

PRESSMAN®

Advertising | Public Relations | Digital | Design

Pressman Advertising Limited
Annual Report 2020-21

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Corporate Information

Board of Directors

Dr Niren Suchanti, Chairman and Managing Director
Mr Navin Suchanti
Mrs Sujata Suchanti
Mr Ajit Khandelwal, Independent Director
Mr Sushil Kumar Mor, Independent Director
Mr Kalyan Bose, Independent Director

Chief Financial Officer

CA B G Pasari

Company Secretary & Compliance Officer

CS Paulami Mukherjee

Auditors

Mookherjee Biswas & Pathak
Chartered Accountants
(Firm Registration No. 301138E)
5 & 6 Fancy Lane
Kolkata 700 001

Bankers

Axis Bank Ltd
Kotak Mahindra Bank Ltd
Indian Bank (formerly Allahabad Bank)
State Bank of India
HDFC Bank Ltd

Registered Office

Pressman House
10A Lee Road
Kolkata 700 020
Phone: 9007540727 / 9007540730
Email: ir@pressmanindia.com
CIN: L74140WB1983PLC036495

Registrar & Share Transfer Agent

Niche Technologies Private Limited
3A Auckland Place, 7th Floor, Room No. 7A & 7B
Kolkata 700 017
Phone: (033) 2280-6616/17
Email: nichetechpl@nichetechpl.com

Investor Information Website

www.pressmanadvertising.in

Directors' Report

Your Directors present their Thirty-seventh Annual Report together with the audited accounts for the year ended 31st March, 2021.

Financial Highlights

₹ in lakh

Particulars	Current Year	Previous Year
Income from operations	1699.69	3268.52
Other income	334.11	158.71
	2033.80	3427.23
Profit before tax	765.74	697.87
Tax Expense		
Current Tax	140.00	163.00
Deferred Tax	58.61	2.63
Net Profit after tax	567.13	532.24
Other Comprehensive Income/ (Loss) for the year (net of tax)	0.61	(0.73)
Total Comprehensive Income	567.74	531.51

Performance

The company posted a total income of ₹ 2033.80 lakh as against ₹ 3427.23 lakh in the previous year. The profit after tax was ₹ 567.13 lakh against ₹ 532.24 lakh in the previous year. The steep fall in the total income was on account of Covid 19 pandemic and the resultant complete lockdown during the year. Many industry segments and companies were badly affected which resulted in huge reduction in advertising budgets. This has resulted in lower revenues but the profits after tax is marginally higher during the year at ₹ 567.13 lakh as compared to ₹ 532.24 lakh in the last year due to high margin assignments.

Dividend

The Board has recommended dividend of 50% i.e. ₹ 1 per fully paid up equity share of ₹ 2 each of the Company for the year ended 31st March, 2021. The dividend, if approved by the members shall amount to ₹ 234.83 lakh.

Unclaimed Dividend Transfer to Investors Education and Protection Fund (IEPF)

Pursuant to the provisions of Section 124 of the Act, Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and Refund) Rules, 2016 read with the relevant circulars and amendments thereto ('IEPF Rules'), the amount of dividend remaining unpaid or unclaimed for a period of seven years from the due date is required to be transferred to the Investor Education and Protection Fund (IEPF). The Company had, accordingly, transferred on 26th October 2020, ₹ 11,72,489/- being the unpaid and unclaimed dividend amount pertaining to the Final Dividend for the Financial Year 2012-2013.

Notices were sent to concerned Members having unpaid / unclaimed dividend before transfer of such dividend(s) to IEPF. Details of the unpaid / unclaimed dividend are uploaded under

"Investor Information=> Unclaimed Dividend" section on the Company's investor information website viz. www.pressmanadvertising.in

In terms of the provisions of Section 124(6) of the Companies Act, 2013 and Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and Refund) Amendment Rules, 2017, the Company is required to transfer the shares in respect of which dividend remains unpaid and unclaimed for a period of seven consecutive years to the Investor Education and Protection Fund (IEPF) Suspense Account. Accordingly, 930789 equity shares were transferred to IEPF during the year on 3rd December, 2020 after giving individual notices to concerned shareholders and advertisements in newspapers.

Future Prospects

All the four divisions of the company's business – Advertising, Public Relations, Design and Digital were badly affected on account of the lockdown in the country. Further, there is a severe impact on the company's cash flow in view of delayed payments from its clients. However, as the company is debt free, it has the liquidity to meet the immediate funds requirements.

Many companies and public sector undertakings have slashed their advertising and related expenditure in light of the unprecedented slowdown in the economy on account of the Covid 19 pandemic. The advertising and public relations are usually the first areas where companies look to reduce costs and accordingly, we fear substantial budget cuts during the year.

The immediate future looks extremely challenging and the company anticipates prolonged slowdown in business along with cancellation of contracts, further delayed payments, bad debts, etc. Subsequently, the return of normalcy in our business will largely depend on how the economy and the manufacturing and services sectors recover.

Directors' Responsibility Statement

As stipulated in Section 134(5) of the Companies Act, 2013, your Directors subscribe to the Directors' Responsibility Statement and confirm as under:

- that in the preparation of the annual accounts, the applicable accounting standards have been followed.
- that the Directors have selected such accounting policies and applied them consistently and made judgements and estimates that are reasonable and prudent so as to give a true and fair view of the state of affairs of the company and of the profit for the year ended 31st March, 2021.
- that the Directors have taken proper and sufficient care of maintenance of adequate accounting records in accordance with provisions of the Companies Act for safeguarding the assets of the company and for preventing and detecting fraud and other irregularities;
- that the Directors have prepared the annual accounts on a going concern basis.
- that internal financial control has been laid down by the

Company and such internal financial control are adequate and were operating effectively.

- vi. that directors have devised proper system to ensure compliance with the provisions of all applicable laws and that such systems were adequate and operating effectively.

Public Deposits

The Company has not accepted or renewed any deposit from the public during the year.

Share Capital

Your Company's paid-up Equity Share Capital as on 31st March 2021 is ₹ 469.66 lakh. During the year under review, the Company has not issued shares with differential voting rights nor granted stock options nor sweat equity.

Directors

The applicable laws and regulations and Articles of Association of the Company govern the composition of the Board. The Board consists of persons of professional expertise and experience in technical, financial and operational segments and provides leadership and guidance to the management.

Mr Navin Suchanti (DIN: 00273663) retires by rotation pursuant to the provisions of Section 152 of the Act at the forthcoming AGM and being eligible offers himself for re-appointment.

Pursuant to the recommendation of the Nomination and Remuneration Committee, re-appointment of Mr Ajit Khandelwal (DIN: 00416445) as an Independent Director effective from 27th September 2021 for a period of five years is proposed at the ensuing AGM for the approval of the Members by way of special resolution.

Pursuant to the recommendation of the Nomination and Remuneration Committee, re-appointment of Mr Kalyan Bose (DIN: 07562266) as an Independent Director effective from 12th July, 2021 for a period of five years is proposed at the ensuing AGM for the approval of the Members by way of special resolution. Mr. Kalyan Bose having attained the prescribed age limit of 75 years, special resolution is proposed in accordance with Regulation 17 (1A) of Listing Regulations for approval by the Shareholders of the Company.

Declaration by Independent Directors

A declaration by Independent Directors that they meet the criteria of independence as provided in sub-Section (6) of Section 149 of the Companies Act, 2013 has been received from all the Independent Directors.

Conservation of Energy, Technology Absorption, Foreign Exchange Earning and Outgo

The operations of your company do not require energy consumption of any significant level. The Company does not use any imported technology. Therefore, information regarding conservation of energy and technology absorption under Section 134(3) (m) of the Companies Act, 2013 read with Rule 8 of the Companies (Accounts) Rules, 2014 is not annexed.

Foreign Exchange Earnings : Nil

Foreign Exchange Outgo : Nil

Listing

The shares of the company are listed on Bombay Stock Exchange (BSE), National Stock Exchange (NSE) and Calcutta Stock Exchange (CSE). Listing fees for the year 2020 -2021 have been paid to all the Stock Exchanges.

Number of Board meetings held

The Board of Directors met four times during the financial year from 1st April 2020 to 31st March 2021 as follows:

30th June 2020, 14th August 2020, 9th November 2020 and 28th January, 2021.

Auditors

The shareholders at the 33rd Annual General Meeting (AGM) held on 15th September 2017 had approved the appointment of M/s Mookherjee, Biswas & Pathak (FRN: 301138E), Chartered Accountants as statutory auditors for a term of five years i.e. till the conclusion of AGM to be held in year 2022.

There are no qualifications, adverse remarks or disclaimer made by the Auditors in their Report.

The total fee for all services paid by the Company to the Statutory Auditor is ₹1.5 lakh.

Board Evaluation

As per the provisions of the Companies Act, 2013 and Listing Regulations, a Board Evaluation Policy has been put in place. The process of review of Non-Independent Directors and the Board as a whole and also its committees were undertaken in a separate meeting of Independent Directors without the attendance of Non-Independent Directors and members of the management. At the meeting, the performance of the Chairman was reviewed taking into account the views of the Non-Executive Directors and Independent Directors. The meeting also assessed the quality, quantity and timeliness of the flow of information required for the Board to perform its duties properly.

The Board of Directors separately evaluated the performance of each of the Independent Directors. The concerned Independent Director did not participate in the meeting.

The Directors have expressed their satisfaction with the evaluation process.

Based on the findings from the evaluation process, the Board will continue to review its procedures and effectiveness in the financial year ahead with a view to practicing the highest standards of corporate governance.

Material Changes and Commitments

Just when things appeared to be slowly getting into normalcy, the country has been hit by a second wave of the Covid 19 pandemic, which appears to be deadlier and more contagious than the previous wave. Except the effect of second wave of Covid pandemic and consequent partial lockdown resulting in a severe slowdown in the economy, there are no material changes and commitments affecting the financial position of the Company occurred between the end of the financial year to which these Financial Statements relate and the date of this report.

Secretarial Auditor and Secretarial Standards

As per requirements of Section 204 of the Companies Act, 2013, the company has appointed Mr Arup Kumar Roy, Practicing Company Secretary (Membership No. ACS.: 6784) to undertake the secretarial audit of the company. The Secretarial Audit Report for the year ended 31st March 2021 is annexed and forms part of this annual report.

The Secretarial Audit Report does not contain any qualification, reservation, adverse mark or disclaimer. During the year under review, the Secretarial Auditor has not reported any matter under Section 143(12) of the Act, therefore no details is required to be disclosed under Section 134(3)(ca) of the Act.

During the Financial Year, your Company has complied with applicable Secretarial Standards i.e. SS-1 and SS-2, relating to "Meetings of the Board of Directors" and "General Meetings", respectively.

Directors' Qualification Certificate

In terms of SEBI (LODR) Regulations 2015, a certificate from Mr Arup Kumar Roy, Practicing Company Secretary (Membership No. ACS.: 6784) has been received stating that none of the Directors on the board of the company have been debarred or disqualified from being appointed or continuing as directors of company by Ministry of Corporate Affairs or any such statutory authority, and the same is annexed to this report.

Disclosure of transactions of the listed entity with any person or entity belonging to the promoter/promoter group which hold(s) 10% or more shareholding in the listed entity

During the financial year 2020-21, transactions which took place with any person or entity belonging to the promoter/promoter groups which hold(s) 10% or more shareholding in the listed entity.

Sl No.	Name of Promoters	No. of Shares	Type of Transaction	Mode of Transaction	Date of Transaction
1.	Mr Niren Suchanti	5297714	Sale	On-Market	08.12.2020
2.	Mr Niren Suchanti	4987513	Buy	On-Market	14.12.2020
3.	Mr Navin Suchanti	4445800	Sale	On-Market	14.12.2020
4.	Mr Navin Suchanti	795354	Buy	On-Market	17.12.2020
5.	Mr Niren Suchanti	253641	Buy	On-Market	24.12.2020
6.	Mr Navin Suchanti	3654646	Buy	On-Market	24.12.2020

Corporate Social Responsibility

Subject to the provisions of Section 135 of the Companies Act, 2013 read with the Companies (Corporate Social Responsibility Policy) Rules, 2015, the Company as a part of its CSR initiatives has made contributions in accordance with the formulated CSR Policy. The report of the CSR activities is given as Annexure forming part of the Annual Report.

As per Section 135(9) of the Companies (Amendment) Act, 2020, the requirement of having a CSR Committee has been done away with, if the amount spent by the Company on CSR does not exceed fifty lakh rupees. Accordingly, the CSR Committee of the Company is being dissolved and the Board of Directors shall now perform the functions of the Committee.

Corporate Governance

The Company has complied with all the corporate governance

requirements under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. A separate report on the corporate governance together with Auditors Certificate confirming compliance is annexed to this report.

Policies

We seek to promote and follow the highest level of ethical standards in all our business transactions. The SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015 mandated the formulation of certain policies for all listed companies. All our corporate governance policies are available on our website www.pressmanadvertising.in. The policies are reviewed periodically by the Board and updated based on need and new compliance requirements.

In additions to its Code of Conduct and Ethics, key policies that have been adopted by the Company are as follows:

Name of Policy	Brief description	Web link
Vigil Mechanism	The Company has adopted the vigil mechanism for directors and employees to report concerns about unethical behavior, actual or suspected fraud, or violation of the Company's code of conduct and ethics. There has been no change to the said policy adopted by the Company during the year 2017.	http://www.pressmanadvertising.in/download/Vigil_Mechanism.pdf
Corporate Social Responsibility Policy (CSR)	The Company has formulated CSR policy in accordance with Section 135 and Schedule VII the Companies Act, 2013.	http://www.pressmanadvertising.in/download/Policy-CSR.pdf
Related Party Transaction Policy	This policy regulates all transactions between the Company and its related parties.	http://www.pressmanadvertising.in/download/Policy-related-party-transactions.pdf

Name of Policy	Brief description	Web link
Insider Trading Policy	This policy provides the framework in dealing with securities of the Company in terms of SEBI (Prohibition of Insider Trading) Regulations, 2015.	http://www.pressmanadvertising.in/download/code-of-conduct-for-prohibition-of-insider-trading-pressman.pdf
Prevention of Sexual Harassment Policy	This Policy creates and maintains a secure work environment where its employees will work and pursue business together in an atmosphere free of harassment.	http://www.pressmanadvertising.in/download/Policy-Sexual-Harassment.pdf
Directors, Sr. Management-Appointment and Remuneration Policy	This policy is to provide a framework and set standards for the appointment of directors with requisite experience and skills who have the capacity and ability to lead the Company. It also defines the role of the Nomination and Remuneration Committee.	https://www.pressmanadvertising.in/download/PAL-Directors-KMP-Policy.pdf
Criteria for making payments to Non-executive Directors	This Policy provides a framework that overall remuneration should be reflective of the size of the Company, complexity of the sector/industry/company's operations and the company's capacity to pay the remuneration.	https://www.pressmanadvertising.in/download/Criteria-for-making-payments-to-Non-executive-Directors.pdf
Appointment of Independent Directors	This Policy shares a framework for terms and conditions of appointment of independent directors.	https://www.pressmanadvertising.in/download/Terms-and-Appointment-of-Independent-Directors-converted.pdf
Familiarisation programme for Independent Directors	This Policy introduces the process of familiarizing the independent directors with the company, their roles, rights, responsibilities in the company, nature of the industry in which the company operates, business model of the company, etc., through various programmes.	https://www.pressmanadvertising.in/download/Familiarization-programm-for-Independent-Directors.pdf
Policy for determining Materiality of Events	This Policy has been formulated for determination of Materiality of events or information that warrant disclosure to investors.	https://www.pressmanadvertising.in/download/Policy-on-criteria-for-determining-Materiality-of-Events.pdf
Policy for determining Material Subsidiaries	This Policy will be used to determine the material subsidiaries and material unlisted Indian subsidiaries of the Company and to provide the governance framework for such subsidiaries.	https://www.pressmanadvertising.in/download/Policy-for-determining-material-subsiary-converted.pdf
Policy on Dividend Distribution	This Policy has been published to define the dividend distribution Scheme.	https://www.pressmanadvertising.in/download/Dividend-Distribution-Policy.pdf

Familiarization programme for independent directors

The details of training and familiarization program is available in Company's website link <http://www.pressmanadvertising.in/download/Policy-Familiarisation-programme.pdf>

Policy on Directors' and Key Managerial Personnel's Appointment and Remuneration

In accordance with section 178 read with SEBI (LODR) Regulations 2015, the Nomination & Remuneration Committee has laid down a policy for appointment and remuneration of Directors' and Key Managerial Personnel. The policy defines the criteria to evaluate, positive attributes, independence of a Director and recommend to the Board their appointment and remuneration.

