



OP BAGLA & CO LLP
CHARTERED ACCOUNTANTS

Regd. Office :
501, 5th Floor,
B-225, Okhla Indl. Area, Phase - 1,
New Delhi - 110020
Ph.: 011-47011850, 51, 52, 53
E-Mail : admin@opbco.in
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INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF ADLIFT MARKETING PRIVATE LIMITED

Report on the Consolidated Financial Statements

We have audited the accompanying consolidated financial statements of **ADLIFT MARKETING PRIVATE LIMITED** (hereinafter referred to as the 'Holding Company') and its subsidiary company (collectively referred to as "the Group"), which comprise the consolidated Balance Sheet as at March 31, 2025, and the consolidated statement of Profit and Loss and the consolidated cash flows Statement for the year then ended, and notes to the consolidated financial statements, including a summary of significant accounting policies (hereinafter 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 Act in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India, of their consolidated state of affairs of the Group as at March 31, 2025, of consolidated profit and its consolidated cash flows for the year then ended.

Basis for Opinion

We conducted our audit in accordance with the Standards on Auditing (SAs) specified under section 143(10) of the Companies Act, 2013. Our responsibilities under those Standards are further described in the Auditor's Responsibilities for the Audit of the 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 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 opinion.

Information other than the Financial Statements and Auditor's Report thereon

The Holding Company's Board of Directors is responsible for the other information. The other information comprises the information included in the Annual 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 will not express any form of assurance conclusion thereon.





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In connection with our audit of the consolidated financial statements, our responsibility is to read the other information identified above when it becomes available and, in doing so, consider whether the other information is materially inconsistent with the consolidated financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of Management for the Consolidated Financial Statements

The Holding Company's Board of Directors is responsible for the preparation and presentation of these consolidated financial statements in term of the requirements of the Companies Act, 2013 that give a true and fair view of the consolidated financial position, consolidated financial performance and consolidated cash flows of the Group in accordance with the accounting principles generally accepted in India, including the Accounting Standards specified under section 133 of the Act. The respective Board of Directors of the companies included in the Group are responsible for maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding 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 the design, implementation and maintenance of adequate internal financial controls, that were operating effectively for ensuring 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, which have been used for the purpose of preparation of the consolidated financial statements by the Directors of the Holding Company, as aforesaid.

In preparing the consolidated financial statements, the respective Board of Directors of the companies included in the Group are responsible for assessing the ability of the respective entities to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the respective Board of Directors either intends to liquidate their respective entities 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





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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 scepticism 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 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 Holding 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 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 ability of the Group 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 or business activities within the Group of which we are the independent auditors, to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the audit of the financial statements of such entities included in the consolidated financial statements of which we are the independent auditors. For the other entities included in the consolidated financial statements, which have been audited by other auditors, such other auditors remain responsible for the direction, supervision and performance of the audits carried out by them. We remain solely responsible for our audit opinion.





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We communicate with those charged with governance of the Holding Company and such other entities included in the consolidated financial statements of which we are the independent auditors 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.

Report on Other Legal and Regulatory Requirements

1. Reporting under clause xxi of the Companies (Auditor's Report) Order, 2020 ("the Order") issued by the Central Government of India in terms of Section 143(11) of the Act is not applicable as the Subsidiary Company is incorporated outside India.
2. 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 and report of other auditors.
 - (c) The Consolidated Balance Sheet, the Consolidated Statement of Profit and Loss, and the Consolidated Cash Flow Statement dealt with by this Report are in agreement with the relevant 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, as amended till date.
 - (e) On the basis of the written representations received from the directors of the holding company as on 31st March, 2025 taken on record by the Board of Directors of the Holding Company, none of the directors of the Group's companies incorporated in India is disqualified as on March 31, 2025 from being appointed as a director in terms of Section 164 (2) of the Act.
 - (f) In view of notification of ministry of corporate affairs dated 13th June 2017, read with notification no. GSR 464E dated 5th June 2015, clause (i) of section 143(3) of the Companies Act in respect of internal financial control is not applicable to the Holding & Subsidiary Company during the year.





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- (g) Being the private Limited Companies, the provisions of Section 197 read with schedule V to the Companies Act, 2013 with regard to managerial remuneration paid and provided are not applicable to the Group.
- (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. As informed to us, the Group does not have any pending litigations, which could have any material impact on its financial position.
 - ii. According to the information and explanations provided to us, the Group did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses.
 - iii. There has been no delay in transferring amounts, required to be transferred, to the Investor Education and Protection Fund by the Holding Company and its subsidiaries wherever applicable.
 - iv. a) The management has represented that, to the best of its knowledge and belief, no funds have been advanced or loaned or invested (either from borrowed funds or share premium or any other sources or kind of funds) by the Group to or in any other persons or entities, including foreign entities ("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 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 have been received by the Group from any persons or entities, including foreign entities ("Funding Parties"), with the understanding, whether recorded in writing or otherwise, that the Group 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; and
 - c) Based on such audit procedures performed 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 (a) and (b) contain any material misstatement.
 - v. The interim dividend proposed, declared and paid by the Company during the year is in accordance with Section 123 of the Act, as applicable.





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vi. Based on our examination which included test checks, Holding company has 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 did not come across any instance of audit trail feature being tampered with in respect of the accounting software where such feature is enabled.

Additionally, the audit trail has been preserved by the company as per the statutory requirements for record retention.

