



INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF RELIABLE ADVERTISING PRIVATE LIMITED

Report on the Audit of the Standalone Financial Statements

Opinion

We have audited the accompanying standalone financial statements of **RELIABLE ADVERTISING PRIVATE LIMITED** (the "Company"), which comprise the Balance Sheet as at March 31, 2023, the Statement of Profit and Loss (including Other Comprehensive Income), the Statement of Changes in Equity and the Statement of Cash Flows for the year ended on that date and 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 Indian Accounting Standards prescribed under section 133 of the Act read with the Companies (Indian Accounting Standards) Rules, 2015, as amended, ("Ind AS") and other accounting principles generally accepted in India, of the state of affairs of the Company as at March 31, 2023 and its profit, total comprehensive income, changes in equity and its cash flows for the year ended on that date.

Basis for Opinion

We conducted our audit of the standalone financial statements in accordance with the Standards on Auditing ("SA's") specified under section 143(10) of the Act. Our responsibilities under those Standards 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 ("ICAI") together with the ethical requirements that are relevant to our audit of the standalone financial statements under the provisions of the Act and the Rules made thereunder, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the ICAI's Code of Ethics. We believe that the audit evidence obtained by us is sufficient and appropriate to provide a basis for our audit opinion on the standalone financial statements.

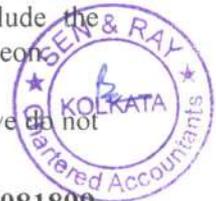
Key Audit Matters

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

Information Other than the Financial Statements and Auditor's Report Thereon

The Company's Board of Directors is responsible for the other information. The other information comprises the information included in the Companies annual report, but does not include the consolidated financial statements, standalone financial statements and our auditor's 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 during the course of our 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 Responsibilities for the Standalone Financial Statements

The Company's Board of Directors is responsible for the matters stated in section 134(5) of the Act with respect to the preparation of these standalone financial statements that give a true and fair view of the financial position, financial performance, including other comprehensive income, changes in equity and cash flows of the Company in accordance with the Ind AS and other accounting principles generally accepted in India. This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding 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 is responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

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

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

Our objectives are to obtain reasonable assurance about whether the standalone financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with SAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these standalone financial statements.

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

- Identify and assess the risks of material misstatement of the standalone financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls.

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of internal control.

- Obtain an understanding of internal financial control relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under section 143(3)(i) of the Act, we are also responsible for expressing our opinion on whether the Company has adequate internal financial controls system in place and the operating effectiveness of such controls.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the management.
- 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 standalone financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the standalone financial statements, including the disclosures, and whether the standalone financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

Materiality is the magnitude of misstatements in the standalone financial statements that, individually or in aggregate, makes it probable that the economic decisions of a reasonably knowledgeable user of the standalone financial statements 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 standalone financial statements.

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

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

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

Report on Other Legal and Regulatory Requirements

1. As required by 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



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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 Flows dealt with by this Report are in agreement with the books of account.
- d) In our opinion, the aforesaid standalone financial statements comply with the Ind AS specified under Section 133 of the Act.
- e) On the basis of the written representations received from the directors as on March 31, 2023 taken on record by the Board of Directors, none of the directors is disqualified as on March 31, 2023 from being appointed as a director in terms of Section 164(2) of the Act.
- f) With respect to the adequacy of the internal financial controls over financial reporting 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 the requirements of section 197(16) of the Act, as amended:

In our opinion and to the best of our information and according to the explanations given to us, the remuneration paid by the Company to its directors during the year is in accordance with the provisions of section 197 of the Act.

- h) With respect to the other matters to be included in the Auditor's Report in accordance with Rule 11 of the Companies (Audit and Auditors) Rules, 2014, as amended, in our opinion and to the best of our information and according to the explanations given to us:
 - i. The Company does not have any pending litigations which would impact its financial position in its standalone financial statements.
 - ii. The Company did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses.
 - iii. There were no amount which were required to be transferred to the Investor Education and Protection Fund by the Company.
 - iv. (a) The Management has represented that, to the best of its knowledge and belief, no funds (which are material either individually or in the aggregate) have been advanced or loaned or invested (either from borrowed funds or share premium or any other sources or kind of funds) by the Company to or in any other person or entity, including foreign entity ("Intermediaries"), with the understanding, whether recorded in writing or otherwise, that the Intermediary shall, whether, directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Company ("Ultimate Beneficiaries") or provide



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any guarantee, security or the like on behalf of the Ultimate Beneficiaries;

(b) The Management has represented, that, to the best of its knowledge and belief, no funds (which are material either individually or in the aggregate) have been received by the Company from any person or entity, including foreign entity ("Funding Parties"), with the understanding, whether recorded in writing or otherwise, that the Company shall, whether, directly or indirectly, lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Funding Party ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries;

(c) Based on the audit procedures that have been considered reasonable and appropriate in the circumstances, nothing has come to our notice that has caused us to believe that the representations under sub-clause (i) and (ii) of Rule 11(e), as provided under (a) and (b) above, contain any material misstatement.

v. No dividend has been declared or paid during the year by the Company.

2. As required by the Companies (Auditor's Report) Order, 2020 (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)

Binod Kr. Mahato

Binod Kumar Mahato
(Partner)

Membership No.313822

UDIN- 23313822BGQYPX2915

Place: Kolkata

Date: May 30, 2023



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ANNEXURE "A" TO THE INDEPENDENT AUDITOR'S REPORT

(Referred to in paragraph 1(f) under 'Report on Other Legal and Regulatory Requirements' section of our report to the Members of Reliable Advertising Private Limited of even date)

Report on the Internal Financial Controls Over Financial Reporting 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, 2023 in conjunction with our audit of the standalone Ind AS financial statements of the Company for the year ended on that date.

Management's Responsibility for Internal Financial Controls

The Management of the Company 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 (the "ICAI"). These responsibilities include the design, implementation and maintenance of adequate internal financial controls that were operating effectively for ensuring the orderly and efficient conduct of its business, including adherence to company's policies, the safeguarding of its assets, the prevention and detection of frauds and errors, the accuracy and completeness of the accounting records, and the timely preparation of reliable financial information, as required under the Act.

