



O P 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
Website : www.opbco.in

INDEPENDENT AUDITOR'S REPORT

**TO THE MEMBERS OF
ADLIFT MARKETING PRIVATE LIMITED**

Report on the Audit of the Standalone Financial Statements

We have audited the accompanying financial statements of **ADLIFT MARKETING PRIVATE LIMITED**, which comprise the Balance Sheet as at March 31, 2025 and the Statement of Profit and Loss and Cash Flow Statement for the year then ended, including a summary of significant accounting policies and other explanatory information.

In our opinion, and to the best of our information and according to the explanations given to us, the aforesaid 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 the state of affairs of the Company as at March 31, 2025, its profit and Cash Flows for the year ended on that date.

Basis of 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 Company in accordance with the Code of Ethics issued by the Institute of Chartered Accountants of India together with the ethical requirements that are relevant to our audit of the 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 Standalone Financial Statements and Auditors' Report Thereon

The Company's Board of Directors is responsible for the preparation of other information. The other information comprises the Director's report, Corporate Governance report, Business responsible report and Management Discussion and Analysis of Annual report, but does not include the Standalone Financial Statements and our report thereon. The Directors report, Corporate Governance report, Business responsible report and Management Discussion and Analysis of Annual report is expected to be made available to us after the date of this auditors' report.

Our opinion on the Standalone 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 Standalone Financial Statements, our responsibility is to read the other information identified above when it becomes available to us and, in doing so, consider whether the other information is materially inconsistent with the Standalone Financial Statements or our knowledge obtained during the course of our audit, or otherwise appears to be materially misstated.

When we read such other information as and when made available to us and if we conclude that there is a material misstatement therein, we are required to communicate the matter to those charged with governance. We have nothing to report in this regard.

Management's Responsibility for the 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 standalone financial statements that give a true and fair view of the financial position and financial performance and Cash Flow of the Company 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, 2015 (As amended). This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding of the assets of the Company and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and design, implementation and maintenance of adequate internal financial controls, that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

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

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

Auditor's Responsibilities for the Audit of the Financial Statements

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





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As part of an audit in accordance with SAs, the provisions of the Act, the accounting and auditing standards and matters which are required to be included in the audit report under the provisions of the Act and the Rules made thereunder, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the standalone financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal financial controls relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under section 143(3)(i) of the Act, we are also responsible for expressing our opinion on whether the Company has adequate internal financial controls system in place and the operating effectiveness of such controls.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the standalone financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

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

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





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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. As required by 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 (hereinafter referred to as the "Order"), and on the basis of such checks of the books and records of the Company as we considered appropriate and according to the information and explanations given to us, we give in the Annexure I a statement on the matters specified in paragraphs 3 and 4 of the Order.
2. As required by section 143(3) of the Act, we report that:
 - (a) We have obtained all the information and explanations which, to the best of our knowledge and belief, were necessary for the purpose of our audit;
 - (b) In our opinion, proper books of account as required by law have been kept by the Company so far as appears from our examination of those books;
 - (c) The Balance Sheet, Statement of Profit and Loss and dealt with by this report are in agreement with the books of account;
 - (d) In our opinion, the aforesaid 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 written representations received from the directors as on March 31, 2025 and taken on record by the Board of Directors, none of the directors is disqualified as on March 31, 2025 from being appointed as a director in terms of sub-section (2) of section 164 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 controls is not applicable to the Company during the year.
 - (g) Being a private Limited Company, 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 Company.





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- (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. The Company does not have any material pending litigations which would impact its financial position.
 - ii. The Company did not have any long term contracts including derivative contracts for which there were any material foreseeable losses.
 - iii. There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Company.
 - iv. (a) The Management has represented that, to the best of its knowledge and belief, no funds (which are material either individually or in the aggregate) have been advanced or loaned or invested (either from borrowed funds or share premium or any other sources or kind of funds) by the Company to or in any other person or entity, including foreign entity ("Intermediaries"), with the understanding, whether recorded in writing or otherwise, that the Intermediary shall, whether, directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Company ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries;

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

(c) Based on the audit procedures that have been considered reasonable and appropriate in the circumstances, nothing has come to our notice that has caused us to believe that the representations under sub-clause (i) and (ii) of Rule 11(e), as provided under (a) and (b) above, contain any material misstatement.
 - v. 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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3. As Based on our examination which included test checks, the Company, in respect of financial year commencing on 01 April 2024, 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.