Pursuant to Section 197(12) read with Rule 5(1) of the Companies (Appointment and Remuneration of Managerial Personnel) Amendment Rules, 2016 in respect of employees of the Company, there are no employees who are in receipt of remuneration in excess of the limit specified under Section 134(3) (q) read with Rule 5 (2) and 5 (3) of the Companies (Appointment and Remuneration of Managerial Personnel) Amendment Rules, 2016.

Particulars of Employees pursuant to Section 134(3) of the Companies (Amendment) Act, 2017 read with Rule 5(1) of the Companies (Appointment and Remuneration of Managerial Personnel) Amendment Rules, 2016

The information required in terms of Section 134(3) of the Companies (Amendment) Act, 2017 read with Rule 5(1) of the

Companies (Appointment and Remuneration of Managerial Personnel) Amendment Rules, 2016 is furnished hereunder:

- i) The ratio of the remuneration of Director to the median remuneration of the employees of the Company: Not Applicable
- ii) The percentage increase in remuneration of CFO, CS during the financial year:

- iii) The percentage increase in the median remuneration of employees in the financial year: Not Applicable
- iv) The number of permanent employees on the rolls of company at the end of the financial year 2020-21 is 26.
- v) It is hereby affirmed that the remuneration of KMP's are in accordance with the Remuneration Policy.

Sl No.	Name	Designation	Remuneration paid FY 2020-21 (₹ in lakh)	Remuneration paid FY 2019-20 (₹ in lakh)	Percentage increase in remuneration	Ratio per Median of employee remuneration
1	Mr B G Pasari	Chief Financial Officer	16.44	22.75	-	-
2	Ms Paulami Mukherjee	Company Secretary	3.37	3.28	2.74	-

Management's Discussion and Analysis Report

Management's Discussion and Analysis Report for the year under review, as per the provisions of Regulation 34 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 is presented separately, which forms part of the Annual Report.

Disclosure of Annual Return

Pursuant to Section 92(3) read with Section 134(3) (a) of the Act, the Annual Return as on 31st March, 2021 is available in the website of the Company at the link : <https://www.pressmanadvertising.in/investorrelations/CorporateGovernance.pdf>

Reporting of Frauds

As required under Section 143(12) of the Companies Act, 2013, the Auditors have not reported any frauds in the financial year under review to the Audit Committee or the Board of Directors. Hence the Board has nothing to report under Section 134(3)(ca) of the Companies Act, 2013.

Related Party transactions

Related party transactions that were entered during the financial year were at arm's length basis and were in the ordinary course of business. There were no materially significant related party transactions with the Promoters, Directors, Management or their relatives, which could have had a potential conflict with the interests of the Company. Transactions with related parties entered by the Company in the ordinary course of business are periodically placed before the Audit Committee for its approval. The particulars of contracts entered into during the year as per Form AOC-2 are enclosed as Annexure to this report.

Key Managerial Personnel

During the year, there was no change in the Key Managerial Personnel of the Company.

Particulars of Loans, Guarantees or Investments

There are no loans, guarantees, or investments made by the Company covered under the provision of Section 186 of the Companies Act, 2013.

Details of significant and material orders passed by the Regulators, Courts and Tribunals:

No significant and material orders have been passed by the Regulators, Courts and Tribunals impacting the going concern status and the company's operations in future.

Development and Implementation of a Risk Management Policy

The policy on risk management is not applicable to the Company.

Acknowledgement

The Directors thank the customers and shareholders for their continued confidence and trust reposed in the management and the employees for their dedicated services.

For and on behalf of the Board

Pressman House
10A Lee Road
Kolkata 700 020
June 03, 2021

Dr Niren Suchanti
Chairman & Managing Director
DIN: 00909388

**Report of Corporate Social Responsibility (CSR)
Annexure to the Directors' Report for the year ended 31st March 2021**

[Pursuant to clause (0) of sub-section (3) of section 134 of the Act and Rule 9 of the Companies (Corporate Social Responsibility) Rules, 2014]

1. A brief outline of the company's CSR policy, including overview of programs undertaken.

The Company is committed to on-going contribution to the Society through a comprehensive CSR framework. The Company perceives Corporate Social Responsibility (CSR) as an opportunity to contribute towards uplifting the society at large, empowering individuals, making them self-reliant.

The CSR Committee of the Company has formulated the CSR Policy which describes the multiple lines around which the CSR activities of the Company are positioned being health promotion, education and skill development, social and economic welfare and such other activities included in Schedule VII of the Companies Act, 2013, as may be identified by the CSR Committee from time to time. The policy is available on the web link <http://www.pressmanadvertising.in/download/Policy-CSR> at the website of the Company <http://www.pressmanadvertising.in>.

2. The Composition of the CSR committee

- a) Dr Niren Suchanti Chairman
b) Mr Navin Suchanti Member

- c) Mr Ajit Khandelwal Member
d) Mr Sushil Kumar Mor Member

In terms of the new guidelines inserted by the Companies (Amendment) Act, 2020 notification dated 28th September, 2020, a CSR Committee is no longer required, in case of the Company as annual spend is less than ₹ 50 lakh the CSR Committee is now being dissolved.

3. Average net profit of the company for the last three financial years: ₹ 887.50 lakh

4. Prescribed CSR expenditure (2% of the average net profit): ₹ 17.75 lakh

5. Details of CSR spent during the year:

- a) Total amount to be spent during the financial year: ₹ 17.75 lakh
b) Amount unspent, if any: Nil
c) Amount actually spent on CSR: ₹ 17.75 lakh
d) Manner in which the amount spent during the financial year is detailed below:

Sl. No.	CSR project or activity identified	Sector in which the Project is covered	Projects or programs (1) Local area or other (2) Specify the State and district where projects or programs was undertaken	Amount outlay (budget) project or programme wise	Amount Spent	Cumulative Expenditure upto the reporting period	Amount Spent: Direct or through Implementing Agency in lakh
1	Employment to Ms Mussarrat Jahan, a differently abled apprentice working in the Company	Empowering Women	Kolkata, West Bengal	0.05	0.05	0.05	Direct
2	Promoting health care and education	Health Care and education	Veerayatan, Mumbai	17.70	17.70	17.70	Direct

6. A responsibility statement of the CSR Committee that the implementation and monitoring of CSR Policy is in compliance with CSR objectives and the Policy of the Company:

The CSR Committee confirms that the implementation and monitoring of CSR policy is in line with the CSR Objectives and Policy of the Company.

Kolkata
June 03, 2021

Dr Niren Suchanti
Chairman of CSR Committee
DIN: 00909388

Form No AOC-2

(Pursuant to clause(h) of sub-section(3) of Section 134 of the Act and Rule 8(2) of the Companies (Accounts) Rules, 2014)
Disclosure of particulars of contracts/arrangements entered into by the company with related parties referred to in sub-section (1) of Section 188 of the Companies Act, 2013 including certain arms length transactions under third proviso thereto

1. Details of contracts or arrangements or transaction not at arm's length basis

There are no contracts or arrangements or transaction not at arm's length basis.

2. Details of material contracts or arrangement or transactions at arm's length basis

a. Name of the related party and nature of relationship	b. Nature of contracts or arrangement or transactions at arm's length basis	c. Duration of the contracts / arrangements/ transaction	d. Salient terms of the contracts or arrangements or transactions including the value, if any	e. Date of approval by the Board, if any	f. Amount paid as advances, if any
Pressman Properties Ltd	Rent paid for office space Cost of Advertising	Perpetual	₹ 6.00 lakh p.a As per publication rate	01.04.2012	Nil
Pressman Realty Pvt Ltd	Rent paid for office space Cost of Advertising	Perpetual	₹ 9.00 lakh As per publication rate	01.04.2012	Nil
Sinclairs Hotels Ltd	Press release/ notifications in news papers, magazines, digital advertising and other advertising and design services	As per requirement	As per publication rate	01.04.2012	Nil
Mr Navin Suchanti Director	Sitting Fee (Board and Committee meetings)		₹ 0.20 lakh p.a	14.08.2013	Nil
Mrs Sujata Suchanti Director	Sitting Fee (Board meetings)		₹ 0.10 lakh p.a	26.03.2015	Nil
Mr B G Pasari Chief Financial Officer	Salary and Perquisites	Professional	₹ 16.44 lakh p.a	01.03.2019	Nil
Ms Paulami Mukherjee Company Secretary	Salary	Professional	₹ 3.37 lakh p.a	22.05.2019	Nil

Management Discussion and Analysis Report

Industry Structure and Development, Opportunities and Threats

The Covid 19 pandemic has caused a significant disruption and turmoil in the media and advertising industry. The immediate focus of major companies will be sustenance and survival and as a result, one will see a major reduction in the capital expenditure and investment cycle by companies. Consequently there will be significant impact in demand and growth of the industry in the current year also.

The pandemic had a catastrophic effect in certain media segments. The major advertisers have contracted their spending; the print and television media is witnessing massive layoffs, retrenchment and salary cuts. The advertising agencies too have newer challenges to navigate. With widespread travel restrictions in place and many countries under complete lockdown, advertising agencies that are largely dependent on interpersonal connect and physical presence of staff are rethinking their way of operations. Agencies are encouraging its employees to work from home when need be. The key strategy is efficient cash management and profit protection with greater technology integration.

Outlook

The Indian advertising industry is expected to grow 10.8 per cent to reach Rs 62,577 crore by the end of this year, mainly helped by a rapid growth in digital advertising, according to a report. The advertising sector, which had witnessed a de-growth in 2020 due to the pandemic, is expected to touch Rs 70,343 crore by 2022, as per Dentsu Digital Report 2021.

This estimation now seems to be a far cry in view of the unexpected second wave of the pandemic that hit the country in March 2021.

The present size of the Indian advertising industry is estimated at Rs 56,490 crore. It witnessed a negative growth of 17.5 per cent as compared to 2019, due to the pandemic. Major sectors like trade, tourism, transportation, real estate, manufacturing and automobile continue to be badly impacted on account of the pandemic.

The print and the OOH media particularly have been severely impacted. In view of the recurrence of the pandemic and the consequent intermittent lockdown in different states, these segments will continue to be badly affected and it is expected that they will suffer a second successive year of negative growth.

Business Overview

The company's business has four major segments - Advertising, Public Relations, Design and Digital. The business is carried out through its offices located in Kolkata, Mumbai, Delhi and Bangalore.

Performance Overview

The Company posted revenue of ₹ 2033.80 lakh and Profit before tax of ₹ 765.74 lakh during the year. Business revenues are derived from a mix of advertising, public relations, design and digital services.

Details of significant changes in key financial ratios:

Particulars	2020-21	2019-20
Debtors Turnover*	5.46	4.23
Inventory Turnover	-	-
Current Ratio	-	-
Operating Profit Margin (%)**	45.05	21.35
Net Profit Margin (%)**	27.89	15.53
Return on Net Worth (%)**	17.90	13.49

* Due to better credit management

** Due to high margin assignments

Adequacy of internal controls

The Company, through internal controls, aims at achieving operational efficiency and optimum resource utilization. The Company ensures strict compliance with all the applicable laws and regulations. A qualified and independent Audit Committee of the Board, comprising non-executive directors, reviews the compliance process and adequacy of internal controls.

Human Resources

The Company has a team of experienced professionals who manage the company efficiently. The total number of permanent employees as on 31st March 2021 is 26.

Disclaimer

Certain statements made in this report relating to the Company's objectives, projections, outlook, estimates, etc. may constitute 'forward looking statements' within the meaning of applicable laws and regulations. Actual results may differ from such estimates or projections etc., whether expressed or implied. Several factors including but not limited to economic conditions affecting demand and supply, government regulations and taxation, input prices, exchange rate fluctuation, etc., over which the Company does not have any direct control, could make a significant difference to the Company operations. The MD&A should be read in conjunction with the Company's financial statements included herein and the notes thereto.

For and on behalf of the Board

Pressman House
10A Lee Road
Kolkata 700 020
June 03, 2021

Dr Niren Suchanti
Chairman & Managing Director
DIN: 00909388

ARUP KUMAR ROY
Practicing Company Secretary

201 Sarat Bose Road Kolkata 700 029
Phone : 033-4004 0045 M : 9831687785
arupkroy@rediffmail.com

SECRETARIAL AUDIT REPORT FOR THE FINANCIAL YEAR ENDED 31st MARCH, 2021

*[Pursuant to section 204(1) of the Companies Act, 2013 and rule No. 9 of the Companies
(Appointment and Remuneration Personnel) Rules, 2014]*

To,
The Members,
Pressman Advertising Limited
Pressman House, 10A Lee Road
Kolkata- 700020

I have conducted the secretarial audit of the compliance of applicable statutory provisions and the adherence to good corporate practices by **Pressman Advertising Limited CIN: L74140WB1983PLC036495** (hereinafter called the Company). Secretarial Audit was conducted in a manner that provided me a reasonable basis for evaluating the corporate conducts/statutory compliances and expressing my opinion thereon.

Based on my verification of the books, papers, minute books, forms and returns filed and other records maintained by the company and also the information provided by the Company, its officers, agents and authorized representatives during the conduct of secretarial audit, I hereby report that in my opinion, the company has, during the audit period covering the financial year ended on 31st March, 2021 complied with the statutory provisions listed hereunder and also that the Company has proper Board-processes and compliance-mechanism in place to the extent, in the manner and subject to the reporting made hereinafter:

I have examined the books, papers, minute books, forms and returns filed and other records maintained by the Company for the financial year ended on 31st March, 2021 according to the provisions of:

- (i) The Companies Act, 2013 (the Act) and the rules made thereunder;
- (ii) The Securities Contracts (Regulation) Act, 1956 ('SCRA') and the rules made thereunder;
- (iii) The Depositories Act, 1996 and the Regulations and Bye-laws framed thereunder;
- (iv) Foreign Exchange Management Act, 1999 (FEMA) and the rules and regulations made there under to the extent of Foreign Direct Investment (FDI), Overseas Direct Investment (ODI) and External Commercial Borrowings (ECBs);- **Not Applicable to the company during the Audit Period.**
- (v) The following Regulations and Guidelines prescribed under the Securities and Exchange Board of India Act, 1992 ('SEBI Act') to the extent applicable to the Company:
 - (a) The Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011; - **All the necessary disclosures for the transactions during the year were made as per The Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**
 - (b) The Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015; **All the necessary disclosures for the transactions during the year were made as per The Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015.**
 - (c) The Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018; - **Not Applicable to the company during the Audit Period.**
 - (d) The Securities and Exchange Board of India (Employee Stock Option Scheme and Employee Stock Purchase Scheme) Guidelines, 1999; - **Not Applicable to the company during the Audit Period.**
 - (e) The Securities and Exchange Board of India (Issue and Listing of Debt Securities) Regulations, 2008 - **Not Applicable to the company during the Audit Period.**
 - (f) The Securities and Exchange Board of India (Registrars to an Issue and Share Transfer Agents) Regulations, 1993 regarding the Companies Act and dealing with client;
 - (g) The Securities and Exchange Board of India (Delisting of Equity Shares) Regulations, 2009; - **Not Applicable to the company during the Audit Period.**

- (h) The Securities and Exchange Board of India (Buyback of Securities) Regulations, 2018- **Not Applicable to the company during the Audit Period.**
- (i) The Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Following other laws are applicable to the Company:

- (i) Advertisement Standards Council of India (ASCI) 1985
 - (ii) Indian Newspaper Society
 - (iii) State Emblem of India (Prohibition of Improper Use) Act, 2005
- I have also examined compliance with the applicable clauses of the following:
- (i) Secretarial Standards on Meetings of the Board of Directors (SS-1) and Secretarial Standards on General Meetings (SS-2) issued by The Institute of Company Secretaries of India.
 - (ii) The Listing Agreements entered into by the Company with National Stock Exchange, Bombay Stock Exchange (BSE) and Calcutta Stock Exchange (CSE).