Auditor's Responsibility

Our responsibility is to express an opinion on the Company's internal financial controls over financial reporting of the Company 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") issued by the ICAI and the Standards on Auditing prescribed under Section 143(10) of the Companies Act, 2013, to the extent applicable to an audit of internal financial controls. 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 judgement, 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 we have obtained, is sufficient and appropriate to provide a basis for our audit opinion on the Company's internal financial controls system over financial reporting.





Meaning of Internal Financial Controls over Financial Reporting

A company's internal financial control over financial reporting is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of 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 authorisations of management and directors of the company; and (3) provide reasonable assurance regarding prevention or timely detection of unauthorised 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, 2023, based on the criteria for internal financial control over financial reporting 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)

Binod Kumar Mahato

Binod Kumar Mahato
(Partner)

Membership No.313822

UDIN- 23313822BGQYPX2915

Place: Kolkata

Date: May 30, 2023



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ANNEXURE 'B' TO THE INDEPENDENT AUDITOR'S REPORT

(Referred to in paragraph 2 under 'Report on Other Legal and Regulatory Requirements' section of our report to the Members of Reliable Advertising Private Limited of even date)

To the best of our information and according to the explanations provided to us by the Company and the books of account and records examined by us in the normal course of audit, we state that:

- i. In respect of the Company's Property, Plant and Equipment and Intangible Assets:
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,d&e) of the Order are not applicable to the Company.
- ii. The company does not have any inventory .Therefore , the provisions of clause 3 (ii) of the Order are not applicable to the company.
- 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 (f) of the Order are not applicable to the Company and hence not commented upon
- iv. The Company has complied with the provisions of Sections 185 and 186 of the Companies Act, 2013 in respect of loans granted, investments made and guarantees and securities provided, as applicable.
- v. The Company has not accepted any deposit or amounts which are deemed to be deposits. Hence, reporting under clause 3(v) of the Order is not applicable.
- vi. As informed to us, the maintenance of Cost Records has not been specified by the Central Government under sub section (1) of section 148 of the Act, in respect of the activities carried out by the Company. Thus, reporting under clause 3(vi) of the order is not applicable to the Company.
- vii. In respect of statutory dues:
 - (a) In our opinion, the Company has generally been regular in depositing undisputed statutory dues, including Goods and Services tax, Provident Fund, Employees' State Insurance, Income Tax, Sales Tax, Service Tax, duty of Custom, duty of Excise, Value Added Tax, Cess and other material statutory dues applicable to it with the appropriate authorities.

There were no undisputed amounts payable in respect of Goods and Service tax, Provident Fund, Employees' State Insurance, Income Tax, Sales Tax, Service Tax, duty of Custom, duty of Excise, Value Added Tax, Cess and other material statutory dues in arrears as at March 31, 2023 for a period of more than six months from the date they became payable.
 - (b) Details of statutory dues referred to in sub-clause (a) above which have not been deposited as on March 31, 2023 on account of disputes are given below:





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Name of the Statute	Nature of Dues	Amount (Rs.)	Period to which the period relates	Forum where the dispute is pending
Income Tax Act 1961	Income Tax	42,932	Assessment Year 2010-11, 2011-12 & 2013-14	Jurisdictional AO

- viii. There were no transactions relating to previously unrecorded income that have been surrendered or disclosed as income during the year in the tax assessments under the Income Tax Act, 1961 (43 of 1961).
- ix. (a) The Company has not defaulted in repayment of any loans or other borrowings from any lender. Hence reporting under clause 3(ix)(a) of the Order is not applicable.
- (b) The Company has not been declared willful defaulter by any bank or financial institution or government or any government authority.
- (c) The Company has not taken any term loan during the year and there are no outstanding term loans at the beginning of the year and hence, reporting under clause 3(ix)(c) of the Order is not applicable.
- (d) On an overall examination of the financial statements of the Company, funds raised on short-term basis have, prima facie, not been used during the year for long-term purposes by the Company.
- (e) On an overall examination of the financial statements of the Company, the Company has not taken any funds from any entity or person on account of or to meet the obligations of its subsidiaries.
- (f) The Company has not raised any loans during the year on the pledge of security and hence reporting on clause 3(ix)(f) of the Order is not applicable.
- x. (a) The Company has not raised moneys by way of initial public offer or further public offer (including debt instruments) during the year and hence reporting under clause 3(x)(a) of the Order is not applicable.
- (b) During the year, the Company has not made any preferential allotment or private placement of shares or convertible debentures (fully or partly or optionally) and hence reporting under clause 3(x)(b) of the Order is not applicable.
- xi. (a) No fraud by the Company and no material fraud on the Company has been noticed or reported during the year.
- (b) No report under sub-section (12) of section 143 of the Companies Act has been filed in Form ADT-4 as prescribed under rule 13 of Companies (Audit and Auditors) Rules, 2014 with the Central Government, during the year and upto the date of this report.
- (c) No whistle blower policy available with the Company, hence no such complaints received by the Company during the year (and upto the date of this report), while determining the nature, timing and extent of our audit procedures.
- xii. The Company is not a Nidhi Company and hence reporting under clause (xii) of the Order is not applicable.
- xiii. In our opinion, the Company is in compliance with Section 177 and 188 of the Companies Act, 2013 with respect to applicable transactions with the related parties and the details of related party transactions have been disclosed in the standalone financial statements as required by the

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applicable accounting standards.