For O P BAGLA & CO LLP
CHARTERED ACCOUNTANTS
FRN : 000018N/N500091

(ATUL BAGLA)
PARTNER

M.No. 91885

PLACE : NEW
DELHI

DATED : 21.07.2025

UDIN: 25091885B01L COD T755



Consolidated Balance Sheet as at 31 March 2025

(All amounts in rupees hundreds, unless otherwise stated)

Particulars	Note	As at 31 March 2025	As at 31 March 2024
EQUITY AND LIABILITIES			
Shareholders' funds			
Share Capital	2	1,000.00	1,000.00
Reserves and Surplus	3	5,99,718.57	14,76,827.44
		<u>6,00,718.57</u>	<u>14,77,827.44</u>
Non-Current Liabilities			
Long-Term Borrowings	4	11,855.97	16,047.51
Long-Term Provisions	5	44,668.74	1,57,458.49
		<u>56,524.71</u>	<u>1,73,506.00</u>
Current liabilities			
Short-Term Borrowings	6	2,04,191.54	3,826.37
Trade payables			
Total outstanding dues of micro enterprises and small enterprises;	7	2,966.28	144.76
Total outstanding dues of creditors other than micro enterprises and small enterprises		85,100.96	70,117.87
Other Current Liabilities	8	2,89,954.03	2,48,370.38
Short-Term Provisions	9	59,112.04	20,323.44
		<u>6,41,324.85</u>	<u>3,42,782.82</u>
		<u>12,98,568.13</u>	<u>19,94,116.26</u>
ASSETS			
Non-Current Assets			
Property, Plant and Equipment and Intangible Assets	10	40,185.44	62,619.41
Intangible Assets		-	-
Deferred Tax Asset (Net)	11	25,785.09	57,251.90
Other non-current assets	12	30,649.40	18,644.02
		<u>96,619.93</u>	<u>1,38,515.33</u>
Current Assets			
Current Investments	13	-	5,64,982.84
Trade Receivables	14	8,92,788.18	7,35,589.52
Cash and Cash Equivalents	15	2,73,621.30	4,79,617.85
Short-Term Loans and Advances	16	35,538.72	75,410.72
		<u>12,01,948.20</u>	<u>18,55,600.93</u>
		<u>12,98,568.13</u>	<u>19,94,116.26</u>

Summary of significant accounting policies 1

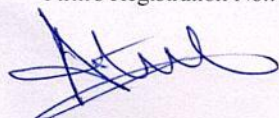
The accompanying notes 1 to 45 are an integral part of the consolidated financial statements

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

For O P Bagla & Co LLP

Chartered Accountants

Firm's Registration No.: 000018N/N500091



Atul Bagla

Partner

Membership No.: 091885



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



Vivek Pahwa

Director

(DIN - 01831202)



Prashant Puri

Director

(DIN - 05315307)

Place: New Delhi

Date: 21 July 2025

AdLift Marketing Private Limited

Regd. Office: 20 Rajpur Road, Civil Lines, New Delhi-110054

CIN: U52590DL2012PTC239375

Consolidated Statement of Profit and Loss as at 31 March 2025

(All amounts in rupees hundreds, unless otherwise stated)

Particulars	Note	For the year ended 31 March 2025	For the year ended 31 March 2024
REVENUE			
Revenue from operations	17	37,39,084.16	30,85,072.10
Other income	18	2,60,976.68	44,478.97
Total Income		40,00,060.84	31,29,551.07
EXPENSES			
Domain and bandwidth expenses	19	8,73,803.24	7,17,961.13
Employee benefits expense	20	16,83,889.22	14,91,246.07
Finance costs	21	1,631.45	1,226.17
Depreciation and amortisation expense	10	29,660.49	41,545.15
Other expenses	22	6,03,159.46	5,89,061.19
		31,92,143.86	28,41,039.72
Profit before tax		8,07,916.97	2,88,511.35
Tax expense:			
- Current tax		1,76,120.40	76,477.40
- Tax related to Previous years		3,401.25	(20,643.39)
- Deferred tax		31,466.81	(8,617.09)
Profit/(loss) for the year before minority interest		5,96,928.51	2,41,294.44
Minority interest		-	-
Profit/(loss) for the year		5,96,928.51	2,41,294.44
Earnings per equity share Re. 1 (Previous year of Rs. 1 each)	23		
- Basic (in Rs.)		596.93	241.29
- Diluted (in Rs.)		596.93	231.86

Summary of significant accounting policies

1

The accompanying notes 1 to 45 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 O P Bagla & Co LLP

Chartered Accountants

Firm's Registration No.: 000018N/N500091

Atul Bagla

Partner

Membership No.: 091885



For and on behalf of the Board of Directors

AdLift Marketing Private Limited

Vivek Pahwa

Director

(DIN - 01831202)

Prashant Puri

Director

(DIN - 05315307)

Place: New Delhi

Date: 21 July 2025

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
A. Cash flow from operating activities		
Profit before tax	8,07,916.97	2,88,511.35
Adjustments for:		
Depreciation and amortisation	29,660.49	41,545.15
Profit on sale of investment	(2,29,258.52)	(24,745.07)
Profit (Loss) on sale of Fixed Assets	(9,221.27)	-
Unrealised foreign exchange gain	97.01	(0.99)
Finance costs	1,631.45	1,226.17
Bad debts written off	-	1,879.30
Operating profit before working capital changes	6,00,826.14	3,08,415.93
Changes in working capital		
Adjustments for:		
Net Change in trade receivables	(1,57,198.66)	(1,08,596.78)
Net Change in loans and advances	39,872.00	1,49,799.17
Net Change in other non-current assets	(12,005.38)	(910.68)
Net Change in trade payables	17,804.61	(45,452.88)
Net Change in provisions	(74,001.15)	36,777.04
Net Change in other current liabilities	41,583.65	(1,28,362.97)
Cash flow from operating activities	4,56,881.22	2,11,668.84
Income taxes paid (net of refunds)	(1,79,521.65)	(47,366.18)
Net cash (used in)/ generated from operating activities	2,77,359.57	1,64,302.66
B. Cash flow from investing activities		
Purchase of property, plant and equipment	(13,652.00)	(50,374.07)
Sale of property, plant and equipment	15,549.73	-
Foreign currency translation adjustment	(477.38)	477.38
Sale of mutual funds (net)	7,94,241.35	5,65,475.48
Purchase of mutual funds (net)	-	(5,64,982.84)
Net cash (used in) investing activities	7,95,661.70	(49,404.04)
C. Cash flow from financing activities		
Proceeds from long-term borrowings	(4,191.54)	16,047.51
Proceeds from short-term borrowings	2,00,365.17	3,826.37
Interim Dividend Paid	(14,73,560.00)	-
Interest paid	(1,631.45)	(1,226.17)
Net cash generated from financing activities	(12,79,017.82)	18,647.71
Net (decrease)/increase in cash and cash equivalents (A+B+C)	(2,05,996.55)	1,33,546.33
Cash and cash equivalents at the beginning of the year	4,79,617.85	3,46,071.52
Cash and cash equivalents at the end of the year	2,73,621.30	4,79,617.85
Cash and cash equivalents comprise (refer note 16)		
Cash on hand	2,169.56	2,678.67
Balances with banks		
- in current accounts	2,71,451.74	4,76,939.18
	2,73,621.30	4,79,617.85

