



17th Annual Report 2023-24

E24 Glamour Limited

BOARD'S REPORT

To,
The Members,
E24 Glamour Limited

The Board of Directors (“**the Board**”) is delighted to present the 17th Annual Report on business and operations of E24 Glamour Limited (“**the Company**”) along with the Audited Financial Statements for the financial year ended March 31, 2024.

1. FINANCIAL PERFORMANCE

The Financial Performance of the Company for the financial year ended March 31, 2024 along with previous financial year ended March 31, 2023, are summarized as below:

(Rupees in Lakhs)

Particulars	Financial Year 2023-24	Financial Year 2022-23
Total Income	1,933.21	1,906.62
Profit before Depreciation & Financial Charges	332.43	205.83
Financial Charges	241.55	163.98
Depreciation	22.82	30.94
Profit before Tax	68.06	10.91
Provision for Tax	4.75	5.97
Profit after Tax	63.31	4.94
Proposed Dividend	Nil	Nil

Notes:

- I. There are no material changes and commitments affecting the financial position of the Company between the end of the financial year and the date of this report.
- II. Previous year figures have been regrouped / re-arranged wherever necessary.
- III. There has been no change in the nature of business of the Company between the end of the financial year and the date of this report.

2. COMPANY PERFORMANCE/ STATE OF COMPANY'S AFFAIRS

During the financial year under review, revenue from operations was Rs. 1,931.30 lakhs against Rs. 1,899.41 lakhs during the previous financial year. Net profit after tax of the Company is Rs. 63.31 lakhs against Rs. 4.94 lakhs during the previous financial year.

Your Company is in the business of operating TV channel and creating content. The flagship channel ‘**E24**’ managed to attract audiences of all age groups and succeeded in creating a new genre in television entertainment. The channel encourages them closer to their uplifting the lifestyle of the youth up-to the global standard and at the same time brings them closer to their culture and traditions.

E24 is available throughout Hindi Speaking Market (HSM) on cable and on DTH platforms such as Airtel & Tata Play. E24, is also available throughout West Asia and the MENA Region on DU network across Middle East and North Africa including Algeira, Baharin, Chad, Djibouti, Egypt, Iraq, Iran, Jorda, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Qatar, Saudia Arabia, Somalia, North Sudan, Syria, Tunisia, U.A.E. & Yemen.

E24 is targeting new audiences and adding a subscriber base to enhance the business model. This includes the use of subscription-based services and new marketing strategies. Rapid growth of digital platforms has hit the growth of music-based channels, forcing most of the players in this segment to re-strategize their content and sales pitch.

The rise of social media has enabled artists to engage directly with their fans, leading to new marketing opportunities and revenue streams. Artists are now able to build their personal brands and connect with their audience in new ways.

E24 telecast successful programmes like Bollywood Reporter, U, Me or TV, Insta Stalker, Bollywood Top 10, Jakass Mornings, Bhangda Junction, Hots Hits, Party on my mind, Karaare Hits, Dil Dhakne Do etc. Apart from the above programmes, E24 procured rights to movies and started telecasting movies. The channel has been researching and experimenting different ideas and revenue models.

3. DIVIDEND

Your Directors are of the view that resources of the Company need to be conserved for its future growth plans and hence do not recommend any dividend for the financial year 2023-24.

4. GENERAL RESERVE

The Company has not transferred any amount to General Reserve for the financial year ended March 31, 2024.

5. DEPOSITS

The Company has not accepted or renewed any amount falling within the purview of Section 73 of the Act read with the Companies (Acceptance of Deposit) Rules, 2014, during the year under review. Hence, the requirement of providing details relating to deposits as also of deposits which are not in compliance with Chapter V of the Act, is not applicable.

6. TRANSFER OF UNCLAIMED DIVIDEND TO INVESTOR EDUCATION AND PROTECTION FUND

The provisions of Section 125(2) of the Companies Act, 2013 do not apply, as there was no dividend declared and paid by the Company.

7. DIRECTORS AND KEY MANAGERIAL PERSONNEL

(i) Composition of Board of Directors:

During the period ended on March 31, 2024, there were four Directors on the Board of Directors of the company viz. Ms. Anuradha Prasad Shukla (DIN- 00010716), Sudhir Shukla (DIN-01567595), Ms. Urmila Gupta (DIN-00637110), and Mr. Vinay Kumar Srivastava (DIN:00808735).

Besides, Ms. Anuradha Prasad Shukla, the Chairperson and Director, the Board of Directors (herein after referred as "**the Board**") of the Company has one woman Independent Director, viz. Ms. Urmila Gupta.

In the opinion of the Board, all the directors, as well as the directors appointed / re-appointed during the year possess the requisite qualifications, experience and expertise and hold high standards of integrity. Criteria for determining qualification, positive attributes and independence of a director is given under the NRC Policy.

During the year under review, the non-executive directors of the Company had no pecuniary relationship or transactions with the Company.

(ii) Appointments/ Resignations of the Directors and Key Managerial Personnel

During the period ended on March 31, 2024, Mr. Subodh Kumar, Chief Financial Officer and Ms. Pinki Pilani, Secretary of the Company were the Key Managerial Personnel as per the provisions of the Companies Act, 2013, holding the respective positions in the Company.

Ms. Urmila Gupta (DIN-00637110) was re-appointed for further period of three years with effect from March 27, 2024 to March 26, 2027 by shareholders in its Extraordinary General Meeting held on January 30, 2024.

(iii) Re-appointment of Director retiring by rotation:

In line with the provisions of section 152 of the Act and the Articles of Association of the Company, Mr. Sudhir Shukla (DIN:01567595), retires by rotation at the ensuing 17th AGM of the Company and being eligible, has offered himself for re-appointment.

Brief details of Directors proposed to be appointed / re-appointed as required under Regulation 36 of the SEBI Listing Regulations and Secretarial Standard 2 will be provided in the Notice of the ensuing 17th AGM of the Company.

(iv) Independent Directors

All Independent Directors of the Company have given declarations that they meet the criteria of independence as laid down under Section 149(6) of the Act and Regulation 16(1)(b) of the SEBI Listing Regulations. In the opinion of the Board, the Independent Directors, fulfil the conditions of independence specified in Section 149(6) of the Act and Regulation 16(1) (b) of the SEBI Listing Regulations. The Independent Directors have also confirmed that they have complied with the Company's Code of Conduct.

The Board is of the opinion that the Independent Directors of the Company possess requisite qualifications, experience and expertise in the fields of technology, human resources, strategy, auditing, tax and risk advisory services, financial services, corporate governance, etc. and that they hold highest standards of integrity.

In the opinion of the Board, there has been no change in the circumstances which may affect their status as Independent Directors of the Company and the Board is satisfied with the integrity, expertise, and experience (including proficiency in terms of Section 150(1) of the Act and applicable rules thereunder) of all Independent Directors on the Board. Further, in terms of Section 150 read with Rule 6 of the Companies (Appointment and Qualification of Directors) Rules, 2014, as amended, Independent Directors of the Company have confirmed that they have registered with the databank maintained by the India Institute of Corporate Affairs.

8. MEETINGS OF THE BOARD OF DIRECTORS

During the Financial Year under review, 7 (seven) meetings of the Board of Directors were duly convened on 9.05.2023, 13.07.2023, 08.08.2023, 06.11.2023, 05.01.2024, 12.02.2024 and 27.03.2024. The intervening gap between the Meetings was within the time limit prescribed under the Companies Act, 2013 read with the rules made thereunder.

The Board meets at regular intervals to discuss and decide on Company policy and strategy apart from other regular business. The Board/Committee meetings are pre scheduled and a tentative calendar of Board and Committee meeting is circulated to the Directors well in advance to facilitate them to plan their schedule and to ensure meaningful participation in the meeting. The meetings of the Board are generally held at the Corporate Office of the Company at FC-23, Film City, Sector-16A, Noida -201301, Uttar Pradesh.

Attendance of Directors at the Board Meetings and at the last Annual General Meeting (AGM)

Sr. No.	Name of Directors	No. of Board Meetings	Attendance at the AGM held on September 27, 2023
1	Ms. Anuradha Prasad Shukla	7 of 7	Present
2	Mr. Sudhir Shukla	7 of 7	Present
3	Ms. Urmila Gupta	7 of 7	Present
4	Mr. Vinay Kumar Srivastava	7 of 7	Present

9. COMMITTEES OF THE BOARD

In compliance with the requirement of the Act, and the SEBI Listing Regulations, the Company has constituted the following statutory committees:

- Audit Committee
- Nomination and Remuneration Committee

Details of all the Committees such as terms of reference, composition, and meetings held during the year under review are disclosed in the Corporate Governance Report, forming part of this Annual Report.

AUDIT COMMITTEE

The Company has constituted an Audit Committee of Directors in accordance with the requirements of Section 177 of the Companies Act, 2013 and Rules framed thereunder.

i) Terms of reference

The broad terms of reference or role or functions of the Audit Committee as specified by the Board of Directors of the Company under section 177 and other applicable provisions, if any, of the Companies Act, 2013 read with the Companies (Meeting of Board and its Powers) Rules, 2014 and Regulation 18 and Part C of Schedule II of the SEBI Listing Regulations 2015 (including any statutory modification(s) or re-enactment thereof, for the time being in force) shall include the following:

- (i) Overseeing the Company's financial reporting process and disclosure of its financial information to ensure that its financial statements are correct, sufficient and credible;
- (ii) Recommending to the Board for the appointment, re-appointment, replacement, remuneration and terms of appointment of the statutory auditors of the Company;
- (iii) Reviewing and monitoring the statutory auditor's independence and performance, and effectiveness of audit process;
- (iv) Approving payments to the statutory auditors for any other services rendered by the statutory auditors;

- (v) Reviewing, with the management, the annual financial statements and auditor's report thereon before submission to the Board for approval, with particular reference to:
- (vi) Matters required to be included in the Director's Responsibility Statement to be included in the Board's report in terms of clause (c) of sub-section 3 of Section 134 of the Companies Act;
- (vii) Changes, if any, in accounting policies and practices and reasons for the same;
- (viii) Major accounting entries involving estimates based on the exercise of judgment by management;
- (ix) Significant adjustments made in the financial statements arising out of audit findings;
- (x) Compliance with listing and other legal requirements relating to financial statements;
- (xi) Disclosure of any related party transactions; and
- (xii) Qualifications and modified opinions in the draft audit report.
- (xiii) Reviewing, with the management, the quarterly, half-yearly and annual financial statements, as the case may be, before submission to the Board for approval;
- (xiv) Reviewing, with the management, the statement of uses / application of funds raised through an issue (public issue, rights issue, preferential issue, etc.), the statement of funds utilized for purposes other than those stated in the offer document / prospectus / notice and the report submitted by the monitoring agency monitoring the utilisation of proceeds of a public issue or rights issue or preferential issue or qualified institutions placement, as the case may be, and making appropriate recommendations to the Board to take up steps in this matter;
- (xv) Approval or any subsequent modifications of transactions of the Company with related parties and omnibus approval for related party transactions proposed to be entered into by the Company subject to such conditions as may be prescribed;
- (xvi) Scrutiny of inter-corporate loans and investments;
- (xvii) Valuation of undertakings or assets of the Company, wherever it is necessary;
- (xviii) Evaluation of internal financial controls and risk management systems;
- (xix) Establishing a vigil mechanism for directors and employees to report their genuine concerns or grievances;
- (xx) Reviewing, with the management, the performance of statutory and internal auditors, and adequacy of the internal control systems;
- (xxi) Reviewing the adequacy of internal audit function if any, including the structure of the internal audit department, staffing and seniority of the official heading the department, reporting structure coverage and frequency of internal audit;
- (xxii) Discussing with internal auditors on any significant findings and follow up thereon;
- (xxiii) Reviewing the findings of any internal investigations by the internal auditors into matters where there is suspected fraud or irregularity or a failure of internal control systems of a material nature and reporting the matter to the Board;
- (xxiv) Discussing with statutory auditors before the audit commences, about the nature and scope of audit as well as post-audit discussion to ascertain any area of concern;
- (xxv) Looking into the reasons for substantial defaults in the payment to the depositors, debenture holders, shareholders (in case of non-payment of declared dividends) and creditors;
- (xxvi) Reviewing the functioning of the whistle blower mechanism;
- (xxvii) Approving the appointment of the chief financial officer or any other person heading the finance function or discharging that function after assessing the qualifications, experience and background, etc. of the candidate;
- (xxviii) Reviewing the utilization of loans and/ or advances from/investment by the holding company in the subsidiary exceeding rupees 100 crore or 10% of the asset size of the subsidiary, whichever is lower including existing loans / advances / investments existing as on the date of coming into force of this provision;
- (xxix) Considering and commenting on the rationale, cost-benefits and impact of schemes involving merger, demerger, amalgamation etc., on the Company and its shareholders;

- (xxx) Such roles as may be delegated by the Board and/or prescribed under the Companies Act, 2013 and SEBI Listing Regulations or other applicable law; and
- (xxxi) Carrying out any other functions as is mentioned in the terms of reference of the audit Committee or containing into SEBI (LODR) Regulations 2015.

Further, the Audit Committee shall mandatorily review the following information:

- 1) management discussion and analysis of financial condition and results of operations;
- 2) management letters / letters of internal control weaknesses issued by the statutory auditors;
- 3) internal audit reports relating to internal control weaknesses;
- 4) the appointment, removal and terms of remuneration of the chief internal auditor shall be subject to review by the audit committee; and
- 5) statement of deviations:
 - a. quarterly/half yearly statement of deviation(s), as the case may be including report of monitoring agency, if applicable, submitted to stock exchange(s) in terms of Regulation 32(1) of the SEBI ICDR Regulations;
 - b. annual statement of funds utilized for purposes other than those stated in the offer document/prospectus/notice in terms of Regulation 32(7) of the SEBI ICDR Regulations.