- xiv. In our opinion the Company is not required to maintain internal audit system as provided under section 138 of the Companies Act read with Rule 13 of the Companies (Accounts) Rules 2014. Hence, reporting under clause 3(xiv)(a) and (b) of the Order is not applicable
- xv. In our opinion during the year the Company has not entered into any non-cash transactions with its Directors or persons connected with its directors. and hence provisions of section 192 of the Companies Act, 2013 are not applicable to the Company.
- xvi. (a) In our opinion, the Company is not required to be registered under section 45-IA of the Reserve Bank of India Act, 1934. Hence, reporting under clause 3(xvi)(a), (b) and (c) of the Order is not applicable.
- (b) In our opinion, there is no core investment company within the Group (as defined in the Core Investment Companies (Reserve Bank) Directions, 2016) and accordingly reporting under clause 3(xvi)(d) of the Order is not applicable.
- xvii. The Company has not incurred cash losses during the financial year covered by our audit and the immediately preceding financial year.
- xviii. There has been no resignation of the statutory auditors of the Company during the year.
- xix. On the basis of the financial ratios, ageing and expected dates of realisation of financial assets and payment of financial liabilities, other information accompanying the financial statements and our knowledge of the Board of Directors and Management plans and based on our examination of the evidence supporting the assumptions, nothing has come to our attention, which causes us to believe that any material uncertainty exists as on the date of the audit report indicating that Company is not capable of meeting its liabilities existing at the date of balance sheet as and when they fall due within a period of one year from the balance sheet date. We, however, state that this is not an assurance as to the future viability of the Company. We further state that our reporting is based on the facts up to the date of the audit report and we neither give any guarantee nor any assurance that all liabilities falling due within a period of one year from the balance sheet date, will get discharged by the Company as and when they fall due.
- xx. In our opinion, The Company is not required to comply with requirements towards Corporate Social Responsibility (CSR) as provided under second proviso to sub-section (5) and sub section 6 of Section 135 of the Companies Act. Accordingly, reporting under clause 3(xx)(a) and (b) of the Order is not applicable for the year.

For SEN & RAY

Chartered Accountants

(Firm's Registration No.303047E)

Binod Kumar Mahato

Binod Kumar Mahato

(Partner)

Membership No.313822

UDIN- 23313822BGQYPX2915

Place: Kolkata

Date: May 30, 2023



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RELIABLE ADVERTISING PRIVATE LIMITED

Balance Sheet as at 31st March 2023

(All amount in Rs. lakhs)

Particulars	Note No	Figures as at 31.03.2023	Figures as at 31.03.2022
I. ASSET			
(1) Non-Current Assets			
(a) Property, Plant and Equipment		-	-
(b) Capital work-in-progress		-	-
(c) Intangible assets		-	-
(d) Financial Assets		-	-
(i) Investments	2	931.45	931.45
(ii) Trade receivables		-	-
(iii) Loans		-	-
(iv) Others Financial Assets		-	-
(e) Deferred tax assets (net)		-	-
(f) Other non-current assets		-	-
(2) Current Assets			
(a) Inventories		-	-
(b) Financial Assets		-	-
(i) Investments		-	-
(ii) Trade receivables		-	-
(iii) Cash and cash equivalents	3	4.85	24.02
(iv) Loans		-	-
(v) Others Financial Assets		-	-
(c) Other current assets	4	0.20	0.24
Total		936.50	955.71
II. EQUITY AND LIABILITIES			
(1) Equity			
(a) Equity Share capital	5	56.23	56.23
(b) Other Equity	6	506.56	506.45
(2) Non-Current Liabilities			
(a) Financial Liabilities		-	-
(i) Borrowings	7	373.00	373.00
(ii) Trade payables		-	-
(iii) Other financial liabilities		-	-
(b) Provisions		-	-
(c) Employees Benefit Obligations		-	-
(d) Deferred tax liabilities (Net)		-	-
(e) Other non-current liabilities		-	-
(3) Current Liabilities			
(a) Financial Liabilities		-	-
(i) Borrowings		-	-
(ii) Trade payables	8	-	-
Total outstanding dues of Micro enterprise and Small enterprises		-	-
Total outstanding dues of creditors other than Micro enterprises and Small enterprises		-	19.32
(iii) Other financial liabilities		-	-
(b) Other current liabilities		-	-
(c) Employees Benefit Obligations		-	-
(d) Provisions	9	0.71	0.71
Total		936.50	955.71

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.

1

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

Binod Kumar Mahato
 Binod Kumar Mahato
 Membership No. 313822
 Partner
 Place: Kolkata
 Dated : 30-05-2023
 UDIN - 23313822BGQYPX2915



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 year ended 31st March 2023

(All amount in Rs. lakhs)

Particulars	Note No	For the Year ended 31.03.2023	For the Year ended 31.03.2022
INCOME			
I. Revenue from operations	10	9.85	19.74
II. Other Income		-	-
III. Total Income (I +II)		9.85	19.74
IV. Expenses:			
Purchases of Stock-in-Trade	11	9.19	19.32
Changes in inventories of finished goods, Stock-in -Trade and work-in-progress		-	-
Employee benefits expense		-	-
Finance costs		-	-
Depreciation and amortization expense		-	-
Export Related Expenses		-	-
Other expenses	12	0.51	0.38
V. Total Expenses		9.70	19.70
VI. Profit before exceptional and extraordinary items and tax	(III - V)	0.15	0.04
VII. Exceptional Items		-	-
Preliminary Expenses written off		-	-
VIII. Profit before tax	(VII-VI)	0.15	0.04
IX. Tax Expense:			
(1) Current Tax	14	0.04	0.01
(2) Deffered Tax		-	-
(3) Mat Credit Entitlement		-	-
X. Profit / (Loss) for the period from continuing operations	(VIII-XI)	0.11	0.03
XI. Profit/(loss) from discontinued operations		-	-
XII. Tax expense of discontinued operations		-	-
XIII. Profit/(loss) from Discontinued operations (after tax)	(XI+XII)	-	-
XIV. Profit/(loss) for the period	(X+XIII)	0.11	0.03
XV. Other Comprehensive Income			
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		-	-
XVI. Total other comprehensive income		-	-
Total Comprehensive Income for the period	(XIV+XVI)	0.11	0.03
XVII. Earning per equity share:			
(1) Basic		0.02	0.01
(2) Diluted		0.02	0.01

Significant Accounting Policies and Notes to Accounts

1

The notes are an integral part of the financial statements.

