

# PRESSMAN

## Pressman Advertising Limited

Regd. Office: Pressman House, 10A Lee Road, Kolkata-700020, India  
t: 40310810/0811 f: (033) 40310813 e: ir@pressmanindia.com

January 28, 2021

National Stock Exchange of India Limited  
Exchange Plaza, 5th Floor,  
Plot No. C/1, 'G' Block  
Bandra-Kurla Complex  
Bandra (E)  
Mumbai 400 051

BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai 400 001

The Secretary  
The Calcutta Stock Exchange Limited  
7 Lyons Range  
Kolkata – 700 001

Dear Sir,

**Sub: Outcome of Board Meeting held on January 28, 2021.**

This is to inform you that the Board of Directors of the Company at its meeting held today has approved the Unaudited Financial Results for the quarter and nine months ended 31<sup>st</sup> December, 2020.

We are enclosing the following documents:

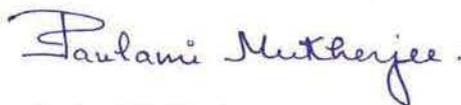
- 1) Unaudited Financial Results for the quarter and nine months ended 31<sup>st</sup> December, 2020.
- 2) Limited Review Report on quarterly and nine months ended results by Statutory Auditors M/s Mookherjee Biswas & Pathak, Chartered Accountants.

The Board Meeting commenced at 2 pm and concluded at 2:25 pm.

The above information is being given to you in terms of the listing regulations.

Thanking you

Yours faithfully,



Paulami Mukherjee  
Company Secretary  
Membership No. A49780

# PRESSMAN

## STATEMENT OF UNAUDITED FINANCIAL RESULTS FOR THE QUARTER AND NINE MONTHS ENDED 31ST DECEMBER, 2020

(₹ in lakh)

Sl. No.	Particulars	Quarter ended			Nine Months Ended		Year Ended
		31.12.2020	30.09.2020	31.12.2019	31.12.2020	31.12.2019	31.03.2020
		Unaudited	Unaudited	Unaudited	Unaudited	Unaudited	Audited
1	<b>Income :</b>						
	a) Revenue from Operations	455.24	405.21	741.47	1074.34	2458.05	3268.52
	b) Other Income	87.58	80.18	97.58	307.50	214.74	158.71
	<b>Total Income</b>	<b>542.82</b>	<b>485.39</b>	<b>839.05</b>	<b>1381.84</b>	<b>2672.79</b>	<b>3427.23</b>
2	<b>Expenses :</b>						
	a) Cost of Services	252.37	243.02	549.33	609.97	1782.20	2364.45
	b) Employee Benefit Expenses	37.15	36.37	48.46	93.02	150.24	200.08
	c) Depreciation	0.10	0.12	0.22	0.30	0.72	0.36
	d) Other Expenses	22.04	19.09	35.47	55.39	109.17	164.47
	<b>Total Expenses</b>	<b>311.66</b>	<b>298.60</b>	<b>633.48</b>	<b>758.68</b>	<b>2042.33</b>	<b>2729.36</b>
3	<b>Profit Before Tax</b>	<b>231.16</b>	<b>186.79</b>	<b>205.57</b>	<b>623.16</b>	<b>630.46</b>	<b>697.87</b>
4	<b>Tax Expense</b>						
	a) Current Tax	35.00	35.00	41.14	95.00	127.00	163.00
	b) Deferred Tax charge / (Credit)	14.75	15.25	3.09	45.00	15.00	2.63
	<b>Total Tax</b>	<b>49.75</b>	<b>50.25</b>	<b>44.23</b>	<b>140.00</b>	<b>142.00</b>	<b>165.63</b>
5	<b>Profit After tax</b>	<b>181.41</b>	<b>136.54</b>	<b>161.34</b>	<b>483.16</b>	<b>488.46</b>	<b>532.24</b>
6	Other Comprehensive Income not be reclassified to Profit and Loss in subsequent period (net of tax)	(0.37)	(0.50)	(0.38)	(1.12)	(1.50)	(0.73)
7	<b>Total Comprehensive Income</b>	<b>181.04</b>	<b>136.04</b>	<b>160.96</b>	<b>482.04</b>	<b>486.96</b>	<b>531.51</b>
8	Paid-up Equity Share Capital (Face Value of ₹ 2)	469.66	469.66	469.66	469.66	469.66	469.66
9	Other Equity (excluding revaluation reserves)						3475.21
10	Earnings Per Share (₹ 2) (not annualised)						
	- Basic (₹)	0.77	0.58	0.69	2.06	2.08	2.27
	- Diluted (₹)	0.77	0.58	0.69	2.06	2.08	2.27