Chief Financial Officer and Statutory Auditors also attend the meetings of Audit Committee. The Company Secretary acts as the Secretary to the Committee. The minutes of each Audit Committee meeting are placed and discussed in the meeting of the Board.

(ii) Composition and Meeting of the Committee: -

Presently, the Audit Committee of the Company comprises of Non-Executive Directors. Ms. Urmila Gupta, Chairperson of the Committee is a Non-Executive Independent Director. Other members are Mr. Vinay Kumar Srivastava, Non-Executive Director and Mr. Sudhir Shukla, Non-Executive Director.

All members of the Audit Committee possess financial, management and accounting knowledge/expertise and have held or hold senior positions in several reputed organizations. The intervening gap between the Meetings was within the time limit prescribed under the Companies Act, 2013 read with the rules made thereunder.

During financial year 2023-24, six Audit Committee meetings were held on May 29, 2023; July 13, 2023, August 8, 2023, November 11, 2023, February 12, 2024 and March 27, 2024 respectively.

NOMINATION AND REMUNERATION COMMITTEE

The Company has constituted a Nomination and Remuneration Committee of Directors in compliance with provisions of Section 178 of the Companies Act, 2013.

(i) Terms of Reference

Brief terms of reference of Nomination and Remuneration Committee are as under:

- Formulation of the criteria for determining qualifications, positive attributes and independence of a director and recommend to the Board a policy, relating to the remuneration of the directors, key managerial personnel and other employees;

- Formulation of criteria for evaluation of Independent Directors and the Board;
- Devising a policy on Board diversity;
- Identifying persons who are qualified to become directors and who may be appointed in senior management in accordance with the criteria laid down, and recommend to the Board their appointment and removal.

All the matters relating to finalization of remuneration to executive directors are being taken in the meeting of said Committee for their consideration and approval.

Nomination and Remuneration Committee of Directors is authorized to decide the remuneration of the Managing Director/Executive Director's, subject to the approval of the Members and Central Government, if required. Remuneration comprises of fixed Component viz. salary, perquisites and allowances and a variable component.

(ii) Composition of the Committee

Presently, the Nomination and Remuneration Committee of the Company comprises of Non-Executive Directors of the Board. The Chairman of the Committee is Mr. Sudhir Shukla, a Non-Executive Director. Other members are Ms. Urmila Gupta, Non-Executive Independent Director and Mr. Vinay Kumar Srivastava, Non-Executive Director. Ms. Pinki Pilani, Company Secretary act as the Secretary of the Committee.

During financial year 2023-24, two Nomination and Remuneration Committee Meetings were held on November 11, 2023 and January 5, 2024.

(iii) Nomination and Remuneration Policy

The Remuneration policy of the Company is a comprehensive policy which is in consonance with the industry practices. The policy ensures equality, fairness and consistency in rewarding the employees on the basis of performance against set objectives.

The Company's Policy relating to appointment of Directors, payment of Managerial remuneration, Directors' qualifications, positive attributes, independence of Directors and other related matters as provided under Section 178(3) of the Companies Act, 2013 is available on the website of the Company at <https://e24bollywood.com/investors/> and also furnished in **Annexure I** which forms part of this Report.

10. BOARD EVALUATION

Pursuant to the provisions of the Act and SEBI Listing Regulations, the Board in consultation with the Nomination and Remuneration Committee lays down the evaluation criteria for the performance evaluation of Executive/Non-Executive/ Independent Directors of the Company. The questionnaire of the survey is a key part of the process of reviewing the functioning and effectiveness of the Board and for identifying possible paths for improvement. At the meeting of the Board, all the relevant factors that are material for evaluating the performance of individual Directors, the Board and its various Committees, were discussed in detail.

Schedule IV of the Act read with corporate governance requirements as prescribed under the SEBI Listing Regulations mandate that annual performance evaluation of Independent Directors should be carried out by other directors to the exclusion of Directors being evaluated.

The evaluation of the Board as a whole, its Committees and individual directors was conducted based on the criteria and framework adopted by the Board.

11. CORPORATE SOCIAL RESPONSIBILITY COMMITTEE

The Corporate Social Responsibility Committee (CSR Committee) was formed pursuant to section 135 of the Companies Act, 2013 read with the Companies (Corporate Social Responsibility Policy) Rules, 2014, to formulate and recommend to the Board, a Corporate Social Responsibility Policy indicating the activities to be undertaken by the Company as specified in Schedule VII to the Act and to recommend the amount of expenditure to be incurred on such activities and to monitor the Corporate Social Responsibility Policy of the Company from time to time.

The Corporate Social Responsibility Committee comprises of four members i.e. Mr. Sudhir Shukla, Chairman of the Committee, a Non-Executive Director and other members are Ms. Urmila Gupta, Non-Executive Independent Director and Mr. Vinay Kumar Srivastava, Non-Executive Director. Ms. Pinki Pilani, Company Secretary act as the Secretary of the Committee.

During the financial year 2023-24, the Corporate Social Responsibility Committee met on March 27, 2024.

12. CORPORATE SOCIAL RESPONSIBILITY POLICY

Your Company has been actively contributing to the overall growth of the society through various CSR initiatives undertaken either by it in the field of education to underprivileged children. It has now expanded its wings to support education of underprivileged children by providing them financial aid, support and facilitates all activities in connection thereto.

Further, the Board of Directors of your Company has also adopted the CSR Policy of the Company as approved by the Corporate Social Responsibility Committee.

During the financial year ending March 31, 2023 under review, the provisions of section 135 of the Companies Act, 2013 read with Rule 9 of Companies (Corporate Social Responsibility Policy) Rules, 2014 are not applicable due to the loss for continuous preceding three financial years in the company.

13. DIRECTORS' RESPONSIBILITY STATEMENT

Pursuant to the requirement under Section 134 of the Companies Act, 2013, with respect to the Directors' Responsibility Statement, it is hereby confirmed that:-

- a) in the preparation of the annual financial statements for the year ended March 31, 2024, the applicable accounting standards have been followed along with proper explanation relating to material departures, if any;
- b) they have selected such accounting policies and applied them consistently and made judgments and estimates that are reasonable and prudent so as to give a true and fair view of the state of affairs of the Company as at end of financial year March 31, 2024 and of the profit of the Company for that period;

- c) they have taken proper and sufficient care for the maintenance of adequate accounting records in accordance with the provisions of the Companies Act, 2013 for safeguarding the assets of the Company and for preventing and detecting fraud and other irregularities;
- d) they have prepared the annual accounts for the financial year ended March 31, 2024 of the Company on a 'going concern' basis.
- e) the internal financial controls to be followed by the Company were laid down and such internal financial controls are adequate and operating effectively; and
- f) They have devised proper systems to ensure compliance with the provisions of all applicable laws and that such systems are in place and are adequate and operating effectively.

14. EXTRACT OF ANNUAL RETURN

The Annual Return of the Company as on 31st March, 2024 is available on the website of the Company at <https://e24bollywood.com/investors/>

15. SUBSIDIARIES, JOINT VENTURES AND ASSOCIATE COMPANIES

During the year under review, E24 Entertainment Limited, a wholly owned foreign subsidiary of the Company registered at Ras Al Khaimah Free Trade Zone, under International Companies Regulations 2006 and re-registered under the Ras Al Khaimah International Corporate Centre (RAK, ICC) Business Companies Regulations 2016 and having the Registration Number IC20110334 was liquidated by RAC International Corporate Centre, Government of Ras Al Khaimah, United Arab Emirat under applicable RAC ICC provisions and other applicable laws including the provisions of FEMA.

16. INTERNAL FINANCIAL CONTROLS

The Board has adopted policies and procedure for ensuring the orderly and efficient conduct of its business, including adherence to the Company's policies, the safeguarding of its assets, the prevention and detection of fraud, error reporting mechanism, the accuracy and completeness of the accounting records and the timely preparation of reliable financial disclosures.

17. PARTICULARS OF LOANS, GUARANTEES OR INVESTMENTS

Details of Loans, Guarantees and Investments covered under the provisions of Section 186 of the Companies Act, 2013 are given in the notes to the Financial Statements.

18. RELATED PARTY TRANSACTIONS

In line with the requirements of the Companies Act, 2013 and Listing Regulations, as applicable, your Company has formulated a Policy on Related Party Transactions. The Policy intends to ensure that proper reporting approval and disclosure processes are in place for all transactions between the Company and Related Parties.

All related party transactions that were entered into during the financial year were on an arm's length basis and were in the ordinary course of business. There are no materially significant related party transactions made by the Company with Promoters, Directors, Key Managerial Personnel or other designated persons which may have a potential conflict with the interest of the Company at large. All

Related Party Transactions entered during the year were placed before the Audit Committee for review and approval.

The particulars of related parties' transactions referred to in subsection (1) of section 188 of the Companies Act, 2013 including certain arm's length transactions under third proviso thereto are disclosed in Form No. AOC -2 in **Annexure II** forming part of the Board's Report.

19. AUDITORS AND AUDITORS' REPORT

Statutory Auditors

On the recommendation of Audit Committee, the Board has recommended to the Members in accordance with Section 139 of the Companies Act, 2013 and the Rules made thereunder, M/s Joy Mukherjee & Associates, Chartered Accountants (ICAI Registration No. 006792C) for appointment as Statutory Auditor of the Company by the Members at the 15th Annual General Meeting held on September 26, 2022 for a period of five years from the conclusion of 15th Annual General Meeting till the conclusion of 20th Annual General Meeting of the Company.

As per the requirement of the Act, as amended, M/s Joy Mukherjee & Associates, Chartered Accountants have given their consent to act as the Statutory Auditor of the Company and confirmed that the appointment is within the limits specified under Section 141(3)(g) of the Act and is not disqualified to be appointed as Statutory Auditor in terms of the provisions of the Section 139 and 141 of the Act, the Chartered Accountants Act, 1949 and the rules made thereunder.

Qualification in Auditors Reports

The Report given by the Statutory Auditors on the financial statements of the Company forms part of this Annual Report. There are no qualifications, reservations or adverse remarks made by M/s. Kumar Khare & Co., Chartered Accountants, Statutory Auditors, in their report for the financial year 2023-24.

There is no instance of fraud during the year under review which requires the statutory Auditors to report to the Audit Committee and/or Board under section 143(12) of the Act and Rules framed thereunder.

Secretarial Auditors

Pursuant to the provisions of Section 204 of the Act and the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014, the Company has appointed M/s Balika Sharma & Associates, a firm of Company Secretaries in Practice (C.P. No. 3222) to undertake the Secretarial Audit of the Company for the financial year 2023-24.

Pursuant to the provision of section 204 and Regulation 24A of the SEBI Listing Regulations, a Secretarial Audit Report in Form No. MR-3 for the financial year ended March 31, 2024 is annexed as **Annexure III** and forms an integral part of this Report. The said Report does not contain any qualification, reservation, disclaimer or observation requiring explanation or comments from the Board under Section 134(3) of the Act.

20. MATERIAL EVENTS OCCURRED BETWEEN THE END OF FINANCIAL YEAR TO WHICH THE FINANCIAL STATEMENTS RELATE AND THE DATE OF THE REPORT

No material events, changes, commitments have occurred between the end of Financial Year 2023-24 and the date of this Report which have effect over the financial position of the company.

21. CONSERVATION OF ENERGY, TECHNOLOGY ABSORPTION, FOREIGN EXCHANGE EARNINGS AND OUTGO

Your Company is not engaged in any manufacturing or processing activity, as such particulars required to be given in terms of Section 134 (3) (m) of the Companies Act, 2013 read along with Companies (Accounts) Rules, 2014, regarding conservation of energy and technology absorption are not applicable.

During the year, your Company has not incurred any expenditure in foreign currency as against nil in the previous financial year 2022-2023 and not earned in foreign currency as against nil in the previous financial year 2022-2023.

22. SIGNIFICANT AND MATERIAL ORDERS

There were no significant or material orders passed by the Regulators / Courts / Tribunals which would impact the going concern status of the Company and its future operations.

23. SHARE CAPITAL

We have one class of shares-equity share of par value of Rs.10 each. Our authorized share capital is Rs. 300,000,000 divided in to 30,000,000 equity shares of Rs. 10 each. The issued subscribed and paid up Equity Share Capital stood at Rs. 277,769,920/- divided into 27,776,992 equity shares of Rs. 10 each as at March 31, 2024.

24. DISCLOSURE IN TERMS OF SEXUAL HARASSMENT OF WOMEN AT WORKPLACE (PREVENTION, PROHIBITION AND REDRESSAL) ACT, 2013

In terms of Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013, the Company has an internal complaints committee in place, which entertains the complaints made by any aggrieved person.

During the financial year under review, there have been no cases reported in this regard.

25. PERSONNEL

There is no employee whose particulars are required to be disclosed under Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014 as amended.

26. THE DETAILS OF APPLICATION MADE OR ANY PROCEEDING PENDING UNDER THE INSOLVENCY AND BANKRUPTCY CODE, 2016.

During the period under review, the Company has not made any application nor any proceeding is pending under the Insolvency and Bankruptcy Code, 2016.

27. ACKNOWLEDGEMENTS

Your Directors thank the various Central and State Government Departments, organizations and agencies for the continued help and co-operation extended by them.

Your Directors also gratefully acknowledge all stakeholders of the Company viz. viewers, listener, producers, vendors, members, dealers, auditors, consultants, legal advisor banks and other business partners for the excellent support received from them during the year. The Directors place on record their sincere appreciation to all employees of the Company for their unstinted commitment and continued contribution to the Company.

