Crayons Advertising Limited
Formerly known as Crayons Advertising Pvt. Ltd.
Regd. & Corporate Office:
NSIC Complex, Maa Anandmayee Marg,
Okhla Ind. Estate-III, New Delhi-110 020
Tel: +91 11 4163 0000
E-mail: del@crayonad.com
www.thecrayonsnetwork.com
CIN: L52109DL1986PLC024711

The Listing Department

National Stock Exchange Ltd.

Exchange Plaza, Bandra Kurla Complex,

Bandra (E), Mumbai-400051

Date: 30th May, 2024

Ref: NSE SYMBOL: CRAYONS

Sub: Intimation of outcome of Board Meeting of the Company held on 30th May 2024 pursuant to Regulation 30 and 33 of SEBI (Listing Obligation & Disclosure Requirements), Regulations 2015

Dear Sir,

With regard to the above captioned subject we are pleased to submit the Outcome of Board Meeting of the Company held today i.e. 30th May, 2024 started at 04:00 P.M. and concluded on 04:25 P.M. for adoption and approval of Annual Audited Financial Results year ended 31st March 2024 and wish to inform you that the Board of Directors of Crayons Advertising Limited at their meeting held on 30th May 2024, inter alia has:

- Approve and take on record the audited Consolidated and Standalone financial results of the Company for the year ending March 31, 2024;
- Other Business arising out of the above business and incidental and ancillary to the company's business.

As per Regulation 33 of SEBI (Listing Obligation & Disclosure Requirements), Regulations 2015 we are enclosing herewith the following:

Crayons Advertising Limited
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CIN: L52109DL1986PLC024711

S. No.	Particulars
1.	Statement showing Audited Consolidated and Standalone Financial Results for the Half Year and Year ended 31st March 2024 attached herewith as **Annexure A.**
2.	A Copy of Auditors Report on Audited Consolidated and Standalone Financial Results for the Half Year and Year ended 31st March 2024, issued by our statutory auditors attached herewith as **Annexure B.**
3.	Declaration for Unmodified Opinion in terms of Regulation 33(3) (d) as amended by **SEBI (Listing Obligations and Disclosure Requirements) (Amendment) Regulations, 2016 for Consolidated and Standalone Audit Financial Results for Half Year and Year Ended on 31st March 2024 as Annexure C**

Kindly take the same on record and oblige.

Thanking you.

Yours faithfully,

For Crayons Advertising Limited



Kunal Lalani

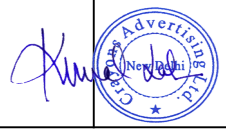
Managing Director

Crayons Advertising Limited (Formerly known as Crayons Advertising Private Limited)
Registered Office : NSIC COMPLEX, OKHLA INDUSTRIAL ESTATE, PHASE – III, NEW DELHI-110020
Email :cs@thecrayonsnetwork.com, Contact No. +9111-41630000, Website : www.thecrayonsnetwork.com
CIN No. : L52109DL1986PLC024711

Statements of audited Standalone financial results for the half year and year ended March 31, 2024

(Rs. in Lakhs except earning per share)

S.no	Particulars	Standalone				
		Half Year ended			Year ended	
		March 31, 2024	September 30, 2023	March 31, 2023	March 31, 2024	March 31, 2023
		(Audited)	(Unaudited) (refer note 9 & 6)	(Audited)	Audited	Audited
1	**I. Income from Operations**					
	a) Revenues from Operations	10,951.47	9,203.43	15,910.09	20,154.90	27,568.45
	b) Other Income	291.01	159.06	387.92	450.07	546.46
	Total Revenue	**11,242.48**	**9,362.49**	**16,298.01**	**20,604.97**	**28,114.91**
2	**Expenses**					
	a) Cost of service	7,957.41	7,188.22	13,391.23	15,145.63	23,017.56
	b) Employees benefits expense	710.43	694.53	648.14	1,404.96	1,149.46
	c) Finance costs	61.34	30.52	49.91	91.86	79.06
	d) Depreciation and amortisation	85.87	52.95	63.66	138.82	110.49
	e) Other expenses	821.15	726.10	805.70	1,547.25	1,506.88
	Total expenses	**9,636.20**	**8,692.32**	**14,958.64**	**18,328.52**	**25,863.45**
3	**Profit before taxation (1-2)**	**1,606.28**	**670.17**	**1,339.37**	**2,276.45**	**2,251.46**
4	**Tax expense**					
	a) Current Tax	443.82	149.88	357.04	593.70	605.90
	b) Income tax for earlier years	(18.33)	11.47	(17.53)	(6.86)	(1.61)
	c) Deferred tax	1.01	(1.69)	(4.06)	(0.68)	(12.10)
5	**Tax expense for the period /year**	**426.50**	**159.66**	**335.45**	**586.16**	**592.19**
6	**Net profit for the period/year**	**1,179.78**	**510.51**	**1,003.92**	**1,690.29**	**1,659.27**
7	Paid-up equity share capital (Face Value Rs. 10/- each)	2,443	2,443	1,800	2,443	1,800
8	Reserve and surplus	-	-	-	7,953.23	3,583.22
9	Earnings per share in rupees (Rs.10/- each) (not annualised)					
	a) Basic	4.95	2.30	5.58	7.25	9.22
	b) Diluted	4.91	2.30	5.58	7.21	9.22