During the period under review, the Company has complied with the provisions of Act, Rules, Regulations, Guidelines and Standards etc mentioned above subject to the following observations:

- During the year the Company had spent ₹ 17.75 lakh towards Corporate Social Responsibility complying with the statutory provisions of Section 135 of the Companies Act, 2013.
 - The Company had timely paid dividend @ 50% (₹ 1 per equity share of ₹ 2 each) on 23,482,843 equity shares amounting to ₹ 234.83 lakh.
- The Company had transferred to IEPF ₹ 11,72,489/- being the unpaid and unclaimed dividend amount pertaining to the Final Dividend for the Financial Year 2012-2013 on 26th October 2020. Accordingly, 930789 equity shares have been transferred to IEPF during the year on 3rd December, 2020 after giving individual notices to concerned shareholders and advertisements in newspapers.
- Based on the Statutory Auditors Report on the Annual Financial Statements for the Financial Year ended 31st March 2021, I report that the Company is compliant with the financial and tax laws relating to Income tax, GST, Professional Taxes and other State, local and municipal taxes, duties and cesses as are applicable to the Company.

I further report that:

- The Board of Directors of the Company is duly constituted with proper balance of Executive Directors, Non-Executive Non-Independent Directors and Non-Executive Independent Directors.
- Adequate notice is given to all directors to schedule the Board Meetings, agenda and detailed notes on agenda were sent at least seven days in advance, and a system exists for seeking and obtaining further information and clarifications on the agenda items before the meeting for meaningful participation at the meeting.
- Majority decision is carried through while the dissenting members' views if any, are noted and recorded as part of the minutes.

I further report that based on the information received and records maintained there are adequate systems and processes in the Company commensurate with the size and operations of the Company to monitor and ensure compliance with applicable laws, rules, regulations and guidelines.

ARUP KUMAR ROY

ACS No.: 6784

C P No.: 9597

Place: Kolkata

Date: June 03, 2021

UDIN : A006784C000483249

ARUP KUMAR ROY
Practicing Company Secretary

201 Sarat Bose Road Kolkata 700 029
Phone : 033-4004 0045 M : 9831687785
arupkroy@rediffmail.com

**CERTIFICATE OF NON-DISQUALIFICATION OF DIRECTORS
FOR THE FINANCIAL YEAR ENDED 31ST MARCH, 2021**
*[Pursuant to Regulation 34(3) and Schedule V Para C clause (10) (i) of the SEBI
(Listing Obligations and Disclosure Requirements) Regulations, 2015]*

To,
The Members,
Pressman Advertising Limited
Pressman House, 10A Lee Road
Kolkata 700020

Dear Sir,

I have examined the relevant registers, records, forms, returns and disclosures received from the Directors of Pressman Advertising Limited having CIN L74140WB1983PLC036495 and having registered office at Pressman House, 10A Lee Road, Kolkata 700 020 (hereinafter referred to as 'the Company'), produced before me by the Company for the purpose of issuing this Certificate, in accordance with the Regulation 34(3) read with Schedule V Para-C Sub clause 10(i) of the Securities Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

In my opinion and to the best of my information and according to the verifications (including Directors Identification Number (DIN) status at the portal www.mca.gov.in) as considered necessary and explanations furnished to me by the Company and its officers, I hereby certify that none of the Directors on the Board of the Company as stated below for the Financial Year ending on 31st March, 2021 have been debarred or disqualified from being appointed or continuing as Directors of companies by the Securities and Exchange Board of India, Ministry of Corporate Affairs or any such other Statutory Authority.

SI No	Name of Director	DIN	Date of appointment in Company
1	Dr Niren Suchanti	00909388	05.07.2013
2	Mrs Sujata Suchanti	00273832	26.03.2015
3	Mr Navin Suchanti	00273663	05.07.2013
4	Mr Ajit Khandelwal	00416445	21.02.2007
5	Mr Sushil Kumar Mor	00274066	31.07.2008
6	Mr Kalyan Bose	07562266	12.07.2016

Ensuring the eligibility of for the appointment / continuity of every Director on the Board is the responsibility of the management of the Company. Our responsibility is to express an opinion on these based on our verification. This certificate is neither an assurance as to the future viability of the Company nor of the efficiency or effectiveness with which the management has conducted the affairs of the Company.

Place: Kolkata
Date: June 03, 2021

ARUP KUMAR ROY
ACS No.: 6784
C P No.: 9597
UDIN : A006784C000483337

Report on Corporate Governance

I. Company's philosophy on Code of Governance

The Company is committed to ensure compliance with the code of Corporate Governance to enhance and protect the interest of all shareholders.

The Company always strives to achieve optimum performance at all levels by adhering to corporate governance practices, such as:

- Fair and transparent business practices
- Effective management control by Board
- Adequate representation of promoter, executive and independent directors on the Board
- Accountability for performance
- Monitoring of executive performance by the Board

- Compliance of laws and regulations
- Transparent and timely disclosure of financial and management information.

II. Board of Directors

As on 31st March, 2021, the Board consists of Executive as well as Non-Executive Directors with a woman director present on its Board. It comprises of Executive Chairman, three non-executive Independent Directors and two non-executive Non-Independent Directors.

The Board met four times during the financial year on 30th June 2020, 14th August 2020, 9th November 2020 and 28th January 2021.

Details and other particulars of Directors are given below:

Name	Designation	Category	Equity shareholding in the Company
Dr Niren Suchanti	Chairman & Managing Director	Executive Director	5241154
Mrs Sujata Suchanti	Director	Non-Executive Non-Independent Director	800000
Mr Navin Suchanti	Director	Non-Executive Non-Independent Director	4450000
Mr Ajit Khandelwal	Director	Non-Executive Independent Director	Nil
Mr Sushil Kumar Mor	Director	Non-Executive Independent Director	Nil
Mr Kalyan Bose	Director	Non-Executive Independent Director	250

Details of attendance of Directors at board meetings during the financial year and at the Company's Thirty-sixth Annual General Meeting together with the number of other directorships and committee memberships held by them are as follows:

Details of Directors' attendance and other particulars are given below :

Director	No of Board Meetings held	No of Board Meeting attended	Last AGM Attendance (Yes/No)	No of memberships in Board of other Public Companies (Listed)	No of Committee membership/in other Public Companies (Listed)**
Dr Niren Suchanti	4	4	Yes	1 Sinclairs Hotels Ltd.	Nil
Mr Navin Suchanti	4	4	Yes	1 Sinclairs Hotels Ltd.	2
Ms Sujata Suchanti	4	4	Yes	1	Nil
Mr Ajit Khandelwal	4	4	Yes	1 BNK Capital Markets Ltd.	1
Mr Sushil Kumar Mor	4	4	No	Nil	Nil
Mr Kalyan Bose	4	4	No	Nil	Nil

*** Chairmanship/Membership Audit Committee and Stakeholders Relationship Committee in Listed Public Companies.

List of core skills/expertise/competencies identified by the board of directors as required in the context of its business(es) and sector(s) for it to function effectively and those actually available with the board:

For an advertising agency, the core skills required are:

- Knowledge of advertising, public relations, media planning

- Financial and accounting management
- Reporting requirement and compliance of financial, accounting, taxation and related laws/regulations.

The Company's directors have wide experience and expertise in these areas and as such are well positioned to oversee the business operations effectively.

Expertise / Skills of Directors:

	Name of Director	Expertise / Skill
1	Dr Niren Suchanti	Advertising, Public Relations and Investor Relations
2	Mrs Sujata Suchanti	Administration
3	Mr Navin Suchanti	Advertising, Public Relations, Financial and Accounting Management
4	Mr Ajit Khandelwal	Public Relation and Financial Management
5	Mr Sushil Kumar Mor	Financial and accounting management
6	Mr Kalyan Bose	Public Relations

III. Audit Committee**Terms of Reference**

The terms of reference of the audit committee are in accordance with those specified in Part C of Schedule II of Regulation 18 of the listing obligations and disclosure requirements and Section 177 of the Companies Act, 2013.

Composition:

The Audit Committee consists of one non-executive non-independent director and two non-executive independent directors.

1.	Mr Ajit Khandelwal	Chairman (Non-executive Independent Director)
2.	Mr Sushil Kumar Mor	Member (Non-executive Independent Director)
3.	Mr Navin Suchanti	Member (Non-executive Non-independent Director)

Meetings and attendance:

During the financial year 2020 -2021, four (4) meetings of the committee were held on 30th June 2020, 14th August 2020, 9th November 2020 and 28th January 2021. The time gap between two meetings was less than four months.

Members	Meetings held	Meetings attended
Mr Ajit Khandelwal	4	4
Mr Navin Suchanti	4	4
Mr Sushil Kumar Mor	4	4

Chief Financial Officer and Company Secretary are invitees to the meeting of Audit Committee.

Subsidiary Companies

The Company has no subsidiary.

IV. Nomination and Remuneration Committee (NRC)**Terms of Reference**

The terms of reference of the NRC are in accordance with those specified in Part D of Schedule II of Regulation 19 of the listing obligations and disclosure requirements and Section 178 of the Companies Act, 2013

Composition:

The NRC consists of one non-executive non-independent director and two non-executive independent directors.

1.	Mr Ajit Khandelwal	Chairman (Non-executive Independent Director)
2.	Mr Sushil Kumar Mor	Member (Non-executive Independent Director)
3.	Mr Navin Suchanti	Member (Non-executive Non-independent Director)

Meetings and attendance:

During the financial year 2020 -2021, one meeting of the committee was held on 30th June, 2020.

Members	Meetings held	Meetings attended
Mr Ajit Khandelwal	1	1
Mr Navin Suchanti	1	1
Mr Sushil Kumar Mor	1	1

V. Remuneration to Non-Executive Directors

The non-executive Directors are remunerated Rs. 2500 by way of fees for attending each Board and Committee Meetings.

VI. Corporate Social Responsibility Committee (CSR)**Terms of reference:**

The Committee formulates and recommends to the Board, a CSR Policy and inform the amount of expenditure to be incurred on CSR activities. The Committee also monitors the implementation of the CSR projects or activities undertaken by the Company.

Composition:

The CSR Committee consists of one executive director, one non-executive non-independent director and two non-executive independent directors.

1.	Dr Niren Suchanti	Chairman & Managing Director (Executive Director)
2.	Mr Navin Suchanti	Member (Non-executive Non-independent Director)
3.	Mr Ajit Khandelwal	Member (Non-executive Independent Director)
4.	Mr Sushil Kumar Mor	Member (Non-executive Independent Director)

As per Section 135(9) of the Companies (Amendment) Act, 2020, the requirement of having a CSR Committee has been done away with, if the amount spent by the Company on CSR does not exceed fifty lakh rupees. Accordingly, the CSR Committee of the Company is being dissolved and the Board shall now perform the functions of the Committee.

Meeting and attendance during the year

During the financial year 2020-2021, one meeting of the committee was held on 28th January, 2021.

Members	Meetings held	Meetings attended
Dr Niren Suchanti	1	1
Mr Navin Suchanti	1	1
Mr Ajit Khandelwal	1	1
Mr Sushil Kumar Mor	1	1

VII. Independent Directors' Meeting

During the year under review a meeting was held, inter-alia, to discuss:

- Evaluation of performance of Non-Independent Directors and the Board of Directors as a whole;
- Evaluation of performance of the Chairman, taking into account the views of the Executive and Non-Executive Directors;
- Evaluation of the quality, content and timelines of flow of information between the Management and the Board that is necessary for the Board to effectively and reasonably perform its duties;

Meeting and attendance during the year

During the financial year 2020-2021, one meeting of the committee was held on 28th January, 2021.

Members	Meetings held	Meetings attended
Mr Ajit Khandelwal	1	1
Mr Sushil Kumar Mor	1	1
Mr Kalyan Bose	1	1

VIII. Stakeholders Relationship Committee**Terms of Reference**

The Committee monitors the Company's response to investor complaints and grievances. It has also been authorised to approve the issue of duplicate share certificates in lieu of those lost or destroyed.

In accordance with the provisions of Part D (B) of Schedule II of Regulation 20 of the listing obligations and disclosure requirements, the power to approve transfer, transmissions, etc., of shares in the physical form and to resolve the grievances of the Shareholder has been delegated to a committee of executives.

Shareholder' complaint received and redressed during the year ended March 31, 2021 are as under:

Pending as on 31.03.2020	Received during the year	Redressed during the year	Pending as on 31.03.2021
Nil	03	03	Nil

Composition, Meetings and Attendance

During the financial year 2020-2021, two meetings of the committee were held on 9th November, 2020 and 28th January, 2021.

Members	Meetings held	Meetings attended
Mr Ajit Khandelwal	2	2
Mr Navin Suchanti	2	2
Mr Sushil Kumar Mor	2	2

Company Secretary is an invitee to the Committee.

IX. Shareholders' Meeting**1. Details of last three Annual General Meeting:**

Year	Date	Venue	Time
2017-18	31.08.2018	Gyan Manch, 11 Pretoria Street, Kolkata 700 071	10:30 am
2018-19	27.08.2019	Gyan Manch, 11 Pretoria Street, Kolkata 700 071	10:30 am
2019-20	26.08.2020	Deemed Venue: Pressman House 10A Lee Road Kolkata 700 020 Through Audio Visual Mode of NSDL Platform	11 am

2. The details of special resolutions passed during the last three years are given below:

Sr. No.	Date	AGM	Particulars
1	31.08.2018	AGM	Nil
2	27.08.2019	AGM	Review and re-appointment of Dr Niren Suchanti as Chairman and Managing Director.

Sr. No.	Date	AGM	Particulars
	27.08.2019	AGM	Review the appointment of Mr Kalyan Bose as an Independent Director.
3	26.08.2020	AGM	Re-appointment of Dr Niren Suchanti as Chairman and Managing Director.
	26.08.2020	AGM	Re-appointment of Mr Sushil Kumar Mor as an Independent Director

3. Details of Special Resolutions passed last year through Postal Ballot:

During the year under review, neither any Special Resolution was passed through Postal Ballot nor any Special Resolution is proposed to be conducted through Postal Ballot as on the date of this Report.

X. General Disclosure

- There were no material and significant related party transactions, with its promoters, directors or management or their relatives, etc, that may have potential conflict with the interests of the Company at large. Transactions with the related parties have been disclosed in Note No. 30 to the Accounts in the Annual Report.
- No penalties or strictures have been imposed on the Company by Stock Exchanges or SEBI or any statutory authority on any matter related to capital markets during the last three years. There were no instances of non-compliance by the Company.
- The Company has an established whistle blower policy.
- The Company has complied with the mandatory requirement of Regulation 27 of the Listing Regulations.
- In terms of Regulation 40(9) of the Listing Regulations, certificate, on half-yearly basis, have been issued by a Company Secretary in Practice with respect to due compliance of share and security transfer formalities by the Company.
- Annual Secretarial Compliance Report

The Company has undertaken an Annual Secretarial Compliance Audit for the financial year 2020-2021 for all applicable compliances as per SEBI Regulations and Circulars/Guidelines issued thereunder.

Accordingly, the Annual Secretarial Compliance Report for the financial year ended 31st March, 2021 will be submitted to the Stock Exchanges within the prescribed timeline.

Non-mandatory Requirements

The Board reviews adoption of non-mandatory Requirements of Regulation 27 of the Listing Obligation and Disclosure Requirements from time to time.

XI. Means of Communication

1. The quarterly results were published during the year in accordance with SEBI guidelines in the newspapers Business Standard and Arthik Lipi. The quarterly results are also displayed on www.pressmanadvertising.in and on the website of BSE / NSE.

