

November 10, 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 November 10, 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 half year ended 30th September, 2021.

We are enclosing the following documents:

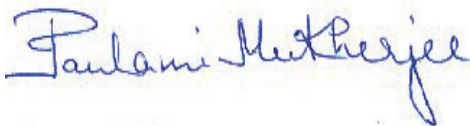
- 1) Unaudited Financial Results for the quarter and half year ended 30th September, 2021.
- 2) Limited Review Report on quarterly and half yearly results by Statutory Auditors M/s Mookherjee Biswas & Pathak, Chartered Accountants.

The Board Meeting commenced at 12:15 pm and concluded at 2:15 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

Independent Auditor's Review Report on the Unaudited Financial Results of the Company Pursuant to the Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended

**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 half year ended September 30, 2021 (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 thereunder 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.

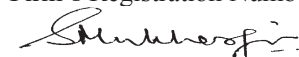
Based on our review conducted as stated above, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with the applicable Indian Accounting Standards (Ind AS) prescribed under section 133 of the Companies Act, 2013 as amended, read with relevant 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. (d) of the Financial Results in respect of the management's evaluation of COVID-19 impact on the performance of the Company.

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: 21059159AAAACS3067



Place: Kolkata
Date: November 10, 2021

Branches at :	• Ranchi	• Guwahati	• Bhubaneswar
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PRESSMAN

Statement of Unaudited Financial Results for the Quarter and Half Year Ended 30th September, 2021

(₹ in lakh)

Sl. No.	Particulars	Quarter ended			Half Year Ended		Year Ended
		30.09.2021	30.06.2021	30.09.2020	30.09.2021	30.09.2020	31.03.2021
		Unaudited	Unaudited	Unaudited	Unaudited	Unaudited	Audited
1)	Income						
	a) Revenue from Operations	344.48	302.54	405.21	647.02	619.10	1699.69
	b) Other Income	72.14	64.03	80.18	136.17	219.92	334.11
	Total Income	416.62	366.57	485.39	783.19	839.02	2033.80
2)	Expenses						
	a) Cost of Services	211.52	202.35	243.02	413.87	357.60	1019.82
	b) Employee Benefits Expenses	31.61	31.20	36.37	62.81	55.87	121.56
	c) Depreciation	0.15	0.15	0.12	0.30	0.20	0.58
	d) Other Expenses	33.98	17.76	19.09	51.74	33.35	126.10
	Total Expenses	277.26	251.46	298.60	528.72	447.02	1268.06
3)	Profit before tax	139.36	115.11	186.79	254.47	392.00	765.74
4)	Tax expenses						
	a) Current Tax	25.15	28.85	35.00	54.00	60.00	140.00
	b) Deferred Tax Charge/(Credit)	0.99	(42.00)	15.25	(41.01)	30.25	58.61
	Total Tax	26.14	(13.15)	50.25	12.99	90.25	198.61
5)	Profit after tax	113.22	128.26	136.54	241.48	301.75	567.13
6)	Other Comprehensive Income not to be reclassified to Profit & Loss in subsequent periods (net of tax)	0.54	(0.22)	(0.50)	0.32	(0.75)	0.61
7)	Total Comprehensive Income	113.76	128.04	136.04	241.80	301.00	567.74
8)	Paid-up Equity Share Capital (face value ₹ 2/-)	469.66	469.66	469.66	469.66	469.66	469.66
9)	Other Equity (excluding revaluation reserve)						3808.13
10)	Earnings per share (₹ 2/-)						
	- Basic ₹	0.48	0.55	0.58	1.03	1.28	2.42
	- Diluted ₹	0.48	0.55	0.58	1.03	1.28	2.42

Notes :

- The above financial results have been audited by the Audit Committee and approved by the Board of Directors in their meeting held on 10th November, 2021. The Statutory Auditors have carried out a limited review of the financial results for the quarter and half year ended September 30, 2021.
- The Company has no reportable segments other than Advertising & PR business as per Ind AS.
- 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 and restrictions in the 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 wherever necessary to conform to the classification of the current period.