Summary of significant accounting policies

1

The accompanying notes 1 to 45 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 O P Bagla & Co LLP
 Chartered Accountants
 Firm's Registration No.: 000018N/N500091



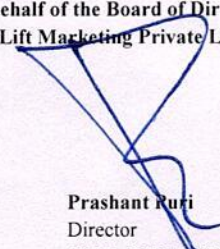
Atul Bagla
 Partner
 Membership No.: 091885



For and on behalf of the Board of Directors
 AdLift Marketing Private Limited



Vivek Pahwa
 Director
 (DIN - 01831202)



Prashant Ruri
 Director
 (DIN - 05315307)

Place: New Delhi
 Date: 21 July 2025

AdLift Marketing Private Limited

Summary of significant accounting policies and other explanatory information to the financial statements for the year ended 31 March 2025

Background and nature of operations

AdLift Marketing Private Limited (the 'Holding Company') was incorporated on 26 July 2012. AdLift Inc. ('the subsidiary') are incorporated on 7 May 2014. The Holding Company and its subsidiaries are engaged in providing internet marketing and web, software and mobile development services, search engine marketing and optimisation for mobile and social media, design, develop, establish, setup, build, constitute, launch, procure, acquire, own, run, evolve or otherwise deal in website(s). To offer through website(s) specific e-mail newsletters, latest news, information, advice etc.

1. Statement of significant accounting policies

a) Basis of preparation

The consolidated financial statements have been prepared to comply in accordance with the accounting principles generally accepted in India, including the Accounting Standards specified under Section 133 of the Companies Act, 2013 read with Rule 7 of the Companies (Accounts) Rules, 2014 (as amended). The financial statements have been prepared on a going concern basis under the historical cost convention on accrual basis in accordance with the generally accepted accounting principles in India. The accounting policies have been consistently applied by the Group and are consistent with those used in the previous year.

The Holding 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 Group has complied with the disclosure requirements as applicable to a SMC.

All assets and liabilities have been classified as current or non-current as per the Group's normal operating cycle and other criteria set-out in the Act. Deferred tax assets and liabilities are classified as non-current assets and non-current liabilities, as the case may be.

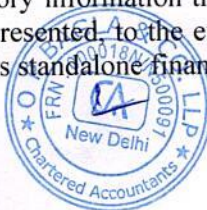
AdLift Marketing Private Limited (the 'Company') and its subsidiaries (collectively referred to as the "Group"). These consolidated financial statements comprise a consolidation of the financial statements of AdLift Marketing Private Limited ("the Company") and its subsidiaries as listed below:

S. No.	Name of consolidated entity	Country of incorporation	% of holding as at 31 March 2025
Direct subsidiary			
1	AdLift Inc.	USA	100%

b) Principles of consolidation

The consolidated financial statements have been prepared in accordance with the notified Accounting Standard (AS-21) on 'consolidated financial statement'. The consolidated financial statement have been prepared on the following basis:

- Consolidated financial statement normally includes Consolidated Balance Sheet, Consolidated Statement of Profit and Loss, Consolidated Cash Flow Statement and Summary of material accounting policies and other explanatory information that form an integral part thereof. The consolidated financial statements are presented to the extent possible, in the same format as adopted by the Holding Company for its standalone financial statements.



AdLift Marketing Private Limited

Summary of significant accounting policies and other explanatory information for the year ended 31 March 2025

- ii) The consolidated financial statements include the financial statements of the Holding Company and its subsidiaries which is more than 50 percent owned or controlled as at the year end.
 - iii) The consolidated financial statements have been combined on a line by line basis by adding the book values of like items of assets, liabilities, income and expenses after eliminating intra-group balances/transactions and resulting unrealised profits/losses in full. The amounts shown in respect of reserves comprise the amount of the relevant reserves as per the balance sheet of the Holding Company and its share in the post-acquisition profit increase in the relevant reserves of the entity to be consolidated.
 - iv) As far as possible, the consolidated financial statements are prepared using uniform accounting policies for like transactions and other events in similar circumstances and are presented, to the extent possible, in the same manner as the Holding Company's standalone financial statements.
 - v) The financial statements of the entities used for the purpose of consolidation are drawn up to same reporting date as of the Holding Company.
- c) **Use of estimates**

The preparation of consolidated financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and the disclosure of contingent liability on the date of the financial statements and the results of operations during the reporting periods. Although these estimates are based upon management's best knowledge of current events and actions, actual results could differ from those estimates and revisions, if any, are recognised in the current and future periods.

d) **Revenue recognition**

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the Group and the revenue can be reliably measured.

Revenue from rendering search engine optimization (SEO) and search engine maximization (SEM) services is recognised when the respective services have been rendered to the customers, as per the terms of the contract.

e) **Property, plant and equipment**

Property, plant and equipments are stated at historical cost less accumulated depreciation and impairment (if any). Cost comprises the purchase price and any attributable cost of bringing the asset to its working condition for its intended use.

