

INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF ADLIFT MARKETING PRIVATE LIMITED

Report on the Audit of the Consolidated Financial Statements

Opinion

We have audited the accompanying consolidated financial statements of **ADLIFT MARKETING PRIVATE LIMITED** ("the Company") and its subsidiaries (the Holding Company and its subsidiaries together referred to as "the Group"), which comprise the Consolidated Balance Sheet as at **31st March 2024**, and the Consolidated Statement of Profit and Loss and Consolidated Statement of Cash Flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies and other explanatory information (herein after referred to as "the Consolidated financial statements").

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid consolidated financial statements give the information required by the Companies Act, 2013 ("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 consolidated state of affairs of the Group as at **31st March, 2024**, its consolidated profit and its consolidated cash flows for the year ended on that date.

Basis for Opinion

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

Information other than the financial statements and auditors' report thereon

The Company's board of directors is responsible for the preparation of the other information. The other information comprises the information included in the Board's Report including Annexures to Board's Report but does not include the consolidated financial statements, standalone financial statements and our auditor's report thereon. Our opinion on the consolidated financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. In connection with our audit of the consolidated financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the consolidated 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.



Responsibilities of Management and Those Charged with Governance for the Consolidated Financial Statements

The Company's Board of Directors is responsible for the matters stated in section 134(5) of the Companies Act, 2013 ("the Act") with respect to the preparation of these consolidated financial statements that give a true and fair view of the consolidated financial position, consolidated financial performance and consolidated cash flows of the Company in accordance with the accounting principles generally accepted in India, including the Accounting Standards 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 Group and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and design, implementation and maintenance of adequate internal financial controls, that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the consolidated financial statements, respective management of the companies included in the group are responsible for assessing the Group'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 or to cease operations, or has no realistic alternative but to do so.

The respective Board of Directors of the companies included in the Group are also responsible for overseeing the financial reporting process of the Group.

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

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

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

We also:

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



- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under section 143(3)(i) of the Companies Act, 2013, we are also responsible for expressing our opinion on whether the company and its subsidiaries which are incorporated in India, 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 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 Group'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 consolidated financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Group to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the consolidated financial statements, including the disclosures, and whether the consolidated financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities and business activities within Group to express an opinion on the consolidated financial statements.

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

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

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



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

Report on Other Legal and Regulatory Requirements

1. As required by the Companies (Auditor's Report) Order, 2020 ("the Order") issued by the Central Government of India in terms of sub-section (11) of section 143 of the Act, we give in the Annexure I, a statement on the matters specified in the paragraph 3 and 4 of the order.
2. Further to our comments in Annexure I, as required by Section 143 (3) of the Act, we report that:
 - a. we have sought and obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of our audit of the aforesaid consolidated financial statements.
 - b. in our opinion, proper books of account as required by law relating to preparation of the aforesaid consolidated financial statements have been kept so far as it appears from our examination of those books.
 - c. the Consolidated Balance Sheet, the Consolidated Statement of Profit and Loss and the Consolidated Statement of Cash Flows dealt with by this Report are in agreement with the books of account maintained for the purpose of preparation of the consolidated financial statements.
 - d. in our opinion, the aforesaid consolidated financial statements comply with the Accounting Standards specified under Section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014.
 - e. on the basis of the written representations received from the directors and taken on record by the Board of Directors, none of the directors is disqualified as on **31st March, 2024** from being appointed as a director in terms of Section 164 (2) of the Act.
 - f. In our opinion and to the best of our information and according to the explanation given to us, the provisions of Section 143(3)(i) for reporting on the adequacy of internal financial controls over financial reporting and the operating effectiveness of such controls of the Holding Company, and its subsidiary companies covered under the Act, are not applicable; and
 - g. With respect to the other matters to be included in the Auditor's report in accordance with the requirements of Sec 197(16) of the Act as amended, we report that Section 197 is not applicable to a private company. Hence reporting as per Section 197(16) is not required.



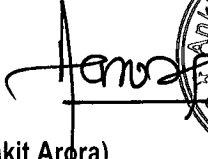
- h. with respect to the other matters to be included in the Auditor's Report in accordance with Rule 11 of the Companies (Audit and Auditors) Rules, 2014, in our opinion and to the best of our information and according to the explanations given to us:
- i. There were no pending litigations as at 31st March 2024 which would impact the consolidated financial position of the Group;
 - ii. The Group did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses.
 - iii. There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Holding Company, and its subsidiary companies covered under the Act during the year ended 31 March 2024;
 - 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 Holding Company, and its subsidiary companies covered under the Act 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 Holding Company, and its subsidiary companies covered under the Act ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries;
 - (b) The Management has represented, that, to the best of its knowledge and belief, no funds (which are material either individually or in the aggregate) have been received by the Holding Company, and its subsidiary companies covered under the Act from any person or entity, including foreign entity ("Funding Parties"), with the understanding, whether recorded in writing or otherwise, that the Holding Company, and its subsidiary companies covered under the Act 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.




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Chartered Accountants

- v. No dividend has been declared or paid during the year by the Holding Company, and its subsidiary companies covered under the Act.
- vi. Based on our examination which included test checks and that performed by the respective auditors of the subsidiaries, which are companies incorporated in India whose financial statements have been audited under the Act, the company, subsidiaries, have used an accounting software for maintaining its books of account which has a feature of recording audit trail (edit log) facility and the same has operated throughout the year for all relevant transactions recorded in the software. Further, during the course of our audit, we and respective auditors of the above referred subsidiaries, did not come across any instance of audit trail feature being tampered with.

for ANKIT ARORA & Co.
Chartered Accountants
Firm Registration No. 025591N


(Ankit Arora)
Proprietor
Membership No. 526430
UDIN : 24526430 BKCAMB2332



Place : DELHI
Date : 29 AUG 2024

Annexure I to the Independent Auditor's Report of even date to the members of ADLIFT MARKETING PRIVATE LIMITED on the Consolidated financial statements for the year ended 31 March 2023

Annexure I

Based on the audit procedures performed for the purpose of reporting a true and fair view on the financial statements of the Group and taking into consideration the information and explanations given to us and the books of account and other records examined by us in the normal course of audit, and to the best of our knowledge and belief, we report that:

- (i) (a)(A) The group maintained proper records showing full particulars, including quantitative details and situation of Property, Plant and Equipment.
- (a)(B) The group maintained proper records showing full particulars of intangible assets.
- (b) All the Property, Plant and Equipment have been physically verified by the management during the year and there is a regular programme of verification which, in our opinion, is reasonable having regard to the size of the companies and the nature of its assets. No material discrepancies were noticed on such verification.
- (c) The group companies does not hold any immovable property, hence this clause is not applicable.
- (d) The group has not revalued its property, plant and equipment (including right of use of assets) or intangible asset of both during the financial year.
- (e) There is no any proceeding have been initiated or pending against company for holding any benami property under the Benami Transactions (Prohibition) Act, 1988 (45 of 1988) and rules made thereunder.
- (ii) (a) The group does not have any inventory. Accordingly, the provisions of clause 3(ii)(b) of the Order are not applicable.
- (b) According to the information and explanations given to us, the company has not been sanctioned working capital limits of amount more than five crore rupees (at any point of time during the year), in aggregate, from banks or financial institutions on the basis of security of current assets. Accordingly, the provisions of clause 3(ii)(b) of the Order are not applicable.
- (iii) According to the information and explanations given to us, The Group Companies has during the year, not made investments in, provided any guarantee or security or granted any loans or advances in the nature of loans, secured or unsecured, to companies, firms, Limited Liability Partnerships or any other parties. Accordingly, the provisions of clauses 3(iii) of the Order are not applicable.
- (iv) According to the information and explanation given to us, the group has no loans, investments, guarantees or security where provisions of section 185 and 186 of the Companies Act, 2013 are to be complied with.



(v) The Group Companies have not accepted any deposits or amounts which are deemed to be deposits under the directives of the Reserve Bank of India and the provisions of Sections 73 to 76 or any other relevant provisions of the Companies Act, 2013 and the rules framed thereunder, where applicable. Accordingly, the provisions of clause 3(v) of the Order are not applicable.

(vi) To the best of our knowledge and belief, the Central Government has not specified maintenance of cost records under sub-section (1) of Section 148 of the Act, in respect of Company's products/ services. Accordingly, the provisions of clause 3(vi) of the Order are not applicable.

(vii) (a) According to the information and explanations given to us and on the basis of our examination of the records of the group, amounts deducted/ accrued in the books of account in respect of undisputed statutory dues including Goods and Services Tax, provident fund, employees' state insurance, income-tax, sales-tax, service tax, duty of customs, duty of excise, value added tax, cess and any other statutory dues, as applicable, have been regularly deposited during the year by the Company with the appropriate authorities.

According to the information and explanations given to us, no undisputed amounts payable in respect thereof were outstanding at the year-end for a period of more than six months from the date they became payable.

(b) According to the information and explanations given to us and on the basis of our examination of the records of the group, there are no dues in respect of Goods and Services Tax, provident fund, employees' state insurance, income-tax, sales-tax, service tax, duty of customs, duty of excise, value added tax, cess and any other statutory dues that have not been deposited with the appropriate authorities on account of any dispute.

(viii) According to the information and explanation given to us, group companies has no transactions, not recorded in the books of account 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) According to the information and explanations given to us and on the basis of our examination of the records of the Group, in our opinion, the group companies have not defaulted in repayment of loans or other borrowings or in the payment of interest thereon to any lender during the year.

(b) According to the information and explanation given to us, the group or any group companies have not been declared willful defaulter by any bank or financial institution or other lender.

(c) According to the information and explanation given to us, term loans were applied for the purpose for which the loans were obtained.

(d) According to the information and explanation given to us, funds raised on short term basis have not been utilised for long term purposes.



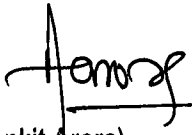
- (e) According to the information and explanation given to us, the group has not taken any funds from any entity or person on account of or to meet the obligations of its subsidiaries, associates or joint ventures.
- (f) According to the information and explanation given to us, the group has not raised loans during the year on the pledge of securities held in its subsidiaries, joint ventures or associate companies;
- (x) (a) According to the information and explanation given to us, the group has not raised moneys by way of initial public offer or further public offer (including debt instruments) during the year.
- (b) According to the information and explanation given to us, the group has not made any preferential allotment or private placement of shares or convertible debentures (fully, partially or optionally convertible) during the year.
- (xi) (a) According to the information and explanation given to us, any fraud by the group or any fraud on the group has not been noticed or reported during the year.
- (b) According to the information and explanation given to us, no report under sub-section (12) of section 143 of the Companies Act has been filed by the auditors in Form ADT-4 as prescribed under rule 13 of Companies (Audit and Auditors) Rules, 2014 with the Central Government.
- (c) According to the information and explanation given to us, no whistle-blower complaints, received during the year by the company.
- (xii) In our opinion and according to the information and explanations given to us, none of the companies in the group is a nidhi company. Accordingly, paragraph 3(xii) of the Order is not applicable.
- (xiii) According to the information and explanations given to us and based on our examination of the records of the Company, we are of the opinion that all transactions with related parties are in compliance with Section 177 and 188 of Companies Act, 2013 where applicable and the details have been disclosed in the Financial Statements etc., as required by the Accounting Standards and the Companies Act, 2013.
- (xiv) According to the information and explanations given to us, the company has no internal audit system.
- (xv) According to the information and explanations given to us and based on our examination of the records of the Company, the group has not entered into non-cash transactions with directors or persons connected with him. Accordingly, paragraph 3(xv) of the Order is not applicable.
- (xvi) According to the information and explanations given to us, we are of the opinion that the any of the group companies is not required to be registered under section 45-IA of the Reserve Bank of India Act, 1934 and the company is not a Core Investment Company (CIC) as defined in the regulations made by the Reserve Bank of India, accordingly the provisions of clause 3(xvi) of the Order are not applicable.