For and on behalf of the Board of Directors
E24 Glamour Limited

Date: May 29, 2024
Place: Noida

Sd/-
Anuradha Prasad Shukla
Chairperson
DIN: 00010716

Annexure -I

“NOMINATION AND REMUNERATION POLICY OF DIRECTORS, KEY MANAGERIAL PERSONNEL AND OTHER EMPLOYEES” [E24 Glamour Limited]

INTRODUCTION

Section 178 of the Companies Act, 2013 read with the Companies (Meeting of Board and its Powers) Rules, 2014 and Regulation 19 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (the SEBI Listing Regulations) (including any statutory modification(s) or re-enactment thereof, for the time being in force) require the Nomination and Remuneration Committee (NRC) of the Board of Directors of the companies to

- formulate the criteria for determining qualifications, positive attributes and independence of a director and recommend to the Board a policy, relating to the remuneration for the directors, key managerial personnel and other employees.
- identify persons who are qualified to become directors and who may be appointed in senior management in accordance with the criteria laid down, recommend to the Board their appointment and removal.
- carry out evaluation of every director's performance.
- formulate the criteria for evaluation of Independent Directors and the Board.

Accordingly, in adherence to the above said requirements and in line with the Company philosophy towards nurturing its human resources, Board of Directors adopted the Nomination and Remuneration Policy of E24 Glamour Limited (hereinafter called as **E24**) for the directors, key managerial personnel and other employees of the Company, duly recommended by Nomination and Remuneration Committee as set out below.

COMPANY PHILOSOPHY

E24 is an equal opportunities employer. The organization does not discriminate on grounds of age, gender, color, race, ethnicity, language, caste, creed, economic or social status or disability. Pay revisions and other benefits are designed in such a way to compensate good performance of the employees of the Company and motivate them to do better in future.

The endeavor of the organization is to acknowledge the contributions of its directors, key managerial personnel and other employees with best compensation and benefits that appropriately reward performance in line with the regulatory and industry best practices.

GUIDING PRINCIPLES

In the formulation of this Policy, the Nomination and Remuneration Committee has also endeavored to ensure the guiding principles as prescribed u/s 178(4) of the Companies Act, 2013 and rules made thereunder, summarized as below:

- a) the level and composition of remuneration is reasonable and sufficient to attract, retain and motivate human resource including directors of the quality required to run the company successfully;

- b) relationship of remuneration to performance is clear and meets appropriate performance benchmarks;
- c) remuneration to directors, key managerial personnel and senior management reflecting short and long term performance objectives appropriate to the working of the company and its goals;
- d) facilitating effective shareholder participation in key Corporate Governance decisions such as the nomination and election of board members;
- e) aligning key executive and board remuneration with the longer term interests of the company and its shareholders;
- f) ensuring a transparent board nomination process with the diversity of thought, experience, knowledge, perspective and gender in the Board.

NOMINATION OF THE DIRECTORS

The Nomination and Remuneration Committee of the Board of Directors is dedicated to ensuring the continuance of a dynamic and forward-thinking Board and recommend to the Board qualified candidates for directorship.

Before recommending a nominee's candidature to the Board for being appointed as a Director, the following criteria set out may be applied as guidelines in considering potential nominees to the Board of Directors.

General Criteria

- The background and qualifications of the Directors considered as a group should provide a significant breadth of experience, knowledge and abilities to assist the Board in fulfilling its responsibilities.

Diversity reflecting gender, ethnic background, country of citizenship and professional experience diverse professional and personal backgrounds.

- Commitment of the nominee to understanding the Company and its industry, embracing the organisation's values to help shape its vision, mission and strategic direction including oversight of risk management and internal control.
- Commitment of the nominee to spending the time necessary to function effectively as a Director, including attending and participating in meetings of the Board and its Committees.

Specific Criteria

- Demonstrated business acumen, experience and ability to use sound judgment and to contribute to the effective oversight of the business and financial affairs of a large, multifaceted, global organisation.
- The nominee reflects the right corporate tone and culture and excels at board-management relationships.
- Experience in strategic planning and managing multidisciplinary responsibilities, the ability to navigate among diverse professional groups and points of view, a track record of communicating effectively in a global environment, and high standards of integrity and professional conduct.
- Nominees understand and endeavor to balance the interests of shareholders and/ or other stakeholders and put the interests of the company or organisation above self-interest. He/ she has demonstrated a commitment to transparency and disclosure.
- He/ she is committed to superior corporate performance, consistently striving to go beyond the legal and/or regulatory governance requirements to enhance, not just protect, shareholder value.
- Nominee contributes to effective governance through superior, constructive relationships with the Executive Directorate and management.

REMUNERATION OF THE DIRECTORS

The Company strives to provide fair compensation to directors, taking into consideration industry benchmarks, Company's performance vis-à-vis the industry, responsibilities shouldered, performance/track record, macroeconomic review on remuneration packages of heads of other organisations.

The remuneration payable to the Directors of the Company shall at all times be determined, in accordance with the provisions of the Companies Act, 2013.

Appointment and Remuneration of Managing Director and Whole-time Director

The terms and conditions of appointment and remuneration payable to a Managing Director and Whole-time Director(s) shall be recommended by the Nomination and Remuneration Committee to the Board for its approval which shall be subject to approval by shareholders at the next general meeting of the Company and by the Central Government in case such appointment is at variance to the conditions specified in Schedule V to the Companies Act, 2013. Approval of the Central Government is not necessary if the appointment is made in accordance with the conditions specified in Schedule V to the Act.

While recommending the remuneration payable to a Managing/ Whole-time Director, the Nomination and Remuneration Committee shall, *inter alia*, have regard to the following matters:

- Financial and operating performance of the Company
- Relationship between remuneration and performance
- Industry/ sector trends for the remuneration paid to executive directorate

Annual Increments to the Managing/ Whole-time Director(s) shall be within the slabs approved by the Shareholders. Increments shall be decided by the Nomination and Remuneration Committee at times it desires to do so but preferably on an annual basis.

Remuneration of Independent Directors

Independent Directors may receive remuneration by way of

- Sitting fees for participation in the Board and other meetings, if approve,
- Reimbursement of expenses for participation in the Board and other meetings
- Commission as approved by the Shareholders of the Company

Independent Directors shall not be entitled to any stock options.

Based on the recommendation of the Nomination and Remuneration Committee, the Board may decide the sitting fee payable to independent directors. However, the Company is not paying any sitting fee to any Independent Director. Provided that the amount of such fees shall not exceed the maximum permissible under the Companies Act, 2013.

Remuneration to Directors in other Capacity

The remuneration payable to the directors including Managing or Whole-time Director or Manager shall be inclusive of the remuneration payable for the services rendered by him in any other capacity except the following:

- (a) the services rendered are of a professional nature; and

(b) in the opinion of the Nomination and Remuneration Committee, the director possesses the requisite qualification for the practice of the profession.

EVALUATION OF THE DIRECTORS

As members of the Board, the performance of the individual Directors as well as the performance of the entire Board and its Committees is required to be formally evaluated annually.

Section 178(2) of the Companies Act, 2013 also mandates the Nomination and Remuneration Committee to carry out evaluation of every director's performance.

NOMINATION AND REMUNERATION OF THE KEY MANAGERIAL PERSONNEL (OTHER THAN MANAGING DIRECTORS/WHOLE TIME DIRECTORS), KEY EXECUTIVES AND SENIOR MANAGERMENTS

The Companies Act, 2013 has for the first time recognized the concept of Key Managerial Personnel. As per section 2(51) "key managerial personnel", in relation to a company, means:

- (i) the Chief Executive Officer or the Managing Director or the Manager;
- (ii) the Whole-time Director;
- (iii) the Chief Financial Officer;
- (iv) the Company Secretary; and
- (v) such other officer as may be prescribed.

Among the KMPs, the remuneration of the CEO or the Managing Director and the Whole-time Director(s), shall be governed by the Section on REMUNERATION OF THE DIRECTORS of this Policy dealing with "Remuneration of Managing Director and Whole-time Director".

Apart from the directors, the remuneration of

- All the Other KMPs such as the company secretary or any other officer that may be prescribed under the statute from time to time; and
- "Senior Management" of the Company defined in the clause 49 of the Listing Agreement with the Stock Exchanges i.e. personnel who are members of its core management team excluding the Board of Directors. Senior executives' one level below the Board shall be determined by the Human Resources Department of the Company.

The remuneration determined for all the above said senior personnel shall be in line with the Company's philosophy to provide fair compensation to key - executive officers based on their performance and contribution to the Company and to provide incentives that attract and retain key executives, instill a long-term commitment to the Company, and develop a pride and sense of Company ownership, all in a manner consistent with shareholders interests.

The break-up of the pay scale and quantum of perquisites including, employer's contribution to P.F., pension scheme, medical expenses, club fees etc. shall be decided by the Company's HR department.

Decisions on Annual Increments of the Senior Personnel shall be decided by the Human Resources Department in consultation with the Managing Director and/ or the Whole-time Director of the Company.

REMUNERATION OF THE EMPLOYEES

Apart from the Directors, KMPs and Senior Management, the remuneration for rest of the employees is determined on the basis of the role and position of the individual employee, including professional experience, responsibility, job complexity and local market conditions.

The Company considers it essential to incentivize the workforce to ensure adequate and reasonable compensation to the staff. The Human Resources Department shall ensure that the level of remuneration motivates and rewards high performers who perform according to set expectations for the individual in question.

The various remuneration components, basic salary, allowances, perquisites etc. may be combined to ensure an appropriate and balanced remuneration package.

The annual increments to the remuneration paid to the employees shall be determined based on the annual appraisal carried out by the HODs of various departments. Decisions on Annual Increments shall be made on the basis of this annual appraisal.

GENERAL

This Policy shall apply to all future employment of Company's Senior Management including Key Managerial Personnel and Board of Directors.

Any or all the provisions of this Policy would be subject to the revision/ amendment in the Companies Act, 2013, related rules and regulations, guidelines and the Listing Agreement on the subject as may be notified from time to time. Any such amendment shall automatically have the effect of amending this Policy without the need of any approval by the Nomination and Remuneration Committee and/or the Board of Directors.

Annexure II

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)

Form for 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 arm's length transaction under third proviso is given below:

1. Details of contracts, arrangements, or transactions not at Arm's length basis:

There were no contracts or arrangements or transactions entered during the year ended March 31, 2024, which were not at arm's length basis.

2. Details of material contracts or arrangements or transactions at Arm's length basis:

Sr. No.	Name of the related party	Nature of relationship	Nature of contracts or arrangements or transaction	Duration of contracts or arrangements or transactions	Salient Terms	Amount (₹ in Lakhs)
1	B.A.G. Films and Media Limited	Holding Company	Leasing/ Carriage Fee/Television Programming	Continuing	As per Related Party Transaction Policy	687.68
2	News24 Broadcast India Limited	Enterprises over which KMP have significant influence	Sale of time space/Content Expenses	Continuing	As per Related Party Transaction Policy	605.72
3	B.A.G. Convergence Private Limited	Enterprises over which Member/Director have significant influence	Sale of Time	Continuing	As per Related Party Transaction Policy	250.22
4	B.A.G Live Entertainment Limited	Enterprises over which Member/Director have significant influence	Sale of time space/Content Expenses	Continuing	As per Related Party Transaction Policy	1,213.32

For and on behalf of the Board of Director
E24 Glamour Limited

Sd/-

Anuradha Prasad Shukla
Chairperson

DIN: 00010716

Date: May 29, 2024
Place: Noida



Balika Sharma And Associates
Company Secretaries

*Address : Flat No. 211 pocket A / 3,
Sector-7, Rohini, New Delhi,
Pin Code -110085
Mobile : 9811387946
E-mail Id: balikasharma@gmail.com*

ANNEXURE III
Form No. MR-3
SECRETARIAL AUDIT REPORT
FOR THE FINANCIAL YEAR ENDED MARCH 31, 2024
*[Pursuant to section 204(1) of the Companies Act, 2013 and Rule No.9
of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014]*

To,
The Members,
E24 Glamour Limited
352, Aggarwal Plaza, Plot No-8, Kondli,
New Delhi-110096

We have conducted the Secretarial Audit of the compliance of applicable statutory provisions and the adherence to good corporate practices by **E24 Glamour Limited [CIN: U92419DL2007PLC160548]** (hereinafter called “the Company”). Secretarial Audit was conducted in a manner that provided us a reasonable basis for evaluating the corporate conducts/statutory compliances and expressing our opinion thereon.

Based on our verification of the Company’s 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, we hereby report that in our opinion, the company has, during the audit period covering the financial year commencing from April 1st, 2023 and ended on March 31st, 2024 (“Audit Period”) 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:

We have examined the books, papers, minute books, forms and returns filed and other records maintained by the Company for the financial year ended March 31, 2024 according to the provisions of:

- 1) The Companies Act, 2013 (the Act) and the rules made thereunder to the extent notified and came into force;
- 2) The Securities Contracts (Regulation) Act, 1956 (“SCRA”) and the rules made there under;
- 3) The Depositories Act, 1996 and the Regulations and Bye-laws framed thereunder;
- 4) Foreign Exchange Management Act, 1999 (FEMA) & the Rules and Regulations made thereunder to the extent of Foreign Direct Investment, Overseas Direct Investment and External Commercial Borrowings;
- 5) The Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI Listing Regulations”);

GST No. : 07AMAPS 9564 KJZE

Membership No. 4816, C. P. No. 3222



Balika Sharma And Associates *Company Secretaries*

*Address : Flat No. 211 pocket A / 3,
Sector-7, Rohini, New Delhi,
Pin Code -110085
Mobile : 9811387946
E-mail Id: balikasharma@gmail.com*

- 6) Laws specifically applicable to the industry to which the Company belongs, as identified and compliance whereof as confirmed by the management, that is to say:
- a. The Policy Guidelines for Uplinking of Television Channels issued by the Ministry of Information & Broadcasting;
 - b. The Policy Guidelines for Downlinking of Television Channels issued by the Ministry of Information & Broadcasting;
 - c. The Cable Television Network (Regulations) Act, 1995 and rules, regulations made thereunder;
 - d. The Cable Television Network Rules, 1994 read with Amendments;
 - e. The Telecommunication (Broadcasting and Cable Services) Interconnection (Addressable Systems) Regulations, 2012;
 - f. The Telecom Regulatory Authority of India Act, 1997 read with Standards of Quality of Service (Duration of Advertisements in Television Channels) Regulations 2012;
 - g. The Standard of Quality of Service (Duration of Advertisements in Television Channels) (Amendment) Regulations, 2013 issued by Telecom Regulatory Authority of India;
 - h. The Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021.
 - i. The DTH Guidelines regulated by the Telecom Regulatory Authority of India (TRAI);
 - j. The Policy Guidelines and regulations issued by the Ministry of Information and Broadcasting (To the extent applicable to the Company)

We report that during the Audit Period under review, the Company has complied with the provisions of the Act, Rules, Regulations, Guidelines etc. mentioned above.