2. Press Release

Whenever the Company issues any press release, it is immediately sent to the stock exchanges as well as posted on the Company's website.

The financial results of the Company were officially released in accordance with the following schedule:

Sl. No.	Nature of Communication	Media used for Publication	Dates of Publication	Forwarded to Stock Exchange on
1	Quarterly Unaudited Financial Statements (First Quarter 2020-2021)	Business Standard Arthik Lipi www.pressmanadvertising.in	15.08.2020	14.08.2020
2	Half-yearly Unaudited Financial Statements (Second Quarter 2020-2021)	Business Standard Arthik Lipi www.pressmanadvertising.in	10.11.2020	09.11.2020
3	Quarterly Unaudited Financial Statements (Third Quarter 2020-2021)	Business Standard Arthik Lipi www.pressmanadvertising.in	29.01.2021	28.01.2021
4	Annual Audited Financial Statements (for the year 2020-2021)	Business Standard Arthik Lipi www.pressmanadvertising.in	04.06.2021	03.06.2021

The Management Discussion and Analysis in respect of the Financial Year forms part of the Directors' Report.

XII. General Shareholder Information

a. Annual General Meeting :

The Thirty-seventh Annual General Meeting will be held on Monday, 26 July 2021 through video conferencing and the deemed venue is the registered office of the company at Pressman House, 10A Lee Road, Kolkata- 700020.

The Company follows financial year from 1st April to 31st March. Indicative events of the company for the year 2021-22 (April – March) are as under:-

Results for quarter ending 30th June 2021	Within 14th August 2021
Results for quarter ending 30th September 2021	Within 14th November 2021
Results for quarter ending 31st December 2021	Within 14th February 2022
Results for quarter and year ending 31st March 2022	Within 30th May 2022
AGM for the year ending 31st March 2022	By end of September 2022

c. Register of Shareholders

The Register of Shareholders will remain closed from Tuesday, 20th July 2021 to Monday, 26th July 2021, both days inclusive.

d. Payment of Dividend

Dividend warrants in respect of dividend for the financial year 2020-2021, if declared by the Company at the Thirty-seventh Annual General Meeting, will be dispatched by Wednesday, 25th August 2021 to those shareholders, whose names will appear on the register of shareholders of the Company as at the close of business on Monday, 19th July 2021.

e. Listing of Shares on Stock Exchanges

The Stock Exchanges with their respective stock codes are as follows:

Name of the Stock Exchange	Stock Code
BSE Ltd	509077
National Stock Exchange of India Ltd	PRESSMN
The Calcutta Stock Exchange Ltd	26445

The ISIN number of the Company's shares in the dematerialised mode is INE980A01023.

There are no arrears of Listing Fees.

f. Market price data:

Monthly high/low (₹ per share) during 2020-2021

Market data at BSE Ltd and National Stock Exchange of India Ltd (NSE)

Month	Share Prices at BSE		BSE Sensex		Share Prices at NSE		Nifty 50	
	High	Low	High	Low	High	Low	High	Low
Month	High	Low	High	Low	High	Low	High	Low
Apr-20	17.60	12.50	33887.25	27500.79	18.35	12.15	9889.05	8055.80
May-20	17.70	15.05	32845.48	29968.45	17.75	14.65	9598.85	8806.75
June-20	22.40	15.75	35706.55	32348.10	22.40	15.60	10553.15	9544.35
July-20	22.50	17.25	38617.03	34927.20	21.95	17.20	11341.40	10299.60
Aug-20	23.70	17.20	40010.17	36911.23	24.00	17.05	11794.25	10882.25
Sep-20	20.25	16.25	39359.51	36495.98	20.15	16.00	11618.10	10790.20
Oct-20	18.00	16.00	41048.05	38410.20	18.30	15.55	12025.45	11347.05
Nov-20	22.80	15.65	44825.37	39334.92	22.65	15.75	13145.85	11557.40
Dec-20	27.40	19.30	47896.97	44118.10	27.50	18.55	14024.85	12962.80
Jan-21	29.50	22.45	50184.01	46160.46	29.40	22.30	14753.55	13596.75
Feb-21	27.50	22.00	52516.76	46433.65	27.35	21.70	15431.75	13661.75
Mar-21	26.60	21.40	51821.84	48236.35	26.00	21.25	15336.30	14264.40

Contd...

g. Registrar and Transfer Agent:

Niche Technologies Pvt Ltd
3A Auckland Place, 7th Floor
Room No 7A & 7B, Kolkata 700 017
Phone: (033) 2280 6616/6617
Email: nichetechpl@nichetechpl.com

h. Share Transfer System

In accordance with listing requirements, Niche Technologies Pvt Ltd, a SEBI registered Registrar & Transfer Agent (RTA) is entrusted with the work of share transfers. The shares received for transfer in physical form are sent to them for processing. After transfer, these are dispatched to the concerned holder. In case of demat shares, the depository participants send the request to the Registrar and these are processed accordingly.

i. Distribution of Shareholding as on 31st March, 2021

No of Shares	Shareholders		Total No. of Shares	
	No.	%	No.	%
1-500	18679	87.24	25,35,941	10.80
501-1000	1335	6.23	10,82,509	4.61
1001-5000	1087	5.08	25,34,359	10.79
5001-10000	170	0.79	12,36,985	5.27
10001-50000	117	0.55	23,23,566	9.89
50001-100000	13	0.06	8,66,384	3.69
100001-Above	10	0.05	1,29,03,099	54.95
Total	21411	100	2,34,82,843	100

Category	No. of Shares	%
Promoters	11080581	47.19
Banks, FIs, Insurance Cos, Govt. & Non-Govt. Institutions	1366	0.01
Private Corporate Bodies	567563	2.42
Public (Indian)	10596291	45.12
NRIs	169680	0.72
Trust	1431	0.01
Clearing Member	135142	0.59
IEPF	930789	3.94
Total	23482843	100

j. Dematerialisation of shares and liquidity:

Out of total paid up capital of 2,34,82,843 equity shares as on March 31, 2021, 1,64,82,627 equity shares (70.19%) and 55,84,010 equity shares (23.78%) are held in dematerialised form at NSDL and CDSL respectively.

k. Outstanding GDRs/ ADRs/ Warrants or any convertible instruments, conversion date and likely impact on equity

As on the date of this report, there are no outstanding GDRs/ADRs/Warrants or any other convertible instruments.

l. Disclosure in relation to the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013

During the financial year, no sexual harassment complaints were filed with Company.

m. Plant Location: Not applicable**n. Address for Correspondence:**

The Company's Registered Office at Pressman House, 10A Lee Road, Kolkata 700 020.

Correspondence from shareholders on all matters should be addressed to:

Paulami Mukherjee

Company Secretary & Compliance Officer

Pressman Advertising Limited

Pressman House, 10A Lee Road, Kolkata 700 020

Phone: 9007540730

Email: ir@pressmanindia.com

o. Compliance with Regulation 6(2)(d) of the Listing Regulations

In compliance with Regulation 6(2)(d) of the Listing Regulations, a separate e-mail id: ir@pressmanindia.com operates as a dedicated ID solely for the purposes of registering investor complaints/grievances.

p. Information as per Regulation 27 of the Listing Regulations

Information pursuant to Regulation 27 of the Listing Regulations pertaining to particulars of Directors to be reappointed at the forthcoming Annual General Meeting is enclosed as an annexure to the notice convening the Annual General Meeting.

q. Compliance Certificate of the Auditors

The Certificate from the Statutory Auditors regarding compliance of conditions of Corporate Governance as stipulated in Regulation 27 of the Listing Regulations is annexed.

r. Certificate from Chairman and Managing Director and the Chief Financial Officer

Certificate from Dr Niren Suchanti, Chairman and Managing Director and Mr B G Pasari, Chief Financial Officer, in terms of Regulation 17(8) of the SEBI Listing Regulations for the financial year ended 31st March, 2021 was placed before the Board in its meeting held on June 03, 2021 and is annexed to this Report.

s. Consolidated Fees paid to Statutory Auditors

During the financial year 2020-21, the total fees for all services paid by the Company, on a consolidated basis, to Mookherjee,

Biswas & Pathak, Chartered Accountants, Statutory Auditors of the Company is as under:

Particulars	Amount (₹ in Lakh)
Services as Statutory Auditors	1.50
Taxation matters and audit	-
Other Services	-
Out of Pocket expenses	-
Total	1.50

t. Intimation of loss of share certificates pursuant to Regulation 39(3) of the SEBI Listing Regulations

Pursuant to Regulation 39(3) of the SEBI Listing Regulations, the Company intimates the loss of share certificates to the Stock Exchanges as and when received within a period of two days from the date of receipt of such intimation.

u. Statement on Investors' Complaints pursuant to Regulation 13(3) of the SEBI Listing Regulations

Pursuant to Regulation 13(3) of the SEBI Listing Regulations, the Company obtains a statement on Investors' Complaints on a quarterly basis from its Registrar and Transfer Agent which is then submitted to the Stock Exchanges within a period of 21 days from the end of each quarter.

v. Certificate in matter of Regulation 74(5) of the SEBI (Depositories and Participants) Regulations, 2018

Pursuant to Regulation 74(5) of the SEBI (Depositories and

Participants) Regulations, 2018 the Company obtains a Certificate in compliance to the captioned subject on a monthly basis from its Registrar and Transfer Agent stating that the securities received from the depository participant for dematerialisation during the month, were confirmed to the depositories by the Registrar. This certificate, so obtained by the Company, is then submitted to the Stock Exchange within the stipulated time period from the end of every month.

w. Compliance Certificate certifying compliance under Regulation 7(2) of the SEBI Listing Regulations

Pursuant to Regulation 7(3) of the SEBI Listing Regulations, the Company obtains a Compliance Certificate duly signed by both the compliance officer of the Company and the authorised representative of the Registrar and Transfer Agent confirming that all activities in relation to share transfer facility are maintained by the Company's Registrar and Transfer Agent which is a SEBI approved Category I Registrar having Registration No: INR000003290.

For and on behalf of the Board

Kolkata
June 03, 2021

Dr Niren Suchanti
Chairman & Managing Director
DIN: 00909388

Certification

The Board of Directors
Pressman Advertising Ltd
Pressman House
10A Lee Road
Kolkata 700 020

Dear Sirs,

We, Dr Niren Suchanti, Chairman & Managing Director and B G Pasari, Chief Financial Officer hereby certify that:

- a. We have reviewed financial statements and the cash flow statements for the year ended 31st March, 2021 and to the best of our knowledge and belief:
 - i) these statements do not contain any materially untrue statement or omitted any material fact or contain statements that might be misleading.
 - ii) these statements together present a true and fair view of the Company's affairs and are in compliance with existing accounting standards, applicable laws and regulations.
- b. There are, to the best of our knowledge and belief, no transaction entered into by the company during the year that is fraudulent, illegal or in violation of Company's code of conduct.
- c. We accept responsibility for establishing and maintaining internal financial controls and we have evaluated the effectiveness of the internal control systems of the company pertaining to financial reporting and we have disclosed to the auditors and the audit committee, deficiencies in the design or operation of such internal controls, if any, of which we are aware and the steps we have taken or propose to take to rectify these deficiencies.
- d. We have indicated to the auditors and the audit committee:
 - i) significant changes in internal controls over financial reporting during the year;
 - ii) significant changes in accounting policies during the year and that the same have been disclosed in the notes to the financial statements; and
 - iii) that there is no instance of any significant fraud involving the management or an employee having a significant role in the company's internal control over financial reporting.

Kolkata
June 03, 2021

Dr Niren Suchanti
Chairman & Managing Director

B G Pasari
Chief Financial Officer

DECLARATION

(As required under Regulation 26(3) and 34(3) read with Schedule V(D) of the Listing Regulations
in relation to Code of Conduct)

I, Dr Niren Suchanti, Chairman & Managing Director, Pressman Advertising Limited, hereby declare that to the best of my knowledge and belief, all Board members and senior management personnel have affirmed compliance with the Company's code of conduct for the year ended 31st March, 2021.

For and on behalf of the Board

Kolkata
June 03, 2021

Dr Niren Suchanti
Chairman & Managing Director

Independent Auditor's Certificate on Corporate Governance

To The Members of Pressman Advertising Limited

1. We, Mookherjee Biswas & Pathak, Chartered Accountants, the Statutory Auditors of Pressman Advertising Limited ("the Company"), have examined the compliance of conditions of Corporate Governance by the Company, for the year ended on 31st March 2021, as stipulated in regulations 17 to 27 and clauses (b) to (i) of regulation 46(2) and para C and D of Schedule V of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations") as amended.

Management's Responsibility

2. The compliance of conditions of Corporate Governance is the responsibility of the Management. This responsibility includes the design, implementation and maintenance of internal control and procedures to ensure the compliance with the conditions of the Corporate Governance stipulated in the SEBI Listing Regulations.

Auditor's Responsibility

3. Our responsibility is limited to examining the procedures and implementation thereof, adopted by the Company for ensuring the compliance of the conditions of the Corporate Governance. It is neither an audit nor an expression of opinion on the financial statements of the Company.
4. We have examined the books of account and other relevant records and documents maintained by the Company for the purpose of providing reasonable assurance on the compliance with Corporate Governance requirements by the Company.
5. We have carried out an examination of the relevant records of the Company in accordance with the Guidance Note on Certification of Corporate Governance issued by the Institute of Chartered Accountants of India ("the ICAI"), the Standards on Auditing specified under Section 143(10)

of the Companies Act, 2013, in so far as applicable for the purpose of this certificate and as per the Guidance Note on Reports or Certificates for Special Purposes issued by the ICAI which requires that we comply with the ethical requirements of the Code of Ethics issued by the ICAI.

6. We have complied with the relevant applicable requirements of the Standard on Quality Control (SQC) 1, Quality Control for Firms that Perform Audits and Reviews of Historical Financial Information, and Other Assurance and Related Services Engagements.

Opinion

7. Based on our examination of the relevant records and according to the information and explanations provided to us and the representations provided by the Management, we certify that the Company has complied with the conditions of Corporate Governance as stipulated in regulations 17 to 27 and clauses (b) to (i) of regulation 46(2) and para C and D of Schedule V of the SEBI Listing Regulations during the year ended 31st March 2021.
8. We state that such compliances is neither an assurance as to the future viability of the Company nor the efficiency or effectiveness with which the Management has conducted the affairs of the Company.

For Mookherjee Biswas & Pathak
Chartered Accountants
(Firm's Registration No 301138E)

Kolkata
June 03, 2021

Sudersan Mukherjee
Partner
Membership No.059159
UDIN : 21059159AAAABA3617

Independent Auditor's Report

To The Members of Pressman Advertising Limited

Report on Audit of financial statements

Opinion

We have audited the accompanying financial statements of Pressman Advertising Limited ("the Company"), which comprise the Balance Sheet as at 31st March 2021, the Statement of Profit and Loss (including other comprehensive income), the Statement of Cash Flows and the Statement of Changes in Equity for the year ended on that date and a summary of the significant accounting policies and other explanatory information (herein after referred to as " financial statements ").

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 Companies Act, 2013 ("the Act") in the manner so required and give a true and fair view in conformity with the Indian Accounting Standards prescribed under section 133 of Act read with Companies (Indian Accounting Standards) Rules,2015,as amended ("Ind AS") and other accounting principles generally accepted in India, of the state of affairs of the Company as at 31st March 2021, the profit and total comprehensive income, its cash flows and the changes in equity for the year ended on that date.

Basis for Opinion

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

Key Audit Matters

Key audit matters are those matters that, in our professional judgment, were of most significance in our audit of the financial statements of the current period. These matters were addressed in the context of our audit of the financial statements as a whole, and in forming our opinion thereon, and we do not provide a separate opinion on these matters. We have determined the matter described below to be the key audit matter to be communicated in our report.