CRAYONS ADVERTISING LIMITED (Formerly known as Crayons Advertising Private Limited)
NSIC Complex, Maa Anandmayee Marg, Okhla Phase-3, New Delhi-20
CIN-L52109DL1986PLC024711
Statement of assets and liabilities as at March 31, 2024

(Rs. in Lakhs)

Particulars	As at March 31, 2024 (Audited)	As at March 31, 2023 (Audited)
EQUITY AND LIABILITIES		
Shareholders' funds		
Share capital	2,443.00	1,800.00
Money received against share warrants	193.75	-
Reserves and surplus	7,953.23	3,583.22
Total shareholders funds	**10,589.98**	**5,383.22**
Non-current liabilities		
Long-term borrowings	341.75	318.40
Long-term provisions	180.89	176.55
Total non- current liabilities	**522.64**	**494.95**
Current liabilities		
Short-term borrowings	145.11	786.92
Trade payables		
Total outstanding dues of micro enterprises and small enterprises	98.03	485.91
Total outstanding dues of creditors other than micro enterprises and small enterprises	4,994.50	3,843.77
Other current liabilities	2,081.49	1,973.23
Short-term provisions	113.26	44.69
Total current liabilities	**7,432.39**	**7,134.52**
Total equity and liabilities	**18,545.01**	**13,012.69**
ASSETS		
Non-current assets		
Property plant and equipment	583.23	335.48
Intangible assets	1.81	4.99
Capital work in Progress	101.95	-
Non-current investments	993.15	879.68
Deferred tax assets (net)	124.09	123.41
Long-term loan and advances	628.18	1,068.59
Other non-current assets	122.36	193.92
Total non- current assets	**2,554.77**	**2,606.07**
Current assets		
Trade receivables	9,042.75	6,287.36
Cash and bank balances	1,369.33	1,535.64
Short-term loans and advances	3,499.17	1,733.61
Other current assets	2,078.99	850.01
Total current assets	**15,990.24**	**10,406.62**
Total assets	**18,545.01**	**13,012.69**

For Crayons Advertising Limited
(Formerly known as Crayons Advertising Private Limited)



Kunal Lalani
Managing Director
DIN : 00002756

Date : May 30, 2024
Place : New Delhi

CRAYONS ADVERTISING LIMITED (Formerly known as Crayons Advertising Private Limited.)
NSIC Complex, Maa Anandmayee Marg, Okhla Phase-3, New Delhi-20
CIN-L52109DL1986PLC024711
Standalone statements of cash flow

(Rs In Lakhs)