PLACE: NEW DELHI

DATED: 21.07.2025

UDIN: 25091885BMLCOE6957



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

(ATUL BAGLA)
PARTNER
M.NO. 091885



Annexure- I To Independent Auditors' Report

Referred to in paragraph 1 under the heading "Report on other legal and regulatory requirements" of our report of even date to the members of **ADLIFT MARKETING PRIVATE LIMITED** on the financial statements as of and for the year ended March 31, 2024.

- i. In respect of the Company's Property, Plant and Equipment and Intangible Assets:
 - a) (A) The company has maintained proper records showing full particulars, including quantitative details and situation of property, plant and Equipment.
(B) The company has maintained proper records showing full particulars of intangible assets.
 - b) The Property, Plant and Equipment have been physically verified by the management in a phased manner, designed to cover all the items over a period of three years, which in our opinion, is reasonable having regard to the size of the company and nature of its business. Pursuant to the program, a portion of the fixed assets has been physically verified by the management during the year and no material discrepancies were noticed on such verification.
 - c) According to the information and explanations given by the management, The Company does not own any immovable property (including investment properties) (other than properties where the Company is the lessee and the lease agreements are duly executed in favour of the lessee). Accordingly, reporting under clause 3(i)(c) of the Order is not applicable to the Company.
 - d) The Company has not revalued any of its Property, Plant and Equipment and intangible assets during the year.
 - e) Based on audit procedures performed and the representation obtained from the management, no proceedings have been initiated during the year or are pending against the Company as at March 31, 2025 for holding any benami property under the Benami Transactions (Prohibition) Act, 1988 (as amended in 2016) and rules made thereunder.
- ii. (a) The Company does not hold any inventories. Accordingly, reporting under clause 3(ii) (a) of the Order is not applicable to the Company.

(b) The Company has not been sanctioned working capital limits by banks or financial institutions on the basis of security of current assets during any point of time of the year. Accordingly, reporting under clause 3(ii)(b) of the Order is not applicable to the Company.





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- iii. As informed to us, the Company has not made any investment 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 (LLPs) or any other parties during the year. Accordingly, reporting under clause 3(iii) of the Order is not applicable to the Company.
- iv. We are informed that the company has not given any loans or guarantees, provided any security or made any investments during the year. Hence provisions of section 185 and 186 are not applicable to the Company.
- v. According to the information and explanations given to us the company has not accepted any deposits, in terms of the directives issued by the Reserve Bank of India and the provisions of sections 73 to 76 or any other relevant provisions of the Companies Act and the rules framed there under.
- vi. In respect of business activities of the company, maintenance of cost records has not been specified by the Central Government under sub-section (l) of section 148 of the Companies Act read with rules framed thereunder.
- vii. (a) As per information and explanations given to us, the company is generally regular in depositing undisputed statutory dues with the appropriate authorities. As informed to us there are no outstanding statutory dues in arrears as at the last day of the financial year concerned for a period of more than six months from the date, they became payable.

(b) There are no dues as on the balance sheet date in respect of income-tax, goods and service tax, sales-tax, service-tax, duty of customs, duty of excise, value added tax and cess which have not been deposited on account of any dispute.
- viii. According to the information and explanations given to us, no transactions were surrendered or disclosed as income during the year in the tax assessments under the Income Tax Act, 1961 (43 of 1961) which have not been recorded in the books of accounts.