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Chartered Accountants

- (xvii) According to the information and explanations given to us and based on the audit procedures conducted we are of opinion that the group as a whole has not incurred any cash losses in the financial year and the immediately preceding financial year.
- (xviii) There has been no resignation of the statutory auditors during the year and accordingly, the provisions of clause 3(xviii) of the Order is not applicable.
- (xix) On the basis of the financial ratios, ageing and expected dates of realization of financial assets and payment of financial liabilities, other information accompanying the financial statements, 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 incapable 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 group. 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) According to the information and explanations given to us, the provisions of Section 135 towards corporate social responsibility are not applicable on the group. Accordingly, the provisions of clause 3(xx) of the Order is not applicable.
- (xxi) There have been any no qualifications or adverse remarks by the respective auditors in the Companies (Auditor's Report) Order (CARO) reports of the companies included in the consolidated financial statements.

for ANKIT ARORA & Co.
Chartered Accountants
Firm Registration No. 025591N


(Ankit Arora)
Proprietor
Membership No. 526430
UDIN : 24526430 BKC AMB 2332



Place : DELHI
Date :

29 AUG 2024

AdLift Marketing Private Limited
Regd. Office: 20 Rajpur Road, Civil Lines, New Delhi-110054
CIN: U52590DL2012PTC239375

Consolidated Balance Sheet as at 31 March 2024

(All amounts in rupees hundreds, unless otherwise stated)

Particulars	Note	As at 31 March 2024	As at 31 March 2023
EQUITY AND LIABILITIES			
Shareholders' funds			
Share Capital	2	1,000.00	1,000.00
Reserves and Surplus	3	14,76,827.44	12,35,055.63
		<u>14,77,827.44</u>	<u>12,36,055.63</u>
Minority interest			
		-	-
Non-Current Liabilities			
Long-Term Borrowings	4	16,047.51	-
Other Long-Term Liabilities	5	-	-
Long-Term Provisions	6	1,57,458.49	1,34,610.44
		<u>1,73,506.00</u>	<u>1,34,610.44</u>
Current liabilities			
Short-Term Borrowings	7	3,826.37	-
Trade payables			
Total outstanding dues of micro enterprises and small enterprises;	8	-	-
Total outstanding dues of creditors other than micro enterprises and small enterprises	8	70,262.63	1,15,715.51
Other Current Liabilities	9	2,48,370.38	3,76,733.35
Short-Term Provisions	10	20,323.44	6,394.45
		<u>3,42,782.82</u>	<u>4,98,843.31</u>
		<u>19,94,116.26</u>	<u>18,69,509.38</u>
ASSETS			
Non-Current Assets			
Property, Plant and Equipment and Intangible Assets	11	62,619.41	53,789.52
Intangible Assets	11	-	-
Deferred Tax Asset (Net)	12	57,251.90	48,634.81
Long-Term Loans and Advances	13	18,644.02	26,201.17
		<u>1,38,515.33</u>	<u>1,28,625.50</u>
Current Assets			
Current Investments	14	5,64,982.84	5,40,730.42
Trade Receivables	15	7,35,589.52	6,28,872.04
Cash and Cash Equivalents	16	4,79,617.85	3,46,071.52
Short-Term Loans and Advances	17	75,410.72	2,25,209.90
		<u>18,55,600.93</u>	<u>17,40,883.88</u>
		<u>19,94,116.26</u>	<u>18,69,509.38</u>

Summary of significant accounting policies

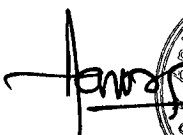
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The accompanying notes 1 to 52 are an integral part of the consolidated financial statements


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

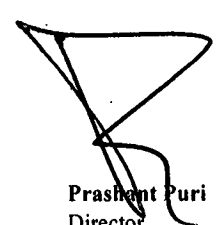
For **ANKIT ARORA & Co.**
Chartered Accountants
Firm's Registration No.: 025591N

For and on behalf of board of directors
AdLift Marketing Private Limited


Ankit Arora
Proprietor
Membership No.: 526430
UDIN: 24526430BKC AMB 2332




Vivek Pahwa
Director
(DIN - 01831202)


Prashant Puri
Director
(DIN - 05315307)

Place: New Delhi

Date: **29 AUG 2024**

Particulars	Note	For the year ended 31 March 2024	For the year ended 31 March 2023
REVENUE			
Revenue from operations	18	30,85,072.10	33,09,398.34
Other income	19	44,478.97	13,910.88
		31,29,551.07	33,23,309.22
EXPENSES			
Domain and bandwidth expenses	20	7,17,961.13	9,71,234.84
Employee benefits expense	21	14,91,246.07	15,25,868.84
Finance costs	22	1,226.17	-
Depreciation and amortisation expense	11	41,545.15	61,023.17
Other expenses	23	5,89,061.19	6,99,275.23
		28,41,039.72	32,57,402.08
Profit before tax		2,88,511.35	65,907.14
Tax expense:			
- Current tax		76,477.40	35,735.00
- Tax related to Previous years		(20,643.39)	20,955.67
- Deferred tax		(8,617.09)	(24,662.50)
Profit/(loss) for the year before minority interest		2,41,294.43	33,878.97
Minority interest		-	-
Profit/(loss) for the year		2,41,294.43	33,878.97
Earnings per equity share Re. 1 (Previous year of Rs. 10 each)	24		
- Basic (in Rs.)		241.29	33.88
- Diluted (in Rs.)		231.91	32.55

Summary of significant accounting policies 1

The accompanying notes 1 to 52 are an integral part of the consolidated financial statements

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

For ANKIT ARORA & Co.
 Chartered Accountants
 Firm's Registration No.: 025591N

For and on behalf of board of directors
 AdLift Marketing Private Limited

Ankit Arora
 Proprietor
 Membership No.: 526430
 UDIN: 24526430 BKC AMB 2332



Vivek Pahwa
 Director
 (DIN - 01831202)

Prashant Puri
 Director
 (DIN - 05315307)

Place: New Delhi

Date: 29 AUG 2024

AdLift Marketing Private Limited
Regd. Office: 20 Rajpur Road, Civil Lines, New Delhi-110054
CIN: U52590DL2012PTC239375
Consolidated Cash Flow Statement for the year ended 31 March 2024
(All amounts in rupees hundreds, unless otherwise stated)