	Particulars	Standalone	
		For the year ended March 31, 2024	For the year ended March 31, 2023
A.	**Cash flow from operating activities**		
	Net profit before tax	**2,276.45**	**2,251.46**
	Adjustment for :		
	Loss on sale of Investments	69.55	50.90
	Depreciation and amortization	138.82	110.49
	Interest and finance charges	91.86	79.06
	Interest income received	(275.77)	(181.28)
	Amount written back	(0.85)	(26.76)
	loss on sale of property plant & equipment	0.03	(249.35)
	Profit from partnership firms	(47.02)	(17.46)
	Provision for bad and doubtful debts	-	39.86
	Bad debts written off	14.10	52.02
	Operating profit before working capital changes	**2,267.17**	**2,108.94**
	Adjustment for :		
	(Decrease)/Increase in long term and short term provisions	22.18	30.65
	(Decrease)/Increase in current and other liabilities	108.43	354.39
	(Decrease)/Increase in trade payables	763.70	(1,465.37)
	(Increase)/decrease in trade receivables and other asset	(3,998.50)	(1,130.11)
	(Increase)/decrease in short-term loans and advances, other non current asset	(1,633.59)	290.33
	Cash generated from operations	**(2,470.61)**	**188.83**
	Adjustment for :		
	Income tax paid (Net of refund)	(54.19)	(314.01)
	Net cash flow (used in) operating activities (A)	**(2,524.80)**	**(125.18)**
B.	**Cash flow from investing activities**		
	Payment against purchase of property plant & equipment	(485.76)	(660.28)
	Proceeds from sale of property plant & equipment	0.42	637.44
	Purchase of intangible assets	-	(1.37)
	(Purchase)/sale of investments (net)	(67.30)	(131.95)
	Proceeds from sale of investments properties(net)	-	310.00
	Investment in partnership firm (net of drawing)	(46.50)	(22.00)
	Advance against Property	(41.50)	(409.05)
	Interest income received	185.96	45.38
	Fixed deposits (investment)/ matured	(763.75)	25.09
	Net cash flow (used in) Investing activities (B)	**(1,218.43)**	**(206.74)**
C.	**Cash flow from financing activities**		
	Proceeds from short term borrowing (net)	(698.09)	111.19
	Money received against share warrants	193.75	-
	long term borrowings received(net)	79.62	33.57
	Finance charges paid	(92.02)	(79.73)
	Proceeds from issue of share capital (net of issue expenditure)	3,322.72	-
	Net cash flow from financing activities (C)	**2,805.98**	**65.03**
	Net increase/(decrease) in cash and cash equivalents (A+B+C)	**(937.24)**	**(266.89)**
	Cash and cash equivalents at beginning of the year	1,506.07	1,772.96
	Cash and cash equivalents at the end of the year	**568.82**	**1,506.07**
	Components of closing cash and cash equivalents		
	Balance with banks in current accounts	556.05	1,467.76
	Cash in hand	12.77	38.31
	Total cash and cash equivalents	**568.82**	**1,506.07**

For Crayons Advertising Limited
(Formerly known as Crayons Advertising Private Limited)

Kunal Lalani
Managing Director
DIN NO: 00002756

Date : May 30, 2024
Place : New Delhi

Notes to the financial results

1. The above Financial Results were reviewed and recommended by the Audit Committee and approved by the Board of Directors of Crayons Advertising Limited at their respective meetings held on 30 May, 2024. The financial results for the year ended 31 March, 2024 have been audited by the Statutory Auditors of the Company.

2. The financial results have been prepared in accordance with the Regulation-33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulation, 2015 and with principles and procedures of Accounting Standards (IGAAP) as notified under the Companies (Accounting Standard) Rules as amended, as specified in section 133 of the Companies Act, 2013.

3. Monies raised during the period by the Company by way of initial public offer were utilized for the purpose for which they were raised, though idle/surplus funds which were not required for immediate utilization have been invested in liquid funds, fixed deposits and interest bearing loan given to group company repayable on demand.

S. No.	Description	Amount (in Lakh)
1	Total Fund Utilised for the purpose	782.72
2	Total Unutilised fund Parked as Fixed Deposits	750.00
3	Total Unutilised fund Parked as ICD to the Group Companies	1790.00
	Total IPO Proceed (net of ipo expenditure)	**3322.72**

4. The Company has issued and allotted 5,00,000 (Five lakh only) warrant convertible into equivalent number of equity shares, having face value of Rs 10/- per equity shares, within a period of 18 months from the dated of allotment i.e., 3rd January 2024 at an issue price of Rs. 155/-(Rupees one hundred fifty five Only) (including premium of Rs. 145/-each). The Company has received Rs. 193.75 lakhs being 25% of the total amount payable towards subscription of the warrants from all the allotees.