We further report that

The Board of Directors of the Company is duly constituted with proper balance of Executive Directors, Non-Executive Directors and 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 in compliance with the applicable provisions of the Act and a system exists for seeking and obtaining further information and clarifications on the agenda items before the meeting and for meaningful participation at the meeting.



Balika Sharma And Associates Company Secretaries

*Address : Flat No. 211 pocket A / 3,
Sector-7, Rohini, New Delhi,
Pin Code -110085
Mobile : 9811387946
E-mail Id: balikasharma@gmail.com*

Majority decisions were carried out with unanimous consent and therefore no dissenting views were captured and recorded as part of the minutes

We further report that 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 as stated above.

We further report that during the audit period, there were no instances of:

- (i) Redemption / buy-back of securities.
- (ii) Merger / amalgamation / reconstruction etc.
- (iii) Foreign technical collaborations.

We further report that during the Audit Period, no special resolution has been passed.

**For Balika Sharma & Associates
Company Secretaries**

Place: Noida
Date: May 29, 2024

Sd/-
Balika Sharma
Proprietor
FCS No: 4816
C P No: 3222
UDIN: F004816F000477673

This report is to be read with our letter of even date, which is annexed as **Annexure 1** and forms an integral part of this report.



Balika Sharma And Associates Company Secretaries

*Address : Flat No. 211 pocket A / 3,
Sector-7, Rohini, New Delhi,
Pin Code -110085
Mobile : 9811387946
E-mail Id: balikasharma@gmail.com*

Annexure 1

To,
The Members,
E24 Glamour Limited
352, Aggarwal Plaza, Plot No-8, Kondli,
New Delhi-110096

Our report of even date is to be read along with this letter:

1. Management of Secretarial record is the responsibility of the management of the Company. Our responsibility is to express an opinion on these secretarial records based on our audit.
2. We have followed the audit practices and processes as were appropriate to obtain reasonable assurance about the correctness of the contents of the Secretarial Records. The verification was done on test basis to ensure that correct facts are reflected in secretarial records. We believe that the processes and practices we followed provide a reasonable basis for our opinion.
3. We have not verified the correctness and appropriateness of financial records and Books of Accounts of the Company.
4. Wherever required, we have obtained the Management representation about the compliance of laws, rules and regulations & happening of events etc.
5. The compliance of the provisions of Corporate and other applicable laws, rules, regulations, standards is the responsibility of management. Our examination was limited to the verification of procedure on test basis.
6. The Secretarial Audit Report is neither an assurance as to the future viability of the Company nor the efficacy or effectiveness with which the management has conducted the affairs of the Company.

**For Balika Sharma & Associates
Company Secretaries**

Place: Noida
Date: May 29, 2024

Sd/-
Balika Sharma
Proprietor
FCS No: 4816
C P No: 3222
UDIN: F004816F000477673

INDEPENDENT AUDITOR'S REPORT

**To The Members of
E24 Glamour Limited,**

Report on the audit of the Standalone Financial Statements

Opinion

We have audited the accompanying standalone financial statements of E24 Glamour Limited (the Company), which comprise the Balance Sheet as at 31 March 2024, the Statement of Profit and Loss (including Other Comprehensive Income), the Statement of Cash Flow and the Statement of Changes in Equity for the year then ended, and notes to be the standalone financial statements, including a summary of significant accounting policies and other explanatory information.

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid standalone financial statements give the information required by the Companies Act, 2013 ("Act") in the manner so required and give a true and fair view in conformity Indian Accounting Standards prescribed under section 133 of the Act read with the 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 31 March 2024, and profit and other comprehensive income, changes in equity and its cash flows for the year ended on that date.

Basis for Opinion

We conducted our audit of the standalone financial statements in accordance with the Standards on Auditing (SA) specified under Section 143 (10) of the Act (SAs). Our responsibilities under those Standards are further described in the Auditor's Responsibilities for the Audit of the Standalone Financial Statements section of our report. We are independent of the Company in accordance with the Code of Ethics issued by the Institute of Chartered Accountants of India together with the 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 Code of Ethics. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Key Audit Matters

Key audit matters are those matters that, in our professional judgment, were of most significance in our audit of the standalone financial statements of the current period. These matters were addressed in the context of our audit of the standalone 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 matters described below to be the key audit matters to be communicated in our report.

Revenue recognition

The key audit matter

The standalone financial statements, revenue is measured net of any trade discounts and volume rebates. Material estimation by the Company is involved in recognition and measurement of rebates and discounts. This includes establishing an accrual at year end, particularly in arrangements with varying terms which are based on annual contracts or shorter-term arrangements. In addition, the value and timing of promotions for products varies from period to period, and the activity can span beyond the year end.

We identified the evaluation of accrual for rebates and discounts as a key audit matter.

How the matter was addressed in our audit

Our audit procedures included:

- Understanding the process followed by the Company to determine the amount of accrual for discounts and rebates.
- Evaluating the design, implementation and operating effectiveness of Company's general IT controls, key manual and application controls over the Company's IT systems. They cover control over computation of discounts and rebates and rebate and discount accruals;
- Inspecting on a sample basis, key customer contracts. Based on the terms and conditions relating to rebates and discounts, we assessed the Company's revenue recognition policies with reference to the requirements of the applicable accounting standards;
- Performing substantive testing by selecting samples of rebate and discount transactions recorded during the year and matching the parameters used in the computation with the relevant source documents;
- Examining historical rebate accrual together with our understanding of current year developments to form an expectation of the rebate accrual at period end. We compared this expectation against the actual rebate accrual, completing further inquiries and obtaining underlying documentation, on a sample basis, as appropriate. Further, we also performed retrospective review to evaluate the precision with which management makes estimates.
- Checking completeness and accuracy of the data used by the Company for accrual of rebates and discounts.
- Testing actualisation of estimated accruals on a sample basis
- Testing a selection of rebate accruals recorded after 31 March 2024 and assessing whether the accrual is recorded in the correct period
- Testing a selection of payments made after 31 March 2024 and where relevant, comparing the payment to the related rebate accrual
- Critically assessing manual journal entries posted to revenue, on a sample basis, to identify unusual items and examining the underlying documentation.

Provisions and contingent liabilities relating to taxation, litigations and claims

The key audit matter

The provisions and contingent liabilities relate to ongoing litigations and claims with various authorities and third parties. These relate to direct tax, indirect tax, transfer pricing arrangements, claims, general legal proceedings, environmental issues and other eventualities arising in the regular course of business.

As at the year ended 31 March 2024, the amounts involved are significant. The computation of a provision or contingent liability requires significant judgement by the Company because of the inherent complexity in estimating future costs. The amount recognised as a provision is the best estimate of the expenditure. The provisions and contingent liabilities are subject to changes in the outcomes of litigations and claims and the positions taken by the Company. It involves significant judgement and estimation to determine the likelihood and timing of the cash outflows and interpretations of the legal aspects, tax legislations and judgements previously made by authorities.

How the matter was addressed in our audit

Our audit procedures included:

- Understanding the process followed by the Company for assessment and determination of the amount of provisions and contingent liabilities relating to taxation, litigations and claims.
- Evaluating the design, implementation and operating effectiveness of key internal controls around the recognition and measurement of provisions and re-assessment of development of contingent liabilities;
- Involving our tax professionals with specialised skills and knowledge to assist in the assessment of the value of significant provisions and contingent liabilities relating to taxation matter, on sample basis, in light of the nature of the exposures, applicable regulations and related correspondence with the authorities;
- Inquiring the status in respect of significant provisions and contingent liabilities with the Company's internal tax and legal team. We challenged the assumptions and critical judgements made by the Company which impacted the computation of the provisions and inspected the computation.
- Assessing the assumptions used and estimates of outcome and financial effect. We considered judgement of the Company, supplemented by experience of similar decisions previously made by the authorities and, in some cases, relevant opinions given by the Company's advisors;
- Evaluating judgements made by the Company by comparing the estimates of prior year to the actual outcome;
- Evaluating the Company's disclosures in the financial statements in respect of provisions and contingent liabilities.

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

The Company's management and Board of Directors are responsible for 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 consolidated financial statements, standalone financial statements and our auditor's report thereon.

Our opinion on the standalone 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 standalone financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the standalone financial statements or our knowledge obtained in the 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.

Management's and Board of Directors' Responsibility for the Standalone Financial Statements

The Company's management and Board of Directors are responsible for the matters stated in Section 134(5) of the Act with respect to the preparation of these standalone financial statements that give a true and fair view of the state of affairs, profit / loss (including other comprehensive income), changes in equity and cash flows of the Company in accordance with the accounting principles generally accepted in India, including the Indian Accounting Standards (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 of the assets of the Company and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and design, implementation and maintenance of adequate internal financial controls that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the standalone financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the standalone financial statements, management and 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 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 also responsible for overseeing the Company's financial reporting process.

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

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

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 standalone financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal 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 on whether the company has adequate internal financial controls with reference to standalone 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 management and Board of Directors.

- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the standalone financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditors' 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 standalone financial statements, including the disclosures, and whether the standalone financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

Materiality is the magnitude of misstatements in the standalone financial statements that, individually or in aggregate, makes it probable that the economic decisions of a reasonably knowledgeable user of the standalone 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 standalone 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 standalone financial statements of the current period and are therefore the key audit matters. We describe these matters in our auditors' 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 Act, 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, to the extent applicable, 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 purpose of our audit;
 - (b) In our opinion, proper books of account as required by law have been kept by the Company so far as it appears from our examination of those books;
 - (c) The standalone balance sheet, the statement of profit and loss including other comprehensive income, the standalone statement of changes in equity and the standalone statement of cash flows dealt with by this Report are in agreement with the books of account.
 - (d) In our opinion, the aforesaid standalone financial statements comply with the Indian Accounting Standards prescribed under Section 133 of the Act.
 - (e) On the basis of the written representations received from the directors as on 31 March 2024, and taken on record by the Board of Directors, none of the directors is disqualified as on 31 March 2024, 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 with reference to financial statements of the Company and the operating effectiveness of such controls, refer to our separate Report in "Annexure B". Our

report expresses an unmodified opinion on the adequacy and operating effectiveness of the Company's internal financial controls over financial reporting".

- (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 remuneration paid by the Company to its directors during the year is in accordance with the provisions of section 197 of 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 does not have any pending litigations which would impact its financial position;
 - ii. The Company did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses.
 - iii. There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Company.
 - iv. (a) The Management has represented that, to the best of its knowledge and belief, no funds (which are material either individually or in the aggregate) have been advanced or loaned or invested (either from borrowed funds or share premium or any other sources or kind of funds) by the Company to or in any other person or entity, including foreign entity ("Intermediaries"), with the understanding, whether recorded in writing or otherwise, that the Intermediary shall, whether, directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Company ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries;

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

(c) Based on the audit procedures that have been considered reasonable and appropriate in the circumstances, nothing has come to our notice that has caused us to believe that the representations under sub-clause (i) and (ii) of Rule 11(e), as provided under (a) and (b) above, contain any material misstatement.
 - v. The Company has not declared or paid any dividend during the year and has not proposed final dividend for the year.
 - vi. Based on our examination, which included test checks, the Company has used accounting softwares for maintaining its books of account for the financial year ended March 31, 2024 which has a feature of recording audit trail (edit log) facility and the same has operated throughout the year for all relevant transactions recorded in the softwares. Further, during the course of our audit we did not come across any instance of the audit trail feature being tampered with. As proviso to Rule 3(1) of the Companies (Accounts) Rules, 2014 is applicable from April 1, 2023, reporting under Rule 11(g) of the Companies (Audit and Auditors) Rules, 2014 on preservation of audit trail as per the statutory requirements for record retention is not applicable for the financial year ended March 31, 2024.

For Joy Mukherjee & Associates
Chartered Accountants
ICAI Firm Registration Number. 006792C

Sd/-
CA J. Mukherjee
Partner

Membership Number.074602
UDIN: 24074602BKCIYJ3377

Place: Noida
Dated: May 29, 2024

Annexure A
to the Independent Auditors' Report

(Referred to in paragraph 1 under 'Report on Other Legal and Regulatory Requirements' section of our report of E24 Glamour Limited of even date)

To the best of our information and according to the explanations provided to us by the Company and the books of account and records examined by us in the normal course of audit, we state that:

- i. In respect of the Company's Property, Plant and Equipment:
 - (a) (A) The Company has maintained proper records showing full particulars, including quantitative details and situation of Property, Plant and Equipment and relevant details of right-of-use assets.