Key Audit Matters	Auditor's Response
<p>Impact of COVID-19 pandemic on Going Concern</p> <p>The Company has assessed the impact of COVID-19 on its revenue and cash flow aspects.</p> <p>Management's assessment of the Company's ability of having sufficient funds available for its operations are important considerations for the going concern assumption. As such, these are significant aspects of our audit and we determined this is a key audit matter.</p> <p>Refer Note no 2.1(d) "Estimation related to COVID-19" of the financial statements</p>	<p>We have evaluated management's assessment of the Company's ability to continue as a going concern, relying on the sources of liquidity and funding available to the Company. We have discussed with management to obtain an understanding on the business plans and financing requirements and obtained written representations from management and those charged with governance, regarding their plans for future actions and the feasibility of these plans.</p> <p>We have obtained and evaluated the forecasts prepared by management for the next 12 months from the date of the financial statements and assessed the reasonableness of the key assumptions used by checking against the Company's business plan and historical performance.</p>
<p>Revenue</p> <p>Revenue from sale of services 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, regardless of when the payment is being made.</p> <p>Revenue is measured at fair value of the consideration received or receivable.</p>	<p>Our audit procedures included:</p> <ul style="list-style-type: none"> ● Assessment of the appropriateness of the revenue recognition accounting policies by comparing with applicable accounting standards. ● Testing the design, implementation and operating effectiveness of management's general and key application controls which govern revenue recognition, interfaces between different systems to assess the completeness of the revenue entries being recorded in the general ledger accounting system. ● Inspection, on a sample basis, key customer contracts to identify terms and conditions relating to services rendered and rebates and assessing the Company's revenue recognition policies with reference to the requirements of the applicable accounting standards.

Key Audit Matters	Auditor's Response
	<ul style="list-style-type: none"> Performing cut-off testing for samples of revenue transactions recorded before and after the financial year end date by comparing with relevant underlying documentation to assess whether the revenue was recognized in the correct period.

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

The Company's Board of Directors is responsible for the preparation of the other information. The other information comprises the information included in the Management Discussion and Analysis, Board's Report including Annexures to Board's Report, Business Responsibility Report, Corporate Governance and Shareholder's Information, but does not include the financial statements and our auditor's report thereon.

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

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained during the course of our audit or otherwise appears to be materially misstated.

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

Responsibilities of Management and those charged with Governance for the Financial Statements

The Company's Board of Directors is responsible for the matters stated in section 134(5) of the Act with respect to the preparation of these financial statements that give a true and fair view of the financial position, financial performance, total comprehensive income, changes in equity and cash flows of the Company in accordance with the accounting principles generally accepted in India including the Ind AS specified under section 133 of the Act. This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding 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 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 Responsibility 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 financial statements.

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

- Identify and assess the risks of material misstatement of the 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 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 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.

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

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

Report on Other Legal and Regulatory Requirements

1. As required by the Companies (Auditor's Report) Order, 2016 ("the Order"), issued by the Central Government of India in terms of sub-section (11) of section 143 of the Companies Act, 2013, we give in the Annexure "A" a statement on the matters specified in paragraphs 3 and 4 of the Order, to the extent applicable.
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.
 - b) In our opinion, proper books of account as required by law have been kept by the Company so far as it appears from our examination of those books.
 - c) The Balance Sheet, the Statement of Profit and Loss (including other comprehensive income), the Statement of

Cash Flows and the Statement of Changes in Equity 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 (Ind AS) specified under Section 133 of the Act, read with relevant rules issued thereunder.
- e) On the basis of the written representations received from the directors as on 31st March 2021 taken on record by the Board of Directors, none of the directors is disqualified as on 31st March 2021 from being appointed as a director in terms of Section 164 (2) of the Act.
- f) With respect to the adequacy of the internal financial controls over financial reporting of the Company and the operating effectiveness of such controls, refer to our separate Report in 'Annexure B'.
- g) With respect to the other matters to be included in the Auditor's Report in accordance with the requirements of section 197(16) of the Act, as amended; in our opinion and to the best of our information and according to the explanations given to us, the Company has not paid any remuneration to its directors during the year under section 197 read with Schedule V to the Act.
- h) With respect to the other matters to be included in the Auditor's Report in accordance with Rule 11 of the Companies (Audit and Auditors) Rules, 2014, in our opinion and to the best of our information and according to the explanations given to us:
 - i. The Company has no pending litigations having impact on its financial position.
 - ii. The Company did not have any long-term contracts including derivative contract for which there were any foreseeable losses.
 - iii. There has been no delay in transferring amounts, required to be transferred, to the Investor Education and Protection Fund by the Company.

For Mookherjee Biswas & Pathak
Chartered Accountants
(Firm's Registration No 301138E)

Sudersan Mukherjee
Partner

Kolkata
June 03, 2021

Membership No.059159
UDIN: 21059159AAAAAZ4489

Annexure 'A' to the Independent Auditor's Report

(Referred to in paragraph no.1 under 'Report on Other Legal and Regulatory Requirements' section of our report of even date)

- i. (a) The Company has maintained proper records showing full particulars, including quantitative details and situation of fixed assets.
- (b) The fixed assets were physically verified during the year by the Management in accordance with a regular programme of verification which, in our opinion, provides for physical verification of all the fixed assets at reasonable intervals.

According to the information and explanations given to us, no material discrepancies were noticed on such verification.

(c) According to the information and explanations given to us and on the basis of our examination of the records of the Company, no immovable property is held in the name of the Company.

- ii. The Company does not have any inventory at the close of

the year. Accordingly, the provisions of clause 3(ii) of the Order are not applicable.

iii. The Company has not granted any loans, secured or unsecured, to companies, firms, and limited liability partnerships or other parties covered in the register maintained under section 189 of the Act.

iv. In our opinion and according to the information and explanations given to us, there are no loans, investments, guarantees and securities granted in respect of which provisions of section 185 and 186 of the Companies Act, 2013 are applicable and hence are not commented upon.

v. The Company has not accepted any deposits during the year and does not have any unclaimed deposits as at 31st March 2021 and therefore, the provisions of the clause 3 (v) of the Order are not applicable to the Company.

vi. The Central Government has not prescribed the maintenance of cost records under Section 148(1) of the Act, for any of the services rendered by the Company.

vii. According to the information and explanations given to us and on the basis of our examination of the records of the Company, in respect of statutory dues:

(a) The Company has generally been regular in depositing undisputed statutory dues, including Provident Fund, Employees' State Insurance, Income Tax, Goods and Services Tax, Cess and other material statutory dues applicable to it with the appropriate authorities. During the year, the company did not have any due towards excise duty and custom duty.

There were no undisputed amounts payable in respect of Provident Fund, Employees' State Insurance, Income Tax, Goods and Services Tax, Cess and other material statutory dues in arrears as at 31st March 2021 for a period of more than six months from the date they became payable.

(b) According to the information and explanations given to us, there are no dues of Income Tax or Sales Tax or Service Tax or Goods and Services Tax or duty of Customs or duty of Excise or Value Added Tax which have not been deposited by the company on account of disputes, except the following:

Name of the statute	Nature of the dues	Amount (₹ in lakh)	Period to which the amount relates	Forum where dispute is pending
Income Tax Act	Demand raised due to non-allowance of TDS	26.76	Assessment years 2016-17 and 2017-18	Assistant Commissioner of Income Tax
Income Tax Act	Income tax dues	79.12	Assessment year 2018-19	Commissioner of Income Tax (Appeals)

(viii) The Company has not taken any loan from any bank and there was no outstanding dues to any financial institutions, government or debenture holders during the year, hence, this clause is not applicable to the Company.

(ix) The Company did not raise any money by way of initial public offer or further public offer (including debt instruments). The Company did not avail any term loans during the year.

(x) According to the information and explanations given to us, no fraud by the Company or on the Company by its officers or employees has been noticed or reported during the course of our audit.

(xi) According to the information and explanations given to us and based on our examination of the records of the Company, the Company has not paid managerial remuneration under section 197 read with Schedule V to the Act.

(xii) In our opinion and according to the information and explanations given to us, the Company is not a Nidhi company. The provisions of clause 3(xii) are not applicable and hence not commented upon.

(xiii) According to the information and explanations given to us and based on our examination of the records of the Company, transactions with the related parties are in compliance with Sections 177 and 188 of the Act where applicable and details of such transactions have been disclosed in the financial statements as required by the applicable accounting standards.

(xiv) According to the information and explanations given to us and based on our examination of the records of the Company, the Company has not made any preferential allotment or private placement of shares or fully or partly convertible debentures during the year and hence reporting under clause 3(xiv) are not applicable.

(xv) According to the information and explanations given to us and based on our examination of the records of the Company, the Company has not entered into non-cash transactions with directors or persons connected with him as referred to in section 192 of Companies Act, 2013.

(xvi) According to the information and explanations given to us, the Company is not required to be registered under Section 45 IA of the Reserve Bank of India Act, 1934.

For Mookherjee Biswas & Pathak
Chartered Accountants
(Firm's Registration No 301138E)

Sudersan Mukherjee
Partner

Kolkata
June 03, 2021

Membership No.059159
UDIN: 21059159AAAAAZ4489

Annexure 'B' to the Independent Auditor's Report

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

We have audited the internal financial controls over financial reporting of Pressman Advertising Limited ("the Company") as of 31st March 2021 in conjunction with our audit of the Ind AS financial statements of the Company for the year ended on that date.

Management's Responsibility for Internal Financial Controls

The Company's management is responsible for establishing and maintaining internal financial controls based on internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls over Financial Reporting issued by the Institute of Chartered Accountants of India ('ICAI'). These responsibilities include the design, implementation and maintenance of adequate internal financial controls that were operating effectively for ensuring the orderly and efficient conduct of its business, including adherence to company's policies, the safeguarding of its assets, the prevention and detection of frauds and errors, the accuracy and completeness of the accounting records, and the timely preparation of reliable financial information, as required under the Companies Act, 2013.

Auditor's Responsibility

Our responsibility is to express an opinion on the Company's internal financial controls over financial reporting based on our audit. We conducted our audit in accordance with the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting (the "Guidance Note") and the Standards on Auditing, issued by ICAI and deemed to be prescribed under section 143(10) of the Companies Act, 2013, to the extent applicable to an audit of internal financial controls, both applicable to an audit of Internal Financial Controls and, both issued by the Institute of Chartered Accountants of India. Those Standards and the Guidance Note require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether adequate internal financial controls over financial reporting was established and maintained and if such controls operated effectively in all material respects. Our audit involves performing procedures to obtain audit evidence about the adequacy of the internal financial controls system over financial reporting and their operating effectiveness. Our audit of internal financial controls over financial reporting included obtaining an understanding of internal financial controls over financial reporting, assessing the risk that a material weakness exists, and testing and evaluating the design and operating effectiveness of internal control based on the assessed risk. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion on the

Company's internal financial controls system over financial reporting of the Company.

Meaning of Internal Financial Controls over Financial Reporting

A Company's internal financial control over financial reporting is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles. A Company's internal financial control over financial reporting includes those policies and procedures that (1) pertain to the maintenance of records that, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the Company; (2) provide reasonable assurance that transactions are recorded as necessary to permit preparation of financial statements in accordance with generally accepted accounting principles, and that receipts and expenditures of the Company are being made only in accordance with authorisations of management and directors of the Company; and (3) provide reasonable assurance regarding prevention or timely detection of unauthorised acquisition, use, or disposition of the Company's assets that could have a material effect on the financial statements .

Inherent Limitations of Internal Financial Controls Over Financial Reporting

Because of the inherent limitations of internal financial controls over financial reporting, including the possibility of collusion or improper management override of controls, material misstatements due to error or fraud may occur and not be detected. Also, projections of any evaluation of the internal financial controls over financial reporting to future periods are subject to the risk that the internal financial control over financial reporting may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

Opinion

In our opinion, the Company has, in all material respects, an adequate internal financial controls system over financial reporting and such internal financial controls over financial reporting were operating effectively as at 31st March 2021, based on the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting issued by the Institute of Chartered Accountants of India.

For Mookherjee Biswas & Pathak
Chartered Accountants
(Firm's Registration No 301138E)

Sudersan Mukherjee
Partner

Membership No.059159
UDIN: 21059159AAAAAZ4489

Kolkata
June 03, 2021

Balance Sheet as at 31st March, 2021

		₹ in lakh	
		As at	As at
		31st March 2021	31st March 2020
Notes			
A) ASSETS			
Non-Current Assets			
a) Property, Plant and Equipment	3	4.81	4.48
b) Financial Assets			
i) Investments	4A	648.67	225.35
ii) Other Financial Assets	5	33.99	497.56
c) Deferred Tax Assets (Net)	6	-	5.95
Current Assets			
a) Financial Assets			
i) Investments	4B	2,655.20	2,564.92
ii) Trade Receivables	7	311.49	772.54
iii) Cash and Cash Equivalents	8	324.32	25.18
iv) Bank Balances other than Cash and Cash Equivalents	9	598.62	194.73
b) Current Tax Assets (Net)	10	107.74	84.13
c) Other Current Assets	11	69.39	1.95
Total Assets		4,754.23	4,376.79
B) EQUITY AND LIABILITIES			
Equity			
a) Equity Share Capital	12	469.66	469.66
b) Other Equity	12	3,808.13	3,475.21
Liabilities			
Non-Current Liabilities			
Deferred Tax Liabilities (Net)	13	52.66	-
Current Liabilities			
a) Financial Liabilities			
i) Trade Payables			
Total outstanding dues of Micro Enterprises and Small Enterprises		-	-
Total outstanding dues of creditors other than Micro Enterprises and Small Enterprises	14	260.40	255.73
ii) Other Financial Liabilities	15	160.85	163.23
b) Other Current Liabilities	16	1.38	7.60
c) Provisions	17	1.15	5.36
Total Equity and Liabilities		4,754.23	4,376.79

Summary of significant accounting policies

2.1

The accompanying notes are an integral part of the financial statement

As per our report of even date

For and on behalf of the Board of Directors

for Mookherjee Biswas & Pathak
Chartered Accountants

Firm's Registration No. 301138E

Dr Niren Suchanti
Chairman and Managing Director
DIN: 00909388Navin Suchanti
Director
DIN: 00273663Ajit Khandelwal
Director
DIN: 00416445Sudersan Mukherjee
Partner
Membership No. 059159
Kolkata
June 03, 2021B G Pasari
Chief Financial OfficerPaulami Mukherjee
Company Secretary

Statement of Profit and Loss for the year ended 31st March, 2021

		Year ended 31st March 2021	Year ended 31st March 2020
₹ in lakh			
	Notes		
Income:			
Revenue from Operations	18	1,699.69	3,268.52
Other Income	19	334.11	158.71
		2,033.80	3,427.23
Expenses:			
Cost of Services	20	1,019.82	2,364.45
Employee Benefits Expense	21	121.56	200.08
Depreciation	22	0.58	0.36
Other Expenses	23	126.10	164.47
		1,268.06	2,729.36
Profit Before Tax		765.74	697.87
Tax Expense:			
Current Tax		140.00	163.00
Deferred Tax		58.61	2.63
		198.61	165.63
Profit After Tax		567.13	532.24
Other Comprehensive Income Statement			
Other Comprehensive Income not to be reclassified to profit or loss in subsequent period:			
Actuarial Gain /(Loss) on retirement benefits		0.82	(0.98)
Income tax relating to above		(0.21)	0.25
Total Other Comprehensive Income		0.61	(0.73)
Total Comprehensive income		567.74	531.51
Earnings Per Share			
[Nominal Value per share ₹ 2 (Previous year ₹ 2)]	24		
Basic		2.42	2.27
Diluted		2.42	2.27

Summary of significant accounting policies

2.1

The accompanying notes are an integral part of the financial statement

As per our report of even date	For and on behalf of the Board of Directors		
for Mookherjee Biswas & Pathak Chartered Accountants Firm's Registration No. 301138E	Dr Niren Suchanti Chairman and Managing Director DIN: 00909388	Navin Suchanti Director DIN: 00273663	Ajit Khandelwal Director DIN: 00416445
Sudersan Mukherjee Partner Membership No. 059159 Kolkata June 03, 2021	B G Pasari Chief Financial Officer	Paulami Mukherjee Company Secretary	