5. On April 01, 2023, the Company made an investment of Rs.107.20 lakhs in BB&HV Private Limited ("BBHV"), resulting in an increase in the Company's stake from 0.90% to 31.14 %. As a result, BBHV has been considered an associate of the Company. Additionally, the Company has opted for consolidated financial statements for the first time due to this investment, and therefore previous year figures are not presented here.

6. The figures for the current half year ended 31 March, 2024 is the balancing figures between the audited figures for year ended 31 March, 2024 and 31 March, 2023 respectively and published figures upto first half year ended September 30, 2023 and figures publish in DRHP for the half year ended September 30, 2022 respectively which were subject to limited review.

7. The Company is in the business of Advertisement and publicity, hence has only one reportable segment as per AS 17 Segment Reporting.

8. The financial results of three partnership firms and one associate Company has been consolidated in this consolidated financial results.

9. The Company has considered the consolidation of LLP's as of the current half-year period ending March 31, 2024. Consequently, the Company has restated the figures for the half-year period ending September 30, 2023. Furthermore, since the profits of the LLP's were already included in the financial statements, there is no impact on the profit for the half-year period ending September 30, 2023.

10. The Associate Company has not appointed any whole time company secretary with request to the section 203 of the Act read with rule 8A of the Companies (Appointment & Remuneration of Managerial Personnel) Rules, 2014 which states that every private Company having share capital of Rs. 10 crores or more needs to appoints whole time Company secretary in the Company. The Associate Company is the process of taking the corrective measure for this.

11. The figures for the previous periods have been regrouped / rearranged wherever necessary.

For and on behalf of the Board of Directors of **Crayons Advertising Limited (Formerly known as Crayons Advertising Private Limited)**



Kunal Lalani

Managing Director

DIN:00002756

Independent Auditors' Report on the Half Year and Year to Date Standalone 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 of
Crayons Advertising Limited (Formerly known as Crayons Advertising Private Limited)
Delhi

Report on the Audit of the Standalone Financial Results

Opinion

1. We have audited the accompanying statement of half year and year to date standalone financial results of **Crayons Advertising Limited (Formerly known as Crayons Advertising Private Limited)** (the "Company") for the half year and year ended March 31, 2024 ("Statement"), attached herewith, 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").

2. In our opinion and to the best of our information and according to the explanations given to us, the Statement:

   i. is presented in accordance with the requirements of the Listing Regulations in this regard; and
   ii. gives a true and fair view in conformity with the applicable Indian accounting standards and other accounting principles generally accepted in India, of the net profit and other financial information of the Company for the half year and year ended March 31, 2024.

Basis for Opinion

3. We conducted our audit in accordance with the Standards on Auditing (SAs) specified under section 143(10) of the Companies Act, 2013, as amended ("the Act"). Our responsibilities under those Standards are further described in the "Auditor's Responsibilities for the Audit of the Standalone Financial Results" section of our report. We are independent of the Company in accordance with the Code of Ethics issued by the Institute of Chartered Accountants of India together with the ethical requirements that are relevant to our audit of the financial statements under the provisions of the Act and the Rules thereunder, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the Code of Ethics. We believe that the audit evidence obtained by us is sufficient and appropriate to provide a basis for our audit opinion on the statement.

Management's Responsibilities for the Standalone Financial Results

4. The Statement has been prepared on the basis of the standalone annual financial statements. The Board of Directors of the Company are responsible for the preparation and presentation of the Statement that gives a true and fair view of the net profit of the Company and other financial information in accordance with the applicable Indian accounting standards prescribed under Section 133 of the Act read with relevant rules issued

Plot No. 68, Okhla Industrial Area, Phase-III, New Delhi-110020
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www.sskmin.com

thereunder and other accounting principles generally accepted in India and in compliance with Regulation 33 of the Listing Regulations. This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding of the assets of the Company and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and the 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 Statement that give a true and fair view and are free from material misstatement, whether due to fraud or error.

5. In preparing the Statement, the Board of Directors are 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 the Board of Directors either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

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

Auditor's Responsibilities for the Audit of the Standalone Financial Results

7. Our objectives are to obtain reasonable assurance about whether the Statement as a whole is 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 the Statement.

8. 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 Statement, 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 control relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under Section 143(3)(i) of the Act, we are also responsible for expressing our opinion through a separate report on the complete set of financial statements on whether the company has adequate internal financial controls with reference to financial statements 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 the Board of Directors.