Intangible

Software which is not integral part of the hardware is classified as intangibles and is stated at cost less accumulated amortisation. These are recognised as assets if it is probable that future economic benefits attributable to such assets will flow to the Company and the cost of the assets can be reliably measured.



AdLift Marketing Private Limited**Summary of significant accounting policies and other explanatory information for the year ended 31 March 2025****f) Depreciation and amortisation**

Depreciation on tangible assets is provided on pro-rata basis under written down value method based on useful life prescribed in Schedule II of the companies Act.

Assets category	Life as per schedule II (Years)
Office equipments	5
Computers	3
Furniture and fittings	10
Electrical installations and equipment	10
Vehicles	8

Software is amortised over a period of three years, on straight-line method, from the date of purchase.

g) Foreign currency transactions**-Initial recognition**

Foreign currency transactions are recorded in the reporting currency, by applying to the foreign currency amount, the exchange rate between the reporting currency and the foreign currency at the date of the transaction.

-Conversion

Monetary items denominated in foreign currency as at the Balance Sheet date are converted at the exchange rate prevailing on that date.

-Exchange differences

Exchange differences arising on the settlement of monetary items or on reporting Company's monetary items at rates different from those at which they were initially recorded during the year, or reported in previous financial statements, are recognised as income or as expenses in the year in which they arise.

h) Employee benefits

Expenses and liabilities in respect of employee benefits are recorded in accordance with the notified Accounting Standard 15, - 'Employee Benefits' prescribed in the Companies (Accounting Standards) Rules, 2006.

i. Provident Fund

Provident fund benefit is a defined contribution plan under which the Group pays fixed contribution into funds established under Employees Provident Fund and Miscellaneous Provisions Act, 1952. The Group has no legal or constructive obligations to pay further contributions after payment of the fixed contribution. The contributions recognised in respect of defined contribution plans are expensed as they accrue. Liabilities and assets may be recognised if underpayment or prepayment has occurred and are included in current liabilities or current assets, respectively, as they are normally of a short term nature. The Group's contributions paid/payable under the scheme is recognised as an expense in the Statement of Profit and Loss during the year in which the employee renders the related service.



ii. Gratuity

Gratuity is a post-employment benefit and is in the nature of a defined benefit plan. The liability recognised in the balance sheet in respect of gratuity is the present value of the defined benefit/ obligation at the balance sheet date less the fair value of plan assets, together with adjustments for unrecognised actuarial gains or losses and past service costs.

The defined benefit/ obligation is calculated at or near the balance sheet date by an independent actuary using the projected unit credit method.

Actuarial gains and losses arising from past experience and changes in actuarial assumptions are charged or credited to the statement of profit and loss in the year to which such gains or losses relate.

iii. Compensated absences

The Group also provides benefit of compensated absences under which un-availed leaves are allowed to be accumulated to be availed in future. The scheme is considered as a long term benefit. The compensated absences comprises of vesting as well as non vesting benefit and the liability is determined in accordance with the rules of the Company and is based on actuarial valuations made on projected unit credit method at the Balance Sheet date.

Actuarial gains and losses arising from past experience and changes in actuarial assumptions are credited or charged to the Statement of Profit and Loss in the year in which such gains or losses are determined.

iv. Other short term benefits

Expense in respect of other short term benefits is recognised on the basis of the amount paid or payable for the period during which services are rendered by the employee.

i) Taxes on income

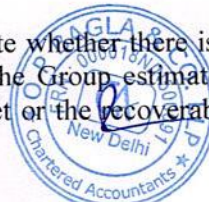
Provision for tax includes current tax and deferred tax.

Current tax is determined in respect of taxable income for the period in accordance with the applicable tax laws.

Deferred income tax reflects the impact of current year timing differences between taxable income/ losses and accounting income for the year and reversal of timing differences of earlier years. Deferred tax is measured based on the tax rates and the tax laws enacted or substantively enacted at the balance sheet date. Deferred tax assets are recognised only to the extent that there is reasonable certainty that sufficient future taxable income will be available against which such deferred tax assets can be realised. In respect of carry forward losses and unabsorbed depreciation, deferred tax assets are recognised only to the extent there is virtual certainty that sufficient future taxable income will be available against which such deferred tax assets can be realised.

j) Impairment of assets

The Group assesses at each balance sheet date whether there is any indication that an asset may be impaired. If any such indication exists, the Group estimates the recoverable amount of the asset. If such recoverable amount of the asset or the recoverable amount of the cash generating



AdLift Marketing Private Limited

Summary of significant accounting policies and other explanatory information for the year ended 31 March 2025

unit to which the asset belongs is less than its carrying amount, the carrying amount is reduced to its recoverable amount and the reduction is treated as an impairment loss and is recognised in the statement of profit and loss. If at the balance sheet date there is an indication that a previously assessed impairment loss no longer exists, the recoverable amount is reassessed and the asset is reflected at the recoverable amount subject to a maximum of depreciated historical cost and is accordingly reversed in the statement of profit and loss.

k) Leases

Leases of assets under which significant risks and rewards of ownership are effectively retained by the lessor are classified as operating leases. Lease payments under an operating lease are recognised as expense in the statement of profit and loss on a straight line basis over the lease term.

l) Contingent liabilities and provisions

The Group makes a provision when there is a present obligation as a result of a past event where the outflow of economic resources is probable and a reliable estimate of the amount of the obligation can be made.

A disclosure is made for a contingent liability when there is a:

- possible obligation, the existence of which will be confirmed by the occurrence/non-occurrence of one or more uncertain events, not fully within the control of the Company; or
- present obligation, where it is not probable that an outflow of resources embodying economic benefits will be required to settle the obligation; or
- present obligation, where a reliable estimate cannot be made.

m) Cash and cash equivalents

Cash and cash equivalents comprise cash on hand, cash at bank and short term investments in fixed deposits with an original maturity of three months or less.

n) Earnings per share

Basic earnings per share are calculated by dividing the net profit or loss for the period attributable to equity shareholders by the weighted average number of equity shares outstanding during the period.