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

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

Binod Kumar Mahato

Binod Kumar Mahato
 Membership No. 313822
 Partner
 Place: Kolkata
 Dated : 30-05-2023
 UDIN - 23313822BGQYPX2915



On behalf of Reliable Advertising Private

Prabhat Kumar Halder
 Limited

Prabhat Kumar Halder
Prabhat Kumar Halder
 Director
 DIN-02009423

Rekha Halder
Rekha Halder
 Director
 DIN-02240613

RELIABLE ADVERTISING PRIVATE LIMITED
Statement of Cashflows

(All amount in Rs. lakhs)

Particulars	2022-23	2021-22
A. CASH FLOW FROM OPERATING ACTIVITIES		
Profit before tax	0.15	0.04
Adjustments for :		
Depreciation	-	-
Finance Cost	-	-
Working Capital Adjustments		
(Increase)/Decrease In Inventories	-	-
(Increase)/Decrease In Trade Receivables	-	-
(Increase)/Decrease in Other Financial Asset	-	-
(Increase)/Decrease in Loan & Advance	-	-
(Increase)/Decrease in Other Current Asset	-	0.04
Increase/(Decrease) in Other Financial Liabilities	-	-
Increase/(Decrease) in Other Current Liabilities	-	0.36
Increase/(Decrease) in Trade Payables	19.32	19.32
	19.17	19.68
Income Tax Paid/Adjusted	0.01	0.01
Net Cash Flow From/(Used in) Operating Activities	19.17	19.67
B. INVESTING ACTIVITIES		
Sale/(Purchase) of Fixed Assets	-	-
Investment in Shares	-	-
Net Cash Flow From/(Used in) Investing Activities	-	-
C. FINANCIANG ACTIVITY		
Increase/(Decrease) Short term Borrowings	-	-
Increase/(Decrease) Long term Borrowings	-	-
Finance Cost	-	-
Net Cash Flow From/(Used in) Financing Activities	-	-
Net Increase / Decrease in Cash and Cash Equivalent	19.17	19.67
Cash and Cash Equivalent at the beginning of the year	24.02	4.34
Cash and Cash Equivalent at the end of the year	4.85	24.02

The above Cash Flow Statement has been prepared under the indirect method as set out in the Ind AS-7 on Statement of Cash Flow notified under Section 211 (3C) [Companies (Accounting Standards) Rules 2006, as amended] and relevant provisions of the Companies Act, 2013.

Significant Accounting Policies and Notes to Accounts

This is the Statement of 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

Binod Kumar Mahato
Binod Kumar Mahato
Membership No. 313822
Partner
Place: Kolkata
Dated : 30-05-2023
UDIN - 23313822BGQYPX2915



On behalf of Reliable Advertising Private

Prabhat Kumar Halder
Prabhat Kumar Halder (Limited)

Prabhat Kumar Halder
Director
DIN-02009423

Rekha Halder
Rekha Halder
Director
DIN-02240613

RELIABLE ADVERTISING PRIVATE LIMITED

Statement of changes in equity for the year ended 31st March, 2023.

A. Equity Share Capital

Equity shares of Re 10 each issued , subscribed and fully paid	Number of shares	Amount
As at 31st March ,2021	562250	56.23
Changes in equity share capital due to prior period items		
Restated balance at the beginning of the current reporting period		
Changes in equity share capital during the year		
As at 31st March ,2022	562250	56.23
Changes in equity share capital due to prior period items		
Restated balance at the beginning of the current reporting period		
Changes in equity share capital during the year		
As at 31st March ,2023	562250	56.23

B. Other Equity

Particulars	Attributable to the equity holders of the parent			TOTAL
	Reserve and Surplus		Items of OCI	
	Security Premium Reserve	Retained earning	Retained earning	
As as 31st March 2021	505.85	0.57		506.42
Profit for the period		0.03		0.03
As as 31st March 2022	505.85	0.60		506.45
Profit for the period		0.11		0.11
Income tax of earlier period paid		-		-
As at 31st March 2023	505.85	0.72		506.57

As per our report of even date

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

Binod Kumar Mahato
Binod Kumar Mahato
 Membership No. 313822
 Partner
 Place: Kolkata
 Dated : 30-05-2023
 UDIN - 23313822BGQYPX2915



On behalf of Reliable Advertising Private Limited

*Prabhat Kumar Halder*

Prabhat Kumar Halder
Prabhat Kumar Halder
 Director
 DIN-02009423

Rekha Halder
Rekha Halder
 Director
 DIN-02240613

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, 10th Floor, Room No- 1012, Kolkata-700001. The Standalone Financial Statements were approved and authorized for issue in accordance with the resolution of the board of directors held on 31st March, 2023.

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, 2023 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.

Employee Benefits (Estimation of defined benefit obligation).

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

Provision for Contingencies:

VI. 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.

Reliable Advertising Pvt. Ltd

Pradyumn Kumar Halder

Director

Reliable Advertising Pvt. Ltd

Rekha Halder

Director



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

- VII. 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.

Fair Value Measurements where applicable

- VIII. 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.

I. 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.

- IX 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

Reliable Advertising Pvt. Ltd

Prashant Kumar Halder

Director

Reliable Advertising Pvt. Ltd

Rekha Halder

Director



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.

- XI. 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 prorate 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.

Foreign Currency Transactions and Translations:

- XIII. 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.

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.

- XV. **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 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.

Employee Benefit Expenses:

- XVI. **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.

Reliable Advertising Pvt. Ltd

Prashant Kumar Haldar

Director

Reliable Advertising Pvt. Ltd

Rekha Haldar

Director



Borrowing Costs:

- XVII. 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.

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.

- XVIII. 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.

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

XIX.

- 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.

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.

Reliable Advertising Pvt. Ltd

Prakash Kumar Halder

Director

Reliable Advertising Pvt. Ltd

Rekha Halder
Director



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.

XX **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 derecognition is also recognised in profit or loss.

Derecognition:

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 recognised at fair value. The difference between the carrying amount of the financial liability extinguished and the new financial liability with modified terms is recognised in 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 recognised is recognized as an impairment gain or loss in profit or loss.