- Conclude on the appropriateness of the Board of Directors' 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 results 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 Statement, including the disclosures, and whether the Statement represents the underlying transactions and events in a manner that achieves fair presentation.

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.

Other matters

9. The Statement includes the results for the half year ended March 31, 2024, being the balancing figure between the audited figures in respect of the full financial year ended March 31, 2024, and the published unaudited year-to-date figures up to the first six month of the current financial year, which were subjected to a limited review by us, as required under the Listing Regulations.

For S S KOTHARI MEHTA & CO. LLP
Chartered Accountants
FRN - 000756N/N500441

Amit Goel

Digitally signed by Amit Goel
DN: cn=Amit Goel c=IN o=Personal
Reason: I am the author of this document
Location:
Date: 2024-05-30 16:35+05:30

AMIT GOEL
Partner
Membership No. 500607

Place: New Delhi
Date: May 30, 2024
UDIN: 24500607BKEIVW6494

Crayons Advertising Limited (Formerly known as Crayons Advertising Private Limited)
Registered Office : NSIC COMPLEX, OKHLA INDUSTRIAL ESTATE, PHASE – III, NEW DELHI-110020
Email :cs@thecrayonsnetwork.com, Contact No. +9111-41630000, Website : www.thecrayonsnetwork.com
CIN No. : L52109DL1986PLC024711
Statement of audited Consolidated financial results for the half year and year ended March 31, 2024

(Rs in Lakhs except earning per share)

		Half Year ended		Year ended
		March 31,2024	September 30,2023	March 31,2024
	Particulars	Audited	(Unaudited) (refer note 9 & 6)	Audited
1	a) Revenues from Operations	12,715.89	10,676.15	23,392.04
	b) Other Income	304.93	136.82	441.75
	Total Revenue	**13,020.82**	**10,812.97**	**23,833.79**
2	**Expenses**			
	a) Cost of service	9,542.82	8,525.81	18,068.63
	b) Employees benefits expense	759.08	732.86	1,491.94
	c) Finance costs	61.34	30.52	91.86
	d) Depreciation and amortisation	86.08	54.61	140.70
	e) Other expenses	938.62	761.03	1,699.64
	Total expenses	**11,387.94**	**10,104.83**	**21,492.77**
3	**Profit before taxation**	**1,632.88**	**708.14**	**2,341.02**
4	**Tax expense**			
	a) Current Tax	461.16	168.46	629.62
	b) Income tax for earlier years	(18.33)	11.47	(6.86)
	c) Deferred tax	1.01	(1.69)	(0.68)
5	**Tax expense for the period /year**	**443.84**	**178.24**	**622.08**
6	**Net profit for the year after tax before associate profit**	**1,189.04**	**529.90**	**1,718.94**
	Add : share of profit / (loss) of associates	(52.59)	117.28	64.69
7	**Profit for the year**	**1,136.45**	**647.18**	**1,783.63**
	Less: Minority interest	(9.24)	(19.39)	(28.63)
8	**Profit for the year after minority interest**	**1,127.21**	**627.79**	**1,755.00**
9	**Paid-up Equity Share Capital (Face Value Rs. 10/- each)**	2,443	2,443	2,443
10	**Reserve and surplus**	-	-	8,017.94
11	**Earnings per Share in Rupees (Rs.10/- each) not annualised)**			
	a) Basic	4.83	2.82	7.65
	b) Diluted	4.79	2.82	7.61

CRAYONS ADVERTISING LIMITED (Formerly known as Crayons Advertising Private Limited)
NSIC Complex, Maa Anandmayee Marg, Okhla Phase-3, New Delhi-20
CIN-L52109DL1986PLC024711

Consolidated Statement of asset and liabilities as at March 31, 2024

(Rs in Lakhs)