Diluted earnings per share are calculated by dividing the net profit or loss for the period attributable to existing as well as potential equity shareholders by the weighted average number of fully diluted equity shares outstanding during the period.



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(All amounts in rupees hundreds, unless otherwise stated)

Particulars	As at 31 March 2025		As at 31 March 2024	
	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	2,000.00
	2,00,000	2,000.00	1,00,000	2,000.00
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	1,00,000	1,000.00	1,00,000	1,000.00

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	As at 31 March 2025		As at 31 March 2024	
	Number	% of holding	Number	% of holding
Equity shares of Re. 1 each fully paid up				
Mr. Prashant Puri	90,000	90.00%	90,000	90%
Mr. Vivek Pahwa	10,000	10.00%	10,000	10%
	1,00,000	100%	1,00,000	100%

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

	As at 31 March 2025		As at 31 March 2024	
	Number	% of holding	Number	% of holding
100,000 Equity shares of Re.1 each fully paid up (previous year 100,000 equity shares of Re. 1 each)				
Mr. Prashant Puri	90,000	90.00%	90,000	90%
Mr. Vivek Pahwa	10,000	10.00%	10,000	10%
	1,00,000	100%	1,00,000	100%

Particulars	As at 31 March 2025		As at 31 March 2024	
3 Reserves and surplus				
Surplus in the Statement of Profit and Loss				
Balance as at the beginning of the year		14,76,350.06		12,35,055.96
Add : Profit/(loss) for the year		5,96,928.51		2,41,294.10
Less: Interim dividend		14,73,560.00		-
Balance as at the end of the year		5,99,718.57		14,76,350.06
Foreign Currency Translation Reserves				
Balance as at the beginning of the year		477.38		-
Less: - Amount transferred to Statement of Profit and Loss		(477.38)		477.38
Balance as at the end of the year		-		477.38
Total		5,99,718.57		14,76,827.44
4 Long-term borrowings				
Secured				
Loan from ICICI Bank		16,047.51		19,873.88
Less: Current maturities of long-term borrowings (refer note 6)		(4,191.54)		(3,826.37)
		11,855.97		16,047.51

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, 2025 is Rs. 16,04,751/- with current maturities i.e. principal amount repayable in next 12 months is Rs. 4,19,154/-.

5 Long-term provisions

Provision for gratuity (refer note 27)	44,668.74	50,663.29
Provision for compensated absences (refer note 27)	-	52,175.10
Provision for Employee stock option	-	54,620.10
	44,668.74	1,57,458.49



(All amounts in rupees hundreds, unless otherwise stated)

Particulars	As at 31 March 2025	As at 31 March 2024
6 Short-term borrowings		
Unsecured		
Loan from director *	2,00,000.00	-
Current maturities of long-term borrowings	4,191.54	3,826.37
	<u>2,04,191.54</u>	<u>3,826.37</u>
* aforementioned loan from director is interest free and repayable on demand.		
7 Trade payables		
Total outstanding dues of micro enterprises and small enterprises	2,966.28	144.76
Total outstanding dues of creditors other than micro enterprises and small enterprises	85,100.96	70,117.87
	<u>88,067.24</u>	<u>70,262.63</u>

Ageing Schedule : as at March 31, 2025		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	2,966.28	-	-	-	2,966.28	
(ii) Others	85,100.96	-	-	-	85,100.96	
(iii) Disputed dues - MSME	-	-	-	-	-	
(iv) Disputed dues - Others	-	-	-	-	-	

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	144.76	-	-	-	144.76	
(ii) Others	70,089.31	28.57	-	-	70,117.87	
(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 2025 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	2,966.28	144.76
- 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	-	-

8 Other current liabilities

Statutory dues	73,623.55	60,175.60
Interest accrued but not due on borrowings	122.36	151.54
Income received in advance	2,350.00	55,429.52
Due to employees	1,54,887.11	84,154.10
Others	58,971.00	48,459.62
	<u>2,89,954.03</u>	<u>2,48,370.38</u>

9 Short-term provisions

Provision for gratuity (refer note 28)	3,495.88	2,698.52
Provision for compensated absences (refer note 28)	-	3,749.34
Provision for income tax (net of advance tax)	55,616.16	13,875.58
	<u>59,112.04</u>	<u>20,323.44</u>

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10 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	Computer software	Total
Gross block									
Balance as at 01 April 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	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	24,494.50
Additions	13,258.00	394.00	-	-	-	-	13,652.00	-	-
Disposals	28,906.39	-	-	358.74	76,270.35	-	1,05,535.48	-	-
Balance as at 31 March 2025	84,068.76	8,625.22	1,561.19	7,157.91	43,864.28	40,053.69	1,85,331.05	24,494.50	24,494.50
Accumulated depreciation and amortisation									
Balance as at 01 April 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	23,269.77
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	23,269.77
Accumulated depreciation and amortisation									
Depreciation charge	14,188.96	1,325.68	41.67	613.94	9,323.41	4,166.83	29,660.49	-	-
Adjusted on disposal of assets	27,454.95	-	-	331.02	71,421.04	-	99,207.01	-	-
Balance as at 31 March 2025	95,332.58	6,779.49	1,442.58	5,591.33	98,567.37	37,494.48	2,45,207.83	23,269.77	23,269.77
Net block									
Balance as at 31 March 2024	18,670.30	2,787.40	160.28	2,539.26	31,736.12	6,726.04	62,619.40	-	-
Balance as at 31 March 2025	16,190.89	1,855.72	118.61	1,897.60	17,563.41	2,559.21	40,185.44	-	-

Note: Property, Plant and Equipment refer material accounting policies note no.1(e & f).