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- ix. (a) According to the information and explanations given to us, the Company has not defaulted in repayment of its loans or borrowings or in the payment of interest thereon to any lender.
- (b) According to the information and explanations given to us including representation received from the management of the Company, and on the basis of our audit procedures, we report that the Company has not been declared a willful defaulter by any bank or financial institution or other lender.
- (c) In our opinion and according to the information and explanations given to us, money raised by way of term loans were applied for the purposes for which these were obtained.
- (d) In our opinion and according to the information and explanations given to us, and on an overall examination of the financial statements of the Company, funds raised by the Company on short term basis have not been utilised for long term purposes.
- (e) According to the information and explanations given to us and on an overall examination of the financial statements of the Company, the Company has not taken any funds from any entity or person on account of or to meet the obligations of its subsidiaries, associates or joint ventures.
- x. (a) The company has not raised any money during the year by way of initial public offer or further public offer (including debt instruments) during the year. Accordingly, reporting under clause 3(x)(a) of the order is not applicable to the Company.
- (b) According to the information and explanations given to us, the Company has not made any preferential allotment or private placement of shares or convertible debentures during the year. Accordingly, reporting under clause 3(x)(b) of the Order is not applicable to the Company.
- xi. (a) Based upon the audit procedures performed and the information and explanations given by the management, we report that no fraud by the company and no material fraud on the Company has been noticed or reported during the year.
- (b) No report under section 143(12) of the Act has been filed with the Central Government for the period covered by our audit.
- xii. The Company is not a Nidhi company and therefore clause 3(xii) of the Order related to such companies is not applicable to the Company.





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- xiii. According to information and explanations given to us by the management, all related party transactions are in compliance with the Section 188 of Companies Act 2013. Necessary disclosures have been made in the financial statements as required by the applicable accounting Standards. Further, provisions of section 177 of the Companies Act 2013 are not applicable to the company as the paid up capital, turnover and borrowings are below the limit specified.
- xiv. According to the information and explanations given to us, the Company is not required to have an internal audit system under section 138 of the Act and consequently, does not have an internal audit system. Accordingly, reporting under clause 3(xiv) of the Order is not applicable to the Company.
- xv. According to information and explanations given to us by the management, the company has not entered into any non-cash transactions with any of its directors or persons connected with the directors during the year. Therefore, clause 3(xv) of the Order is not applicable.
- xvi. The Company is not required to be registered under Section 45-IA of the Reserve Bank of India Act, 1934.
- xvii. The Company has not incurred any cash loss in the current as well as the immediately preceding financial year.
- xviii. There has been resignation of the statutory auditors during the year and based on the information and explanations given to us by the management and the response to our communication with the outgoing auditors, there have been no issues, objections or concerns raised by the outgoing auditors.
- xix. According to the information and explanations given to us and 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 standalone financial statements, our knowledge of the plans of the Board of Directors and management, we are of the opinion that no material uncertainty exists as on the date of the audit report that Company is capable of meeting its liabilities existing at the date of balance sheet as and when they fall due within a period of one year from the balance sheet date. We, however, state that this is not an assurance as to the future viability of the company. We further state that our reporting is based on the facts up to the date of the audit report and we neither give any guarantee nor any assurance that all liabilities falling due within a period of one year from the balance sheet date, will get discharged by the company as and when they fall due.





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- xx. According to the information and explanations given to us, the Company does not fulfil the criteria as specified under section 135(1) of the Act read with the Companies (Corporate Social Responsibility Policy) Rules, 2014. According, reporting under clause 3(xx) of the Order is not applicable to the Company.
- xxi. The reporting under clause 3(xxi) is not applicable in respect of audit of standalone financial statements of the Company. Accordingly, no comment has been included in respect of said clause under this report.

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

(ATUL BAGLA)
PARTNER
M.NO. 091885

PLACE: NEW DELHI

DATED: 21.07.2025

UDIN: 25091885BMLCOE6957



Standalone 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	1,76,110.57	11,28,371.56
		<u>1,77,110.57</u>	<u>11,29,371.56</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	7		
- 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		81,571.57	70,117.87
Other current liabilities	8	2,58,999.71	2,15,623.70
Short-term provisions	9	59,112.04	6,447.86
		<u>6,06,841.13</u>	<u>2,96,160.56</u>
		<u>8,40,476.41</u>	<u>15,99,038.12</u>
ASSETS			
Non-current assets			
Property, plant and equipment and intangible assets			
Property, plant and equipment	10	39,209.20	61,468.54
Intangible assets		-	-
Non-current investments	11	1,223.18	1,223.18
Deferred tax asset (net)	12	25,785.09	57,251.90
Other non-current assets	13	28,683.47	16,752.27
		<u>94,900.94</u>	<u>1,36,695.89</u>
Current assets			
Current investments	11	-	5,64,982.84
Trade receivables	14	5,67,359.48	7,04,017.87
Cash and cash equivalents	15	1,44,558.57	1,19,090.17
Short-term loans and advances	16	33,657.42	74,251.35
		<u>7,45,575.47</u>	<u>14,62,342.22</u>
		<u>8,40,476.41</u>	<u>15,99,038.12</u>