Particulars	**As at March 31, 2024**
	(Audited)
EQUITY AND LIABILITIES	
Shareholders' funds	
Share capital	2,443.00
Money received against share warrants	193.75
Reserves and surplus	8,017.94
Total shareholders funds	**10,654.69**
Minority interest	**131.09**
Non-current liabilities	
Long-term borrowings	341.75
Long-term provisions	180.89
Total non- current liabilities	**522.64**
Current liabilities	
Short-term borrowings	145.11
Trade payables	
Total outstanding dues of micro enterprises and small enterprises	98.03
Total outstanding dues of creditors other than micro enterprises and small enterprises	5,730.94
Other current liabilities	2,129.72
Short-term provisions	62.52
Total current liabilities	**8,166.32**
Total equity and liabilities	**19,474.74**
ASSETS	
Non-current assets	
Property plant and equipment	587.02
Intangible assets	2.19
Capital work in Progress	101.95
Non-current investments	798.26
Deferred tax assets (net)	124.09
Long-term loan and advances	692.14
Other non-current assets	122.36
Total non- current assets	**2,428.01**
Current assets	
Trade receivables	9,651.41
Cash and bank balances	1,574.42
Short-term loans and advances	3,741.91
Other current assets	2,078.99
Total current assets	**17,046.73**
Total assets	**19,474.74**

For Crayons Advertising Limited
(Formerly known as Crayons Advertising Private Limited)



Place : New Delhi
Date: May 30,2024

Kunal Lalani
Managing Director
DIN NO: 00002756

CRAYONS ADVERTISING LIMITED (Formerly known as Crayons Advertising Private Limited)
NSIC Complex, Maa Anandmayee Marg, Okhla Phase-3, New Delhi-20
CIN-L52109DL1986PLC024711
Consolidated statement of cash flow

(Rs In lakhs)

	Particulars	For the year ended March 31, 2024 (Audited)
A.	**Cash flow from operating activities**	
	Net profit before tax	**2,341.03**
	Adjustment for :	
	Loss on sale of Investments	69.55
	Depreciation and amortization	138.82
	Interest and finance charges	91.86
	Interest income received	(275.77)
	Amount written back	(0.85)
	loss on sale of property plant & equipment	0.03
	Bad debts written off	66.69
	Profit from associate company	64.69
	Operating profit before working capital changes	**2,496.05**
	Adjustment for :	
	(Decrease)/Increase in long term and short term provisions	22.18
	(Decrease)/Increase in current and other liabilities	112.72
	(Decrease)/Increase in trade payables	972.41
	(Increase)/decrease in trade receivables and other asset	(3,979.76)
	(Increase)/decrease in short-term loans and advances, other non current asset	(1,736.96)
	Cash generated from operations	**(2,113.36)**
	Adjustment for :	
	Income tax paid (Net of refund)	(111.64)
	Net cash flow (used in) operating activities (A)	**(2,224.99)**
B.	**Cash flow from investing activities**	
	Payment against purchase of property plant & equipment	(488.04)
	Proceeds from sale of property plant & equipment	0.42
	(Purchase)/sale of investments (net)	(284.45)
	Advance against Property	(41.50)
	Interest income received	174.45
	Fixed deposits (investment)/ matured	(763.75)
	Net cash flow (used in) Investing activities (B)	**(1,402.87)**
C.	**Cash flow from financing activities**	
	Proceeds from short term borrowing (net)	(698.09)
	Money received against share warrants	193.75
	Repayment of long term borrowings (net)	79.63
	Finance charges paid	(92.02)
	Proceeds from issue of share capital	3,322.72
	Net cash flow from financing activities (C)	**2,805.99**
	Net increase/(decrease) in cash and cash equivalents (A+B+C)	**(821.88)**
	Cash and cash equivalents at beginning of the year	1,595.79
	Cash and cash equivalents at the end of the year	**773.91**
*	**Components of closing cash and cash equivalents**	
	Balance with banks in current accounts	757.56
	Cash in hand as certified by management	16.35
	Total cash and cash equivalents	**773.91**

For Crayons Advertising Limited
(Formerly known as Crayons Advertising Private Limited)

Kunal Lalani
Managing Director
DIN NO: 00002756

Place : New Delhi
Date: May 30,2024

Independent Auditor's Report on the half yearly and Year to Date Consolidated 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 of
Crayons Advertising Limited (Formerly known as Crayons Advertising Private Limited)
New Delhi

Report on the audit of the Consolidated Financial Results

Opinion

1. We have audited the accompanying statement of half yearly and year to date consolidated financial results of **Crayons Advertising Limited (Formerly known as Crayons Advertising Private Limited)** ("Holding Company" or "Company") and its three controlled partnership firms (the Holding Company and its controlled partnership firms together referred to as "the Group") and share of net profit after tax of its associate for the half year and year ended March 31, 2024 ("Statement"), attached herewith, being submitted by the Holding Company pursuant to the requirement of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended ("Listing Regulations").