Cash Flow Statement for the year ended 31st March, 2021

	₹ in lakh	
	2020-21	2019-20
A. Cash Flow from Operating Activities		
Net Profit before Taxes	765.74	697.87
Adjustments For :		
Depreciation / Amortization	0.58	0.36
Profit on Redemption of Investments	(40.21)	(28.83)
Interest Income	(70.82)	(65.70)
Dividend received	-	(3.49)
Loss on Sale/Discard of Property Plant & Equipment	-	0.82
Actuarial gain / (loss) on gratuity	0.61	(0.74)
Unrealised Fair Value gain on current investments	(223.09)	(60.69)
Operating profit before working capital changes	432.81	539.60
Movements in working capital :		
Decrease/ (Increase) in Trade Receivables	461.05	195.71
Decrease/ (Increase) in Other Non Current financial assets(other than Fixed Deposit)	1.75	5.65
Decrease/ (Increase) in Other Financial Assets(Unpaid Dividend Account only)	0.21	(26.68)
Decrease/ (Increase) in Other Current assets	(67.43)	(0.52)
Decrease/ (Increase) in Non Current Liabilities	52.66	-
Increase / (Decrease) in Trade Payables	4.67	(212.03)
Increase / (Decrease) in Provisions	(4.22)	3.42
Increase / (Decrease) in Other Financial Liabilities	(2.38)	22.54
Increase / (Decrease) in Other Current Liabilities	(6.22)	(2.19)
Cash Generated From Operations	872.90	525.51
Direct taxes paid (net)	(216.27)	(145.98)
Net Cash Flow from Operating Activities	656.63	379.53
B. Cash Flow from Investing Activities		
Purchase of Property Plant & Equipment	(0.91)	(0.27)
Purchase of Current Investments	(2,618.42)	(4,271.21)
Dividend received	-	3.49
Proceeds from Sale/ Maturity of Current Investment	2,368.12	4,649.83
Purchase of Bank deposits (having original maturity of more than three months)	32.73	(46.83)
Purchase of Other deposits (having original maturity of more than three months)	-	(420.00)
Maturity of Bank deposits (having original maturity of more than three months)	25.00	24.07
Interest Income	70.82	65.70
Net Cash from Investing Activities	(122.66)	4.77
C. Cash Flow from Financing Activities		
Dividends Paid	(234.83)	(328.76)
Tax on Dividend Paid	-	(67.58)
Net Cash used in Financing Activities	(234.83)	(396.34)
Net Increase/ (decrease) in Cash and Cash Equivalents (A+B+C)	299.14	(12.04)
Cash and cash equivalents at the beginning of the year	25.18	37.22
Cash and cash equivalents at the end of the year	324.32	25.18
Components of cash and cash equivalents		
In current accounts	323.28	24.59
Cash in hand	1.04	0.59
Total	324.32	25.18

As per our report of even date

For and on behalf of the Board of Directors

for Mookherjee Biswas & Pathak
Chartered Accountants

Firm's Registration No. 301138E

Dr Niren Suchanti
Chairman and Managing Director
DIN: 00909388Navin Suchanti
Director
DIN: 00273663Ajit Khandelwal
Director
DIN: 00416445Sudersan Mukherjee
Partner
Membership No. 059159
Kolkata
June 03, 2021B G Pasari
Chief Financial OfficerPaulami Mukherjee
Company Secretary

Statement of Changes in Equity for the year ended 31st March, 2021

	Number	Amount (₹ in lakh)
(A) Equity Share Capital		
Equity Shares of ₹2 each issued, subscribed and fully paid		
At 1st April, 2018	23,482,843	469.66
Issued during the year 2018-19	-	-
At 31st March, 2019	23,482,843	469.66
Issued during the year 2019-20	-	-
At 31st March, 2020	23,482,843	469.66
Issued during the year 2020-21	-	-
At 31st March, 2021	23,482,843	469.66

(B) Other Equity

₹ in lakh

Particulars	Capital Reserve	General Reserve	Retained Earnings	Total
Balance as on 1st April, 2019	42.15	852.12	2,445.78	3,340.05
Profit for the year	-	-	532.24	532.24
Other Comprehensive Income (net of tax)	-	-	(0.73)	(0.73)
	42.15	852.12	2,977.29	3,871.56
Adjustments :				
Payment of dividend	-	-	(328.76)	(328.76)
Payment of dividend distribution tax	-	-	(67.58)	(67.58)
Balance as at 31st March 2020	42.15	852.12	2,580.95	3,475.21
Profit for the year	-	-	567.13	567.13
Other Comprehensive Income (net of tax)	-	-	0.61	0.61
	42.15	852.12	3,148.69	4,042.95
Adjustments :				
Payment of dividend	-	-	(234.83)	(234.83)
Payment of dividend distribution tax	-	-	-	-
Balance as at 31st March, 2021	42.15	852.12	2,913.86	3,808.13

As per our report of even date
for Mookherjee Biswas & Pathak
Chartered Accountants
Firm's Registration No. 301138E

For and on behalf of the Board of Directors

Dr Niren Suchanti
Chairman and Managing Director
DIN: 00909388

Navin Suchanti
Director
DIN: 00273663

Ajit Khandelwal
Director
DIN: 00416445

Sudersan Mukherjee
Partner
Membership No. 059159
Kolkata
June 03, 2021

B G Pasari
Chief Financial Officer

Paulami Mukherjee
Company Secretary

Notes to financial statements for the year ended 31st March, 2021

1. CORPORATE INFORMATION

The Company is engaged in advertising, selling of space for advertisement in print media and public relations business. The Company is a public company domiciled in India and is incorporated under the provisions of the Companies Act applicable in India. Its shares are listed on three recognized stock exchanges in India. The registered office of the Company is located at Pressman House, 10A Lee Road, Kolkata, West Bengal 700020.

2.1 BASIS OF PREPARATION

(a) Statement of Compliance

The financial statements have been prepared in accordance with Indian Accounting Standards (Ind AS) notified under the Companies (Indian Accounting Standards) Rules, 2015 (as amended from time to time).

The Company has prepared its financial statements in accordance accounting standards notified under the section 133 of the Companies Act 2013, read together with paragraph 7 of the Companies (Accounts) Rules, 2014 (Indian GAAP).

The financial statements have been prepared on an accrual basis and in accordance with the historical cost convention, unless otherwise stated. All assets and liabilities are classified into current and non-current generally based on the criteria of realisation/settlement within a twelve month period from the balance sheet date.

(b) Functional and presentation Currency

These financial statements are presented in Indian Rupees (INR), which is also the Company's functional currency. All amounts are rounded to nearest lakh, unless otherwise indicated.

(c) Critical accounting estimates and judgments

In the application of the Company's accounting policies, the management of the Company are required to make judgements, estimates and assumptions about the carrying amounts of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates. The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods. Detailed information about each of these estimates and judgments is included in relevant notes together with information about the basis of calculation for each affected line item in the financial statements.

The areas involving critical estimates or judgments are:

Estimation of useful life of Property, Plant and Equipment

Estimation of employee benefit obligations Estimates and

judgments are continually evaluated. They are based on historical experience and other factors, including expectations of future events that may have a financial impact on the Company and that are believed to be reasonable under the circumstances.

(d) Estimation of uncertainties relating to the global health pandemic from COVID-19 and its impact on going concern:

Business during the year was extremely difficult on account of substantial reduction in spends by clients across all segments on account of the Covid-19 pandemic. The lockdowns announced by the Government resulted in unprecedented challenges for our business. The Company met the challenges by suitably empowering its people and transitioning to a cloud-based delivery model. Hence, in spite of a sizeable decline in the top line, the company has been able to post marginally higher profit during the year through significant cost reduction and a strong focus on high margin assignments.

Business had started looking up towards the end of the year under review, but the second wave of Covid-19 put the brakes once again. However, with the pandemic coming slowly under control, enquiries have started flowing in and the company expects to benefit from these opportunities.

It is difficult to predict the future, as the present situation does not have any precedents. The views expressed by experts and analysts are only speculative as no one is sure of how the future will evolve. There is unanimity in the fact that this will be a long haul and therefore it is important for us to get tuned to the changed situation and ready for the challenges to come.

Despite the fact that there will be a very major hit in the company's business, the company has sufficient liquidity and is well positioned to take care of the future liabilities. The present surplus funds available are in excess of Rs 43 crore and a major part of the investments are in debt instruments and are liquid. The investment portfolio has been restructured to ensure that there are minimum chances of default or diminution in the value of investments. Moreover the company has no debts or any other long term liabilities.

In view of the unprecedented situation, the company has taken several steps to ensure cost reduction; at the same time ensuring that there is no dilution in the quality of service rendered to the clients. Till date, there have been no relief extended to the industry by the central or state government and hence the plans have been drawn up considering zero support from the government.

Having reviewed the underlying data and based on current estimates the Company expects the carrying amount of these assets will be recovered and there is no significant impact on liabilities accrued. Considering the discussions above, the Company expects to maintain the status of Going Concern. The Company will continue to closely monitor any material changes to future economic conditions.

(e) Recent Accounting Developments

Ministry of Corporate Affairs ("MCA") notifies new standard or amendments to the existing standards. There is no such notification which would have been applicable from 1st April, 2021.

MCA issued notifications dated 24th March, 2021 to amend Schedule III to the Companies Act, 2013 to enhance the disclosures required to be made by the Company in its financial statements. These amendments are applicable to the Company for the financial year starting 1st April, 2021.

2.2 SIGNIFICANT ACCOUNTING POLICIES**(a) Property, Plant and Equipment**

Property, plant and equipment are stated at original cost net of tax / duly credit availed, less accumulated depreciation and accumulated impairment losses, if any. When significant parts of property, plant and equipment are required to be replaced at intervals, the Company derecognises the replaced part, and recognises the new part with its own associated useful life and it is depreciated accordingly. Likewise, when a major inspection is performed, its cost is recognised in the carrying amount of the plant and equipment as a replacement if the recognition criteria is satisfied. All other repair and maintenance costs are recognised in the statement of profit and loss as incurred. The present value of the expected cost for the decommissioning of the asset after its use is included in the cost of the respective asset if the recognition criteria for a provision are met.

Capital work-in-progress includes cost of property, plant and equipment under installation / development as at the balance sheet date.

Property, plant and equipment are eliminated from financial statement, either on disposal or retired from active use. Losses arising in the case of retirement of property, plant and equipment and gains or losses arising from disposal of property, plant and equipment are recognised in the statement of profit and loss in the year of occurrence.

The assets' residual values, useful life and methods of depreciation are reviewed at each financial year and adjusted prospectively, if appropriate. Depreciation on written down value method on the property, plant and equipment is provided over the useful life of assets as specified in Schedule II to the Companies Act, 2013. Property, plant and equipment which are added / disposed off during the year, depreciation is provided on pro-rata basis with reference to the month of addition/deletion.

The Company has taken rates of depreciation based on the following useful life:

Asset Classification	Useful life estimated by the management (in years)
Furniture and Fixture	10
Office Equipment	5
Computers	3
Air Conditioners	10
Electrical Installations	10
Projectors	13
Vehicles	8

(b) Impairment

The Company assesses at each reporting date whether there is an indication that an asset may be impaired. If any indication exists, or when annual impairment testing for an asset is required, the Company estimates the asset's recoverable amount. An asset's recoverable amount is the higher of an asset's or cash-generating unit's (CGU) net selling price and its value in use. The recoverable amount is determined for an individual asset, unless the asset does not generate cash inflows that are largely independent of those from other assets or groups of assets. Where the carrying amount of an asset or CGU exceeds its recoverable amount, the asset is considered impaired and is written down to its recoverable amount. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset. In determining net selling price, recent market transactions are taken into account, if available. If no such transactions can be identified, an appropriate valuation model is used.

An assessment is made at each reporting date whether there is any indication that previously recognized impairment losses may no longer exist or may have decreased.

(c) Revenue Recognition

Revenue is recognized to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured, regardless of when the payment is being made.

Income from Services:

Revenue from advertising, public relations and allied services are recognized when the services are rendered and the same becomes chargeable. GST and other statutory dues are collected on behalf of the government and are excluded from revenue.

Interest and Dividend Income:

Interest income is recognised using the effective interest method. Dividend income is recognised when the right to receive payment is established.

(d) Financial Instruments:**Financial Assets**

Financial assets are recognised when the Company becomes a party to the contractual provisions of the instrument. On initial recognition, a financial asset is recognised at fair value, in case of Financial assets which are recognised at fair value through profit and loss, (FVTPL), its transaction costs are recognised in the statement of profit and loss. In other cases, the transaction costs are attributed to the acquisition value of the financial asset.

Financial assets are subsequently classified as measured at

- amortised cost
- fair value through profit and loss (FVTPL)
- fair value through other comprehensive income (FVOCI).

Financial assets are not reclassified subsequent to their recognition, except if and in the period the Company changes its business model for managing financial assets.

Trade Receivables:

Trade receivables are initially recognised at fair value. Subsequently, these assets are held at amortised cost, using the effective interest rate (EIR) method net of any expected credit losses. The EIR is the rate that discounts estimated future cash income through the expected life of financial instrument. In case receivables are considered doubtful and non-recoverable, the same are written-off as bad debts in the accounts

Debt instruments:

Debt instruments are initially measured at amortised cost, fair value through other comprehensive income (FVOCI) or fair value through profit or loss (FVTPL) till derecognition on the basis of (i) the entity's business model for managing the financial assets and (ii) the contractual cash flow characteristics of the financial asset.

Measured at amortised cost: Financial assets that are held within a business model whose objective is to hold financial assets in order to collect contractual cash flows that are solely payments of principal and interest, are subsequently measured at amortised cost using the effective interest rate (EIR) method less impairment, if any. The amortisation of EIR and loss arising from impairment, if any is recognised in the Statement of Profit and Loss.

Measured at fair value through other comprehensive income: Financial assets that are held within a business model whose objective is achieved by both, selling financial assets and collecting contractual cash flows that are solely payments of principal and interest, are subsequently measured at fair value through other comprehensive income. Fair value movements are recognized in the other comprehensive income (OCI). Interest income measured using the EIR method and impairment losses, if any are recognised in the statement of Profit and Loss. On derecognition, cumulative gain or loss previously recognised in OCI is reclassified from the equity to 'other income' in the Statement of Profit and Loss.

Measured at fair value through profit or loss: A financial asset not classified as either amortised cost or FVOCI, is classified as FVTPL. Such financial assets are measured at fair value with all changes in fair value, including interest income and dividend income if any, recognised as 'other income' in the Statement of Profit and Loss.

Equity Instruments:

All investments in equity instruments classified under financial assets are initially measured at fair value, the Company may, on initial recognition, irrevocably elect to measure the same either at FVOCI or FVTPL. The Company makes such election on an instrument-by-instrument basis. Fair value changes on an equity instrument is recognised as other income in the Statement of Profit and Loss unless the Company has elected to measure such instrument at FVOCI. Fair value changes excluding dividends, on an equity instrument measured at FVOCI are recognized in OCI. Amounts recognised in OCI are not subsequently reclassified to the Statement of Profit and Loss. Dividend income on the investments in equity

instruments are recognised as 'other income' in the Statement of Profit and Loss.

Derecognition:

The Company derecognises a financial asset when the contractual rights to the cash flows from the financial asset expire, or it transfers the contractual rights to receive the cash flows from the asset.

Impairment of Financial Asset:

Expected credit losses are recognized for all financial assets subsequent to initial recognition other than financial assets in FVTPL category. For financial assets other than trade receivables, as per Ind AS 109, the Company recognises 12 month expected credit losses for all originated or acquired financial assets if at the reporting date the credit risk of the financial asset has not increased significantly since its initial recognition. The expected credit losses are measured as lifetime expected credit losses if the credit risk on financial asset increases significantly since its initial recognition. The Company's trade receivables do not contain significant financing component and loss allowance on trade receivables is measured at an amount equal to life time expected losses i.e. expected cash shortfall.