(B) The company is not having any intangible asset. Therefore, the provisions of Clause (i)(a)(B) of paragraph 3 of the order are not applicable to the company.
 - (b) The Company has a regular programme of physical verification of Property, Plant and Equipment and right-of-use assets which, in our opinion, is reasonable having regard to the size of the Company and the nature of its assets. Pursuant to the program, Property, Plant and Equipment were physically verified by the management during the year. According to the information and explanations given to us, no material discrepancies were noticed on such verification.
 - (c) The Company does not have any immovable properties taken on lease that are disclosed as fixed asset in the standalone financial statements.
 - (d) The Company has not revalued any of its Property, Plant and Equipment (including right-of-use assets) and intangible assets during the year.
 - (e) No proceedings have been initiated during the year or are pending against the Company as at March 31, 2024 for holding any benami property under the Benami Transactions (Prohibition) Act, 1988 (as amended in 2016) and rules made thereunder.
- ii. (a) The inventory has been physically verified by the management during the year. In our opinion, the frequency of such verification is reasonable and procedures and coverage as followed by management were appropriate. No discrepancies were noticed on verification between the physical stocks and the book records for each class of inventory.

(b) According to the information and explanations given to us and on the basis of our examination of the records of the Company, the Company has been sanctioned working capital limits in excess of five crore rupees, in aggregate, from banks on the basis of security of current assets. In our opinion, the quarterly returns or statements filed by the Company with such banks are in agreement with the books of account of the Company.
- iii. The Company has not made any investment, provided guarantee or security or granted any loans, secured or unsecured, to companies, firms, Limited Liability Partnerships or other parties during the year covered in the register maintained under section 189 of Act. Accordingly, the provisions of clause 3(iii)(a), (b) and (c) of the Order are not applicable to the Company and hence not commented upon.
- iv. The Company has not made any investment, given any loan, guarantee, or security which attracts compliance of section 185 and 186 of Companies act. Accordingly, Clause 3(iv) of the Order is not applicable to the Company.
- v. The Company has not accepted any deposit or amounts which are deemed to be deposits. Hence, reporting under clause 3(v) of the Order is not applicable.
- vi. The maintenance of cost records has not been specified by the Central Government under sub-section (1) of section 148 of the Companies Act, 2013 for the business activities carried out by the Company. Hence, reporting under clause (vi) of the Order is not applicable to the Company.
- vii. (a) According to the information and explanations given to us and the records of the Company examined by us, in our opinion, the Company is regular in depositing the undisputed statutory dues, including goods and services tax, provident fund, employees' state insurance, income tax, duty of customs, cess, and other material statutory dues, as applicable, with the appropriate authorities.

- (b) As of the year-end, according to the records of the Company and information and explanations given to us, there are no disputed statutory dues outstanding on the company.
- viii. There were no transactions relating to previously unrecorded income that have been surrendered or disclosed as income during the year in the tax assessments under the Income Tax Act, 1961 (43 of 1961).
- ix. (a) The Company has not made any default in the repayment of loans to banks, government, debenture-holders, etc.
- (b) The Company has not been declared wilful defaulter by any bank or financial institution or government or any government authority.
- (c) The Company has not used the term loan for the object for which they were obtained; in case they have not been, the loan funds diverted and disclosure of the end use of such loans.
- (d) On an overall examination of the financial statements of the Company, funds raised on short-term basis have, prima facie, not been used during the year for long-term purposes by the Company.
- (e) On an overall examination of the financial statements of the Company, the Company has not taken any funds from any entity or person on account of or to meet the obligations of its subsidiaries or associates as defined under the Act. The Company does not hold any investment in any joint venture (as defined under the Act) during the year ended 31 March 2024.
- (f) The Company has not raised any loans during the year on the pledge of securities held in its subsidiaries or associate companies (as defined under the Act). The Company does not hold any investment in any joint venture (as defined under the Act) during the year ended 31 March 2024.
- x. (a) The Company has not raised moneys by way of initial public offer or further public offer (including debt instruments) during the year and hence reporting under clause 3(x)(a) of the Order is not applicable.
- (b) The Company has made any preferential allotment during the year, the requirements of section 42 and section 62 of the Companies Act, 2013 have been complied with and the funds raised have been used for the purposes for which the funds were raised.
- xi. (a) Considering the principles of materiality as outlined in the Standards on Auditing, we report that no fraud by the Company and no material fraud on the Company has been noticed or reported during the year.
- (b) No report under sub-section (12) of section 143 of the Companies Act has been filed in Form ADT-4 as prescribed under rule 13 of Companies (Audit and Auditors) Rules, 2014 with the Central Government, during the year and upto the date of this report.
- (c) No whistle blower complaint received by the Company during the year (and upto the date of this report), while determining the nature, timing and extent of our audit procedures.
- xii. The Company is not a Nidhi Company and hence reporting under clause (xii) of the Order is not applicable.
- xiii. In our opinion, the Company is in compliance with Section 177 and 188 of the Companies Act, 2013 with respect to applicable transactions with the related parties and the details of related party transactions have been disclosed in the standalone financial statements as required by the applicable accounting standards.
- xiv. (a) In our opinion the Company has an adequate internal audit system commensurate with the size and the nature of its business.
- (b) We have considered, the internal audit reports for the year under audit, issued to the Company during the year and till date, in determining the nature, timing and extent of our audit procedures
- xv. In our opinion during the year the Company has not entered into any non-cash transactions with its Directors or persons connected with its directors. and hence provisions of section 192 of the Companies Act, 2013 are not applicable to the Company.

- xvi. (a) In our opinion, the Company is not required to be registered under section 45-IA of the Reserve Bank of India Act, 1934. Hence, reporting under clause 3(xvi)(a), (b) and (c) of the Order is not applicable.
- (b) The Company has not conducted non-banking financial / housing finance activities during the year. Accordingly, the reporting under clause 3(xvi)(b) of the Order is not applicable to the Company.
- (c) In our opinion, there is no core investment company within the Group (as defined in the Core Investment Companies (Reserve Bank) Directions, 2016) and accordingly reporting under clause 3(xvi)(d) of the Order is not applicable.
- (d) Based on the information and explanations provided by the management of the Company, the Company does not have any CICs, which are part of the Company. We have not, however, separately evaluated whether the information provided by the management is accurate and complete. Accordingly, the reporting under clause 3(xvi)(d) of the Order is not applicable to the Company.
- xvii. The Company has not incurred cash losses during the financial year covered by our audit and the immediately preceding financial year.
- xviii. There The auditor has taken into consideration the issues, objections or concerns raised by the outgoing auditors.
- xix. On the basis of the financial ratios, ageing and expected dates of realisation of financial assets and payment of financial liabilities, other information accompanying the financial statements and our knowledge of the Board of Directors and Management plans and based on our examination of the evidence supporting the assumptions, nothing has come to our attention, which causes us to believe that any material uncertainty exists as on the date of the audit report indicating that Company is not capable of meeting its liabilities existing at the date of balance sheet as and when they fall due within a period of one year from the balance sheet date. We, however, state that this is not an assurance as to the future viability of the Company. We further state that our reporting is based on the facts up to the date of the audit report and we neither give any guarantee nor any assurance that all liabilities falling due within a period of one year from the balance sheet date, will get discharged by the Company as and when they fall due.
- xx. There is no liability of the company under the provisions of section 135 of the Companies Act, relating to Corporate Social Responsibility. Therefore, the provisions of Clause (xx) of paragraph 3 of the order are not applicable to the Company.

For Joy Mukherjee & Associates
Chartered Accountants
ICAI Firm Registration Number. 006792C

Sd/-
CA J. Mukherjee
Partner

Membership Number.074602
UDIN: 24074602BKCIYJ3377

Place: Noida
Dated: May 29, 2024

Annexure "B" to the Independent Auditor's report

(Referred to in paragraph 2 (f) under 'Report on Other Legal and Regulatory Requirements' section of our report to the E24 Glamour Limited of even date)

Report on the Internal Financial Controls Over Financial Reporting 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 E24 Glamour Limited ('the Company') as of March 31, 2024 in conjunction with our audit of the standalone financial statements of the Company for the year ended on that date.

Management's Responsibility for Internal Financial Controls

The Company's management and the Board of Directors are responsible for establishing and maintaining internal financial controls based on the internal controls with reference to financial statements criteria established by the Company considering the essential components of internal controls stated in the Guidance Note on Audit of Internal Financial Controls over Financial Reporting (the "Guidance note") 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 (hereinafter referred to as "the Act").

Auditors' 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 Standards on Auditing, issued by the Institute of Chartered Accountants of India (ICAI) and deemed to be prescribed under Section 143(10) of the Act, to the extent applicable to an audit of Internal Financial Controls Over Financials Reporting(IFCOFR) and the Guidance Note on Audit of Internal Financial Control Over Financial Reporting (the "Guidance Note") issued by the ICAI. Those Standards and the Guidance Note require that we comply with the 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 auditors' judgment, including the assessment of the risks of material misstatement of the standalone 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 with reference to financial statements.

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 with reference to financial statements, 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 with reference to financial statements to future periods are subject to the risk that the internal financial controls with reference to financial statements 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 control system with reference to financial statements and such internal financial controls were operating effectively as at 31 March 2024, based on the internal financial controls with reference to financial statements criteria established by the Company considering the essential components of internal controls stated in the Guidance Note on Audit of Internal Financial Controls over Financial Reporting issued by the Institute of Chartered Accountants of India (the "Guidance note").

For Joy Mukherjee & Associates
Chartered Accountants
ICAI Firm Registration Number. 006792C

Place: Noida
Dated: May 29, 2024

Sd/-
CA J. Mukherjee
Partner
Membership Number.074602
UDIN: 24074602BKCIYJ3377

E24 GLAMOUR LIMITED**BALANCE SHEET**

As at March 31, 2024

(₹ in Lakhs)

Particulars	Notes No.	As at March 31,2024	As at March 31,2023
ASSETS			
Non-current assets			
Property, plant and equipment	3	74.94	97.76
Investment in subsidiaries	4	-	589.95
Financial assets			
Investments	4	11,240.97	11,240.97
		11,315.91	11,928.68
Current assets			
Inventories	5	1,700.52	859.71
Financial assets			
Trade receivables	6	808.91	941.98
Cash and cash equivalents	7	337.34	59.80
Other financial assets	8	343.13	1,446.32
Other current assets	9	190.18	167.47
		3,380.08	3,475.28
Total		14,695.99	15,403.96
EQUITY AND LIABILITIES			
Equity			
Equity share capital	10	2,777.70	2,777.70
Other equity	11	8,917.58	8,855.94
		11,695.28	11,633.64
Non-current liabilities			
Financial liabilities			
Other financial liabilities	12	1,711.22	1,711.22
Provisions	13	14.84	14.30
Deferred tax liabilities (net)	14	16.22	11.47
		1,742.28	1,736.99
Current liabilities			
Financial liabilities			
Trade payables			
Total outstanding dues of micro enterprises and small enterprises		-	-
Total outstanding dues of creditors other than micro enterprises and small enterprises	15	149.56	189.41
Other financial liabilities	16	744.05	1,349.25
Other current liabilities	17	364.82	494.67
		1,258.43	2,033.33
		14,695.99	15,403.96

The above Balance Sheet should be read in conjunction with the accompanying notes

As per our report of even date

For and on behalf of Board of Directors

For Joy Mukherjee & Associates
Chartered Accountants
Firm Registration Number: 006792C

Sd/-
Anuradha Prasad Shukla
Director
DIN: 00010716

Sd/-
Sudhir Shukla
Director
DIN: 01567595

Sd/-
CA J. Mukherjee

Sd/-

Sd/-

Partner
Membership Number: 074602
Place: Noida
Date: May 29, 2024

Subodh Kumar
Chief Financial Officer

Pinki Pilani
Company Secretary

Statement of Profit and Loss

(₹ in Lakhs)

Particulars	Note No.	Year ended March 31, 2024	Year ended March 31, 2023
Revenue from operations	18	1,931.30	1,899.41
Other income	19	1.91	7.21
Total Income		1,933.21	1,906.62
Expenses			
Changes in inventories of finished goods, work-in-progress and traded goods	20	(840.81)	(275.13)
Employee benefits expense	21	138.15	155.18
Finance costs	22	241.55	163.98
Depreciation and amortisation expense	23	22.82	30.94
Other expenses	24	2,303.44	1,820.74
Total Expenses		1,865.15	1,895.71
Profit before tax		68.06	10.91
Tax expense			
Deferred tax		4.75	5.97
Total tax expense		4.75	5.97
Profit for the year		63.31	4.94
Other comprehensive income			
Items that will not be reclassified to profit or loss			
Actuarial gains/losses of defined benefit plans		(1.68)	(1.04)
Other comprehensive income for the year (net of tax)		(1.68)	(1.04)
Total comprehensive income for the year		61.63	3.90
Nominal value per share Rs. 10/- each			
Earnings per equity share			
Basic earnings from operations attributable to share holders		0.22	0.01
Diluted earnings from operations attributable to share holders		0.14	0.01
Basis of preparation, measurement and significant accounting policies			

The above Statement of Profit and Loss should be read in conjunction with the accompanying notes.