Summary of significant accounting policies 1

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

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

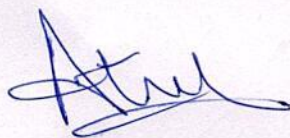
For O P Bagla & Co LLP

Chartered Accountants

Firm's Registration No.: 000018N/N500091

For and on behalf of the board of directors

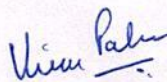
AdLift Marketing Private Limited



Atul Bagla

Partner


Membership No.: 091885

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

Standalone 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	26,00,149.22	21,54,144.93
Other income	18	3,01,270.63	44,478.97
Total Income		29,01,419.85	21,98,623.90
EXPENSES			
Domain and bandwidth expenses	19	5,21,163.94	5,02,671.81
Employee benefits expense	20	13,07,054.44	11,17,490.44
Finance costs	21	1,631.45	1,226.17
Depreciation and amortisation expense	10	29,660.49	41,055.08
Other expenses	22	3,31,832.16	3,43,828.06
Total Expenses		21,91,342.48	20,06,271.55
Profit/(loss) before tax		7,10,077.37	1,92,352.34
Tax expense:			
- Current tax		1,51,200.00	47,783.20
- Tax related to Previous years		6,111.56	(21,622.06)
- Deferred tax		31,466.81	(8,617.09)
Profit/(loss) for the year		5,21,299.00	1,74,808.29
Earnings per equity share Re. 1 (Previous year of Rs. 1 each)	23		
- Basic (in Rs.)		521.30	174.81
- Diluted (in Rs.)		521.30	168.01
Summary of significant accounting policies	1		

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

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

For O P Bagla & Co LLP

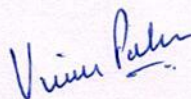
Chartered Accountants

Firm's Registration No.: 000018N/N500091

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

Partner

Membership No.: 091885

**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

Standalone Cash Flow Statement for the year ended 31 March 2025

(All amounts in rupees hundreds, unless otherwise stated)

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
A. Cash flow from operating activities		
Profit/(loss) before tax	7,10,077.37	1,92,352.34
Adjustments for:		
Depreciation and amortisation	29,660.49	41,055.08
Rent equalisation reserve	-	-
Profit on sale of investment	(2,29,258.52)	(24,745.07)
Net gain on disposal of Property, Plant and Equipment	(9,221.27)	-
Finance costs	1,631.45	1,226.17
Operating profit before working capital changes	5,02,889.53	2,09,888.53
Changes in working capital		
Adjustments for:		
Net Change in trade receivables	1,36,658.39	(1,95,958.62)
Net Change in loans and advances	40,593.94	1,49,006.39
Net Change in other non current assets	(11,931.20)	(909.07)
Net Change in Payables	14,275.21	(45,452.88)
Net Change in other current liabilities	43,376.02	(96,819.90)
Net Change in provisions	(60,125.57)	23,284.42
Cash flow from operating activities	6,65,736.31	43,038.87
Income taxes paid (net of refunds)	(1,57,311.56)	(26,161.14)
Net cash generated from operating activities	5,08,424.75	16,877.73
B. Cash flow from investing activities		
Purchase of property, plant and equipment	(13,652.00)	(50,374.07)
Sale of fixed assets	15,472.12	-
Sale of mutual funds/equity shares	7,94,241.35	5,65,475.48
Purchase of mutual funds/equity shares	-	(5,64,982.84)
Net cash (used in) investing activities	7,96,061.47	(49,881.42)
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 Increase in Cash and Cash Equivalents (A+B+C)	25,468.40	(14,355.98)
Cash and Cash Equivalents at the Beginning of the year	1,19,090.17	1,33,446.15
Cash and Cash equivalents at the End of the year	1,44,558.57	1,19,090.17
Cash and Cash Equivalents Comprise (refer Note 16)		
Cash on Hand	2,169.56	2,678.67
Balances with Banks		
- in Current Accounts	1,42,389.02	1,16,411.50
	1,44,558.57	1,19,090.17

