible obligation arising from past events, the existence of which will be confirmed only by the occurrence or non-occurrence of one or more uncertain future events not wholly within the control of the Company, or a present obligation that arises from past events where it is either not probable that an outflow of resources will be required or the amount cannot be reliably estimated. Contingent liabilities are appropriately disclosed unless the possibility of an outflow of resources embodying economic benefits is remote.

Reliable Advertising Pvt. Ltd.

*PKH*  
*Prabhat Kumar Halder*  
 Director

Reliable Advertising Pvt. Ltd.

*RM*  
*Rekha Halder*  
 Director





Note-1 : SCHEDULES &NOTES TO ACCOUNTS OF RELIABLE ADVERTISING PRIVATE LIMITED

XIX. Financial Instruments:

Recognition and initial instrument:

Trade receivables are initially recognized when they are originated. All other financial assets and liabilities are initially recognized 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.

Classification and subsequent measurement:

Financial assets:

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

- amortized cost;
- Fair Value through Other Comprehensive income (FVOCI) – equity investment; or
- FVTPL

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 amortized 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.

A debt investment is measured at FVOCI if it meets both the following conditions and is not designated as at FVTPL:

- The asset is held within a business model whose objective is achieved by both collecting contractual cash flows and selling financial assets;
- 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.

Reliable Advertising Pvt. Ltd.  
*Prasanna Kumar Hazra*  
 Director

Reliable Advertising Pvt. Ltd.  
*RH Rekha Halder*  
 Director



**Note-1 : SCHEDULES &NOTES TO ACCOUNTS OF RELIABLE ADVERTISING PRIVATE LIMITED**

On initial recognition of an equity investment that is not held for trading, the Company may irrevocably elect to present subsequent changes in the investment's fair value in OCI (designated as FVOCI – equity investment). This election is made on an investment-by-investment basis.

**XX. Financial assets: 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 recognized in profit or loss.

**Financial assets at amortized cost:** these assets are subsequently measured at amortized cost using the effective interest method. The amortized cost is reduced by impairment losses. Interest income, foreign exchange gains and losses and impairment are recognized in profit or loss. Any gain or loss on derecognition is recognized in profit or loss.

**Equity investments at FVOCI:** These assets are subsequently measured at fair value. Dividends are recognized as income in profit or loss unless the dividend clearly represents a recovery of part of the cost of the investment. Other net gains and losses are recognized in OCI and are not reclassified to profit or loss.

**Financial liabilities: Classification, subsequent measurement and gains and losses**

Financial liabilities are classified as measured at amortized 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 amortized 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 de recognition is also recognised in profit or loss.

**Derecognition:**

**Financial assets:**

The Company derecognizes 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.

Reliable Advertising Pvt. Ltd.  
*PKH*  
*Prabhas Kumar Halder*  
Director

Reliable Advertising Pvt. Ltd.  
*RH*  
*Rekha Halder*  
Director



**Note-1 : SCHEDULES & NOTES TO ACCOUNTS OF RELIABLE ADVERTISING PRIVATE LIMITED**

**Financial liabilities:**

The Company derecognizes a financial liability when its contractual obligations are discharged or cancelled, or expire. The Company also derecognizes 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 recognized at fair value. The difference between the carrying amount of the financial liability extinguished and the new financial liability with modified terms is recognized in profit or loss.

**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 realize the asset and settle the liability simultaneously.

**Impairment of financial instruments:**

The Company recognizes loss allowances using the expected credit loss (ECL) model for the financial assets measured at amortized cost. Loss allowance for trade receivables with no significant financing component is measured at an amount equal to lifetime ECL. For all other financial assets, expected credit losses are measured at an amount equal to the 12-month ECL, unless there has been a significant increase in credit risk from initial recognition in which case those are measured at lifetime ECL. The amount of expected credit losses (or reversal) that is required to adjust the loss allowance at the reporting date to the amount that is required to be recognized is recognized as an impairment gain or loss in profit or loss.

**XXI. Impairment:**

**Non-financial assets:** Property, plant and equipment and intangible assets Property, plant and equipment and intangible assets with finite life are evaluated for recoverability whenever there is any indication that their carrying amounts may not be recoverable. If any such indication exists, the recoverable amount (i.e. higher of the fair value less cost to sell and the value-in-use) is determined on an individual asset basis unless the asset does not generate cash flows that are largely independent of those from other assets. In such cases, the recoverable amount is determined for the cash generating unit (CGU) to which the asset belongs. If the recoverable amount of an asset (or CGU) is estimated to be less than its carrying amount, the carrying amount of the asset (or CGU) is reduced to its recoverable amount. An impairment loss is recognized in the Statement of Profit and Loss

**B. NOTES TO ACCOUNT**

- i. Previous year figures have been regrouped / rearranged where ever necessary
- ii. Payment of Gratuity Act, 1972 is not applicable to the Company.