(i) Additional disclosure / Regulatory Information as required by Notification no. GSR 207(E) dated 24.03.2021

a. The Company has not revalued its Property, Plant and Equipment during the year.

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(All amounts in rupees hundreds, unless otherwise stated)

Particulars	As at 31 March 2025	As at 31 March 2024
11 Deferred tax asset (net)		
Deferred tax asset arising on account of:		
Provision for employee benefits	11,676.60	41,697.42
On timing difference on depreciation and amortisation	14,108.50	15,554.48
	<u>25,785.09</u>	<u>57,251.90</u>
12 Other non-current assets		
Security deposit-rent	30,649.40	18,644.02
	<u>30,649.40</u>	<u>18,644.02</u>
13 Current investments		
Investments in mutual funds - non trade (quoted)		
In equity		
Invesco India Ultra Short term Fund	-	1.01
Motilal Oswal Nasdaq	-	94,995.25
ASK Investment Managers Limited	-	80,824.67
Indian Titans	-	95,567.09
Kotak Mahindra Bank Ltd	-	49,998.50
Marcellus Investment Managers Pvt Ltd	-	1,93,597.82
SBI Gold Fund	-	49,998.50
	<u>-</u>	<u>5,64,982.84</u>
Aggregate amount of quoted investment		
Book value	-	5,64,982.84
Market value	-	5,76,293.68

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14 Trade receivables

i) Debts outstanding for a period exceeding six months
- Considered Good

42,485.90

26,014.96

ii) Other Debts

Unsecured, considered good

8,50,302.28

7,09,574.56

8,92,788.18

7,35,589.52

Unsecured, considered good

Ageing Schedule : as at March 31, 2025

Particulars	Outstanding for following periods from the date of payment						Total
	Unbilled Revenue	Less than 6 months	6 months - 1 year	1-2 Years	2-3 Years	More than 3 Years	
(i) Undisputed Trade receivables considered good	1,02,922.99	7,47,379.29	16,576.72	25,670.53	238.65	-	8,92,788.18
(ii) Undisputed Trade Receivables considered doubtful	-	-	-	-	-	-	-
(iii) Disputed Trade Receivables considered good	-	-	-	-	-	-	-
(iv) Disputed Trade Receivables considered doubtful	-	-	-	-	-	-	-

Ageing Schedule : as at March 31, 2024

Particulars	Outstanding for following periods from the date of payment						Total
	Unbilled Revenue	Less than 6 months	6 months - 1 year	1-2 Years	2-3 Years	More than 3 Years	
(i) Undisputed Trade receivables considered good	2,21,326.59	4,88,247.96	21,128.37	4,653.59	-	233.00	7,35,589.52
(ii) Undisputed Trade Receivables considered doubtful	-	-	-	-	-	-	-
(iii) Disputed Trade Receivables considered good	-	-	-	-	-	-	-
(iv) Disputed Trade Receivables considered doubtful	-	-	-	-	-	-	-

15 Cash and cash equivalents

Cash on hand

2,169.56

2,678.67

Balances with banks

- in current account

2,66,375.73

4,76,939.18

- in Bank deposits with upto three months maturity

5,076.01

-

2,73,621.30

4,79,617.85

16 Short-term loan and advances

Unsecured, considered good

Deposits with excise and other tax authorities

4,826.75

5,297.02

Advance income tax (Net of Provision)

1,881.30

49,435.86

Prepaid expenses

26,136.09

16,790.12

Others

2,694.57

3,887.72

35,538.72

75,410.72

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(All amounts in rupees hundreds, unless otherwise stated)

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
17 Revenue from operations		
Sale of services	36,42,282.37	29,77,320.61
- Domestic	96,801.79	1,07,751.49
- Export	<u>37,39,084.16</u>	<u>30,85,072.10</u>
18 Other income		
Interest on income-tax refund	2,346.22	13,306.01
Profit (Loss) on sale of investment	2,29,258.52	24,745.07
Net gain on disposal of Property, Plant and Equipment	9,221.27	-
Net gain /(loss) on foreign currency transaction	19,718.71	6,427.89
Other income	431.97	-
	<u>2,60,976.68</u>	<u>44,478.97</u>
19 Domain and bandwidth expenses	<u>8,73,803.24</u>	<u>7,17,961.13</u>
20 Employee benefits expense		
Salaries, wages and bonus	15,94,604.18	14,04,463.76
Contribution to provident fund	30,911.72	28,810.37
Staff welfare	58,373.33	43,225.55
Other employee benefit obligations (ESOP)	-	14,746.39
	<u>16,83,889.22</u>	<u>14,91,246.07</u>
21 Finance cost		
Interest on vehicle loan	1,631.45	1,226.17
	<u>1,631.45</u>	<u>1,226.17</u>
22 Other expenses		
Advertisement	97,499.06	1,78,131.34
Business Promotion	8,191.36	16,548.02
Service charge and commission	6,056.32	4,335.60
Rent	87,991.83	84,029.25
Repair and maintenance		
- Building	32,014.12	22,885.56
- others	7,573.47	4,282.51
Professional charges	10,936.33	26,156.24
Conference, meeting and seminar expenses	64,667.67	16,371.51
Payments to the auditor		
(a) As auditor	3,900.00	1,600.00
(b) For taxation matters	900.00	250.00
(c) Certification	-	150.00
Travel and transport	1,60,542.13	1,55,331.28
Communication	8,827.91	8,660.97
Printing and stationery	732.01	844.58
Electricity expenses	4,364.42	3,749.64
IT Expenses	2,394.35	18,046.43
Recruitment Expenses	9,611.61	19,675.53
Bad debts	-	1,879.30
Rates and taxes	676.60	4,925.16
Prior period adjustment	400.32	17,065.51
Tool & Subscription	91,597.13	-
Miscellaneous expenses	4,282.83	4,142.78
	<u>6,03,159.46</u>	<u>5,89,061.19</u>
23 Earnings per share		
a) Net profit after tax attributable to equity shareholders (in Rs.)	5,96,92,851	2,41,29,444
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.	596.93	241.29
e) Diluted weighted average number of equity shares (nos.)	1,00,000.00	1,04,070.00
f) Diluted earning per equity shares Rs. (Face value Re. 1)	596.93	231.86



24 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.