Summary of significant accounting policies

1

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

This is the Standalone Cash Flow Statement referred to in our report of even date

For O P Bagla & Co LLP

Chartered Accountants

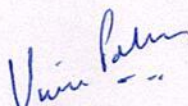
Firm's Registration No.: 000018N/N500091

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

Atul Bagla

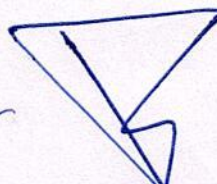
Partner

Membership No.: 091885



Vivek Pahwa

Director

(DIN - 01831202)


Prashant Puri

Director

(DIN - 05315307)

Place: New Delhi

Date: 21 July 2025

1. Statement of significant accounting policies

a) Background and nature of operations

AdLift Inc. (the 'Company') was incorporated, on 07 May 2014. The Company is 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.

b) Basis of preparation

The 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 Company and are consistent with those used in the previous year.

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.

All assets and liabilities have been classified as current or non-current as per the Company'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.

c) Use of estimates

The preparation of 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 Company 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 equipment 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.

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 Act.

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

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

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) 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.

i) Impairment of assets

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

j) 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.

k) 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.

l) Contingent liabilities and provisions

The Company 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.



AdLift Inc.

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

r 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.



AdLift Marketing Private Limited
Summary of significant accounting policies and other explanatory information for the year ended 31 March 2025
(All amounts in rupees hundreds, unless otherwise stated)

Particulars	As at 31 March 2025		As at 31 March 2024	
	Number	Amount	Number	Amount
2 Share capital				
Authorised share capital				
2,00,000 Equity shares of Re.1 each (previous year 2,00,000 equity shares of Re. 1 each)	200,000	2,000.00	200,000	2,000.00
	200,000	2,000.00	200,000	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)	100,000	1,000.00	100,000	1,000.00
Total	100,000	1,000.00	100,000	1,000.00

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

b) The 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 Company declares and pays dividend in Indian rupees. In the events of liquidation of the Company, the holder of equity shares will be entitled to receive remaining assets of the Company, after distribution of all preferential amounts. The distribution will be in proportion to the number of equity shares held by the shareholders.

c) Name of shareholder

	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%
	100,000	100%	100,000	100%

d) The 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%	90,000	90%
Mr. Vivek Pahwa	10,000	10%	10,000	10%
	100,000	100%	100,000	100%

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AdLift Marketing Private Limited
Summary of significant accounting policies and other explanatory information for the year ended 31 March 2025
(All amounts in rupees hundreds, unless otherwise stated)

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	11,28,371.56	9,53,563.27
Add : Profit/(loss) for the year	5,21,299.00	1,74,808.29
Less: Interim Dividend	(14,73,560.00)	-
Balance as at the end of the year	1,76,110.57	11,28,371.56
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
<p>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/-.</p>		
5 Long-term provisions		
Provision for gratuity (refer note 29)	44,668.74	50,663.29
Provision for compensated absences	-	52,175.10
Provision for Employee stock option	-	54,620.10
	44,668.74	1,57,458.49
6 Short-term borrowings		
Current maturities of long-term borrowings (Secured)	4,191.54	3,826.37
Loan from director (Unsecured) *	2,00,000.00	-
	2,04,191.54	3,826.37

* aforementioned loan from director is interest free and repayable on demand.