Reliable Advertising Pvt. Ltd.  
*PKM*  
*Prakash Kumar Halder*  
 Director

Reliable Advertising Pvt. Ltd.  
*RH*  
*Rekha Halder*  
 Director



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**Note-1 : SCHEDULES & NOTES TO ACCOUNTS OF RELIABLE ADVERTISING PRIVATE LIMITED**

**iii. Earning and Expenditure in foreign currency**

Total Earning in Foreign Currency- NIL

Total expenditure in foreign Currency- NIL

**iv. Due to small scale industrial undertaking**

There are no Micro, Small and Medium Enterprise, to whom the company owes dues, which are outstanding for more than 45 days on the Balance Sheet Date, computed on Unit wise basis. The above information regarding Micro, Small and Medium Enterprise has been determined to the extent such parties have been identified on the basis of information available with the Company.

The details of Amount outstanding to Micro, Small and Medium Enterprise Development Act, 2006 (MSMED), based on the information with the company is as under: Note<sup>1</sup>

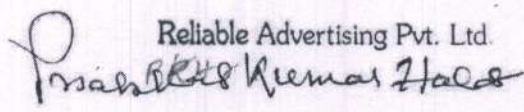
Particular	As on 31.03.2021	As on 31.03.2020
The principal amount and interest due thereon remaining unpaid to any supplier registered under MSMED Act as at the end of the year	-	-
The amount of interest paid by the buyer in terms of Section 16 to the MSMED Act along with the amounts of the payment made to the supplier beyond the appointed day during the year.	-	-
The amount of interest due and payable for the period of delay in making payment (which have been paid but beyond the appointed day during the year) but without adding the interest specified under the MSMED Act	-	-

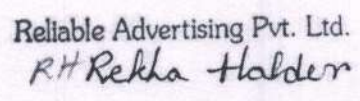
**Note<sup>1</sup>**- The above particulars, as applicable; have been given in respect of MSEs to the extent they could be identified on the basis of information available with the Company.

- v. Physical verification of cash was done by Management.
- vi. The Balance of Sundry Creditors, Sundry Debtors, Advances and lenders are subject to Confirmation/ reconciliation and adjustment if any
- vii. **Contingent Liabilities & Commitments (To the extent not Provided for)**

**Contingent Liabilities**

- a. Claims against the Company not acknowledged as debt Nil
- b. Guarantee Nil

  
 Prasanjit Kumar Halder  
 Director

Reliable Advertising Pvt. Ltd.  
  
 R.H. Rekha Halder  
 Director



## Note-1 : SCHEDULES &amp; NOTES TO ACCOUNTS OF RELIABLE ADVERTISING PRIVATE LIMITED

c. Other Money for which the company is contingently liable Nil

## Commitments

a. Estimated amount of contracts remaining to be executed on Capital account and not provided for Nil

b. Uncalled liability on shares & Other investments which are Partly paid Nil

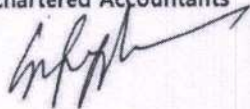
c. Other Commitments Nil

## viii. Computation of Earnings/(Loss) per Equity Share

Particular	Year Ended	
	31-Mar-21	31-Mar-20
<b>(I) Basic</b>		
(i) Number of Equity Shares at the beginning of the year	562250	562250
(ii) Number of Equity Shares issued during the year	-	-
(ii) Number of Equity Shares at the end of the year	562250	562250
(iii) Weighted average number of Equity Shares outstanding during the year		
(iv) Face Value of each Equity Share Re.	10	10
<b>Profit /(Loss) after tax attributable to Equity Shareholders</b>		
Profit /(Loss) for the period	8750	3704
Basic Earnings /(Loss) per Share - Rs.	0.02	0.01
<b>(II) Diluted</b>		
Dilutive Potential Equity Shares	-	-
Diluted Earnings /(Loss) per Share [ same as I (c) above ]	0.02	0.01

For SEN &amp; RAY

Chartered Accountants



S.K.DASGUPTA

(Partner)

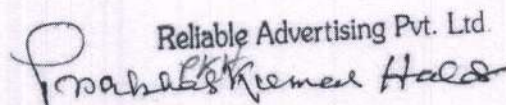
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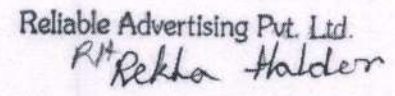
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PAN - AAMFS4186P

Date: 25<sup>th</sup> June, 2021

UDEN - 21005103A A A A B I 4692

Reliable Advertising Pvt. Ltd.  
  