Particulars	For the year ended 31 March 2024	For the year ended 31 March 2023
A. Cash flow from operating activities		
Profit before tax	2,88,511.35	65,907.14
Adjustments for:		
Depreciation and amortisation	41,545.15	61,023.17
Profit on sale of investment	(24,745.07)	(5,256.37)
Profit (Loss) on sale of Fixed Assets	-	2,354.15
Unrealised foreign exchange gain	(0.99)	(156.10)
Finance costs	1,226.17	-
Provision for doubtful debts	-	-
Bad debts written off	1,879.30	55,266.97
Operating profit before working capital changes	3,08,415.92	1,79,138.96
Changes in working capital		
Adjustments for:		
Net Change in trade receivables	(1,08,596.78)	31,638.97
Net Change in loans and advances	1,49,799.17	(5,996.40)
Net Change in trade payables	(45,452.88)	(33,868.88)
Net Change in provisions	36,777.04	72,978.04
Net Change in other current liabilities	(1,28,362.97)	(2,55,420.35)
Cash flow from operating activities	2,12,579.51	(11,529.65)
Income taxes paid (net of refunds)	(47,366.18)	(57,337.76)
Net cash (used in)/ generated from operating activities	1,65,213.33	(68,867.41)
B. Cash flow from investing activities		
Purchase of property, plant and equipment	(50,374.07)	(31,814.16)
Sale of property, plant and equipment	-	290.00
Foreign currency translation adjustment	477.38	20,136.31
Net change in long-term loan and advances	(910.68)	108.30
Sale of mutual funds (net)	5,65,475.48	5,39,990.50
Purchase of mutual funds (net)	(5,64,982.84)	(5,40,730.42)
Net cash (used in) investing activities	(50,314.72)	(12,019.46)
C. Cash flow from financing activities		
Proceeds from long-term borrowings	16,047.51	-
Proceeds from short-term borrowings	3,826.37	-
Interest paid	(1,226.17)	-
Net cash generated from financing activities	18,647.71	-
Net (decrease)/increase in cash and cash equivalents (A+B+C)	1,33,546.32	(80,886.88)
Cash and cash equivalents at the beginning of the year	3,46,071.52	4,26,958.40
Cash and cash equivalents at the end of the year	4,79,617.85	3,46,071.52
Cash and cash equivalents comprise (refer note 16)		
Cash on hand	2,678.67	3,143.51
Balances with banks		
- in current accounts	4,76,939.18	3,42,928.01
	4,79,617.85	3,46,071.52

Summary of significant accounting policies


The accompanying notes 1 to 52 are an integral part of the consolidated financial statements
This is the Consolidated Cash Flow Statement referred to in our report of even date

For **ANKIT ARORA & Co.**
Chartered Accountants
Firm's Registration No.: 025591N

For and on behalf of board of directors
AdLift Marketing Private Limited


Ankit Arora
Proprietor
Membership No.: 526430
UDIN: 24526430 BKCAMB2332




Vivek Pahwa
Director
(DIN - 01831202)


Prashant Puri
Director
(DIN - 05315307)

Place: New Delhi
Date: 29 AUG 2024

(All amounts in rupees hundreds, unless otherwise stated)

Particulars	As at 31 March 2024		As at 31 March 2023	
	Number	Amounts	Number	Amounts
2 Share capital				
Authorised share capital				
2,00,000 Equity shares of Re. 1 each (previous year 1,00,000 equity shares of Re. 1 each)	2,00,000	2,000.00	1,00,000	1,000.00
	<u>2,00,000</u>	<u>2,000.00</u>	<u>1,00,000</u>	<u>1,000.00</u>
Issued, subscribed and fully paid up share capital				
1,00,000 Equity shares of Re. 1 each (previous year 1,00,000 equity shares of Re. 1 each)	1,00,000	1,000.00	1,00,000	1,000.00
Total	<u>1,00,000</u>	<u>1,000.00</u>	<u>1,00,000</u>	<u>1,000.00</u>

a) There is no movement in equity share capital during the current financial year.

b) The Holding Company has only one class of equity shares having the par value of Re. 1 per share. Each holder of equity share is entitled to one vote per share. The Holding Company declares and pays dividend in Indian rupees. In the events of liquidation of the Holding Company, the holder of equity shares will be entitled to receive remaining assets of the Holding Company, after distribution of all preferential amounts. The distribution will be in proportion to the number of equity shares held by the shareholders.

c) Details of shareholders holding more than 5% shares in the Holding Company

Name of shareholder

Equity shares of Re. 1 each fully paid up

Mr. Prashant Puri

Mr. Vivek Pahwa

As at 31 March 2024		As at 31 March 2023	
Number	% of holding	Number	% of holding
90,000	90%	90,000	90%
10,000	10%	10,000	10%
<u>1,00,000</u>	<u>100%</u>	<u>1,00,000</u>	<u>100%</u>

d) The Holding Company has not issued any equity shares pursuant to any contract without payment being received in cash, allotted as fully paid up by way of any bonus issues and brought back during the last five years.

e) Shareholding of Promoters

100,000 Equity shares of Re.1 each fully paid up
(previous year 100,000 equity shares of Re. 1 each)

Mr. Prashant Puri

Mr. Vivek Pahwa

As at 31 March 2024		As at 31 March 2023	
Number	% of holding	Number	% of holding
90,000	90%	9,000	90%
10,000	10%	1,000	10%
<u>1,00,000</u>	<u>100%</u>	<u>10,000</u>	<u>100%</u>

Particulars	As at 31 March 2024		As at 31 March 2023	
3 Reserves and surplus				
Surplus in the Statement of Profit and Loss				
Balance as at the beginning of the year		12,35,055.62		11,81,040.68
Add : Profit/(loss) for the year		2,41,294.43		33,878.65
Balance as at the end of the year		<u>14,76,350.06</u>		<u>12,14,919.32</u>
Foreign currency translation reserve		477.38		20,136.31
Total		<u>14,76,827.44</u>		<u>12,35,055.63</u>
4 Long-term borrowings				
Secured				
Loan from others		19,873.88		-
Less: Current maturities of long-term borrowings (refer note 7)		<u>(3,826.37)</u>		<u>-</u>
		<u>16,047.51</u>		<u>-</u>
The company had obtained a Vehicle Loan from the ICICI Bank for Rs. 22,00,000/- against hypothecation of the new Motor Vehicle - Toyota Hycross at 9.15% ROI repayable in 60 Monthly Installments started from September 05, 2023 with EMI amount of Rs. 45,725/-. The total outstanding amount as on March 31, 2024 is Rs. 19,87,388/- with current maturities i.e. principal amount repayable in next 12 months is Rs. 3,82,637/-.				
5 Other long-term liabilities				
Lease equalisation reserve		-		-
		<u>-</u>		<u>-</u>
6 Long-term provisions				
Provision for gratuity (refer note 28)		50,663.29		41,896.85
Provision for compensated absences (refer note 28)		52,175.10		52,839.88
Provision for Employee stock option		54,620.10		39,873.71
		<u>1,57,458.49</u>		<u>1,34,610.44</u>



(All amounts in rupees hundreds, unless otherwise stated)