The impairment losses and reversals are recognised in Statement of Profit and Loss.

Financial Liabilities:

Initial recognition and measurement

Financial liabilities are recognised when the Company becomes a party to the contractual provisions of the instrument. Financial liabilities are initially measured at the amortised cost unless at initial recognition, they are classified as fair value through profit and loss. In case of trade payables, they are initially recognised at fair value and subsequently, these liabilities are held at amortised cost, using the effective interest method.

Subsequent measurement

Financial liabilities are subsequently measured at amortised cost using the EIR method. Financial liabilities carried at fair value through profit or loss are measured at fair value with all changes in fair value recognised in the Statement of Profit and Loss.

Derecognition

A financial liability is derecognised when the obligation specified in the contract is discharged, cancelled or expires.

(e) Retirement and Other Employee Benefits

- (i) Retirement benefit in the form of provident fund is a defined contribution scheme. The Company has no obligation, other than the contribution payable to the provident fund. The Company recognizes contribution payable to the provident fund scheme as expenditure, when an employee renders the related service. If the contribution payable to the scheme for service received before the balance sheet date exceeds the contribution already paid, the deficit payable to the scheme is recognized as a liability after deducting the contribution already paid. If the contribution already paid exceeds the contribution due for services received before the balance

sheet date, then excess is recognized as an asset to the extent that the pre payment will lead to a reduction in future payment or a cash refund.

- (ii) Gratuity liability is a defined benefit obligation and is provided for on the basis of an actuarial valuation under projected unit credit method made at the end of each financial year.
- (iii) Short term compensated absences are provided for based on management estimates.
- (iv) Actuarial gains / losses are immediately taken to Statement of Profit and Loss and are not deferred.

(f) Income Tax

Current Income Tax

Current income tax assets and liabilities are measured at the amount expected to be recovered from or paid to the taxation authorities. The tax rates and tax laws used to compute the amount are those that are enacted or substantively enacted, at the reporting date in the countries where the Company operates and generates taxable income.

Current income tax, in so far as it relates to items disclosed under other comprehensive income or equity, are disclosed separately under other comprehensive income or equity, as applicable. Management periodically evaluates positions taken in the tax returns with respect to situations in which applicable tax regulations are subject to interpretation and establishes provisions where appropriate.

Deferred Tax

Deferred tax is provided using the liability method on temporary differences between the tax bases of assets and liabilities and their carrying amounts for financial reporting purposes at the reporting date.

Deferred tax assets are recognised for all deductible temporary differences, the carry forward of unused tax credits and any unused tax losses. Deferred tax assets are recognised to the extent that it is probable that taxable profit will be available against which the deductible temporary differences, and the carry forward of unused tax credits and unused tax losses can be utilized.

The carrying amount of deferred tax assets is reviewed at each reporting date and reduced to the extent that it is no longer probable that sufficient taxable profit will be available to allow all or part of the deferred tax asset to be utilised. Unrecognised deferred tax assets are re-assessed at each reporting date and are recognised to the extent that it has become probable that future taxable profits will allow the deferred tax asset to be recovered.

Deferred tax assets and liabilities are measured at the tax rates that are expected to apply in the year when the asset is realised or the liability is settled, based on tax rates (and tax laws) that have been enacted or substantively enacted at the reporting date.

Deferred tax, in so far as it relates to items disclosed under other comprehensive income or equity, are disclosed separately under other comprehensive income or equity, as applicable. Deferred tax assets and deferred tax liabilities are offset if a

legally enforceable right exists to set off current tax assets against current tax liabilities and the deferred taxes relate to the same taxable entity and the same taxation authority.

(g) 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 year. Partly paid equity shares are treated as a fraction of an equity share to the extent that they are entitled to participate in dividends relative to a fully paid equity share during the reporting period. The weighted average number of equity shares outstanding during the period is adjusted for events such as bonus issue, bonus element in a rights issue, share split, and reverse share split (consolidation of shares) that have changed the number of equity shares outstanding, without a corresponding change in resources.

For the purpose of calculating diluted earnings per share, the net profit or loss for the period attributable to equity shareholders and the weighted average number of shares outstanding during the period are adjusted for the effects of all dilutive potential equity shares.

(h) Provisions

A provision is recognized when the Company has a present obligation as a result of past event, it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation and a reliable estimate can be made of the amount of the obligation. Provisions are not discounted to their present value and are determined based on the best estimate required to settle the obligation at the reporting date. These estimates are reviewed at each reporting date and adjusted to reflect the current best estimates.

(i) Contingent liabilities

A contingent liability is a possible obligation that arises from past events whose existence will be confirmed by the occurrence or non-occurrence of one or more uncertain future events beyond the control of the Company or a present obligation that is not recognized because it is not probable that an outflow of resources will be required to settle the obligation. A contingent liability also arises in extremely rare cases where there is a liability that cannot be recognized because it cannot be measured reliably. The Company does not recognize a contingent liability but discloses its existence in the financial statements.

(j) Contingent Assets

Contingent assets are not recognised in financial statements since this may result in recognition of income that may never be realised. However, when the realisation of income is virtually certain, then the related asset is not a contingent asset and is recognised.

(k) Cash and cash equivalents

Cash and cash equivalent in the balance sheet comprise cash at banks and on hand and short-term deposits with an original maturity of three months or less, which are subject to an insignificant risk of changes in value.

Notes to financial statements for the year ended 31st March, 2021

₹ in lakh

3) PROPERTY, PLANT AND EQUIPMENT	Furniture and fixture	Office equipment	Computers	Air Conditioners	Vehicles	Total
Cost (Gross carrying amount)						
At 1st April 2019	51.18	2.46	23.52	1.84	24.60	103.60
Additions	-	-	0.27	-	-	0.27
Disposals	16.33	-	-	-	-	16.33
At 31st March 2020	34.85	2.46	23.79	1.84	24.60	87.54
Additions	-	-	0.91	-	-	0.91
Disposals	-	-	-	-	-	-
At 31st March 2021	34.85	2.46	24.70	1.84	24.60	88.45
Accumulated Depreciation						
At 1st April 2019	48.55	2.30	22.11	1.70	23.55	98.22
Charge for the year	0.02	0.02	0.27	0.05	-	0.36
Disposals	15.51	-	-	-	-	15.51
At 31st March 2020	33.06	2.32	22.38	1.75	23.55	83.06
Charge for the year	0.02	0.01	0.55	-	-	0.58
Disposals	-	-	-	-	-	-
At 31st March 2021	33.08	2.33	22.93	1.75	23.55	83.64
Net Block						
31st March, 2020	1.79	0.14	1.41	0.09	1.05	4.48
31st March, 2021	1.78	0.13	1.77	0.09	1.05	4.81

Notes to financial statements for the year ended 31st March, 2021

		₹ in lakh			
		As at		As at	
		31st March 2021		31st March 2020	
Non-Current Assets					
4A) Financial Assets : Investments					
a) Investment in Equity Share (Fair value through Profit and Loss)	Units			Units	
(Unquoted, Non-Trade)					
Ecco International Public Relations Ltd	10,000	6.93		10,000	6.93
(Ordinary Fully Paid Shares of Euro 1/- each)					
		<u>6.93</u>		<u>6.93</u>	
b) Investment in Mutual Fund					
(Unquoted, Value at Fair Value)					
HDFC FMP 1372D Septemeber 2018(1)-Direct-Growth- Series 42	1,000,000	127.88		1,000,000	117.83
		<u>127.88</u>		<u>117.83</u>	
c) Investment in bonds (Unquoted, at amortised cost)					
7.40% bond of LIC HOUSING FINANCE LTD					
(Maturity on 06.09.2024)					
	50	513.86		-	-
d) Investment in Debentures (Unquoted, at amortised cost)	-	-		10	100.59
Kotak Mahindra Prime Ltd					
		<u>513.86</u>		<u>100.59</u>	
		<u>648.67</u>		<u>225.35</u>	
Aggregate value of Unquoted investment		<u>648.67</u>		<u>225.35</u>	
Aggregate value of quoted investment		<u>-</u>		<u>-</u>	
Current Assets					
4B) Financial Assets: Investments					
a) Investment in Direct Plan Growth Schemes of Mutual Fund					
(Fair value through Profit and Loss)					
(Unquoted)					
1 Axis Banking and PSU Fund	28,523	598.36		689	13.38
2 ICICI Prudential Banking and PSU Debt Fund	1,226,954	314.30		653,364	154.47
3 SBI Banking & PSU Fund	12,463	318.30		12,463	294.79
4 Kotak Banking and PSU Debt Fund	294,762	151.87		119,583	56.98
5 SBI Magnum Medium Duration Fund	1,355,694	562.68		1,355,694	513.78
6 ICICI Prudential Short Term Fund	349,030	169.70		349,030	154.85
7 Kotak Corporate Bond Fund	6,106	182.26		-	-
8 Axis Dynamic Bond Fund Direct	125,051	31.03		-	-
9 Axis Corporate Debt Fund	807,726	109.58		-	-
10 Kotak Bond Fund (Short Term)	124,289	54.04		-	-
11 Axis Money Market Fund	14,733	163.08		-	-
12 Axis Liquid Fund	-	-		2,275	50.15
13 DSP Blackrock Focus Fund	-	-		433,088	80.03
14 SBI Premier Liquid Fund	-	-		23,233	722.32
15 SBI Large & Midcap Fund	-	-		10,924	18.64
16 SBI Blue Chip Fund	-	-		3,42,962	108.79
17 Kotak Money Market Fund	-	-		1,545	51.19
18 Kotak Standard Multicap Fund	-	-		294,968	85.52
19 SBI Magnum Savings Fund	-	-		803,357	260.03
		<u>2,655.20</u>		<u>2,564.92</u>	

Notes to financial statements for the year ended 31st March, 2021

	As at 31st March 2021	₹ in lakh As at 31st March 2020
Non-Current Assets		
5) Financial Assets : Others		
Security and Earnest Money Deposit	4.46	6.21
Bank Deposits (maturity greater than 12 months)	8.11	28.46
Fixed Deposits with others (maturity greater than 12 months)	-	420.00
Interest Accrued on Deposits	21.42	27.77
Interest Accrued on Debentures	-	15.12
	<u>33.99</u>	<u>497.56</u>
6) Deferred Tax Assets (Net)		
For Depreciation	-	5.09
For Actuarial loss on retirement benefits	-	0.86
	<u>-</u>	<u>5.95</u>
Current Assets		
7) Trade Receivables		
Unsecured, considered good	311.49	772.54
	<u>311.49</u>	<u>772.54</u>
8) Cash and Cash Equivalents		
Bank Balances		
- Current	323.28	24.59
Cash on hand	1.04	0.59
	<u>324.32</u>	<u>25.18</u>
9) Bank Balances other than Cash and Cash Equivalent		
Unpaid dividend account	150.02	150.23
Bank Deposits with original maturity for more than three to twelve months	28.60	44.50
Fixed Deposits with others (Remaining maturity less than 12 months)	420.00	-
	<u>598.62</u>	<u>194.73</u>
10) Current Tax Assets (net)		
Advance Tax less Provision	107.74	84.13
	<u>107.74</u>	<u>84.13</u>
Income Tax Reconciliation:		
Current Tax	140.00	163.00
Deferred Tax	58.61	2.63
Total	<u>198.61</u>	<u>165.63</u>
Accounting Profit before Income Tax	765.74	642.11
Income Tax Rate	25.17%	25.17%
Tax using the above rate	192.74	175.65
Non-deductible expenses	17.75	19.75
Exempt Income	-	(3.49)
Others	(11.88)	(26.28)
Total	<u>198.61</u>	<u>165.63</u>
11) Other Current Assets		
Interest Accrued but not due	63.21	-
Prepaid Expenses	1.25	0.45
Advance to Others	-	1.19
Advance to Employees	0.37	0.32
Gratuity Fund	4.56	-
	<u>69.39</u>	<u>1.95</u>

Notes to financial statements for the year ended 31st March, 2021

	₹ in lakh	
	As at 31st March 2021	As at 31st March 2020
12) EQUITY SHARE CAPITAL		
Authorised Share Capital		
12,50,00,000 (Previous Year 12,50,00,000)		
Equity shares of ₹ 2 each	2,500.00	2,500.00
2,50,00,000 (Previous Year 25,000,000)		
Redeemable cumulative preference shares of ₹ 10 each	2,500.00	2,500.00
	<u>5,000.00</u>	<u>5,000.00</u>
Issued, subscribed and fully paid-up		
2,34,82,843 (Previous Year 2,34,82,843)		
Equity shares of ₹ 2 each fully paid-up	<u>469.66</u>	<u>469.66</u>

(a) Reconciliation of shares outstanding at the beginning and at the end of the reporting period

	31st March 2021		31st March 2020	
	No.	₹ in lakh	No.	₹ in lakh
Equity Shares				
At the beginning and end of the year	23,482,843	469.66	23,482,843	469.66

(b) Terms / rights attached to equity shares

The Company has issued equity shares having par value of ₹ 2 per share. Each holder of an equity share is entitled to one vote per share. The Company declares and pays dividend in Indian rupees.

In the event of liquidation of the Company, after distribution of all preferential amounts, the remaining assets of the company will be distributed to equity shareholders in proportion to their shareholding.

(c) Details of shareholders holding more than 5% Equity Shares in the Company

Name of the shareholders	31st March 2021		31st March 2020	
	No. of Equity Shares	% holding	No. of Equity Shares	% holding
Equity shares of ₹ 2 each fully paid up				
Dr Niren Suchanti	5,241,154	22.32%	5,297,714	22.56%
Mr Navin Suchanti	4,445,000	18.95%	4,445,800	18.93%

As per records of the Company and information provided by its registrar, the above shareholding represents both legal and beneficial ownership of shares.

	₹ in lakh	
	As at 31st March 2021	As at 31st March 2020
Summary of Other Equity Balances		
Capital Reserve	42.15	42.15
General Reserve	852.12	852.12
Retained Earnings	2,913.86	2580.95
	<u>3808.13</u>	<u>3475.21</u>

Capital Reserve : Capital Reserve represents balances in shares forfeited account and amalgamation reserve. It is utilised in accordance with the provisions of the Companies Act 2013.

General Reserve: General Reserve represents balances in the nature of free reserves which are available for distribution.

Notes to financial statements for the year ended 31st March, 2021

	₹ in lakh	
	As at 31st March 2021	As at 31st March 2020
Non Current liabilities		
13) Deferred Tax Liabilities (Net)		
On Fair value gain on Mutual Fund Investment	56.15	-
Gratuity	0.86	-
Gross Deferred Tax Liability	<u>57.01</u>	<u>-</u>
Property plant & equipment	4.35	-
Gross Deferred Tax Asset	<u>4.35</u>	<u>-</u>
Deferred Tax Liabilities (Net)	<u>52.66</u>	<u>-</u>
Current Financial Liabilities		
14) Trade Payable		
Total outstanding dues of micro and small enterprises	-	-
Total outstanding dues of creditors other than micro and small enterprises	260.40	255.73
	<u>260.40</u>	<u>255.73</u>
15) Other Financial Liabilities		
Unclaimed dividend	150.02	150.23
(To be credited to Investor Education and Protection Fund when due)		
Others for Expenses	10.83	13.00
	<u>160.85</u>	<u>163.23</u>
16) Other Current Liabilities		
Statutory Dues	1.38	7.30
Advance received from customer	-	0.30
	<u>1.38</u>	<u>7.60</u>
17) Provisions		
For Gratuity	1.15	5.36
	<u>1.15</u>	<u>5.36</u>

Note : The gratuity fund shows a net balance of asset of ₹ 3.41 lakh [Non current Assets : ₹ 4.56 lakh and current liability portion of ₹ 1.15 lakh] as per Actuarial Gratuity Report.