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AdLift Marketing Private Limited
Summary of significant accounting policies and other explanatory information for the year ended 31 March 2025
(All amounts in rupees hundreds, unless otherwise stated)

Particulars	As at 31 March 2025	As at 31 March 2024
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	81,571.57	70,117.87
	84,537.85	70,262.63

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	81,571.57	-	-	-	81,571.57
(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,		
- 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	69,222.07	53,166.29
Interest accrued but not due on borrowings	122.36	151.54
Income received in advance	2,350.00	55,429.52
Due to employees	1,45,583.98	75,607.16
Others	41,721.30	31,269.19
	2,58,999.71	2,15,623.70

9 Short-term provisions

Provision for gratuity (refer note 29)	3,495.88	2,698.52
Provision for compensated absences (refer note 29)	-	3,749.34
Provision for Income Tax (Net of Advance Tax)	55,616	-
	59,112.04	6,447.86

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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 1 April 2023	82,907.02	3,613.19	1,561.19	7,516.65	77,128.03	35,907.29	2,08,633.38	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	96,963.53	5,748.65	1,561.19	7,516.65	1,07,163.74	40,053.69	2,59,007.45	24,494.50	24,494.50
Additions	13,258.00	394.00	-	-	-	-	13,652.00	-	-
Disposals	26,152.78	-	-	358.74	76,270.35	-	1,02,781.87	-	-
Balance as at 31 March 2025	84,068.75	6,142.65	1,561.19	7,157.91	30,893.39	40,053.69	1,69,877.58	24,494.50	24,494.50
Accumulated depreciation and amortisation									
Balance as at 1 April 2023	58,554.87	2,225.70	1,344.67	4,166.81	67,118.83	23,072.95	1,56,483.83	24,494.50	24,494.50
Depreciation charge	19,912.99	889.23	56.24	810.58	9,131.34	10,254.70	41,055.08	-	-
Adjusted on disposal of assets	-	-	-	-	-	-	-	-	-
Balance as at 31 March 2024	78,467.86	3,114.93	1,400.91	4,977.39	76,250.17	33,327.65	1,97,538.91	24,494.50	24,494.50
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	24,778.95	-	-	331.02	71,421.04	-	96,531.01	-	-
Balance as at 31 March 2025	67,877.86	4,440.61	1,442.58	5,260.31	14,152.54	37,494.48	1,30,668.38	24,494.50	24,494.50
Net block									
Balance as at 31 March 2024	18,495.67	2,633.72	160.28	2,539.26	30,913.57	6,726.04	61,468.54	-	-
Balance as at 31 March 2025	16,190.89	1,702.04	118.61	1,897.60	16,740.85	2,559.21	39,209.20	-	-

Note: Property, Plant and Equipment refer significant 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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AdLift Marketing Private Limited
Summary of significant accounting policies and other explanatory information for the year ended 31 March 2025
(All amounts in rupees hundreds, unless otherwise stated)

Particulars	As at 31 March 2025		As at 31 March 2024	
	Current	Non-current	Current	Non-current
11 Investments				
Investments in equity				
In subsidiary companies - trade (unquoted)				
- AdLift Inc.				
10,000 units (previous year 10,000) shares fully paid-up	-	1,223.18	-	1,223.18
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 - PMS	-	-	80,824.67	-
Indian Titans - PMS (Sanctum Wealth Private Limited)	-	-	95,567.09	-
Kotak Gold Fund	-	-	49,998.50	-
Marcellus Investment Managers Pvt Ltd -PMS	-	-	1,93,597.82	-
SBI Gold Fund	-	-	49,998.50	-
	-	1,223.18	5,64,982.84	1,223.18
Aggregate amount of unquoted investment				
Book value	-	1,223.18	-	1,223.18
Aggregate amount of quoted investment				
Book value	-		5,64,982.84	
Market value	-		7,27,251.18	

Particulars	As at 31 March 2025		As at 31 March 2024	
12 Deferred tax assets (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
		25,785.09		57,251.90

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Particulars	As at 30 September 2024		As at 31 March 2024	
13 Other non-current assets				
<i>Unsecured, considered good</i>				
Security deposit-rent		28,683.47		16,752.27
		28,683.47		16,752.27
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		5,24,873.57		6,78,002.90
		5,67,359.48		7,04,017.87