Particulars	As at 31 March 2024	As at 31 March 2023
7 Short-term borrowings		
Unsecured		
Loan from director *	-	-
Current maturities of long-term borrowings	3,826.37	-
	<u>3,826.37</u>	<u>-</u>
* aforementioned loan from director is interest free and repayable on demand.		
8 Trade payables		
Total outstanding dues of micro enterprises and small enterprises	-	-
Total outstanding dues of creditors other than micro enterprises and small	70,262.63	1,15,715.51
	<u>70,262.63</u>	<u>1,15,715.51</u>

Ageing Schedule : as at March 31, 2024		Outstanding for following periods from the date of payment			
Particulars	Less than 1 Year	1-2 Years	2-3 Years	More than 3 Years	Total
(i) MSME	-	-	-	-	-
(ii) Others	70,234.07	28.57	-	-	70,262.63
(iii) Disputed dues - MSME	-	-	-	-	-
(iv) Disputed dues - Others	-	-	-	-	-

Ageing Schedule : as at March 31, 2023		Outstanding for following periods from the date of payment			
Particulars	Less than 1 Year	1-2 Years	2-3 Years	More than 3 Years	Total
(i) MSME	-	-	-	-	-
(ii) Others	1,15,657.98	57.53	-	-	1,15,715.51
(iii) Disputed dues - MSME	-	-	-	-	-
(iv) Disputed dues - Others	-	-	-	-	-

The management has identified enterprises which have provided goods and services to the Company and which qualify under the definition of micro and small enterprises, as defined under Micro, Small and Medium Enterprises Development Act, 2006 (MSMEDA). Accordingly, the disclosure in respect of the amounts payable to such enterprises as at 31 March 2023 has been made in the financial statements based on information received and available with the Company. Further in the view of the management, the impact of interest, if any, that may be payable in accordance with the provisions of the MSMEDA is not expected to be material.

- (i) Principal amount and interest due thereon remaining unpaid to any supplier covered under MSMED Act, 2006:

- Principal -

- Interest -

- (ii) The amount of interest paid by the buyer in terms of section 16, of the MSMED Act, 2006 along with the amounts of the payment made to the supplier beyond the appointed day during each accounting year.

- (iii) 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 MSMED Act, 2006.

- (iv) The amount of interest accrued and remaining unpaid at the end of each accounting year.

- (v) The amount of further interest remaining due and payable even in the succeeding years, until such date when the interest dues as above are actually paid to the small enterprise for the purpose of disallowance as a deductible expenditure under section 23 of the MSMED Act, 2006

9 Other current liabilities

Statutory dues	60,175.60	53,292.63
Interest accrued but not due on borrowings	151.54	-
Income received in advance	55,429.52	-
Due to employees	84,154.10	2,53,382.65
Creditors for capital goods	-	-
Others	48,459.62	70,058.08
	<u>2,48,370.38</u>	<u>3,76,733.35</u>

10 Short-term provisions

Provision for gratuity (refer note 28)	2,698.52	2,085.29
Provision for compensated absences (refer note 28)	3,749.34	3,926.20
Provision for other employee benefit expenses	-	-
Provision for income tax (net of advance tax)	13,875.58	382.96
Others	-	-
	<u>20,323.44</u>	<u>6,394.45</u>



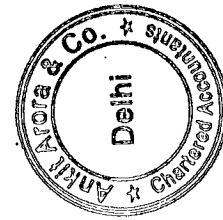
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AdLift Marketing Private Limited

Summary of significant accounting policies and other explanatory information to consolidated financial statements for the year ended 31 March 2024
(All amounts in rupees hundreds, unless otherwise stated)

11 Property, plant and equipment and intangible assets

Particulars	Property plant and equipment						Intangible assets	
	Computers	Office equipments	Electrical installation and equipments	Furniture and fittings	Vehicles	Lease hold improvement	Total	Total
Gross block								
Balance as at 01 April 2022	1,13,439.00	4,747.92	1,561.19	2,853.04	90,098.92	35,209.32	2,47,909.39	24,494.50
Additions	24,595.48	1,857.10	-	4,663.61	-	697.97	31,814.16	-
Disposals	52,373.85	509.25	-	-	-	-	52,883.10	-
Balance as at 31 March 2023	85,660.63	6,095.77	1,561.19	7,516.65	90,098.92	35,907.29	2,26,840.46	24,494.50
Additions	14,056.51	2,135.46	-	-	30,035.70	4,146.40	50,374.07	-
Disposals	-	-	-	-	-	-	-	-
Balance as at 31 March 2024	99,717.14	8,231.22	1,561.19	7,516.65	1,20,134.63	40,053.69	2,77,214.52	24,494.50
Accumulated depreciation and amortisation								
Balance as at 01 April 2022	79,324.95	4,276.62	1,268.70	2,111.24	74,626.21	1,610.24	1,63,217.96	23,269.77
Depreciation charge	31,544.06	771.75	75.97	2,055.57	5,113.11	21,462.71	61,023.17	-
Adjusted on disposal of assets	49,755.15	483.79	-	-	-	-	50,238.94	-
Balance as at 31 March 2023	61,113.86	4,564.58	1,344.67	4,166.81	79,739.32	23,072.95	1,74,002.19	23,269.77
Accumulated depreciation and amortisation								
Depreciation charge	20,029.76	889.23	56.24	810.58	9,504.64	10,254.70	41,545.15	-
Adjusted on disposal of assets	-	-	-	-	-	-	-	-
Balance as at 31 March 2024	81,143.62	5,453.81	1,400.91	4,977.39	89,243.96	33,327.65	2,15,547.34	23,269.77
Net block								
Balance as at 31 March 2023	27,165.47	1,556.65	216.52	3,349.84	10,359.61	12,834.34	55,482.42	-
Balance as at 31 March 2024	18,670.30	2,787.40	160.28	2,539.26	31,736.13	6,726.04	62,619.41	-



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AdLift Marketing Private Limited
Summary of significant accounting policies and other explanatory information to consolidated financial statements for the year ended 31 March 2024

(All amounts in rupees hundreds, unless otherwise stated)