 Director

Reliable Advertising Pvt. Ltd.  
  
 Director



A. Equity Share Capital

Authorised Capital

5,70,000 Equity Shares of RS. 10 Each

Issued and subscribed capital

Particulars	31 March, 2021		31 March, 2020	
	Number of Shares	Amount	Number of Shares	Amount
Equity shares of Rs 10/- (31 March, 2020 Rs. 10/-) each issued, subscribed and paid up:				
Opening balance	562,250	5,622,500	562,250	5,622,500
Changes During the year	-	-	-	-
Closing balance	562,250	5,622,500	562,250	5,622,500

B. Other Equity

Particular	Share application money pending allotment	Equity component of compound financial instruments	Reserves and Surplus			Total
			General Reserve	Securities Premium Reserve	Other Reserves (specify nature)	
Balance as at 01.04.2019	-	-	-	50,584,500.40	-	50,634,707
Profit for the year	-	-	-	-	3,704	3,704
Restated balance at the beginning of the reporting period	-	-	-	-	-	-
Total Comprehensive Income for the year	-	-	-	-	-	-
Proposed Dividends and Tax thereon	-	-	-	-	-	-
Transfer to reserves	-	-	-	-	-	-
Any other change (Income Tax of Earlier Period Paid)	-	-	-	-	(5,400)	(5,400)
Balance as at 31.03.2020	-	-	-	50,584,500	48,511	50,633,011

Particular	Share application money pending allotment	Equity component of compound financial instruments	Reserves and Surplus			Total
			General Reserve	Securities Premium Reserve	Other Reserves (specify nature)	
Balance as at 01.04.2020	-	-	-	50,584,500	48,511	50,633,011
Profit for the year	-	-	-	-	8,750	8,750
Restated balance at the beginning of the reporting period	-	-	-	-	-	-
Total Comprehensive Income for the year	-	-	-	-	-	-
Proposed Dividends and Tax thereon	-	-	-	-	-	-
Transfer to reserves	-	-	-	-	-	-
Any other change (Income Tax of Earlier Period Paid)	-	-	-	-	-	-
Balance as at 31.03.2021	-	-	-	50,584,500	57,261	50,641,761

Reliable Advertising Pvt. Ltd.

*Prakash Kumar Haldar*  
Director

Reliable Advertising Pvt. Ltd.

*Rajendra Kumar Haldar*  
Director



**SCHEDULES & NOTES TO ACCOUNTS OF RELIABLE ADVERTISING PRIVATE LIMITED**

(Amount in Indian Rupees)

Note-2: Investments		Figures as at 31.03.2021	Figures as at 31.03.2020
<b>NON - CURRENT</b>			
Investments in Equity Instruments (fully paid-up)- in Associate Companies ( At Cost)			
Investments in P.K.Aagri Link Pvt. Ltd. ( 893140 Shars of Rs 10 each , previous year 8,93,140 shares of Rs 10 each )		56,715,645	57,300,403
Investments in P.K.Cerials Pvt. Ltd. ( 1,10,000 Shars of Rs 10 each , previous year 1,10,000 shares of Rs 10 each )		11,000,000	11,000,000
Investments in Shri Jatadhari Rice Mill Pvt. Ltd. ( 10,81,873 Shars of Rs 10 each , previous year 10,81,873 shares of Rs 10 each )		23,069,694	24,844,286
Investments in Intellect Buildcon Pvt. Ltd.  ( 91,613 Shars of Rs 10 each , previous year NIL shares of Rs 10 each )		2,359,350	-
		<b>93,144,689</b>	<b>93,144,689</b>
<b>CURRENT</b>			
Additional Information			
(a) Aggregate amount - market value of quoted investments		-	-
(b) Aggregate amount of unquoted investments		93,144,689	93,144,689
(c) Aggregate amount of impairment in value of investments		-	-

Note-3: Inventories		Figures as at 31.03.2021	Figures as at 31.03.2020
a	Stock in trade	-	290,000
		-	290,000

Note-4: Cash and cash equivalents		Figures as at 31.03.2021	Figures as at 31.03.2020
a	Cash and cash equivalents	-	-
i	Balance with banks In current account	422,148	121,824
ii	Cash in hand	12,064	12,064
		<b>434,212</b>	<b>133,888</b>

Note-5: Other current assets		Figures as at 31.03.2021	Figures as at 31.03.2020
	Advance Income Tax	-	-
	Refund Receivable	22,028	22,028
	Self Assessment Tax	19,700	18,200
		<b>41,728</b>	<b>40,228</b>