Impairment:

XXI. 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

Reliable Advertising Pvt. Ltd
Prabhas Kumar Haas
Director

Reliable Advertising Pvt. Ltd

Rekha Halder
Director



SCHEDULES & NOTES TO ACCOUNTS OF RELIABLE ADVERTISING PRIVATE LIMITED

(All amount in Rs. lakhs)

Note-2: Investments		Figures as at 31.03.2023	Figures as at 31.03.2022
NON - CURRENT			
Investments in Equity Instruments (fully paid-up) - in Subsidiary companies (At Cost)			
Investments in P.K.Agri Link Pvt. Ltd. (893140 Shars of Rs 10 each , previous year 8,93,140 shares of Rs 10 each)		567.16	567.16
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)		110.00	110.00
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)		230.70	230.70
Investments in Intellect Buildcon Pvt. Ltd. (91,613 Shars of Rs 10 each , previous year NIL shares of Rs 10 each)		23.59	23.59
		931.45	931.45
		-	-
CURRENT			
Additional Information			
(a) Aggregate amount - market value of quoted investments		-	-
(b) Aggregate amount of unquoted investments		931.45	931.45
(c) Aggregate amount of impairment in value of investments		-	-

Note-03: Cash and cash equivalents		Figures as at 31.03.2023	Figures as at 31.03.2022
a	Cash and cash equivalents		
i	Balance with banks		
	In current account	4.73	23.90
ii	Cash in hand	0.12	0.12
		4.85	24.02

Note-04: Other Current Assets		Figures as at 31.03.2023	Figures as at 31.03.2022
	Advance Income Tax (net of provision for taxes)	0.20	0.24
		0.20	0.24

Note-05: Equity Share capital		Figures as at 31.03.2023	Figures as at 31.03.2022
Authorised Capital			
5,70,000 (31st March 2023) Equity Shares of RS. 10 Each		57.00	57.00
		57.00	57.00
Issued ,subscribed and Paid -up			
Equity share 5,62,250 (31st March 2023) no of Equity Shares of RS. 10 Each fully paid up		56.23	56.23
		56.23	56.23
a	Reconciliation of the number of shares outstanding at the beginning and at the end of the reporting period		
	Number of equity shares outstanding at the beginning and end of year		
	Numbers	5,62,250	5,62,250
	Amount in Rs.	56.23	56.23

There was no change in number of equity shares issued during the year ended 31 March, 2023 and 31 March, 2022. 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.

Reliable Advertising Pvt. Ltd
Proabhat Kumar Halder
 Director

Reliable Advertising Pvt. Ltd

Rekha Halder
 Director



SCHEDULES & NOTES TO ACCOUNTS OF RELIABLE ADVERTISING PRIVATE LIMITED

(All amount in Rs. lakhs)

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

SL No	Name of the Shareholders	As at 31st March, 2023		As at 31st March, 2022	
		Number of Shares	% holding	Number of Shares	% holding
1	Halder venture Limited	2,51,700	44.77%	2,51,700	44.77%
2	Intelect Buildcon Pvt Ltd	3,10,550	55.23%	3,10,550	55.23%
		5,62,250	100%	5,62,250	100%

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.

Shares held by promoters for the year ended 31st March, 2023

S No.	Promoter name	No. of Shares	% of total shares	% Change during the year
1	Halder venture Limited	251700	44.77%	Nil
2	Intelect Buildcon Pvt Ltd	310550	55.23%	Nil

Shares held by promoters for the year ended 31st March, 2022

S No.	Promoter name	No. of Shares	% of total shares	% Change during the year
1	Halder venture Limited	251700	44.77%	Nil
2	Intelect Buildcon Pvt Ltd	310550	55.23%	Nil

Note-06: Other Equity		Figures as at 31.03.2023	Figures as at 31.03.2022
i	Security premium A/c		
	Openning balance	505.85	505.85
	Add: Addition / (reduction)		
	Closing balance-I	505.85	505.85
ii	Retained Earnings		
	Openning balance	0.60	0.57
	Add: Current year surplus	0.11	0.03
	Less: Income tax of earlier years	-	-
	Closing balance-II	0.72	0.60446
	Total (I +II)	506.56	506.45

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-07: Borrowings		Figures as at 31.03.2023	Figures as at 31.03.2022
	NON-CURRENT		
	Unsecured		
i	From Banks		
ii	Loans from related parties;		
	Prakurti Commosales Pvt Ltd	373.00	373.00
		373.00	373.00
	CURRENT		

Reliable Advertising Pvt. Ltd

Reliable Advertising Pvt. Ltd

Prakash Kumar Halder

Rekha Halder

Director

Director



SCHEDULES & NOTES TO ACCOUNTS OF RELIABLE ADVERTISING PRIVATE LIMITED

(All amount in Rs. lakhs)

Note-08: Trade Payables		Figures as at 31.03.2023	Figures as at 31.03.2022
NON-CURRENT			
CURRENT			
Total outstanding dues to Micro Enterprises and Small Enterprises			-
Total outstanding dues of creditors other than Micro enterprises and Small enterprises			19.32
Dues to related parties			
		-	19.32

Trade Payable Ageing
As at 31st March, 2023

Particulars	Unbilled	Not due	Outstanding for following periods from due date of payment					Total
			0-180 days	181 days to 1 year	1 to 2 years	2 to 3 years	More than 3 years	
MSME	-	-	-	-	-	-	-	-
Others	-	-	-	-	-	-	-	-
Disputed Dues-MSME	-	-	-	-	-	-	-	-
Disputed Dues-Others	-	-	-	-	-	-	-	-
Total								-

As at 31st March, 2022

Particulars	Unbilled	Not due	Outstanding for following periods from due date of payment					Total
			0-180 days	181 days to 1 year	1 to 2 years	2 to 3 years	More than 3 years	
MSME	-	-	-	-	-	-	-	-
Others	-	-	19.32	-	-	-	-	19.32
Disputed Dues-MSME	-	-	-	-	-	-	-	-
Disputed Dues-Others	-	-	-	-	-	-	-	-
Total								19.32

Note-09: Provisions		Figures as at 31.03.2023	Figures as at 31.03.2022
Provision for income tax		0.71	0.71
Other provisions		0.71	0.71

Reliable Advertising Pvt. Ltd

Rekha Kumar Halder

Director

Reliable Advertising Pvt. Ltd

Rekha Halder
Director



SCHEDULES & NOTES TO ACCOUNTS OF RELIABLE ADVERTISING PRIVATE LIMITED
(All amount in Rs. lakhs)