Particulars	As at 31 March 2024	As at 31 March 2023
12 Deferred tax asset (net)		
Deferred tax asset arising on account of :		
Provision for employee benefits	41,697.42	35,391.73
On timing difference on depreciation and amortisation	15,554.48	13,243.09
Lease equalisation reserve	-	-
Provision for diminution in value of current investments	-	-
Provision for doubtful debts	-	-
Others	-	-
	57,251.90	48,634.81
13 Long-term loan and advances		
Security deposit-rent	18,644.02	17,733.34
Advance income-tax (net of provision for tax)	-	8,467.83
	18,644.02	26,201.17
14 Current investments		
Investments in mutual funds - non trade (quoted)		
In equity		
Invesco India Ultra Short term	1.01	1.01
Motilal Oswal Nasdaq	94,995.25	94,995.25
ASK Investment Managers Limited	80,824.67	77,227.21
Indian Titans	95,567.09	81,546.85
Kotak Mahindra Bank Ltd	49,998.50	49,998.50
Marcellus Investment Managers Pvt Ltd	1,93,597.82	1,86,963.10
SBI Gold Fund	49,998.50	49,998.50
	5,64,982.84	5,40,730.42
Less: Provision for diminution in value of current investments	-	-
	5,64,982.84	5,40,730.42
Aggregate amount of quoted investment		
Book value	5,64,982.84	5,40,730.42
Market value	7,27,251.18	5,76,293.68

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(All amounts in rupees hundreds, unless otherwise stated)

Particulars	As at 31 March 2024					As at 31 March 2023
15 Trade receivables						
Secured, considered good	-					-
Unsecured, considered good	7,35,589.52					6,28,872.04
Doubtful debts	-					-
	<u>7,35,589.52</u>					<u>6,28,872.04</u>
Unsecured, considered good						
Ageing Schedule : as at March 31, 2024	Outstanding for following periods from the date of payment					
Particulars	Less than 6 months	6 months - 1 year	1-2 Years	2-3 Years	More than 3 Years	Total
(i) MSME	-	-	-	-	-	-
(ii) Others	7,09,574.55	21,128.37	4,653.59	-	233.00	7,35,589.52
(iii) Disputed dues - MSME	-	-	-	-	-	-
(iv) Disputed dues - Others	-	-	-	-	-	-
Ageing Schedule : as at March 31, 2023	Outstanding for following periods from the date of payment					
Particulars	Less than 6 months	6 months - 1 year	1-2 Years	2-3 Years	More than 3 Years	Total
(i) MSME	-	-	-	-	-	-
(ii) Others	5,89,971.75	17,988.67	10,449.14	10,462.48	-	6,28,872.04
(iii) Disputed dues - MSME	-	-	-	-	-	-
(iv) Disputed dues - Others	-	-	-	-	-	-
16 Cash and cash equivalents						
Cash on hand	2,678.67					3,143.51
Balances with banks						
- in current account	4,76,939.18					3,42,928.01
	<u>4,79,617.85</u>					<u>3,46,071.52</u>
17 Short-term loan and advances						
<i>Unsecured, considered good</i>						
Deposits with excise and other tax authorities	5,297.02					3,580.02
Income tax refundable	-					89,924.09
Advance income tax (Net of Provision)	49,435.86					1,00,491.80
Prepaid expenses	16,790.12					15,373.36
Others	3,887.72					15,840.63
	<u>75,410.72</u>					<u>2,25,209.90</u>

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AdLift Marketing Private Limited
Summary of significant accounting policies and other explanatory information to consolidated financial statements for the year ended 31 March 2024
(All amounts in rupees hundreds, unless otherwise stated)

Particulars	For the year ended 31 March 2024	For the year ended 31 March 2023
18 Revenue from operations		
Sale of services		
- Domestic	29,77,320.61	31,55,319.64
- Export	1,07,751.49	1,54,078.70
	30,85,072.10	33,09,398.34
19 Other income		
Interest on income-tax refund	13,306.01	5,278.59
Profit (Loss) on sale of investment	24,745.07	5,256.37
Other non-operating income		
- Amount written back	-	1,428.70
-Net gain /(loss) on foreign currency transaction	6,427.89	1,947.23
- Other income	-	-
	44,478.97	13,910.88
20 Domain and bandwidth expenses	7,17,961.13	9,71,234.84
	7,17,961.13	9,71,234.84
21 Employee benefits expense		
Salaries, wages and bonus	14,04,463.76	14,15,091.17
Contribution to provident fund	28,810.37	31,333.04
Staff welfare	43,225.55	47,557.28
Other employee benefit obligations (ESOP)	14,746.39	31,887.34
	14,91,246.07	15,25,868.84
22 Finance cost		
Interest on vehicle loan	1,226.17	-
	1,226.17	-
23 Other expenses		
Advertisement	1,78,131.34	2,86,387.18
Business Promotion	16,548.02	96.68
Service charge and commission	4,335.60	5,558.61
Rent	84,029.25	84,541.32
Lease expense	-	-
Repair and maintenance		
- Building	22,885.56	23,067.08
- others	4,282.51	18,447.31
Professional charges	26,156.24	15,075.34
Social media campaign	-	-
Conference, meeting and seminar expenses	16,371.51	17,086.37
Payments to the auditor		
(a) As auditor	1,600.00	1,100.00
(b) For taxation matters	250.00	250.00
(c) Certification	150.00	150.00
Travel and transport	1,55,331.28	1,25,015.71
Communication	8,660.97	12,498.51
Printing and stationery	844.58	962.70
Bank charges	1,474.99	1,085.30
Electricity expenses	3,749.64	4,095.11
IT Expenses	18,046.43	-
Recruitment Expenses	19,675.53	-
Net loss on foreign currency transaction	-	-
Bad debts	1,879.30	55,266.97
Rates and taxes	4,925.16	20,657.73
Exchange Fluctutaion	-	-
Prior period adjustment	17,065.51	25,052.19
Tool & Subscription	-	-
Miscellaneous expenses	2,667.79	2,881.11
	5,89,061.19	6,99,275.23
24 Earnings per share		
a) Net profit after tax attributable to equity shareholders (in Rs.)	3,35,72,826	33,87,897
b) Weighted average number of equity shares (nos.)	1,00,000	1,00,000
c) Nominal value per equity share in Rs.	1.00	1.00
d) Basic earning per share in Rs.	335.73	33.88
e) Diluted weighted average number of equity shares (nos.)	1,04,045.00	1,04,070.00
f) Diluted earning per equity shares Rs. (Face value Re. 1)	322.68	32.55



25 Lease expense under the non-cancellable operating lease amounting to Nil (previous year Nil) is recognised as an expense in the Statement of Profit and Loss as Lease Expense.