Note-6: Equity Share capital		Figures as at 31.03.2021	Figures as at 31.03.2020
i	<b>Authorised Capital</b> 5,70,000 Equity Shares of RS. 10 Each	5,700,000	5,700,000
		<b>5,700,000</b>	<b>5,700,000</b>
	<b>Issued and subscribed capital</b> 5,62,250 Equity Shares of RS. 10 Each	5,622,500	5,622,500
		<b>5,622,500</b>	<b>5,622,500</b>
	<b>Paid up capital</b> 5,62,250 Equity Shares of RS. 10 Each	5,622,500	5,622,500
		<b>5,622,500</b>	<b>5,622,500</b>

Reliable Advertising Pvt. Ltd.  
*PKH*  
*Preshas Kumar Halder*  
 Director

Reliable Advertising Pvt. Ltd.  
*RT Rekha Halder*  
 Director



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There was no change in number of equity shares issued during the year ended 31 March, 2021 and 31 March, 2020. No equity shares were allotted as fully paid up by way of bonus shares or pursuant to contract(s) without payment being received in cash during the last five years. Further, none of the shares were bought back by the Company during the last five years.

**Details of equity shares held by the Holding Company and shareholders holding more than 5% of the shares in the Company :-**

	Name of the Shareholders	Number of Shares	Number of Shares
1	Halder venture Limited	251,700	251,700
	Intellect Buildcon Pvt Ltd	310,550	310,550

**Terms/ Rights attached to equity shares**

The Company has only one class of equity shares having par value of Rs. 10/- per share and each shareholder is entitled for one vote per share held. The Company declares and pays dividends in Indian rupees. 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 entitled to receive the remaining assets of the Company after distribution of all preferential amounts, in proportion to their shareholding.

Note-7: Reserves and Surplus		Figures as at 31.03.2021	Figures as at 31.03.2020
i	Security premium A/c		
	Opening balance	50,584,500	50,584,500
	Add: Addition / (reduction)		
	Closing balance-I	50,584,500	50,584,500
ii	Retained Earnings		
	Opening balance	48,511	50,207
	Add: Current year surplus	8,750	3,704
	Less: Income tax of earlier years	-	5,400
	Closing balance-II	57,261	48,511
	Total (I +II)	50,641,761	50,633,011

1. Securities premium is used to record the premium on issue of shares. The reserve is utilised in accordance with the provisions of Section 52 of the Companies Act, 2013

2. Retained Earnings are the profits and gains that the Company has earned till date less any transfer to general reserve, dividends or other distributions paid to shareholders.

Note-8: Borrowings		Figures as at 31.03.2021	Figures as at 31.03.2020
	<b>NON-CURRENT</b>		
	<b>Unsecured</b>		
i	<b>From Banks</b>		
ii	<b>Loans from related parties;</b>		
	Prakurti Commosales Pvt Ltd	37,300,000	37,300,000
		37,300,000.00	37,300,000
	<b>CURRENT</b>		
		-	-

Note-9: Provisions		Figures as at 31.03.2021	Figures as at 31.03.2020
a	Provision for income tax	20,968	17,894
b	Other Provisions	35,400	35,400
		56,368	53,294

Reliable Advertising Pvt. Ltd.  
*Prabhat Kumar Halder*  
 Director

Reliable Advertising Pvt. Ltd.  
*RH Rekha Halder*  
 Director





**SCHEDULES & NOTES TO ACCOUNTS OF RELIABLE ADVERTISING PRIVATE LIMITED**  
(Amount in Indian Rupees)

Note-10: Revenue from operations		For the Year ended 31.03.2021	Figures as at 31.03.2020
a	Sale of Products		
	Sale of Paddy	1,605,000	-
	Sale of Rice	-	990,000
	Other Operating Revenue		
		<b>1,605,000</b>	<b>990,000</b>

Note-11: Purchases of Stock-in-Trade		For the Year ended 31.03.2021	Figures as at 31.03.2020
	Purchases-Paddy	1,265,580	290,000
	Purchases-Rice	-	943,500
		<b>1,265,580</b>	<b>1,233,500</b>

Note-12: Changes in inventories of finished goods, Stock-in-Trade and work-in-progress		For the Year ended 31.03.2021	Figures as at 31.03.2020
	Opening Stock-in-trade	290,000	-
	Closing Stock-in-trade	-	290,000
		<b>290,000</b>	<b>(290,000)</b>

Note-13: Other expenses		For the Year ended 31.03.2021	Figures as at 31.03.2020
	Audit Fees	35,400	35,400
	Rates & Taxes A/C	1,500	5,500
	Bank Charges	696	649
		<b>37,596</b>	<b>41,549</b>

Reliable Advertising Pvt. Ltd.  
*Prashant Kumar Halder*  
Director

Reliable Advertising Pvt. Ltd.  
*RH Rekha Halder*  
Director