Ageing Schedule : as at March 31, 2025		Outstanding for following periods from the date of payment					
Particulars	Unbilled Revenue	Less than 6 months	6 months - 1 year	1-2 Years	2-3 Years	More than 3 Years	Total
(i) Undisputed Trade receivables considered good	1,02,922.99	4,21,950.59	16,576.72	25,670.53	238.65	-	5,67,359.48
(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		Outstanding for following periods from the date of payment					
Particulars	Unbilled Revenue	Less than 6 months	6 months - 1 year	1-2 Years	2-3 Years	More than 3 Years	Total
(i) Undisputed Trade receivables considered good	2,21,326.59	4,56,676.32	21,128.37	4,653.59	-	233.00	7,04,017.87
(ii) Undisputed Trade Receivables considered doubtful	-	-	-	-	-	-	-
(iii) Disputed Trade Receivables considered good	-	-	-	-	-	-	-
(iv) Disputed Trade Receivables considered doubtful	-	-	-	-	-	-	-

15 Cash and cash equivalents				
Cash in hand		2,169.56		2,678.67
Balances with banks				
- in current account		1,37,313.01		1,16,411.50
- In Bank deposits with upto three months maturity		5,076.01		-
		1,44,558.57		1,19,090.17

16 Short-term loan and advances				
<i>Unsecured, considered good</i>				
Deposits with excise and other tax authorities		4,826.75		5,297.02
Advance income tax		-		49,435.86
Prepaid expenses		26,136.09		16,790.12
Others		2,694.57		2,728.34
		33,657.42		74,251.35

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AdLift Marketing Private Limited
Summary of significant accounting policies and other explanatory information for the year ended 31 March 2025
(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		
- Domestic	17,24,791.93	16,74,793.44
- Export	8,75,357.29	4,79,351.49
	<u>26,00,149.22</u>	<u>21,54,144.93</u>
18 Other income		
Interest income	2,346.22	13,306.01
Net gain / loss on sale of investments	2,29,258.52	24,745.07
Net gain on disposal of Property, Plant and Equipment	9,221.27	-
-Net gain on foreign currency transaction	5,392.56	6,427.89
-Liabilities no longer required written back	54,620.10	-
- Other income	431.97	-
	<u>3,01,270.63</u>	<u>44,478.97</u>
19 Domain and bandwidth expenses	<u>5,21,163.94</u>	<u>5,02,671.81</u>
	<u>5,21,163.94</u>	<u>5,02,671.81</u>
20 Employee benefits expense		
Salaries, wages and bonus	12,38,376.44	10,44,151.09
Contribution to provident fund	30,911.72	28,810.37
Staff welfare	37,766.28	29,782.59
Other employee benefit obligations (ESOP)	-	14,746.39
	<u>13,07,054.44</u>	<u>11,17,490.44</u>
# For amount paid to Directors / Other KMP's refer note no. 28.		
21 Finance costs		
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	90,656.69
Business Promotion	8,191.36	12,885.62
Communication	7,104.65	7,505.87
IT Expenses	2,394.35	18,046.43
Professional charges	7,515.82	14,350.75
Rates and taxes	676.60	4,925.16
Recruitment Expenses	9,611.61	11,479.53
Service charge and commission	363.22	1,060.00
Rent	66,258.18	63,436.80
Repair and maintenance		
- Building	32,014.12	22,885.56
- others	7,573.47	4,282.51
Conference, meeting and seminar expenses	21,829.50	15,192.54
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	57,183.09	59,580.44
Printing and stationery	732.01	844.58
Electricity expenses	4,364.42	3,749.64
Bad debts	-	1,879.30
Prior Period Adjustment	-	5,673.07
Miscellaneous expenses	3,720.70	3,393.57
	<u>3,31,832.16</u>	<u>3,43,828.06</u>

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
23 Earnings per share		
a) Net profit after tax attributable to equity shareholders (in Rs.)	5,21,29,900	1,74,80,829
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.) on Face value of Re. 1	521.30	174.81
e) Diluted weighted average number of equity shares (Nos.)	1,00,000	1,04,045
f) Diluted earning per equity shares (in Rs.) on Face value of Re. 1	521.30	168.01

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AdLift Marketing Private Limited**Summary of significant accounting policies and other explanatory information for the year ended 31 March 2025***(All amounts in rupees hundreds, unless otherwise stated)*

- 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.