26 Unhedged foreign currency exposures

The year-end foreign currency exposures that have not been hedged by a derivative instrument or otherwise are given below:

Particulars	Exchange ratio	As at 31 March 2024			As at 31 March 2023		
		Foreign currency rate	Amount in foreign currency	Amount in local currency	Foreign currency rate	Amount in foreign currency	Amount in local currency
Trade receivable (USD)	USD / INR	82.25	-	-	76.83	397.30	30,524.54
Trade payable (USD)	USD / INR	83.35	1,206.00	1,00,520	80.55	224.53	18,084.84

27 Related party disclosure

i) List of related parties and relationships:

A. Key management personnel & their relatives

- a) Mr. Prashant Puri
b) Mr. Vivek Pahwa
c) Ms. Ayesha Desai Relative of KMP (Mr. Prashant Puri)
d) Mr. Satish Puri Relative of KMP (Mr. Prashant Puri)

B. Enterprises over which person described in 'A' above and relatives of such person are able to exercise significant influence

- a) Bry Air (Asia) Private Limited
b) Desiccant Rotors International Private Limited
c) Insent Commercial Private Limited
d) Technical Drying Services (Asia) Private Limited
e) Arctic India Sales Private Limited
f) Pahwa (Holdings) Private Limited
g) Airgineers (Global) Private Limited
h) Delair India Private Limited
i) Sitagita Com Private Limited
j) Accentium Web Private Limited

ii) Transactions with related parties

Particulars	For the year ended 31 March 2024		For the year ended 31 March 2023	
	Entity over which person described in 'A' above and relatives of such person are able to exercise significant influence	Key management personnel	Entity over which person described in 'A' above and relatives of such person are able to exercise significant influence	Key management personnel
Sale of services				
Bry Air (Asia) Private Limited	-	-	-	-
Purchase of goods				
Cornucopia Concepts Private Limited	-	-	810.00	-
Reimbursement of expenses				
Mr Prashant Puri	-	42,773.86	-	64,186.19
Cornucopia Concepts Private Limited	11.60	-	148.03	-
Ms. Ayesha Desai	-	1,403.26	-	-
Salary paid				
Mr Prashant Puri	-	2,00,000.00	-	2,00,000.00
Ms. Ayesha Desai	-	30,540.00	-	30,671.35
Consultancy Charges				
Mr Satish Puri	-	3,874.50	-	7,380.00



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iii) Outstanding balances:

Particulars	As at 31 March 2024		As at 31 March 2023	
	Entity over which person described in 'A' above and relatives of such person are able to exercise significant influence	Key management personnel	Entity over which person described in 'A' above and relatives of such person are able to exercise significant influence	Key management personnel
Trade receivables				
Bry Air (Asia) Private Limited	233.00	-	233.00	-
Cornucopia Concepts Private Limited	3.60	-	5,525.80	-
Trade Payable				
Cornucopia Concepts Private Limited	-	-	955.80	-
Salary payable				
Mr. Prashant Puri	-	16,666.66	-	1,99,999.92
Ms. Ayesha Desai		2,500.00		2,247.09
Consultancy charges payable				
Mr Satish Puri		-		-
Other payables				
Ms. Ayesha Desai		1,403.26		
Mr. Prashant Puri		3,120.43		-



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28 Employee benefits

The Group is following Accounting Standard 15 (Revised 2005) 'Employee Benefits' and uses Projected Unit Credit Method and other assumptions as per the market trend.

Following assumptions were used by actuary for computation of year end gratuity and compensated absences liability.

Particulars	Gratuity		Compensated absences	
	For year ended 31 March 2024	For year ended 31 March 2023	For year ended 31 March 2024	For year ended 31 March 2023
Discount rate (per annum)	7.25%	7.50%	7.25%	7.50%
Rate of increase in compensation levels (per annum)	5.00%	5.00%	5.00%	5.00%
Mortality	IALM 2012-14	IALM 2012-14	IALM 2012-14	IALM 2012-14
Withdrawal rate (per annum)	-	5%	-	5%
Withdrawal rate (per annum) (16 years to 30 years)	5%		5%	
Withdrawal rate (per annum) (30 years to 44 years)	3%		3%	
Withdrawal rate (per annum) (44 years to 60 years)	2%		2%	

The Group assesses these assumptions with the projected long-term plans of growth and prevalent industry standards.

29 Employee stock option plan (ESOP)

The Shareholder of the Company, in their meeting held on 06th December 2021 approved the "AdLift Marketing Employee Stock Option Plan-2022" ("ESOP 2022") scheme for granting Employee Stock Options in the Form of Equity Shares Linked to the completion of a minimum period of continued employment, to the eligible employees of the Company, monitored by the Board of Directors. The eligible employees for the purpose of granting options will be determined by the Board of Directors as specified in ESOP 2022 Plan, from time to time

The Company shall issue not more than 10,000 options under ESOP 2022, The holder of the vested options are entitled to apply for equity share of the Company, in accordance with the terms of grant,

The Options granted to an Option Grantee would vest over a period of four years in the following manner:

- (a) on completion of one year from the date on which such Options were granted, 25% of the local Options granted will vest with the employee; and
 (b) the remaining 75% of the total Options granted will Vest with the employee evenly on an equal monthly basis from the date of completion of one year from the date on which the Options were granted, Refer below for the details of the ESOP 2022 scheme as at 31st March, 2023.

Date of Grant: 12-Jan-22

Numbers of options granted on grant date: 4,420

Exercise price (in Re.): 1

Exercise period: Commences on and from the date the Board intimates the Options grantees of a proposed Liquidation. Event till occurrence of actual Liquidation or such other time period within which an Option Grantee may exercise all or any of the Vested Options as may be determined by the Board.

The estimated that the occurrence of the Liquidation Event or any other time period is considered as 3 years from the date of vesting of all options to the option grantee.

Number of Options granted, executed and forfeited

Particulars	31st March 2024
Outstanding at the beginning of the year	4,070.00
Granted during the year	350.00
Forfeited / Expired during the year	375.00
Exercised during the year	-
Outstanding at the end of the year	4,045.00
Exercisable at the end of the year	-
Unvested options at the end of the year	4,045.00

The Company has accounted for the ESOP 2022 scheme using the fair value method in accordance with Black Scholes Merton (BSM) Option Pricing Model as recommended by the Guidance Note on accounting for employee share based payment issued by the Institute of Chartered Accountants of India in respect of stock options granted, The value of the underlying shares has been determined by an independent valuer.