As per our report of even date

For and on behalf of Board of Directors

For Joy Mukherjee & Associates
Chartered Accountants
Firm Registration Number: 006792C

Sd/-
Anuradha Prasad Shukla
Director
DIN: 00010716

Sd/-
Sudhir Shukla
Director
DIN: 01567595

Sd/-
CA J. Mukherjee
Partner
Membership Number: 074602

Sd/-
Subodh Kumar
Chief Financial Officer

Sd/-
Pinki Pilani
Company Secretary

Place: Noida
Date: May 29, 2024

CASH FLOW STATEMENT

For the Year ended March 31, 2024

(₹ in Lakhs)

Particulars	For the Year ended March 31, 2024	For the Year ended March 31, 2023
A. CASH FLOWS FROM OPERATING ACTIVITIES:		
Net Profit / (Loss) before extraordinary items and tax	66.38	9.87
Adjustments for:		
Depreciation and amortisation	22.82	30.94
Finance costs	241.55	163.98
Interest income	(1.80)	(6.44)
Liabilities / provisions no longer required written back	566.73	0.19
	829.30	188.67
Cash generated from operations before working capital changes		
Changes in working capital:		
Adjustments for (increase) / decrease in operating assets:		
(Increase)/ Decrease in Inventories	(840.81)	(275.13)
(Increase)/ Decrease in Trade receivables	133.07	(99.57)
(Increase)/ Decrease in other financial assets	1,103.19	(776.20)
(Increase)/ Decrease in other current assets	(22.70)	(13.84)
Adjustments for increase / (decrease) in operating liabilities:		
(Increase)/ Decrease in Trade payables	(606.58)	(8.38)
(Increase)/ Decrease in other current liabilities	(129.85)	(74.73)
(Increase)/ Decrease in provisions	0.54	0.28
	(363.14)	(1,247.57)
Cash generated from operations	532.54	(1,049.03)
Net cash flow from / (used in) operating activities (A)	532.54	(1,049.03)
B. CASH FLOWS FROM INVESTING ACTIVITIES:		
Purchase of long-term investments		
- Others	589.95	-
Interest received		
- Others	1.80	6.44
	591.75	6.44
Net cash flows used in investing activities - [B]	591.75	6.44
C. CASH FLOW FROM FINANCING ACTIVITIES:		
Repayment of long-term borrowings	-	(137.74)
(Increase)/ Decrease in other current financial liabilities	(605.20)	(227.91)
Finance cost	(241.55)	(163.98)
	(846.75)	(529.63)
Net cash flows used in financing activities - [C]	(846.75)	(529.63)
Net increase / (decrease) in Cash and cash equivalents- [A+B+C]	277.54	(1,572.22)
Cash and cash equivalents at the beginning of the year	59.80	1,632.02
Cash and cash equivalents at the end of the year (refer note 8)	337.34	59.80

Note: The above Cash Flows Statement has been prepared under the 'Indirect Method' as set out in Ind AS 7, 'Cash Flows Statement'.

The above Cash flows statement should be read in conjunction with the accompanying notes

As per our report of even dated

s For and on behalf of Board of Directors

For Joy Mukherjee & Associates
Chartered Accountants
Firm Registration Number: 006792C

Sd/-
Anuradha Prasad Shukla
Director
DIN: 00010716

Sd/-
Sudhir Shukla
Director
DIN: 01567595

Sd/-
CA J. Mukherjee
Partner
Membership Number: 074602
Place: Noida
Date: May 29, 2024

Sd/-
Subodh Kumar
Chief Financial Officer

Sd/-
Pinki Pilani
Company Secretary

STATEMENT OF CHANGES IN EQUITY

For the year ended March 31, 2024

A. Equity Share Capital		(₹ in Lakhs)
Particulars	Note No.	Balance
At the beginning of the year		2,696.89
Changes in equity share capital during the year		80.81
At the end of the year	10	<u>2,777.70</u>

B. Other Equity

Particulars	Note No.	Reserves and surplus				Items of Other Comprehensive Income (OCI)	Total other equity
		Securities		Retained earnings	Remeasurements of net defined benefit plans		
		Premium Reserves	Capital Reserves				
Balance as at 1 April 2022	11	13,034.38	800.00	(5,689.28)	(12.25)	8,132.85	
Profit for the year		-	-	4.94		4.94	
Other comprehensive income (net of tax)		-	-	-	(1.04)	(1.04)	
Total comprehensive income for the year ended 31 March 2023		-	-	4.94	(1.04)	3.90	
Transactions with owners in their capacity as owners							
Premium on shares issued during the year		719.19				719.19	
Transfer from Retained earnings to General reserve							
Balance as at 31 March 2023		<u>13,753.57</u>	<u>800.00</u>	<u>(5,684.34)</u>	<u>(13.29)</u>	<u>8,855.94</u>	
Profit for the year		-	-	63.31		63.31	
Other comprehensive income (net of tax)		-	-	-	(1.68)	(1.68)	
Total comprehensive income for the year ended 31 March 2024		-	-	63.31	(1.68)	61.63	
Transactions with owners in their capacity as owners							
Transfer from Retained earnings to General reserve		-	-	-	-	-	
Balance as at 31 March 2024	12	<u>13,753.57</u>	<u>800.00</u>	<u>(5,621.03)</u>	<u>(14.96)</u>	<u>8,917.58</u>	

The accompanying notes are an integral part of the financial statements

As per our report of even date

For and on behalf of Board of Directors

Sd/-
For Joy Mukherjee & Associates
Chartered Accountants
Firm Registration Number: 006792C

Sd/-
Anuradha Prasad Shukla
Director
'DIN: 00010716

Sd/-
Sudhir Shukla
Director
DIN: 01567595

Sd/-
CA J. Mukherjee
Partner
Membership Number: 074602

Sd/-
Subodh Kumar
Chief Financial Officer

Sd/-
Pinki Pilani
Company Secretary

Place: Noida
Date: May 29, 2024

3. PROPERTY, PLANT AND EQUIPMENT

(₹ in Lakhs)

Description of Assets	Plant & Equipment	Computers & Peripherals	Furnitures & Fixtures	Office Equipments	Total
Gross Block					
Balance as at 1st April, 2022	1,400.04	634.32	29.65	61.08	2,125.09
Additions	-	5.13	-	-	5.13
Disposal	-	-	-	-	-
Balance as at 31st March, 2023	1,400.04	639.45	29.65	61.08	2,130.22
Additions	-	-	-	-	-
Disposal	-	-	-	-	-
Balance as at 31st March, 2024	1,400.04	639.45	29.65	61.08	2,130.22
Accumulated Depreciation					
Balance as at 1st April, 2022	1,276.27	635.10	29.64	60.50	2,001.51
Additions	27.93	2.75	-	0.26	30.94
Disposal	-	-	-	-	-
Balance as at 31st March, 2023	1,304.20	637.86	29.64	60.76	2,032.46
Additions	21.64	1.01	-	0.17	22.82
Disposal	-	-	-	-	-
Balance as at 31st March, 2024	1,325.84	638.87	29.64	60.92	2,055.28
Net Block					
Balance as at 31st March, 2024	74.19	0.58	0.01	0.15	74.94
Balance as at 31st March, 2023	95.84	1.59	0.01	0.32	97.76

10. EQUITY SHARE CAPITAL

(₹ in Lakhs)

Particulars	As at	As at
	March 31, 2024	March 31, 2023
Equity Share Capital		
Authorised Share Capital		
30,000,000 (31st March, 2023: 30,000,000) equity shares of Rs 10/- each	3,000.00	3,000.00
Issued, subscribed and fully paid share capital		
27,776,992 (31st March, 2023: 26,968,912) equity shares of Rs 10/- each	2,777.70	2,777.70
Total	2,777.70	2,777.70

(i) The reconciliation of the number of shares outstanding is set out below:

Particulars	As at March 31, 2024		As at March 31, 2023	
	Number of equity shares	(₹ in Lakhs)	Number of equity shares	(₹ in Lakhs)
Equity share with Voting Rights				
Equity shares outstanding at the beginning of the year	27,776,992	2,777.70	26,968,912	2,696.89
Add: Issue of Equity Shares during the year	-	-	808,080	80.81
Equity shares outstanding at the end of the year	27,776,992	2,777.70	27,776,992	2,777.70

(ii) Details of shareholders holding more than 5% shares in the Company is set out below (representing legal and beneficial ownership):

Name of Shareholders	As at March 31, 2024		As at March 31, 2023	
	No. of Shares	% held	No. of Shares	% held
B.A.G. Films and Media Limited	18,671,703	67.22	18,671,703	67.22
Sameer Gehlaut	2,571,428	9.54	2,571,428	9.54
High Growth Distributors Pvt Ltd.	2,571,428	9.54	2,571,428	9.54

(iii) Details of shareholdings by the Promoter's of the Company

Name of Shareholders	As at March 31, 2023		As at March 31, 2022		% change during the year
	No. of Shares	% held	No. of Shares	% held	
Anuradha Prasad Shukla	55,000	0.20	55,000	0.20	-
B.A.G Films and Media Limited	18,671,703	67.22	18,671,703	67.22	-
ARVR Communication Private Limited	944,714	3.71	944,714	3.71	-

(iv) Aggregate value of Issued, Subscribed and Paid-up Share Capital as on the Balance Sheet date for the period of preceding five years includes:

During the current year and preceding five years, no shares were issued by the Company.

(v) **Terms and rights attached to equity shares**

The Company has one class of equity shares having a par value of Rs 10 per share. Each shareholder is eligible for one vote per share held. The dividend proposed, if any, by the Board of Directors is subject to the approval of the shareholders in the ensuing Annual General Meeting, except in case of interim dividend. In the event of liquidation, the equity shareholders are eligible to receive the remaining assets of the Company after distribution of all preferential amounts, in proportion to their shareholding.

(vi) The Company's objective for capital management is to maximise shareholder value, safeguard business continuity and support the growth of the Company. The Company determines the capital requirement based on annual operating plans and long-term and other strategic investment plans. The funding requirements are met through equity and operating cash flows generated. The Company is not subject to any externally imposed capital requirements.

(vii) As per the records of the Company, including its register of shareholders / members and other declaration received from shareholders regarding beneficial interest, the above shareholding represents both legal and beneficial ownership of shares.

(viii) The Company has not allotted any bonus share or brought back any share during the current year or a period of 5 years immediately preceding the balance sheet date.

11. OTHER EQUITY

(₹ in Lakhs)

Particulars	As at	As at
	March 31, 2024	March 31, 2023
Securities Premium Reserves	13,753.57	13,753.57
Capital Reserve	800.00	800.00
Retained earnings	(5,636.00)	(5,697.63)
Total	8,917.58	8,855.94

a) Securities Premium Account : Securities premium is used to record the premium on issue of shares. The reserve can be utilised only for limited purposes such as issuance of bonus shares in accordance with the provisions of the Companies Act, 2013.

b) Retained earning : Retained Earnings are profits that the Company has earned till date less transfer to General Reserve, dividend or other distribution or transaction with shareholders.

12. OTHER FINANCIAL LIABILITIES

Particulars	₹ in Lakhs)	
	As at March 31, 2024	As at March 31, 2023
Other borrowings (from entities other than Banks)	433.62	433.62
Optionally fully convertible Debentures	1,250.00	1,250.00
Other borrowings (from entities other than Banks)	27.60	27.60
Total	1,711.22	1,711.22

13. PROVISIONS

Particulars	₹ in Lakhs)	
	As at March 31, 2024	As at March 31, 2023
Provision for Employee benefits		
- Provision for Gratuity	13.72	13.17
- Provision for Leave encashment	1.12	1.13
Total	14.84	14.30

Provisions are reviewed at each balance sheet date and adjusted to reflect the current best estimate. If it is no longer probable that the outflow of resources would be required to settle the obligation, the provision is reversed.

14. DEFERRED TAX LIABILITIES(NET)

Particulars	₹ in Lakhs)	
	As at March 31, 2024	As at March 31, 2023
Asset:		
Deferred tax liabilities (net)	16.22	11.47
Total	16.22	11.47

15. TRADE PAYABLE

Particulars	₹ in Lakhs)	
	As at March 31, 2024	As at March 31, 2023
Trade payables- micro and small enterprises*	-	-
Trade payables	149.56	189.41
Total	149.56	189.41

*The balance above includes INR Nil (previous year Nil) due to micro and small enterprises registered under the micro, small and medium

Ageing for trade payables from the due date of payment for each of the category as at 31st March, 2024

Particulars	Not Due	Outstanding for following periods from due date of payment for the 2023-24				Total
		Less than 1 years	1-2 Years	2-3 Years	More than 3 years	
		Undisputed dues- MSME	-	-	-	
Undisputed dues - Others	16.75	132.80	-	-	149.55	
Disputed dues - MSME	-	-	-	-	-	
Disputed dues - Others	-	-	-	-	-	
Total	16.75	132.80	-	-	149.55	

Ageing for trade payables from the due date of payment for each of the category as at 31st March, 2023

Particulars	Not Due	Outstanding for following periods from due date of payment for the 2022-23				Total
		Less than 1 years	1-2 Years	2-3 Years	More than 3 years	
		Undisputed dues- MSME	-	-	-	
Undisputed dues - Others	110.08	79.33	-	-	189.41	
Disputed dues - MSME	-	-	-	-	-	
Disputed dues - Others	-	-	-	-	-	
Total	110.08	79.33	-	-	189.41	

16. OTHER FINANCIAL LIABILITIES		(₹ in Lakhs)	
Particulars	As at	As at	
	March 31, 2024	March 31, 2023	
Secured			
Loans repayable on demand	744.05	1,349.25	
Total	744.05	1,349.25	

17. OTHER CURRENT LIABILITIES		(₹ in Lakhs)	
Particulars	As at	As at	
	March 31, 2024	March 31, 2023	
Current maturities of long term debt	-	125.50	
Other payables			
Statutory and other liabilities	7.19	7.76	
Other Liabilities	332.82	336.63	
Employee Cost	24.81	24.78	
Total	364.82	494.67	