Note-10: Revenue from operations		For the Year ended 31.03.2023	For the Year ended 31.03.2022
a	Sale of Products		
	Sale of Paddy	9.85	19.74
	Sale of Rice	-	-
b	Other operating revenue	-	-
		9.85	19.74

Note-11: Purchases of Stock-in-Trade		For the Year ended 31.03.2023	For the Year ended 31.03.2022
	Purchases-Paddy	9.19	19.32
	Purchases-Rice	-	-
		9.19	19.32

Note-12: Other expenses		For the Year ended 31.03.2023	For the Year ended 31.03.2022
	Audit Fees	0.35	0.35
	Rates & Taxes A/C	0.02	0.02
	Bank Charges	0.01	0.01
	Legal & Professional fees	0.13	-
		0.51	0.38

Reliable Advertising Pvt. Ltd

Prakash Kumar Halder

Director

Reliable Advertising Pvt. Ltd

Rekha Halder

Director



RELIABLE ADVERTISING PRIVATE LIMITED

NOTES TO ACCOUNT

i. Previous year figures have been regrouped / rearranged where ever necessary

ii. Earning and Expenditure in foreign currency

Total Earning in Foreign Currency- NIL

Total expenditure in foreign Currency- NIL

iii. 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.

Particulars	As on 31.03.2023	As on 31.03.2022
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		

Note-1- 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.

iv. Physical verification of cash was done by Management.

v. The Balance of Sundry Creditors, Sundry Debtors, Advances and lenders are subject to Confirmation/ reconciliation and adjustment if any.

vi. Note on Demerger:

vii. Contingent Liabilities & Commitments (To the extent not Provided for)

Contingent Liabilities

a. Claims against the Company not acknowledged as debt

b. Guarantee Nil

c. Other Money for which the company is contingently liable Rs 0.43 lakhs

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

Reliable Advertising Pvt. Ltd

Roohas Kumar Haldar

Director

Reliable Advertising Pvt. Ltd

Rekha Haldar

Director



Name of the Related Party	Nature of Transaction	Nature of Relation	Amount Involved
P K Cereals Private Limited	Sale of paddy	Entity with Common Director	Rs 9.85 lakhs

ix. Computation of Earning /(Loss) per Equity Share.

Particulars	As on 31.03.2023	As on 31.03.2022
(I) Basic		
(i) Number of Equity Shares at the beginning of the year	562250	562250
(ii) Number of Equity Shares issued during the year	562250	562250
(iii) Weighted average number of Equity Shares outstanding during the year	10	10
(iv) Face Value of each Equity Share Re.		
Profit /(Loss) after tax attributable to Equity Shareholders		
Profit /(Loss) for the period	0.11	0.03
Basic Earnings/(Loss) per Share - Rs.	0.02	0.01
(II) Diluted		
Dilutive Potential Equity Shares		
Diluted Earning /(Loss) per Share [same as I (c) above]		

Reliable Advertising Pvt. Ltd

Prakash Kumar Halder

Director

Reliable Advertising Pvt. Ltd

Rekha Halder

Director



RELIABLE ADVERTISING PRIVATE LIMITED

A. Fair value hierarchy

(All amount in Rs. lakhs)

a) Financial instruments by category

Date of valuation	As at 31st March, 2023				As at 31st March, 2022			
	Fair value through profit and loss	Amortised cost	Total carrying value	Total fair value	Fair value through profit and loss	Amortised cost	Total carrying value	Total fair value
Financial assets								
Investments		931.45	931.45	931.45		931.45	931.45	931.45
Trade receivables		-	-	-		-	-	-
Cash and cash equivalents		4.85	4.85	4.85		24.02	24.02	24.02
Other bank balances		-	-	-		-	-	-
Loans		-	-	-		-	-	-
Other financial assets including derivatives		-	-	-		-	-	-
Total financial assets		936.30	936.30	936.30		955.47	955.47	955.47
Financial liabilities								
Borrowings (including current maturities)		373.00	373.00	373.00		373.00	373.00	373.00
Trade payables		-	-	-		19.32	19.32	19.32
Other financial liabilities including derivatives		-	-	-		-	-	-
Total financial liabilities		-	373.00	373.00		392.32	392.32	392.32

The following explains the judgements and estimates made in determining the fair values of the financial instruments that are recognised and measured at fair value through profit and loss. To provide an indication about the reliability of the inputs used in determining fair value, the Company has classified its financial investments into the three levels prescribed under the accounting standard.

(b) Fair value measurement hierarchy for assets and liabilities

Financial assets and liabilities measured at fair value at 31st March, 2023

	Level 1	Level 2	Level 3	Total
Financial assets				
Investments	931.45			
Derivative financial assets				
Financial liabilities				
Derivative financial liabilities				

Financial assets and liabilities measured at fair value at 31st March, 2022

	Level 1	Level 2	Level 3	Total
Financial assets				
Investments	931.45			
Derivative financial assets				
Financial liabilities				
Derivative financial liabilities				

Notes :

The Company uses the following hierarchy for determining and/or disclosing the fair value of financial instruments by valuation techniques :

Level 1 hierarchy includes financial instruments measured using quoted prices in active markets for identical assets or liabilities.

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

If one or more of the significant inputs is not based on observable market data, the instrument is included in level 3.

There are no transfers between levels 1 and 2 during the year. The Company's policy is to recognise transfers into and transfers out of fair value hierarchy levels as at the end of the reporting period.

B. Financial risk management objectives and policies

Risk management framework

The Company's board of directors has overall responsibility for the establishment and oversight of the Company's risk management framework. The board of directors has established the Risk Management Committee (RMC) which is responsible for developing and monitoring the Company's risk management policies. The Company's risk management policies are established to identify and analyse the risks faced by the Company, to set appropriate risk limits and control and monitor risks and adherence to limits. Risk management policies and systems are reviewed regularly to reflect changes in market conditions and the Company's activities.

The Company's activities expose it to market risk, liquidity risk and credit risk which are measured, monitored and managed to abide by the principles of risk management.