Notes to financial statements for the year ended 31st March, 2021

	₹ in lakh	
	Year ended 31st March 2021	Year ended 31st March 2020
18) Revenue From Operations		
Sale of services		
Advertising Services	1,689.35	3,161.99
Other Operating income	10.34	106.52
	1,699.69	3,268.52
19) Other Income		
Interest Income		
- Income Tax Refund	-	20.69
- Deposits with Banks & Others	68.72	36.11
- Debenture	2.10	8.90
Dividend Income	-	3.49
Fair Value Gain on Investments	223.08	60.69
Net Gain on Sale of Investments	40.21	28.83
	334.11	158.71
20) Cost of Services		
Service Cost	1,019.82	2,364.45
	1,019.82	2,364.45
21) Employee Benefits Expense		
Salaries, Wages, Bonus etc.	115.83	187.70
Contribution to Provident and Other Funds	4.85	10.25
Staff welfare expenses	0.88	2.13
	121.56	200.08
22) Depreciation		
Depreciation on tangible assets	0.58	0.36
	0.58	0.36
23) Other Expenses		
Electricity Charges	1.13	1.38
Rent	15.30	46.02
Rates and Taxes	0.10	0.29
Insurance	0.01	0.17
Office Maintenance	0.83	3.84
Computer Maintenance	0.80	0.79
Creative Expenses	2.95	7.93
Travelling and Conveyance	1.50	10.54
Motor Car Expenses	1.34	1.77
Listing Fees	6.94	6.86
Communication Expenses	1.59	2.72
CSR Expenditure	17.75	19.75
Printing and Stationery	1.82	4.08
Professional and Consultancy Fees	36.50	35.06
Directors' Sitting Fees	0.80	1.08
As Auditor:		
Statutory Audit	1.50	3.00
Loss on discard of Property, Plant & Equipment	-	0.82
Bad Debts	29.29	-
Miscellaneous Expenses	5.95	18.37
	126.10	164.47

Notes to financial statements for the year ended 31st March, 2021

24) Earnings per share (EPS)

Particulars		2020-2021	2019-20
Net Profit as per Statement of Profit and Loss	₹ in lakh	567.13	532.24
Weighted average number of equity shares in calculating basic EPS	Nos.	2,34,82,843	2,34,82,843
Nominal value of each share	₹	2	2
Basic and Diluted Earnings per Share	₹	2.42	2.27

25) DIVIDEND

Board of directors has recommended dividend of 50% i.e ₹ 1 per share of ₹ 2 each amounting to ₹ 234.83 lakh subject to approval of shareholders in the ensuing Annual General Meeting and the amount of dividend has not been recognised as a liability as at 31st March, 2021.

26) GRATUITY PLAN

The Company has a defined benefit gratuity plan for its employees. Every employee who has completed five years or more of service is entitled to gratuity at the rate of 15 days last drawn salary for each completed year of service, in terms of Payment of Gratuity Act, 1972. The scheme is funded with Life Insurance Corporation of India in the form of a qualifying insurance policy.

The following tables summarize the components of net benefit expense recognised in the Statement of Profit and Loss and the funded status and amounts recognised in the Balance Sheet for the respective plans.

Statement of Profit and Loss

Net employee benefit expense

₹ in lakh

Particulars	2020-21	2019-20
Current service cost	1.12	1.84
Interest cost on defined benefit obligation	2.78	3.53
Expected return on plan assets	(2.26)	(2.92)
Re-measurement losses/(gains) in other Comprehensive Income		
- Re-measurements - Due to Financial Assumptions	0.17	1.63
- Re-measurements - Due to Experience Adjustments	(1.13)	(1.22)
- (Return) on Plan Assets (Excluding Interest Income)	0.15	0.58
Past service cost		-
Total defined benefit cost recognised in PL and OCI	0.83	3.42

Gratuity Expenses have been recognised in Contribution to Provident and Other Funds under Note 21.

Balance Sheet

Details of Provision for Gratuity

₹ in lakh

Particulars	As at 31st March, 2021	As at 31st March, 2020
Defined benefit obligation	28.81	39.76
Fair value of plan assets	32.22	34.39
Net Liability	(3.41)	5.36

Notes to financial statements for the year ended 31st March, 2021

Changes in the present value of the defined benefit obligation are as follows :

₹ in lakh

Particulars	As at 31st March, 2021	As at 31st March, 2020
Opening defined benefit obligation	39.76	45.79
Interest cost	2.78	3.53
Current service cost	1.12	1.84
Benefits payments for plan assets	(13.88)	(11.80)
Re-measurements - Due to Financial Assumptions	0.17	1.63
Re-measurements - Due to Experience Adjustments	(1.13)	(1.22)
Closing defined benefit obligation	28.81	39.76

Changes in the fair value of plan assets are as follows:

₹ in lakh

Particulars	As at 31st March, 2021	As at 31st March, 2020
Opening fair value of the plan assets	34.39	43.84
Interest Income	2.26	2.92
Contributions by employer	9.60	-
Benefits paid for plan assets	(13.88)	(11.80)
Re-measurements-Return on Assets (Excluding Interest Income)	(0.15)	(0.58)
Closing fair value of plan assets	32.22	34.39

The Company expects to contribute ₹ 1.87 lakh to gratuity fund in the next year (previous year ₹ 3.22 lakh)

The major categories of plan assets as a percentage of the fair value of total plan assets are as follows :

Particulars	As at 31st March, 2021	As at 31st March, 2020
Investments with insurer	100%	100%

The principal assumptions used in determining gratuity obligations for the Company's plans are shown below:

Particulars	As at 31st March, 2021	As at 31st March, 2020
Discount rate	6.90%	7.00%
Expected rate of return on assets	6.90%	7.00%
Expected rate of future salary increase	5.00%	5.00%
Withdrawal rate	1% - 8%	1% - 8%
Mortality Table	IALM(2012-14) ultimate	IALM(2012-14) ultimate

Notes to financial statements for the year ended 31st March, 2021

A quantitative sensitivity analysis for significant assumption is as shown below:

₹ in lakh

Assumptions	As at 31st March, 2021		As at 31st March, 2020	
	Discount rate		Discount rate	
Sensitivity level	1% increase	1% decrease	1% increase	1% decrease
Impact on Gratuity	27.32	30.47	37.55	42.20
Assumptions	Future Salary Movement		Future Salary Movement	
	Sensitivity level	1% increase	1% decrease	1% increase
Impact on Gratuity	30.04	27.72	41.70	38.01
Assumptions	Withdrawal		Withdrawal	
	Sensitivity level	1% increase	1% decrease	1% increase
Impact on Gratuity	29.01	28.60	40.07	39.42

The following payments are expected contributions to the defined benefit plan in future years:

₹ in lakh

Particulars	As at 31st March, 2021	As at 31st March, 2020
Within the next 12 months (next annual reporting period)	1.15	3.74
Between 2 and 5 years	20.00	27.95
Between 5 and 10 years	13.23	32.47
Total expected payments	34.38	64.16

Amount incurred as expense for defined contribution plans:

₹ in lakh

Particulars	2020-21	2019-20
Contribution to Provident Fund	4.85	10.25

The estimates of future salary increases, considered in actuarial valuation, take account of inflation, seniority, promotion and other relevant factors, such as supply and demand in the employment market.

- 27) As per information and records available with the Company, there are no reportable amount of dues on account of principal and interest or any such payments during the year as required by Micro, Small and Medium Enterprises Development Act, 2006, in respect of Micro Enterprises and Small Enterprises as defined in the Act. As a result no disclosure in this respect is made in the Financial Statements.

28) SEGMENT INFORMATION

The Company's business activity falls within a single business segment i.e. advertising, selling of space for advertisement in print media and public relations and hence no additional disclosure other than those already made in the financial statements are required under Ind AS 108 "Operating Segments". The Company at present operates in India only and therefore the analysis of geographical segment is not applicable.

29) CAPITAL COMMITMENT AND CONTINGENT LIABILITIES

₹ in lakh

Particulars	As at 31st March, 2021	As at 31st March, 2020
Estimated amount of contracts remaining to be executed on capital contract and not provided for (Net of Advances)	-	-
Contingent Liabilities	-	-

Notes to financial statements for the year ended 31st March, 2021

30) RELATED PARTY DISCLOSURES

(a) Names of related parties:

Key Management Personnel	Dr Niren Suchanti, Chairman & Managing Director Mr. Navin Suchanti, Director Mrs. Sujata Suchanti, Director Mr B G Pasari, Chief Financial Officer Ms Paulami Mukherjee, Company Secretary
Enterprises owned or significantly influenced by Key Management Personnel or their relatives	Sinclair's Hotels Limited Pressman Properties Limited Pressman Realty Private Limited Son-et-Lumiere Art Gallery Private Limited

(b) Particulars of Transactions during the year ended 31st March, 2021:

Nature of Transactions	Key Management Personnel (₹ in lakh)	Associates/Enterprise where Control exists (₹ in lakh)
Remuneration (including Directors' sitting fees)	20.61 (27.11)	
Rentals paid	-	15.00 (39.00)
Revenue from Operations	-	29.87 (63.15)
Balance outstanding at the year end - Receivable	-	5.79 (1.40)
- Payable	-	0.00 (0.00)

The remuneration to key managerial personnel does not include provisions made for gratuity, as they are determined on actuarial basis for the Company as a whole. None of the directors draw any remuneration except sitting fees. Previous year's figures are given in bracket.

(c) Particulars of Compensation of key management personnel of the Company:

Particulars	Year ended 31st March, 2021	Year ended 31st March, 2020
Short Term Employee Benefits	19.81	26.03
Post-Employment Benefits		-
Other Long-Term Benefits		-
Termination Benefits		-
Share Based Payments		-
Total	19.81	26.03

31) CSR EXPENDITURE

As per section 135 of the Companies Act, 2013, amount required to be spent by the Company during the year ended March 31, 2021 and 2020 is ₹ 17.75 lakh and ₹ 19.68 lakh, respectively, computed at 2% of its average net profit for the immediately preceding three financial years, on CSR. The Company spent an amount of ₹ 17.75 lakh and ₹ 19.75 lakh during the years ended March 31, 2021 and 2020, respectively towards CSR expenditure as detailed in Directors Report.

Notes to financial statements for the year ended 31st March, 2021

32) FAIR VALUE

The carrying value and fair value of financial instruments by categories as at 31st March, 2021 and 31st March, 2020 is as follows:

a) Fair value of financial assets and liabilities:

The carrying value of financial instruments by categories as of March 31, 2021 is as follows:

₹ in lakh

Particulars	Fair Value Hierarchy Level	Fair Value through Profit and Loss	Amortised Cost	Total Carrying Value	Total Fair Value
Assets :					
Cash and Cash Equivalents	Level 3	-	324.32	324.32	324.32
Other Bank Balances	Level 3	-	598.62	598.62	598.62
Trade Receivables	Level 3	-	311.49	311.49	311.49
Investments in Mutual Funds	Level 3	2783.08	-	2783.08	2783.08
Investments in Equity	Level 3	6.93	-	6.93	6.93
Investments in Bonds	Level 3	-	513.86	513.86	513.86
Other Financial Assets	Level 3	-	33.99	33.99	33.99
Total		2790.01	1782.28	4572.29	4572.29
Liabilities:					
Trade Payables	Level 3	-	260.40	260.40	260.40
Other Financial Liabilities	Level 3	-	160.85	160.85	160.85
Total		-	421.25	421.25	421.25

The carrying value of financial instruments by categories as of March 31, 2020 is as follows:

₹ in lakh

Particulars	Fair Value Hierarchy Level	Fair Value through Profit and Loss	Amortised Cost	Total Carrying Value	Total Fair Value
Assets :					
Cash in hand and Cash Equivalents	Level3	-	25.18	25.18	25.18
Other Bank Balances	Level3	-	194.73	194.73	194.73
Trade Receivables	Level1	-	772.54	772.54	772.54
Investments in Mutual Funds	Level3	2682.75	-	2682.75	2682.75
Investments in Equity	Level1	6.93	-	6.93	6.93
Investments in Debentures	Level3	-	100.59	100.59	100.59
Other Financial Assets	Level3	-	497.56	497.56	497.56
Total		2689.68	1590.60	4280.28	4280.28
Liabilities:					
Trade Payables	Level3	-	255.73	255.73	255.73
Other Financial Liabilities	Level3	-	163.23	163.23	163.23
Total		-	418.96	418.96	418.96

Notes to financial statements for the year ended 31st March, 2021

b) Fair value hierarchy:

The fair value hierarchy is based on inputs to valuation techniques that are used to measure fair value that are either observable or unobservable and consists of the following three levels:

- Level 1 — Inputs are quoted prices (unadjusted) in active markets for identical assets or liabilities.
- Level 2 — Inputs are other than quoted prices included within Level 1 that are observable for the asset or liability, either directly (i.e. as prices) or indirectly (i.e. derived from prices).
- Level 3 — Inputs are not based on observable market data (unobservable inputs). Fair value is determined in whole or in part using a valuation model based on assumptions that are neither supported by prices from observable current market transactions in the same instrument nor are they based on available market data.

c) Valuation techniques and key inputs:

Level 1: The value of mutual funds and quoted equity shares is based on quoted price.

Level 2: At present the Company has no such financial assets or financial liabilities which are required to measure by this level of hierarchy.

Level 3: Investments in equity instruments, cost has been considered as an appropriate estimate of fair value because of a wide range of possible fair value measurements and cost represents the best estimate of fair value within that range.

33) FINANCIAL RISK MANAGEMENT OBJECTIVE AND POLICIES

The Company's principal financial liabilities comprise of trade and other payables only. The main purpose of these financial liabilities is to finance the Company's operations. The Company's principal financial assets include investments at fair value, trade and other receivables, and cash and cash equivalents.

The Company is exposed to market risk and credit risk. The Company's senior management monitors these risks and is supported by professional managers who advise on financial risks and assist in preparing the appropriate financial risk governance framework. It provides assurance to the senior management that the financial risk activities are governed by appropriate policies and procedures and that financial risks are identified, measured and managed in accordance with the Company's policies and risk objectives. The Board of Directors reviews and approves policies for managing each of these risks which are summarized below:

(a) Market risk

Market risk is the risk when the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices. Financial instruments affected by market risk includes FVTPL Investments only. Market risk comprises only the fluctuations in the net asset value of the respective funds. Reports on the investment portfolio are submitted to the Company's senior management on a regular basis. The Board of Directors reviews and approves all investment decisions.

(b) Commodity risk

The Company is affected by the price volatility of certain commodities.

(c) Credit risk

Credit risk is the risk that counterparty will not meet its obligations under a financial instrument or customer contract, leading to a financial loss. The Company is exposed to credit risk from its operating activities (primarily trade receivables) and from its financing activities, including deposits with banks and financial institutions. The Company only deals with parties which has sound worthiness based on internal assessment.

Notes to financial statements for the year ended 31st March, 2021

The ageing analysis of the receivables has been considered from the date the invoice falls due.

₹ in lakh

Trade Receivables	< 180 days	> 180 days	Total
As at 31st March, 2021	241.33	70.16	311.49
As at 31st March, 2020	703.31	69.23	772.54

34) CAPITAL MANAGEMENT

The Company's objective for capital management is to maximise shareholder value, safeguard business continuity and support the growth. The Company determines the capital requirement based on annual operating plans and long-term and other strategic investment plans. The Company is not subject to any externally imposed capital requirements.

35) PREVIOUS YEAR FIGURES

Previous year figures have been regrouped / reclassified, where necessary to conform to this year's classification.

As per our report of even date
for Mookherjee Biswas & Pathak
Chartered Accountants
Firm's Registration No. 301138E

For and on behalf of the Board of Directors

Dr Niren Suchanti
Chairman and Managing Director
DIN: 00909388

Navin Suchanti
Director
DIN: 00273663

Ajit Khandelwal
Director
DIN: 00416445

Sudersan Mukherjee
Partner
Membership No. 059159
Kolkata
June 03, 2021

B G Pasari
Chief Financial Officer

Paulami Mukherjee
Company Secretary

Pressman Advertising Limited

CIN: L74140WB1983PLC036495

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