The following assumptions were used for calculation of fair value of grants:

Risk-Free Interest rate (%) 7.32%

Expected life of options (Years) At the end of 4 years from Grant date

Expected volatility (%) 40.00%

Dividend Yield (%) 0%



30 Disclosure Regarding analytical ratios:

Ratio	Methodology	Current Period	Previous Period	% Variance
Current Ratio	Current Assets over Current Liabilities	5.41	3.49	55%
Debt-equity ratio	Debt over Total Shareholder's fund	0.01	-	-
Debt service coverage ratio	EBIT over Current Debt	75.72	-	-
Return on equity ratio	PAT over Total Average Equity	24.74%	2.80%	783%
Inventory turnover ratio	N.A.	NA	NA	-
Trade receivables turnover ratio	Revenue from operations over Average Trade receivable	4.52	4.92	-8%
Trade payables turnover ratio	Adjusted Expenses over Average Trade payable	7.72	7.32	5%
Net capital turnover ratio	Revenue from operations over Average Working Capital	2.24	2.81	-20%
Net profit ratio	Net Profit over Revenue from operations	10.88%	1.02%	963%
Return on capital employed	PBIT over Average Capital employed	21.35%	5.45%	292%
Return on investment	Net gain on sale of Investment and Net Fair Value Gain over Weighted average Investments	33.83%	7.59%	346%

Explanation for change in the ration by more than 25% as compared to the preceding year

Ratio	Change from preceding year	Reason for variance
Current Ratio	55%	The company has paid off its current liabilities well in time which consists majorly of the statutory dues and hence due to reduced current liabilities, the current ratio has improved.
Return on equity ratio	783%	Due to efficient cost management on all heads of expenses, the company has achieved greater profitability even with a little fall in revenue. The company is focusing on increasing revenue and profitability per client, hence, the ratio has improved drastically.
Net profit ratio	963%	Due to greater profitability as a result of efficient cost management, the Net Profit of the company has improved significantly.
Return on capital employed	292%	Due to greater profitability as a result of efficient cost management, the Return on Capital Employed of the company has improved significantly.
Return on investment	346%	The returns on investments in Stock Markets is not linear and are affected due to market risks. During the current year, the return from PMS services were not similar to the previous year due to overall market returns, hence, the ratio has declined.



(All amounts in rupees hundreds, unless otherwise stated)

31 Additional information as per point 2 to General Instructions for the preparation of consolidated financial statements:

Name of the entity in the group	Net assets, i.e., total assets minus total liabilities		Share in profit and loss	
	As % of consolidated net assets	Amount	As % of consolidated profit or loss	Amount
Parent Adlift Marketing Private Limited	67.46%	9,97,772	66.67%	1,92,352
Subsidiary companies				
Indian Yral Marketing Private Limited (Struck-off during the year)	0.00%	-	0.00%	-
Foreign AdLift Inc.	32.54%	4,81,279	33.33%	96,159
Minority interest in subsidiary Indian	0.00%	-	0.00%	-
Intra group elimination	0.00%	-	-	-
Total	100.00%	14,79,051	100.00%	2,88,511

32 The Company is a small and medium sized company ('SMC') as defined in the general instructions in respect of the Accounting Standards specified under Section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014 (as amended). Accordingly, the Company has complied with the disclosure requirements as applicable to a SMC.

33 Previous year amounts have been regrouped/ rearranged wherever considered necessary to make them comparable with those of the current year.

34 There is no contingent liability.

35 There are no immovable properties held in the company.

36 The company has not done any revaluation in Property, Plant and Equipment during the Year.

37 Disclosure on Relationship with Struck off Companies

The company has not entered into any transaction with companies struck off under section 248 of the Companies Act, 2013 or section 560 of the the Companies Act, 1956, hence, no further disclosure is required. However, the subsidiary of the company "Yral Marketing Private Limited" was struck off during the year on Jan. 16, 2023 on the application of the company filed on 13-07-2022.

38 Disclosure on Benami Properties

There have been no proceedings initiated or pending against the company for holding any benami property under the Prohibition of Benami Property Transactions Act, 1988 and the rules made thereunder, hence, no further disclosure is required.

39 Registration of charges or Satisfaction with Registrar of Companies

There is no charge or satisfaction yet to be registered with Registrar of Companies beyond the statutory period.

40 Details of Crypto Currency or Virtual Currency

The Company had availed a Vehicle Loan from ICICI Bank during the year but the Charges has not been registered with the Registrar of Companies.
Charge Holder - ICICI Bank Ltd. | Date of Hypothecation : August 12, 2023 | Charge amount : INR 22,00,000/- against Vehicle - Toyota Hycross
There are no Satisfaction of Charge which is pending.

41 Balance appearing under "Unsecured Loans", "Current Assets, Loans & Advance" and " Current Liabilities & Provisions" are subject to confirmation.

42 Estimated amounts of contracts remaining to be executed on Capital Account and not provide for NIL (NIL).

43 As information available with the management, the Company does not owe any sum exceeding rupees one lac, outstanding for more than thirty days at the Balance Sheet date, to any Small Scale Undertakings.

44 No loans or advances in the nature of loans have been granted to promoters, Directors, KMPs and the related parties, either severally or jointly with any other person.

45 There is no Capital Work-in-Progress (CWIP) or any Intangible assets under development.

46 The company has no exposure in Derivative Financial Instruments during the year.

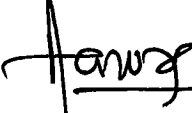
47 There is no transaction that has not been recorded in the books of accounts that has been surrendered or disclosed as income during the year in tax assessments under the Income Tax Act, 1961. Further, no previously unrecorded income and related assets have been properly recorded in the books of account during the year.



(All amounts in rupees hundreds, unless otherwise stated)

- 48 Corporate Social Responsibility (CSR) provisions are not applicable on the company.
- 49 The company has paid not any Rent to Directors.
- 50 The figures have been rounded off to the nearest 100 rupees and decimals thereof.
- 51 Figure within Brackets related to the previous year.
- 52 The previous year's figure has been rearranged reworked, regrouped and reclassified as necessary.

For ANKIT ARORA & Co.
Chartered Accountants
Firm's Registration No.: 025591N


Ankit Arora
Proprietor
Membership No.: 526430
UDIN: 24S26430BKCAMB2332



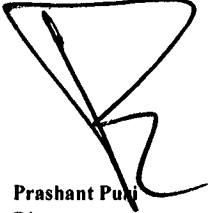
Place: New Delhi

Date: 29 AUG 2024

For and on behalf of board of directors
AdLift Marketing Private Limited



Vivek Pahwa
Director
(DIN – 01831202)



Prashant Puri
Director
(DIN – 05315307)