### Notes :

- The above financial results have been reviewed by the Audit Committee and approved by the Board of Directors in their meeting held on 28th January, 2021. The Statutory Auditors have carried out a limited review of the above financial results for the quarter and nine months ended 31st December, 2020.
- These financial results have been prepared in accordance with the recognition and measurement principles laid down in Ind AS 34 "Interim Financial Reporting" prescribed under section 133 of the Companies Act, 2013 read with the relevant rules issued there under and other accounting principles generally accepted in India.
- The Company is solely engaged in advertising and public relations business in India. Accordingly there are no reportable business or geographic segments.
- The Company does not have any exceptional items to report for the above periods.
- The spread of COVID-19 has severely impacted our business operations. The volume of business has been substantially reduced due to lockdown in the entire country. The Company has assessed its assets and liabilities as on the date of meeting and has concluded that no material adjustments are required in the financial statements. The liquidity position of the Company is good. The Company continues to closely monitor the rapidly changing situation.
- Figures for the previous periods have been regrouped/reclassified to conform to the classification of the current period.

Kolkata  
28th January, 2021



By order of the Board

Dr Niren Suchanti

Chairman & Managing Director

DIN: 00909388

## Pressman Advertising Limited

CIN: L74140WB1983PLC036495

Regd. Office: Pressman House, 10A Lee Road, Kolkata 700 020

Tel: 033 4031 0810/11 Fax: 033 4031 0813 Email: ir@pressmanindia.com Website: www.pressmanadvertising.in

**Mookherjee Biswas & Pathak**  
Chartered Accountants

**Independent Auditor's Review Report on Unaudited Financial Results of the Company**

**To The Board of Directors,  
Pressman Advertising Limited**

We have reviewed the accompanying statement of unaudited financial results of **Pressman Advertising Limited** (the 'Company') for the quarter and nine months period ended December 31, 2020 (the 'Statement') being submitted by the Company pursuant to the requirement of regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended (the "Listing Regulations").

This Statement, which is the responsibility of the Company's management and approved by the Board of Directors of the Company has been prepared in accordance with the recognition and measurement principles laid down in the Indian Accounting Standard (Ind AS) 34, "Interim Financial Reporting" prescribed under Section 133 of the Companies Act, 2013 read with relevant rules issued there under and other accounting principles generally accepted in India. Our responsibility is to issue a report on the Statement based on our review.

We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE) 2410, "Review of Interim Financial Information Performed by the Independent Auditor of the Entity" issued by the Institute of Chartered Accountants of India. This standard requires that we plan and perform the review to obtain moderate assurance as to whether the Statement is free of material misstatement. A review is limited primarily to inquiries of company personnel and analytical procedures applied to financial data and thus provide less assurance than an audit. We have not performed an audit, and accordingly, we do not express an audit opinion.

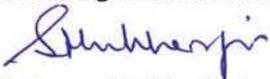
Based on our review conducted as stated above, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with the applicable Indian Accounting Standards (Ind AS) prescribed under section 133 of the Companies Act, 2013 as amended, read with relevant rules issued there under and other recognised accounting practices and policies generally accepted in India has not disclosed the information required to be disclosed in terms of regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, including the manner in which it is to be disclosed, or that it contains any material misstatement.

**Emphasis of Matter**

We draw attention to Note no. (e) of the financial results which sets out the Company's assessment of financial impact on account of COVID 19 pandemic situation.

Our conclusion is not modified in respect of this matter.

For Mookherjee Biswas & Pathak  
Chartered Accountants  
Firm's Registration Number 301138E

  
(Sudersan Mukherjee)

Partner

Membership No. 059159

UDIN: 21059159AAAAAE8240

Place: Kolkata

Date: January 28, 2021