Reliable Advertising Pvt. Ltd

Prabhas Kumar Halder

Director

Reliable Advertising Pvt. Ltd

Rekha Halder

Director



(a) Credit risk

Credit risk refers to the risk of financial loss that may arise from counterparty failure on its contractual obligations resulting in financial loss to the Company. Credit risk encompasses both the direct risk of default and the risk of deterioration of creditworthiness as well as concentration risks.

The Company controls its own exposure to credit risk. All external customers undergo a creditworthiness check. The Company performs an on-going assessment and monitoring of the financial position and the risk of default. Based on the aforesaid checks, monitoring and historical data, the Company does not perceive any significant credit risk on trade receivables.

In addition, as part of its cash management and credit risk function, the Company regularly evaluates the creditworthiness of financial and banking institutions where it deposits cash and performs trade finance operations. The Company primarily has banking relationships with the public sector, private and large international banks with good credit rating.

The maximum exposure to the credit risk at the reporting date is the carrying value of all financial assets amounting to Rs. 936.30 lakhs (31st March, 2022 : Rs. 955.47 lakhs) as disclosed in note 39 A(a). of the year end trade receivables, the following were past due but not impaired as at 31st March, 2023 and 31st March, 2022:

Particulars	As at March 31st, 2023	As at March 31st, 2022
Neither impaired nor past due		
Past due but not impaired		
Due less than one month		
Due between one - three months		
Due between three - twelve months		
Due greater than twelve months		
Total	Nil	Nil

(b) Liquidity risk

The Company has liquidity risk monitoring processes covering short-term, mid-term and long-term funding. Liquidity risk is managed through maintaining adequate amount of committed credit facilities and loan funds. The company has after the end of the financial year, sold off its steel and bright bar business and utilised the sales proceeds to pay off a portion of its borrowings.

Management regularly monitors projected and actual cash flow data, analyses the repayment schedules of the existing financial assets and liabilities and performs annual detailed budgeting procedures coupled with rolling cash flow forecasts.

The contractual maturities of the Company's financial liabilities are presented below:-

31st March, 2023	Contractual cash flows				
	Less than 1 year	1-3 years	3-8 years	Above 8 years	Total
Non-derivative financial liabilities					-
Borrowings (including current maturities) *#	373.00	-	-	-	373.00
Trade payables	-				-
Other financial liabilities		-	-	-	-
Total	373.00				373.00
31st March, 2022	Contractual cash flows				
	Less than 1 year	1-3 years	3-8 years	Above 8 years	Total
Non-derivative financial liabilities					-
Borrowings (including current maturities) *#	373.00	-	-	-	373.00
Trade payables	19.32				19.32
Other financial liabilities		-	-	-	-
Total	392.32				392.32

* Includes non-current borrowings, current borrowings and current maturities of non-current borrowings at the prevailing interest rate

(c) Market risk

Market risk is the risk that the fair value of future cash flows of a financial instrument will fluctuate because of changes in market prices. The Company is exposed to different types of market risks.

The market risk is the possibility that changes foreign currency exchange rates, interest rates and commodity prices may affect the future cash flows.

The fair value information presented below is based on the information available with the management as of the reporting date.

Reliable Advertising Pvt. Ltd

Reliable Advertising Pvt. Ltd

Prasanna Kumar Halder
Director

Rekha Halder
Director



(c.1) Foreign currency exchange risk

Foreign currency risk is the risk that the fair value or future cash flows of an exposure will fluctuate because of changes in foreign exchange rates. The risk of fluctuations in foreign currency exchange rates on its financial liabilities including borrowing, trade and other payable etc., are mitigated through the use of derivative instruments. The Company does not use derivative financial instruments for trading or speculative purposes.

A reasonably possible strengthening/weakening of the Indian Rupee against such foreign currency (converted to US Dollars) as at 31st December, 2022 and 31st March, 2022 would have affected profit and loss by the amounts shown below. This analysis assumes that all other variables remain constant and ignores any impact of forecasted sales and purchases.

	Changes in USD rate	Unhedged foreign currency receivables / (payables) (net)	Effect on profit / (loss) before tax	Impact on Equity
31st December, 2022	10%	Nil	Nil	Nil
	-10%	-	Nil	Nil
31st March, 2022	10%	NIL	Nil	Nil
	-10%	-	Nil	Nil

Derivative financial instruments

The Company holds derivative financial instruments such as foreign currency forward to mitigate the risk of changes in exchange rates on foreign currency

The table below analyses the derivative financial instruments into relevant maturity groupings based on the remaining maturity period.

Less than 1 year	As at 31st March, 2023	As at 31st March, 2022
	Forward contract to cover both present and future foreign currency exposures :	Nil
Export receivables	Nil	Nil

(c.2) Interest rate risk

Interest rate risk is measured by using the cash flow sensitivity for changes in variable interest rates. Any movement in the reference rates could have an impact on the Company's cash flows as well as costs. The Company is subject to variable interest rates on some of its interest bearing liabilities. The Company's interest rate exposure is mainly related to debt obligations.

The exposure of the Company's financial assets and financial liabilities as at 31st March, 2023 and 31st March, 2022 to interest rate risk is as follows :

Financial Assets	Total	Floating rate financial assets	Fixed rate financial assets	Non-interest bearing financial assets
31st March, 2023	936.30			936.30
31st March, 2022	955.47			955.47
Financial liabilities	Total	Floating rate financial	Fixed rate financial	Non-interest bearing
31st March, 2023	373.00			373.00
31st March, 2022	392.32			392.32

If the interest rates applicable to floating rate instruments is increased/decreased by 1%, the profit before tax for the year ended 31st March, 2023 would decrease/ (increase) by Rs. 3.73 Lakhs (31st March, 2022 : Rs 3.92 lakhs) on an annualised basis. This assumes that the amount and mix of fixed and floating rate debt remains unchanged during the year from that in place as at year end

(c.3) Commodity price risk

The Company's revenue is exposed to the risk of price fluctuations related to the sale of its products (Paddy). Market forces generally determine prices for such products sold by the Company. These prices may be influenced by factors such as supply and demand, production costs (including the costs of raw material inputs) and global and regional economic conditions and growth. Adverse changes in any of these factors may reduce the revenue that the Company earns from the sale of JFTC Products.