4. NON-CURRENT INVESTMENTS		(₹ in Lakhs)	
Particulars	As at	As at	
	March 31, 2024	March 31, 2023	
Investment in equity instrument of subsidiaries			
Wholly owned foreign subsidiaries :			
(Unquoted) (at cost)			
Investments in E24 Entertainment Limited	-	589.95	
Total (A)	-	589.95	
Investment in optionally fully convertible debentures (OFCDs) (unquoted)			
472,560 (Previous year 1,793,590) fully paid up Optionally Fully Convertible Debenture of Rs 100/- each in B.A.G Convergence Private Limited	234.02	234.02	
3,587,905 (Previous year 3,587,905) fully paid up Optionally Fully Convertible Debenture of Rs 100/- each in B.A.G Live Entertainment Limited	3,587.91	3,587.91	
402,391 (Previous year 402,391) fully paid up Optionally Fully Convertible Debenture of Rs 100/- each in Skyline Radio Network Limited	402.39	402.39	
215,879 (Previous year 215,879) fully paid up Optionally Fully Convertible Debenture of Rs 100/- each in B.A.G. Business Venture Private Limited	215.88	215.88	
6,292,150 (Previous year 6,292,150) fully paid up Optionally Fully Convertible Debenture of Rs 100/- each in Oscar Software Private Limited	6,292.15	6,292.15	
508,616 (Previous year 508,616) fully paid up Optionally Fully Convertible Debenture of Rs 100/- each in Approach Films and Television Limited	508.62	508.62	
Total (B)	11,240.97	11,240.97	
Total (A+B)	11,240.97	11,830.92	

5. INVENTORIES		(₹ in Lakhs)	
Inventories consist of the following:			
Particulars	As at	As at	
	March 31, 2024	March 31, 2023	
Finished goods	1,700.52	859.71	
Total	1,700.52	859.71	

6. TRADE RECEIVABLES (UNSECURED) (Unsecured unless otherwise stated)		(₹ in Lakhs)	
Particulars	As at	As at	
	March 31, 2024	March 31, 2023	
Trade Receivables considered good- Secured	808.91	941.98	
Trade Receivables considered good- Unsecured	-	-	
Less: Allowance for bad and doubtful debts	-	-	
Total	808.91	941.98	

Ageing for trade receivables from the due date of payment for each of the category as at 31st March, 2024

(₹ in Lakhs)

Particulars	Not Due	Less than 6 months	Outstanding for following periods from due date of payment for the 2023-24				Total
			6 months - 1 year	1-2 Years	2-3 Years	More than 3 years	
Undisputed trade receivables considered good	490.69	184.81	6.29	15.55	111.57	-	808.91
Undisputed trade receivables which have significant increase in credit risk	-	-	-	-	-	-	-
Undisputed trade receivables - credit impaired	-	-	-	-	-	-	-
Disputed trade receivables considered good	-	-	-	-	-	-	-
Disputed trade receivables which have significant increase in credit risk	-	-	-	-	-	-	-
Disputed trade receivables - credit impaired	-	-	-	-	-	-	-
Total (A)	490.69	184.81	6.29	15.55	111.57	-	808.91
Less: Allowance for doubtful trade receivables billed (B)	-	-	-	-	-	-	-
Total (A+B)	490.69	184.81	6.29	15.55	111.57	-	808.91

Ageing for trade receivables from the due date of payment for each of the category as at 31st March, 2023

(₹ in Lakhs)

Particulars	Not Due	Less than 6 months	Outstanding for following periods from due date of payment for the 2022-23				Total
			6 months - 1 year	1-2 Years	2-3 Years	More than 3 years	
Undisputed trade receivables considered good	556.31	25.62	357.77	0.01	2.27	-	941.98
Undisputed trade receivables which have significant increase in credit risk	-	-	-	-	-	-	-
Undisputed trade receivables - credit impaired	-	-	-	-	-	-	-
Disputed trade receivables considered good	-	-	-	-	-	-	-
Disputed trade receivables which have significant increase in credit risk	-	-	-	-	-	-	-
Disputed trade receivables - credit impaired	-	-	-	-	-	-	-
Total (A)	556.31	25.62	357.77	0.01	2.27	-	941.98
Less: Allowance for doubtful trade receivables billed (B)	-	-	-	-	-	-	-
Total (A+B)	556.31	25.62	357.77	0.01	2.27	-	941.98

(a) Trade Receivable represents the amount of consideration in exchange for goods or services transferred to the customers that is unconditional.

(b) Trade receivables are usually non-interest bearing and are on trade terms of 90 days.

(c) Neither trade nor other receivables are due from directors or other officers of the company either severally or jointly with any other person, Nor any trade or other receivables are due from firms or private companies respectively in which any director is a partner, a director or a member.

7. CASH AND CASH EQUIVALENTS

(₹ in Lakhs)

Particulars	As at	As at
	March 31, 2024	March 31, 2023
Cash on hand	7.35	34.87
Balances with banks;		
-In Current accounts	306.00	2.14
- Term deposits with original maturity of less than three months	23.99	22.79
Total	337.34	59.80

Notes:

Cash and cash equivalents are cash, balances with bank and short-term (three months or less from the date of placement), highly liquid investments that are readily convertible into cash and which are subject to an insignificant risk of changes in value.

8. OTHER FINANCIAL ASSETS

(₹ in Lakhs)

Particulars	As at	As at
	March 31, 2024	March 31, 2023
Loans and advances to related parties	17.37	16.66
Loans and advances to employees	71.32	20.58

Loan and advance to Other	254.44	1,409.08
Total	343.13	1,446.32

9. OTHER CURRENT ASSETS

Particulars	(₹ in Lakhs)	
	As at March 31, 2024	As at March 31, 2023
Balances with government authorities	137.70	110.35
Security Deposits	45.38	45.38
Prepaid Expenses	7.10	11.74
Total	190.18	167.47

18. REVENUE FROM OPERATIONS

Particulars	(₹ in Lakhs)	
	As at March 31, 2024	As at March 31, 2023
Revenue from - Sale of Services		
Income from advertisement sales	1,931.30	1,899.41
Total	1,931.30	1,899.41

19. OTHER INCOME

Particulars	(₹ in Lakhs)	
	As at March 31, 2024	As at March 31, 2023
Interest Income		
Interest from banks on	1.80	6.44
Other Non-Operating Income		
Miscellaneous Income	0.11	0.77
Total	1.91	7.21

20. CHANGES IN INVENTORIES OF FINISHED GOODS (INCLUDING STOCK-IN-TRADE) AND WORK-IN-PROGRES

Particulars	(₹ in Lakhs)	
	As at March 31, 2024	As at March 31, 2023
Opening inventories		
Finished Goods	859.71	584.58
Closing inventories		
Finished Goods	1,700.52	859.71
Total	(840.81)	(275.13)

21. EMPLOYEE BENEFITS EXPENSE

Particulars	(₹ in Lakhs)	
	As at March 31, 2024	As at March 31, 2023
Salaries, wages, bonus, commission and other benefits	134.31	150.55
Contribution to Provident and other funds	3.52	4.09
Staff welfare expenses	0.32	0.54
Total	138.15	155.18

22. FINANCE COSTS

Particulars	(₹ in Lakhs)	
	As at March 31, 2024	As at March 31, 2023
Finance Costs		
Interest expense on		
Borrowing	241.35	163.96
Other borrowing costs		
Bank Charges	0.20	0.02
Total	241.55	163.98

23. DEPRECIATION AND AMORTISATION EXPENSE

Particulars	(₹ in Lakhs)	
	As at March 31, 2024	As at March 31, 2023
Depreciation of property, plant and equipment (Refer Note 3)	22.82	30.94

Total 22.82 30.94

24. OTHER EXPENSES

(₹ in Lakhs)

Particulars	As at	As at
	March 31, 2024	March 31, 2023
Power and fuel	18.27	20.44
Rent	87.09	87.09
Repairs to machinery	2.31	3.43
Insurance	5.19	13.69
Rates and taxes	2.55	11.30
Loss on foreign currency transaction and transaction(Other than considered as finance Cost)	-	0.07
Payment to auditors		
- As Auditor	2.50	1.75
Content & production expenses (Includes Professional charges)	833.04	721.69
Royalty	-	129.69
Uplinking Charges	93.50	70.50
Carriage Fees	622.16	686.83
Fee & Subscription	24.38	23.09
Office Maintenance	28.43	29.33
Miscellaneous Expenses	584.02	21.84
Total	2,303.44	1,820.74

NOTE 1 COMPANY INFORMATION

The Company is running a 24 hours Entertainment channel in the name of "E24". Modern, interactive, informative and passionate, the channel reports the glitz and glamour of Bollywood with honesty, zeal and commitment. Films, music, entertainment reviews, gossip, scoops and scandals- the channel features all such programmes in unique style and look.

NOTE 2 BASIS OF PREPARATION, MEASUREMENT AND SIGNIFICANT ACCOUNTING POLICIES

2.1 Basis of Preparation and Measurement

(a) Basis of preparation

These financial statements have been prepared in accordance with the Indian Accounting Standards (hereinafter referred to as the 'Ind AS') as notified by Ministry of Corporate Affairs pursuant to Section 133 of the Companies Act, 2013 read with Rule 3 of the Companies (Indian Accounting Standards) Rules, 2015 as amended from time to time.

The Standalone financial statements have been prepared on accrual and going concern basis. The accounting policies are applied consistently to all the periods presented in the financial statements.

All assets and liabilities have been classified as current or non-current as per the Company's normal operating cycle and other criteria as set out in the Division II of Schedule III to the Companies Act, 2013.

An asset is treated as current when it is

- Expected to be realized or intended to be sold or consumed in normal operating cycle;
- Held primarily for the purpose of trading;
- Expected to be realized within twelve months after the reporting period; or
- Cash or cash equivalent unless restricted from being exchanged or used to settle a liability for at least twelve months after the reporting period

All other assets are classified as non-current.

A liability is treated as current when

- It is expected to be settled in normal operating cycle;
- It is held primarily for the purpose of trading;
- It is due to be settled within twelve months after the reporting period; or
- There is no unconditional right to defer the settlement of the liability for at least twelve months after the reporting period.

All other liabilities are classified as non-current.

Based on the nature of products and the time between acquisition of assets for processing and their realisation in cash and cash equivalents, the Company has ascertained its operating cycle as 12 months for the purpose of current or non-current classification of assets and liabilities.

The financial statements are presented in Indian National Rupee (INR), the functional currency of the Company. Items included in the financial statements of the Company are recorded using the currency of the primary economic environment in which the Company operates (the 'functional currency'). Foreign currency transactions are translated into the functional currency using exchange rates at the date of the transaction. Foreign exchange gains and losses from settlement of these transactions are recognised in the standalone statement of profit and loss. Foreign currency denominated monetary assets and liabilities are translated into functional currency at exchange rates in effect at the balance sheet date, the gain or loss arising from such translations are recognised in the standalone statement of profit and loss.

All amounts included in the financial statements are reported in lakhs of Indian rupees except share and per share data, unless otherwise stated. Due to rounding off, the numbers presented throughout the document may not add up precisely to the totals and percentages may not precisely reflect the absolute figures.

The standalone financial statements of the Company for the year ended March 31, 2024 were approved for issue in accordance with the resolution of the Board of Directors on 29th May, 2024.

(b) Basis of measurement

These financial statements are prepared under the historical cost convention unless otherwise indicated.

The accounting policies adopted are the same as those which were applied for the previous financial year.

2.2 Key Accounting Estimates and Judgements

The preparation of the standalone financial statements in conformity with Ind AS requires the Management to make estimates, judgments and assumptions in the application of accounting policies that affect the reported amounts of assets, liabilities, income and expenses. Actual results may differ from those estimates. Continuous evaluation is done on the estimation and judgments based on historical experience and other factors, including expectations of future events that are believed to be reasonable. Revisions to accounting estimates are recognized prospectively.

The Company uses the following critical accounting estimates in preparation of its standalone financial statements:

Impairment of investments in subsidiaries

The Company reviews its carrying value of investments carried at amortized cost annually, or more frequently when there is indication for impairment. If the recoverable amount is less than its carrying amount, the impairment loss is accounted for in the statement of profit and loss.

Useful lives of property, plant and equipment

The Company reviews the useful life of property, plant and equipment at the end of each reporting period. This reassessment may result in change in depreciation expense in future periods.

Valuation of deferred tax assets

The Company reviews the carrying amount of deferred tax assets at the end of each reporting period.

Fair value measurement of financial instruments

When the fair value of financial assets and financial liabilities recorded in the balance sheet cannot be measured based on quoted prices in active markets, their fair value is measured using valuation techniques including the Discounted Cash Flow model. The inputs to these models are taken from observable markets where possible, but where this is not feasible, a degree of judgement is required in establishing fair values. Judgements include considerations of inputs such as liquidity risk, credit risk and volatility. Changes in assumptions about these factors could affect the reported fair value of financial instruments.

Provisions and contingent liabilities

A provision is recognized when the Company has a present obligation as a result of past event and it is probable that an outflow of resources will be required to settle the obligation, in respect of which a reliable estimate can be made. Provisions (excluding retirement benefits and compensated absences) are not discounted to its present value and are determined based on best estimate required to settle the obligation at the balance sheet date. These are reviewed at each balance sheet date and adjusted to reflect the current best estimates. Contingent liabilities are not recognized in the financial statements. A contingent asset is neither recognized nor disclosed in the financial statements.

2.3 Recent pronouncements

Ministry of Corporate Affairs ("MCA") notifies new standards or amendments to the existing standards under Companies (Indian Accounting Standards) Rules as issued from time to time. For the year ended March 31, 2024, MCA has not notified any new standards or amendments to the existing standards applicable to the Company.

2.4 Significant Accounting Policies

The significant accounting policies used in preparation of the standalone financial statements have been included in the relevant notes to the standalone financial statements.

(a) Revenue Recognition

Ind AS 115 'Revenue from Contracts with Customers'

The Companies (Indian Accounting Standards) Amendment Rules, 2018 issued by the Ministry of Corporate Affairs (MCA) notified Ind AS 115 "Revenue from Contracts with Customers" related to revenue recognition which replaces all existing revenue recognition standards and provide a single, comprehensive model for all contracts with customers. The revised standard contains principles to determine the measurement of revenue and timing of when it is recognized.

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. Revenue is measured at the fair value of the consideration received or receivable. All revenues are accounted on accrual basis except to the extent stated otherwise.