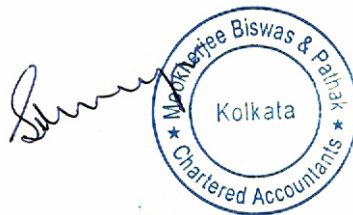


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Statement of Assets and Liabilities

(₹ in lakh)

Particulars		As at 30.09.2021 Unaudited	As at 31.03.2021 Audited
A	ASSETS		
1)	Non-Current Assets		
	a) Property, Plant and Equipment	4.91	4.81
	b) Financial Assets		
	i) Investments	2089.13	648.67
	ii) Others	89.06	33.99
2)	Current Assets		
	a) Financial Assets		
	i) Investments	1744.02	2,655.20
	ii) Trade Receivable	262.59	311.49
	iii) Cash and Cash Equivalents	12.87	324.32
	iv) Bank Balances other than Cash and Cash Equivalents	209.25	598.62
	b) Current Tax Assets	114.25	107.74
	c) Other Current Assets	10.83	69.39
	TOTAL ASSETS	4,536.91	4,754.23
B	EQUITY AND LIABILITIES		
1)	Equity		
	a) Equity Share Capital	469.66	469.66
	b) Other Equity	3815.10	3,808.13
2)	Non-Current Liabilities		
	Deferred Tax Liabilities(net)	11.65	52.66
3)	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	49.86	260.40
	ii) Other Financial Liabilities	187.75	160.85
	b) Other Current Liabilities	2.89	1.38
	c) Provisions	-	1.15
	TOTAL EQUITY AND LIABILITIES	4,536.91	4,754.23



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Cash Flow Statement for the half year ended September 30, 2021

(₹ in lakh)

Particulars	Half Year Ended	
	30.09.2021 Unaudited	30.09.2020 Unaudited
A. Cash Flow from Operating Activities		
Net Profit before Taxes	254.47	392.00
Adjustments For :		
Depreciation	0.30	0.20
Profit on Redemption of Investments	(22.25)	-
Interest Income	(56.66)	(31.85)
Actuarial loss on Retirement benefits	0.32	(0.75)
Unrealised Fair Value gain on current investments	(57.27)	(188.06)
	118.91	171.54
Operating Profit before working capital changes		
Movements in working capital :		
Decrease/ (Increase) in Trade Receivables	48.90	202.52
Decrease/ (Increase) in Other Non Current financial assets (other than Fixed Deposit)	(56.29)	1.75
Decrease/ (Increase) in Other Financial Assets(Unpaid Dividend Account only)	(31.92)	0.04
Decrease/ (Increase) in Other Non Current assets	58.56	-
Decrease/ (Increase) in Other Current assets	(41.01)	(2.10)
Increase / (Decrease) in Trade Payables	(210.54)	(94.18)
Increase / (Decrease) in Short-Term Provisions	(1.15)	(2.37)
Increase / (Decrease) in Other Financial Liabilities	26.90	(4.49)
Increase / (Decrease) in Other Current Liabilities	1.51	2.52
	(86.13)	275.23
Cash Generated From Operations	(86.13)	275.23
Direct Taxes paid (net)	(19.50)	(28.60)
	(105.63)	246.63
Net Cash Flow from Operating Activities		
B. Cash Flow from Investing Activities		
Purchase of Property, Plant and Equipment	(0.39)	(0.91)
Purchase of Current Investments	(2372.30)	(1272.63)
Proceeds from Sale/ Maturity of Current Investment	1922.53	1205.40
Purchase of Bank deposits (having original maturity of more than three months)	-	(1.32)
Maturity of Bank deposits (having original maturity of more than three months)	422.51	25.00
Interest Income	56.66	31.85
	29.01	(12.62)
Net Cash from Investing Activities		
C. Cash Flow from Financing Activities		
Dividends Paid	(234.83)	(234.83)
	(234.83)	(234.83)
Net Cash used in Financing Activities		
Net Increase in Cash and Cash Equivalents (A+B+C)	(311.45)	(0.82)
Cash and cash equivalents at the beginning of the year	324.32	25.18
Cash and cash equivalents at the end of the period	12.87	24.36
Components of cash and cash equivalents		
In current accounts	11.90	23.62
Cash in hand	0.97	0.74
Total	12.87	24.36

By order of the Board



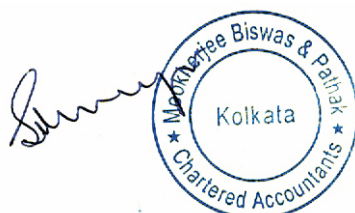
Dr Niren Suchanti

Chairman & Managing Director

DIN: 00909388

Kolkata

10th November, 2021



Pressman Advertising Limited

CIN: L74140WB1983PLC036495

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