25 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 2025			As at 31 March 2024		
		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	-	-
Trade receivable (in AED)	AED / INR	23.15	190.00	4,398.50	-	-	-
Trade receivable (in Euro)	EURO / INR	90.82	9.00	817.38	-	-	-
Trade payable (USD)	USD / INR	-	-	-	83.35	1,206.00	1,00,520

26 Related party disclosure

i) List of related parties and relationships:

A. Key management personnel & their relatives

- a) Mr. Prashant Puri Director
- b) Mr. Vivek Pahwa Director
- c) Ms. Ayesha Desai Relative of KMP (Mr. Prashant Puri)
- d) Mr. Satish Puri Relative of KMP (Mr. Prashant Puri)
- e) Mr. Ashish Motilal Jalan Additional Director (w.e.f. 24-Mar-2025)
- e) Mr. Arnab Mitra Additional Director (w.e.f. 24-Mar-2025)

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) Cornucopia Concepts Private Limited

ii) Transactions with related parties

Particulars	For the year ended 31 March 2025		For the year ended 31 March 2024	
	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 AdLift Inc.	7,78,555.50	-	3,71,600.00	-
Reimbursement of expenses				
Mr Prashant Puri	-	38,093.65	-	42,773.86
Cornucopia Concepts Private Limited	-	-	11.60	-
Ms. Ayesha Desai	-	-	-	1,403.26
Unsecured Loan from Director				
Mr Prashant Puri	-	2,00,000.00	-	-
Salary paid				
Mr Prashant Puri	-	3,36,000.00	-	2,00,000.00
Ms. Ayesha Desai	-	30,995.63	-	30,540.00
Consultancy Charges				
Mr Satish Puri	-	-	-	3,874.50

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iii) Outstanding balances:

Particulars	As at 31 March 2025		As at 31 March 2024	
	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	-
Cornucopia Concepts Private Limited	-	-	3.60	-
Unsecured Loan from Director				
Mr. Prashant Puri	-	2,00,000.00	-	-
Salary payable				
Mr. Prashant Puri	-	28,000.00	-	16,666.66
Ms. Ayesha Desai	-	2,500.00	-	2,500.00
Other payables				
Ms. Ayesha Desai	-	-	-	1,403.26
Mr. Prashant Puri	-	5,049.88	-	3,120.43

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27 A. Defined benefit plan - Gratuity (Unfunded)

The Company is following Accounting Standard 15 (Revised 2005) 'Employee Benefits' and uses Projected Unit Credit Method and other assumptions as per the market trend to assess its liability for defined benefit plans.

The scheme is a non-contributory defined benefit arrangement providing gratuity benefits expressed in terms of final monthly salary and the period of past service. The following table shows the amounts recognized in the Balance Sheet.

Reconciliation of opening and closing balances of present value of the defined benefit obligation and plan assets are as follows:

I. Change in defined benefit obligation	As at March 31, 2025	As at March 31, 2024
Obligations at beginning of the year	53,361.81	43,982.14
Service cost	10,308.11	10,311.82
Interest cost	3,868.73	3,298.66
Past service cost - vested benefits	-	-
Benefit payments	(6,174.02)	-
Actuarial loss/(gains) due to change in assumptions	(13,200.01)	(4,230.81)
Actuarial Loss/(gain) due to plan experience	-	-
Obligations at end of the year	48,164.62	53,361.81

II. Components of employer expenses	As at March 31, 2025	As at March 31, 2024
Interest cost	3,868.73	3,298.66
Current Service cost	10,308.11	10,311.82
Expected return on plan assets	-	-
Past Service Cost (Non Vested)	-	-
Actuarial (gain)/loss	(13,200.01)	(4,230.81)
Expenses recognized in the statement of profit & losses	976.83	9,379.67

III. Net asset/liability recognised during the year	As at March 31, 2025	As at March 31, 2024
Present Value of DBO	48,164.62	53,361.81
Fair Value of Plan Assets at the end of year	-	-
Funded status (deficit)	-	-
Unrecognized Past Service Cost	-	-
Net asset/(liability) recognised in the balance sheet	48,164.62	53,361.81



IV. Reconciliation of net asset/(liability)	As at March 31, 2025	As at March 31, 2024
Net asset/(liability) at beginning of the year	53,361.81	43,982.14
Employer expense	976.83	9,379.67
Benefits payments made	(6,174.02)	-
Net asset/(liability) at end of the year	48,164.62	53,361.81

(V) Actuarial Assumptions :	As at March 31, 2025	As at March 31, 2024
Discount rate	7.00%	7.25%
Expected rate of return on assets	0.00%	0.00%
Withdrawal /attrition rate	10.00%	5.00%
Salary escalation	5.00%	5.00%
Mortality*	IALM 2012-14	IALM 2012-14
Retirement age	60 Years	60 Years

* IAL: India Assured Lives Mortality modified Ult.

A. Defined contribution plans

Particulars	As at March 31, 2025	As at March 31, 2024
The Company has recognized the following amounts in the Profit and Loss Account for the year :-		
Employer's Contribution to Provident Fund	30,911.72	28,810.37
Employer's Contribution to Employees' State Insurance Scheme	158.04	187.03
Total	31,069.76	28,997.40



28 Employee stock option plan (ESOP)

The shareholders of the Company, in their meeting held on 6th December 2021, had approved the "AdLift Marketing Employee Stock Option Plan – 2022" ("ESOP 2022") for granting Employee Stock Options in the form of equity shares, linked to the completion of a minimum period of continued employment, to eligible employees of the Company. The scheme was monitored by the Board of Directors. The eligible employees were determined by the Board of Directors from time to time, as per the provisions of the ESOP 2022 Plan.