The Company primarily purchases its raw materials in the open market from third parties. The Company is therefore subject to fluctuations in prices of Paddy Import and other raw material inputs during the year ended 31st March, 2023 and 31st March 2022 respectively.

The Company does not have any commodity forward contract for Commodity hedging.

The following table details the Company's sensitivity to a 5% movement in the input price of Paddy. The sensitivity analysis includes only 5% change in commodity prices for quantity sold or consumed during the year, with all other variables held constant. A positive number below indicates an increase in profit or equity where the commodity prices decrease by 5%. For a 5% increase in commodity prices, there would be a comparable impact on profit or equity, and the balances below are negative

Reliable Advertising Pvt. Ltd

Reliable Advertising Pvt. Ltd

Prakash Kumar Halder

Rekha Halder

Director

Director



Impact for a 5% change on the statement of profit and loss		
Particulars	Increase	Decrease
31st March, 2023		
Paddy	- 0.49	0.49
31st March, 2022		
Paddy	- 0.99	0.99

C. Derivative Financial Instruments

The Company uses derivative instruments as part of its management of exposure to fluctuations in foreign currency exchange rates. The Company does not acquire or issue derivative financial instruments for trading or speculative purposes. The Company does not enter into complex derivative transactions to manage the treasury risks. Treasury derivative transactions are normally in the form of forward contracts and these are subject to the Company guidelines and policies. The fair values of all derivatives are separately recorded in the balance sheet within current and non-current assets and liabilities. The use of derivatives can give rise to credit and market risk. The company tries to control credit risk as far as possible by only entering into contracts with reputable banks and financial institutions. The use of derivative instruments is subject to limits, authorities and regular monitoring by appropriate levels of management. The limits authorities and monitoring systems are periodically reviewed by management and the Board. The market risk on derivatives is mitigated by changes in the valuation of the underlying assets, liabilities or transactions, as derivatives are used only for risk management purposes.

D. Capital management

For the purpose of the Company's capital management, capital includes issued equity capital and other equity. The Company's primary capital management objectives are to ensure its liability to continue as a going concern and to optimize the cost of capital in order to enhance value to shareholders. The Company manages its capital structure and makes adjustments to it as and when required. To maintain or adjust the capital structure, the Company may pay dividend or repay debts, raise new debt or issue new shares. The Company monitors capital using a gearing ratio, which is net debt divided by total capital plus net debt. No major changes were made in the objectives, policies or processes for managing capital during the year ended 31st March, 2023 and 31st March, 2022 respectively. The company includes within net debt, interest bearing loans and borrowings, less cash and cash equivalents.

The following table summarises the capital of the Company -

Particulars	As at 31 March, 2023	As at 31 March, 2022
Cash and cash equivalents [refer note 7]	4.85	24.02
Other bank balances	-	-
Total Cash (a)	4.85	24.02
Non - current borrowings	-	-
Current borrowings [refer note 17]	373.00	373.00
Current maturities of long-term borrowings [refer note 17]	-	-
Total borrowings (b)	373.00	373.00
Net debt (c = b-a)	368.15	348.98
Total equity	562.79	562.68
Total capital (equity + net debt) (d)	930.93	911.66
Gearing ratio (c/d)	0.40	0.38

As per our report of even date

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

Binod Kumar Mahato
Membership No. 313822
Place: Kolkata
Dated : 30-05-2023
UDIN - 23313822BGQYPX2915



Reliable Advertising Pvt. Ltd
Roakhas Kumar Halder
Director

Reliable Advertising Pvt. Ltd
Rekha Halder
Director

Other Statutory Information

- i) The company do not have any Benami property , where any proceeding has initiated or pending against the company for holding any Benami property.
- ii) The company do not have any transaction with companies struck off.
- iii) The company do not have any charges or satisfaction which is yet to be registered with ROC beyond the statutory period.
- iv) The company have not traded or invested in crypto currency or virtual currency during the financial year
- v) The company have not advanced or loaned or invested funds to any other person(s) or entity (ies) , including foreign entities (intermediaries) with the understanding that the intermediate shall:
- vi) The Company have not received any fund from any person (s) or entity (ies) ,including foreign entities (Funding Party) with the understanding (whether recorded in directly or indirectly lend or invest in other persons or entities indentified in any manner whatsoever by or on behalf of the Funding party (Ultimate Beneficiaries) or provide any guarantee ,security or the like on behalf of the Ultimate Beneficiaries,
- vii) The company have not any such transaction which is not recorded in the books of accounts that has been surrendered or disclosed as income during the year in the tax assessments under the Income Tax Act, 1961 (such as, search or servey or any other relevant provisions of the Income Tax Act ,1961.

Analytical Ratios as at 31st March, 2023 and 31st March, 2022

Ratio	Numerator	Denominator	31st March, 2023	31st March, 2022	Variance %	Reason for variance
(a) Current Ratio	Current Asset	Current Liabilities	7.11	1.21	-487%	
(b) Debt-Equity Ratio	Total Debt	Shareholder's Equity	0.66	0.70	5%	
(c) Debt Service Coverage Ratio	Earnings available for debt service	Debt Service	0.00	0.00	0%	
(d) Return on Equity Ratio	Net Profits after taxes – Preference Dividend (if any)	Average Shareholder's Equity	0.00	0.00	-232%	
(e) Inventory turnover ratio	Cost of goods sold OR sales	Average Inventory	0.00	13.61	100%	
(f) Trade Receivables turnover ratio	Net Credit Sales	Avg. Accounts Receivable	0.00	0.00	0%	
(g) Trade payables turnover ratio	Net Credit Purchases	Average Trade Payables	0.95	2.00	52%	
(h) Net capital turnover ratio	Net Sales	Working Capital	2.27	4.67	51%	
(i) Net profit ratio	Net Profit	Net Sales	0.01	0.00	-565%	
(j) Return on Capital employed	Earning before interest and taxes	Capital Employed	0.00	0.00	-248%	
(k) Return on investment	N.A					

Prabhat Kumar Haldar
Director

Reliable Advertising Pvt. Ltd

Reliable Advertising Pvt. Ltd
Rekha Haldar
Director