2. In our opinion and to the best of our information and according to the explanations given to us and based on the consideration of the reports of the other auditors on separate audited financial statements of the controlled partnership firms and its associate. the Statement includes the results of the following entities:

   - BB&HV Private Limited (Associate Company)
   - All White Communications LLP (Partnership firm)
   - COEUS Communications India LLP (Partnership firm)
   - Ultra Violet digital Solutions LLP(Partnership firm)

   I. are presented in accordance with the requirements of the Listing Regulations in this regard; and

   II. gives a true and fair view in conformity with the applicable accounting standards, and other accounting principles generally accepted in India, of the consolidated profit and other financial information of the Group and share of net profit after tax of its Associate for the half year and year ended March 31, 2024.

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Basis for Opinion

3. We conducted our audit in accordance with the Standards on Auditing (SAs), as specified under Section 143(10) of the Companies Act, 2013, as amended ("the Act"). Our responsibilities under those Standards are further described in the "Auditor's Responsibilities for the Audit of the Consolidated Financial Results" section of our report. We are independent of the Group and its associate in accordance with the 'Code of Ethics' issued by the Institute of Chartered Accountants of India together with the ethical requirements that are relevant to our audit of the financial statements under the provisions of the Act and the Rules thereunder, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the Code of Ethics. We believe that the audit evidence obtained by us and other auditors in terms of their reports for its associate and partnership firms as referred to in "Other Matter" paragraph below, is sufficient and appropriate to provide a basis for our opinion.

Emphasis of Matter

4. We draw attention to Note 10 to the accompanying statement, the auditor of the associate Company BB&HV Private Limited highlighting that the associate Company has not appointed any whole time company secretary with request to the section 203 of the Act read with rule 8A of the Companies (Appointment & Remuneration of Managerial Personnel) Rules, 2014 which states that every private Company having share capital of Rs. 10 crores or more needs to appoints whole time Company secretary in the Company. Our opinion is not modified in respect of this matter.

Management's Responsibilities for the Consolidated Financial Results

5. The Statement has been prepared on the basis of the consolidated annual financial statements. The Holding Company's Board of Directors are responsible for the preparation and presentation of the Statement that give a true and fair view of the net profit and other financial information of the Group and its Associate in accordance with the applicable accounting standards prescribed under section 133 of the Act read with relevant rules issued thereunder and other accounting principles generally accepted in India and in compliance with Regulation 33 of the Listing Regulations. The Board of Directors of the Group and its Associate are responsible for maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding of the assets of the Company and its associate and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and the design, implementation and maintenance of adequate internal financial controls, that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the Statement that give a true and fair view and are free from material misstatement, whether due to fraud or error, which have been used for the purpose of preparation of the Statement by the Directors of the Company, as aforesaid.

6. In preparing the Statement, the Board of Directors of the Group and its Associate are responsible for assessing the ability of the Group and its Associate to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the respective Board of Directors either intends to liquidate the Group and its Associate to cease operations, or has no realistic alternative but to do so.

7. The respective Board of Directors of the company and partnership firm included in the Group and its Associate are responsible for overseeing the financial reporting process of the Group and its Associate.

Auditor's Responsibilities for the Audit of the Consolidated Financial Results

8. Our objectives are to obtain reasonable assurance about whether the Statement as a whole is 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 the Statement.

9. As part of an audit in accordance with SAs, we exercise professional judgment and maintain professional scepticism throughout the audit. We also:
    - Identify and assess the risks of material misstatement of the Statement, 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 control relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under Section 143(3)(i) of the Act, we are also responsible for expressing our opinion through a separate report on the set of consolidated financial statements on whether the Group and its Associate has adequate internal financial controls with reference to financial statements 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 the Board of Directors.

    - Conclude on the appropriateness of the Board of Directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the ability of the Group and its associate 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 Statement or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Group and, its Associate to cease to continue as a going concern.

- Evaluate the overall presentation, structure, and content of the Statement, including the disclosures, and whether the Statement represent the underlying transactions and events in a manner that achieves fair presentation.