Under the ESOP 2022 scheme, the Company could issue up to 10,000 options. Holders of vested options were entitled to apply for equity shares of the Company in accordance with the terms of the grant.

However, pursuant to a Board resolution passed on 24th March 2025, the Company cancelled the ESOP 2022 scheme. All outstanding options under the scheme were surrendered by the eligible employees. In lieu of the surrendered options, the Company paid compensation to the concerned employees, thereby fully settling their entitlements under the scheme.

As of the Balance Sheet date, no options remain outstanding under the ESOP 2022 plan.

29 Dividend

During the financial year, the Board of Directors declared and paid the following interim dividends:

- **First Dividend:** ₹ 700.00 per equity share (aggregating to ₹ 7,00,00,000) declared on 06, November 2024, and paid on 08, November 2024.
- **Second Dividend:** ₹ 773.56 per equity share (aggregating to ₹ 7,73,56,000) declared on 10, March 2025, and paid on 12, March 2025.

The total dividend paid during the financial year aggregates to ₹ 14,73,56,000.

The interim dividends were declared and paid in compliance with the provisions of the Companies Act, 2013 and relevant rules framed thereunder.

As at the Balance Sheet date, there are no unpaid or unclaimed dividends.



30 Disclosure Regarding analytical ratios:

Ratio	Methodology	Current Period	Previous Period	% Variance	Reason where variance exceeds 25%
Current Ratio	Current Assets over Current Liabilities	1.87	5.41	-189%	Decrease in current assets on account of disposal of current investment.
Debt-equity ratio	Debt over Total Shareholder's fund	0.36	0.01	96%	Changes on increase in short term borrowings.
Debt service coverage ratio	EBIT over Current Debt	4.03	65.57	-1526%	Increase in short term borrowings.
Return on equity ratio	PAT over Total Average Equity	57.44%	17.78%	69%	Increase in sales and profitability of the Company.
Inventory turnover ratio	N.A.	NA	NA	-	-
Trade receivables turnover ratio	Revenue from operations over Average Trade receivable	4.59	4.52	2%	-
Trade payables turnover ratio	Adjusted Expenses over Average Trade payable	11.04	7.73	30%	Decrease on account of decrease in Trade payable.
Net capital turnover ratio	Revenue from operations over Average Working Capital	3.61	2.24	38%	Increase in sales and profitability of the Company.
Net profit ratio	Net Profit over Revenue from operations	15.96%	7.82%	51%	Increase in sales and profitability of the Company.
Return on capital employed	PBIT over Average Capital employed	134.76%	19.61%	85%	Increase in sales and profitability of the Company.
Return on investment	Net gain on sale of Investment and Net Fair Value Gain over Weighted average Investments	NA	NA	-	-



(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	25.95%	1,48,894	89.48%	7,10,077
Subsidiary companies				
Foreign AdLift Inc.	74.05%	4,24,831	10.52%	83,513
Total	100.00%	5,73,725	100.00%	7,93,591

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 The Company is engaged in the business of search engine marketing, display advertising and search engine optimization, which in the context of Accounting Standard (AS) - 17 - Segment Reporting, is the only operating segment of the company.

34 Additional disclosure / Regulatory Information as required by Notification no. GSR 207(E) dated 24.03.2021 which are not covered in any of the notes above

(i) Loan or advances granted to the promoters, directors and KMPs and the related parties:

No loan or advances in the nature of loans have been granted to the promoters, directors, key managerial persons and the related parties (as defined under the Companies Act, 2013), either severally or jointly with any other person that are:

- repayable on demand or
- without specifying any terms or period of repayment

(ii) Disclosure on Relationship with Struck off Companies

No proceedings have been initiated or pending against the company for holding any benami property under benami property under the Benami Transactions (Prohibition) Act, 1988 (45 of 1988) and the rules made thereunder.

(iii) Reconciliation of quarterly statement of current assets filed with banks or financial statements

No credit limits enjoyed from Banks or Financial Institutions. Hence no Quarterly Statements of Current Assets filed with bank or Financial Institution.

(iv) Willful Defaulter

No bank has declared the company as "willful defaulter".

(v) 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.

(vi) Registration of charges or Satisfaction with Registrar of Companies

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 is no Satisfaction of Charge which is pending for filing.

(vii) Compliance with number of layers of companies

No layers of companies has been established beyond the limit prescribed as per above said section / rules.

(viii) Compliance with approved Scheme(s) of Arrangements

No scheme of arrangements has been approved by the competent authority in terms of Section 230 to 237 of the Companies Act, 2013.

(ix) Utilisation of Borrowed funds and share premium:

Particulars	Description
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 any guarantee, security or the like on behalf of the Ultimate Beneficiaries;	No such transaction has taken place during the year
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	No such transaction has taken place during the year



(All amounts in rupees hundreds, unless otherwise stated)

(x) Undisclosed income

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.

(xi) Details of Crypto Currency or Virtual Currency

The Company has not traded or invested in Crypto currency or Virtual Currency during the financial year.

(xii) Corporate Social Responsibility Expenditure

Corporate Social Responsibility (CSR) provisions are not applicable on the company.

35 There is no contingent liability.

36 There are no immovable properties held in the company.

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

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

39 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

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

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

42 The company has paid not any Rent to Directors.

43 The figures have been rounded off to the nearest 100 rupees and decimals thereof.

44 Figure within Brackets related to the previous year.

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

For O P Bagla & Co LLP

Chartered Accountants

Firm's Registration No.: 000018N/N500091

Atul Bagla

Partner

Membership No.: 091885



For and on behalf of the board of directors

AdLift Marketing Private Limited

Vivek Pahwa

Director

(DIN - 01831202)

Prashant Puri

Director

(DIN - 05315307)

Place: New Delhi

Date: 21 July 2025