	For the year ended 31 March 2025	For the year ended 31 March 2024
-Payable not later than 1 year	-	-
-Payable after 1 year but not later than 5 years	-	-
-Payable beyond 5 years	-	-

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	As at 31 March 2025		As at 31 March 2024	
	Foreign Currency	Local Currency (in Rs. Hundred)	Foreign Currency	Local Currency (in Rs. Hundred)
Trade receivable (in USD)	-	-	397.30	305.25
Trade receivable (in AED)	190.00	4,398.50	-	-
Trade receivable (in Euro)	9.00	817.38	-	-
Trade payable (in USD)	-	-	224.53	180.85

26 Expenditure in foreign currency (on accrual basis)

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
Domain and bandwidth expenses	23,395.35	60,248.75
Tool subscription	3,796.85	5,604.70
Travel and transport	131.85	8,403.15
	<u>27,324.05</u>	<u>74,256.61</u>

27 Earnings in foreign exchange (on accrual basis)

Particulars	For the year ended 31 March 2025	For the year ended 31 March 2024
Sale of services	8,12,148.80	4,79,351.49
	<u>8,12,148.80</u>	<u>4,79,351.49</u>

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28 Related party disclosure

i) List of related parties and relationships:

A. Subsidiary companies

a) AdLift Inc. (Wholly owned)

B. 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)

C. Enterprises over which person described in 'B' 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	Enterprises over which entity described in 'A & C' above and relatives of such person are able to exercise significant influence		Key management personnel		Subsidiary Companies	
	For the year ended 31 March 2025	For the year ended 31 March 2024	For the year ended 31 March 2025	For the year ended 31 March 2024	For the year ended 31 March 2025	For the year ended 31 March 2024
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	-	-	-	-
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	-	-

iii) Outstanding balances:

	Enterprises over which entity described in 'A & C' above and relatives of such person are able to exercise significant influence		Key management personnel		Subsidiary Companies	
	As at 31 March 2025	As at 31 March 2024	As at 31 March 2025	As at 31 March 2024	As at 31 March 2025	As at 31 March 2024
Trade receivables Bry Air (Asia) Private Limited	-	233.00	-	-	-	-
AdLift Inc.	-	-	-	-	-	1,31,600.00
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 Ayesha Desai	-	-	-	1,403.26	-	-
Mr. Prashant Puri	-	-	5,049.88	3,120.43	-	-

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29 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



AdLift Marketing Private Limited**Summary of significant accounting policies and other explanatory information for the year ended 31 March 2025***(All amounts in rupees hundreds, unless otherwise stated)***30 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.

31 Disclosure Regarding analytical ratios:

Ratio	Methodology	Current Period	Previous Period	% Variance	Reason where variance exceeds 25%
Current Ratio	Current Assets over Current Liabilities	1.23	4.94	-302%	Decrease in current assets on account of disposal of current investment.
Debt-equity ratio	Debt over Total Shareholder's fund	1.22	0.02	99%	Changes on increase in short term borrowings..
Debt service coverage ratio	EBIT over Current Debt	3.55	46.20	-1202%	Increase in short term borrowings.
Inventory turnover ratio	N.A.	NA	NA	-	-
Trade receivables turnover ratio	Revenue from operations over Average Trade receivable	4.09	3.55	13%	-
Trade payables turnover ratio	Adjusted Expenses over Average Trade payable	6.87	5.41	21%	-
Net capital turnover ratio	Revenue from operations over Average Working Capital	3.99	2.02	49%	Increase in sales and profitability of the Company.
Net profit ratio	Net Profit over Revenue from operations	27.31%	8.93%	67%	Increase in sales and profitability of the Company.
Return on capital employed	PBIT over Average Capital employed	401.84%	17.14%	96%	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	-	-



AdLift Marketing Private Limited**Summary of significant accounting policies and other explanatory information for the year ended 31 March 2025***(All amounts in rupees hundreds, unless otherwise stated)*

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**(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:

- (a) repayable on demand or
- (b) 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 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

(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 Sheet date, to any Small Scale Undertakings.



- 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



Place: New Delhi

Date: 21 July 2025

For and on behalf of the board of directors

AdLift Marketing Private Limited



Vivek Pahwa

Director

(DIN - 01831202)



Prashant Puri

Director

(DIN - 0535307)