- Obtain sufficient appropriate audit evidence regarding the financial results/financial statements/financial information of the entities within the Group and its Associate of which we are the independent auditors to express an opinion on the Statement. We are responsible for the direction, supervision, and performance of the audit of the financial information of such entities included in the Statement of which we are the independent auditors. For the other entities included in the Statement, which have been audited by other auditors, such other auditors remain responsible for the direction, supervision and performance of the audits carried out by them. We remain solely responsible for our audit opinion.

10. We communicate with those charged with governance of the Company and such other entities included in the Statement of which we are the independent auditors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit. We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

11. We also performed procedures in accordance with the circular No CIR/CFD/CMD1/44/2019 dated March 29, 2019 issued by the SEBI under Regulation 33(8) of the Listing Regulations, as amended, to the extent applicable.

12. Other Matters

i. The Statement includes the audited financial results of three controlled partnership firms, whose financial statements reflect total assets of Rs. 1581.55 lakh as at March 31, 2024, total revenue of Rs. 1791.58 Lakhs and Rs. 3,326.24 lakh, total net profit after tax of Rs. 42.82 lakh and Rs. 103.70 lakh for the half year and year ended March 31, 2024 respectively, and net cash inflow of Rs. 115.36 lakh for the year ended March 31, 2024, which have been audited by their respective independent auditors. The independent auditors' reports on financial statements of these partnersip firms have been furnished to us and our opinion on the Statement in so far as it relates to the amounts and disclosures included in respect of these entities, is based solely on the report of such auditors and the procedures performed by us are as stated in paragraph 11 above.

ii. The accompanying Statement include the Group's share of profit/(loss) of (-) Rs. 52.59 lakh and Rs. 64.59 lakh for the half year and year ended March 31, 2024 respectively in respect of one associate company, whose financial statements have been audited by independent auditor. The independent auditor's report on financial statements/information of the associate have been furnished to us and our opinion in so far as it relates to the amounts and disclosures included in respect of the associate, is based solely on the report of such auditor and the procedures performed by us as stated in paragraph 11 above.

Our opinion on the statement is not modified in respect of the above matters with respect to our reliance on the work done and the reports of respective independent auditors.

13. The Statement includes the results for the half year ended March 31, 2024, being the balancing figure between the audited figures in respect of the full financial year ended March 31, 2024, and the published unaudited year-to-date figures up to the first six month of the current financial year, which were subjected to a limited review by us, as required under the Listing Regulations.

For S. S. KOTHARI MEHTA & CO LLP
Chartered Accountants
FRN - 000756N/ N500441

Amit Goel

Digitally signed by Amit Goel
DN: cn=Amit Goel c=IN o=Personal
Reason: I am the author of this document
Location:
Date: 2024-05-30 16:47+05:30

AMIT GOEL
Partner
Membership No. 500607

Place: New Delhi
Date: May 30, 2024
UDIN : 24500607BKEIVX4345

Crayons Advertising Limited
Formerly known as Crayons Advertising Pvt. Ltd.
Regd. & Corporate Office:
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Okhla Ind. Estate-III, New Delhi-110 020
Tel: +91 11 4163 0000
E-mail: del@crayonad.com
www.thecrayonsnetwork.com
CIN: L52109DL1986PLC024711

DECLARTION

Under regulation 33(3)(d) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended by SEBI (Listing Obligations and Disclosure Requirements) (Amendment) Regulations, 2016, read with SEBI circular no. CIR/CFD/CMD/56/2016, dated May 27, 2016.

It is hereby declared and confirmed that the Auditors' Report on Annual Audited Consolidated and Standalone financial results for the year ended on 31st March, 2024 of the company is with unmodified opinion.

We further declare that **M/s S S Kothari Mehta & Company**, Chartered Accountants, the Statutory Auditors of the Company have issued an Audit Report with unmodified opinion on the audited financial results of the Company for the period ended on 31st March 2024.

This declaration is issued in compliance of Regulation 33(3)(d) of the Securities Exchange Board of lndia (Listing Obligation and Disclosure Requirement) Regulation, 2015 as amended by the Securities Exchange Board of India (Listing Obligation and Disclosure Requirement) Regulation, 2016.

Kindly take the same on your record.

Yours faithfully,

For Crayons Advertising Limited

Kunal Lalani

Managing Director