Revenue is measured based on the transaction price, which is the consideration, adjusted for volume discounts, service level credits, performance bonuses, price concessions and incentives, if any, as specified in the contract with the customer. Revenue also excludes taxes collected from customers.

Unearned and deferred revenue ("contract liability") is recognized when there is billings in excess of revenues.

In accordance with Ind AS 37, the Company recognizes an onerous contract provision when the unavoidable costs of meeting the obligations under a contract exceed the economic benefits to be received.

Contracts are subject to modification to account for changes in contract specification and requirements. The Company reviews modification to contract in conjunction with the original contract, basis which the transaction price could be allocated to a new performance obligation, or transaction price of an existing obligation could undergo a change. In the event transaction price is revised for existing obligation a cumulative adjustment is accounted for. The Company disaggregates revenue from contracts with customers by geography and nature of services.

- Revenue generated from the commissioned television programs and Internet series produced for broadcasters is recognized over the period of time over the contract period.
- Rent income is recognized on accrual basis as per the agreed terms on straight line basis.
- Sale of Rights are recognized in accordance with the terms of agreements with customers.
- Revenue from other services is recognized as and when such services are completed / performed.
- Income from infrastructure support, building rent and royalty income is recognized based on the terms of the underlying agreement.
- Interest income is accrued on a time basis, by reference to the principal outstanding and at the effective interest rate (EIR) applicable.
- Revenue from subsidiaries is recognized based on transaction price which is at arm's length.
- Dividend income on investments is recognized when the right to receive dividend is established.

The transaction price, being the amount to which the Company expects to be entitled and has rights to under the contract is allocated to the identified performance obligations. The transaction price will also include an estimate of any variable consideration where the Company's performance may result in additional revenues based on the achievement of agreed targets.

The Company does not expect to have any contracts where the period between the transfer of the promised goods or services to the customer and payment by the customer exceeds one year. As a consequence, the group does not adjust any of the transaction prices for the time value of money.

(b) Leases

The Company assesses at contract inception whether a contract is, or contains, a lease. That is, if the contract conveys the right to control the use of an identified asset for a period of time in exchange for consideration.

Company as a lessee

The Company's lease asset classes primarily comprise of lease for land and building. The Company assesses whether a contract contains a lease, at inception of a contract. A contract is, or contains, a lease if the contract conveys the right to control the use of an identified asset for a period of time in exchange for consideration. To assess whether a contract conveys the right to control the use of an identified asset, the Company assesses whether: (i) the contract involves the use of an identified asset (ii) the Company has substantially all of the economic benefits from use of the asset through the period of the lease and (iii) the Company has the right to direct the use of the asset. The Company applies a single recognition and measurement approach for all leases, except for short-term leases and leases of low-value assets. For these short-term and low value leases, the Company recognizes the lease payments as an operating expense on a straight-line basis over the term of the lease. The Company recognizes lease liabilities to make lease payments and right-of-use assets representing the right to use the underlying assets as below:

i) Right-of-use assets

The right-of-use assets are initially recognized at cost, which comprises the initial amount of the lease liability adjusted for any lease payments made at or prior to the commencement date of the lease plus any initial direct costs less any lease incentives. They are subsequently measured at cost less accumulated depreciation and impairment losses, if any. Right-of-use assets are depreciated from the commencement date on a straight-line basis over the shorter of the lease term and useful life of the underlying asset.

ii) Lease Liabilities

The lease liability is initially measured at the present value of the future lease payments. The lease payments are discounted using the interest rate implicit in the lease or, if not readily determinable, using the incremental borrowing rates. The lease liability is subsequently remeasured by increasing the carrying amount to reflect interest on the lease liability, reducing the carrying amount to reflect the lease payments made.

A lease liability is remeasured upon the occurrence of certain events such as a change in the lease term or a change in an index or rate used to determine lease payments. The remeasurement normally also adjusts the leased assets.

Lease liability and ROU asset have been separately presented in the Balance Sheet and lease payments have been classified as financing cash flows.

Company as a lessor

Leases for which the Company is a lessor is classified as finance or operating lease. Leases in which the Company does not transfer substantially all the risks and rewards incidental to ownership of an asset are classified as operating leases. Rental income arising is accounted for on a straight-line basis over the lease terms. Initial direct costs incurred in negotiating and arranging an operating lease are added to the carrying amount of the leased asset and recognised over the lease term on the same basis as rental income. Contingent rents are recognised as revenue in the period in which they are earned.

(c) Property, plant and equipment

Property, plant and equipment are stated at costs less accumulated depreciation (other than freehold land) and impairment loss, if any. The cost includes purchase price net of any trade discounts and rebates, any import duties and other taxes (other than those subsequently recoverable from the tax authorities), any directly attributable expenditure on making the asset ready for its intended use, other incidental expenses and interest on borrowings attributable to acquisition of qualifying fixed assets up to the date the asset is ready for its intended use. Subsequent expenditure on fixed assets after its purchase / completion is capitalized only if such expenditure results in an increase in the future benefits from such asset beyond its previously assessed standard of performance.

Depreciation is provided for property, plant and equipment on pro-rata basis over the estimated useful life from the date the assets are ready for intended use. The estimated useful lives, residual values and depreciation method are reviewed at the end of each reporting period, with the effect of any changes in estimate accounted for on a prospective basis.

Gains or losses arising on retirement or disposal of property, plant and equipment are recognized in the standalone statement of profit and loss.

The Management believes that the useful lives best represents the period over which the management expects to use these assets based on an internal assessment and technical evaluation where necessary.

Capital work-in-progress:

Amount paid towards the acquisition of property, plant and equipment outstanding as of each reporting date and the cost of property, plant and equipment not ready for intended use before such date are disclosed under capital work-in-progress. The capital work-in-progress is carried at cost, comprising direct cost, related incidental expenses and attributable interest.

Impairment

Property, plant and equipment are evaluated for recoverability whenever events or changes in circumstances indicate that their carrying amounts may not be recoverable. For the purpose of impairment testing, the recoverable amount (i.e. the higher of the fair value less cost to sell and the value-in-use) is determined on an individual asset basis unless the asset does not generate cash flows that are largely independent of those from other assets. In such cases, the recoverable amount is determined for the Cash Generating Unit (CGU) to which the asset belongs.

If such assets are considered to be impaired, the impairment to be recognized in the Statement of Profit and Loss is measured by the amount by which the carrying value of the assets exceeds the estimated recoverable amount of the asset. An impairment loss is reversed in the Statement of Profit and Loss if there has been a change in the estimates used to determine the recoverable amount. The carrying amount of the asset is increased to its revised recoverable amount, provided that this amount does not exceed the carrying amount that would have been determined (net of any accumulated depreciation) had no impairment loss been recognized for the asset in prior years.

(d) Financial instruments

Financial assets and liabilities are recognized when the Company becomes a party to the contractual provisions of the instrument. Financial assets and liabilities are initially measured at fair value. Transaction costs that are directly attributable to the acquisition or issue of financial assets and financial liabilities (other than financial assets and financial liabilities at fair value through profit or loss) are added to or deducted from the fair value measured on initial recognition of financial asset or financial liability.

Cash and cash equivalents

Cash comprises cash on hand and demand deposits with banks. Cash equivalents are short-term balances (with an original maturity of three months or less from the date of acquisition), highly liquid investments that are readily convertible into known amounts of cash and which are subject to insignificant risk of changes in value.

Financial assets at amortized cost

Financial assets are subsequently measured at amortized cost if these financial assets are held within a business whose objective is to hold these assets in order to collect contractual cash flows and the contractual terms of the financial asset give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding.

Financial assets at fair value through other comprehensive income

Financial assets are measured at fair value through other comprehensive income if these financial assets are held within a business whose objective is achieved by both collecting contractual cash flows and selling financial assets and the contractual terms of the financial asset gives rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding.

Financial assets at fair value through profit or loss

Financial assets are measured at fair value through profit or loss unless it is measured at amortized cost or at fair value through other comprehensive income on initial recognition. The transaction costs directly attributable to the acquisition of financial assets and liabilities at fair value through profit or loss are immediately recognized in profit or loss.

Financial liabilities at fair value through profit or loss

Financial liabilities are classified as measured at amortized cost or FVTPL. A financial liability is classified as at FVTPL if it is classified as held for trading, or it is a derivative or it is designated as such on initial recognition. Financial liabilities at FVTPL are measured at fair value and net gains and losses, including any interest expense, are recognized in profit or loss. Other financial liabilities are subsequently measured at amortized cost using the effective interest method. Interest expense and foreign exchange gains and losses are recognized in profit or loss. Any gain or loss on derecognition is also recognized in profit or loss.

Derecognition

Financial assets

The Company derecognises a financial asset when the contractual rights to the cash flows from the financial asset expire, or it transfers the rights to receive the contractual cash flows in a transaction in which substantially all of the risks and rewards of ownership of the financial asset are transferred or in which the Company neither transfers nor retains substantially all of the risks and rewards of ownership and does not retain control of the financial asset. If the Company enters into transactions whereby it transfers assets recognized on its balance sheet, but retains either all or substantially all of the risks and rewards of the transferred assets, the transferred assets are not derecognized.

Financial liabilities

The Company derecognises a financial liability when its contractual obligations are discharged or cancelled, or expire. The Company also derecognises a financial liability when its terms are modified and the cash flows under the modified terms are substantially different. In this case, a new financial liability based on the modified terms is recognized at fair value. The difference between the carrying amount of the financial liability extinguished and the new financial liability with modified terms is recognized in profit or loss.

Impairment of financial assets (other than at fair value)

The Company assesses at each date of balance sheet whether a financial asset or a group of financial assets is impaired. Ind AS 109 requires expected credit losses to be measured through a loss allowance. The Company recognises lifetime expected losses for all contract assets and / or all trade receivables that do not constitute a financing transaction. For all other financial assets, expected credit losses are measured at an amount equal to the 12 month expected credit losses or at an amount equal to the life time expected credit losses if the credit risk on the financial asset has increased significantly since initial recognition.

(e) Investments in Subsidiaries, Associates and Joint Ventures:

Investments in Subsidiaries, Associates and Joint Ventures are carried at cost less accumulated impairment losses, if any. Where an indication of impairment exists, the carrying amount of the investment is assessed and written down immediately to its recoverable amount. On disposal of investments in subsidiaries, associates and joint venture, the difference between net disposal proceeds and the carrying amounts are recognised in the Statement of Profit and Loss.

(f) Inventories:

Inventories are valued at the lower of cost and net realisable value. Cost is computed on a weighted average basis.

Cost of raw materials and stores and spares includes cost of purchase and other costs incurred in bringing the inventories to their present location and condition. The aforesaid items are valued at net realisable value if the finished products in which they are to be incorporated are expected to be sold at a loss.

Cost of finished goods and work-in-progress include all costs of purchases, conversion costs and other costs incurred in bringing the inventories to their present location and condition. The net realisable value is the estimated selling price in the ordinary course of business less the estimated costs of completion and estimated costs necessary to make the sale.

(g) Cash and Cash Equivalents:

The Company considers all highly liquid investments, which are readily convertible into known amounts of cash that are subject to an insignificant risk of change in value, to be cash equivalents. Cash and cash equivalents consist of balances with banks which are unrestricted for withdrawal and usage.

(h) Provisions and Contingent Liabilities:

The Company estimates the provisions that have present obligations as a result of past events and it is probable that outflow of resources will be required to settle the obligations. These provisions are reviewed at the end of each reporting period and are adjusted to reflect the current best estimates. The Company uses significant judgements to assess contingent liabilities. Contingent liabilities are recognized when there is a possible obligation arising from past events, the existence of which will be confirmed only by the occurrence or non-occurrence of one or more uncertain future events not wholly within the control of the Company or a present obligation that arises from past events where it is either not probable that an outflow of resources will be required to settle the obligation or a reliable estimate of the amount cannot be made. Contingent assets are neither recognized nor disclosed in the standalone financial statements.

(i) Expenditure:

Expenses are accounted on accrual basis.

(j) Employee benefits

Employee benefits include contribution to provident fund, superannuation fund, gratuity fund, compensated absences, pension and employee state insurance scheme.

Short Term Employee Benefits

Short term employee benefits including salaries and performance incentives, are charged to standalone statement of profit and loss on an undiscounted, accrual basis during the period of employment.

Defined Benefit Plans

Gratuity and Pension are defined benefit plans, the cost of providing benefits is determined using the Projected Unit Credit Method, with actuarial valuations, being carried out at the date of each statement of financial position. The retirement benefit obligations recognized in the statement of financial position represents the present value of the defined obligations reduced by the fair value of scheme assets. Any, asset resulting from this calculation is limited to the present value of available refunds and reductions in future contributions to the scheme. Under a defined benefit plan, it is the Company's obligation to provide agreed benefits to the employees. The related actuarial and investment risks fall on the Company.

Defined Contribution Plans

Contributions to defined contribution plans like provident fund and superannuation, funds are recognized as expense when employees have rendered services entitling them to such benefits.

Compensated absences

Compensated absences which are expected to occur within twelve months after the end of the period in which the employee renders the related services are stated as undiscounted liability at the balance sheet date. Compensated absences which are not expected to occur within twelve months after the end of the period in which the employee renders the related services are stated as an actuarially determined liability at the present value of the defined benefit obligation at the balance sheet date.

(k) Income Taxes:

Income tax expense for the year comprises of current tax and deferred tax. It is recognized in the Statement of Profit and Loss except to the extent it relates to a business combination or to an item which is recognized directly in equity or in other comprehensive income.

Current tax is the expected tax payable/ receivable on the taxable income/ loss for the year using applicable tax rates for the relevant period, and any adjustment to taxes in respect of previous years. Interest expenses and penalties, if any, related to income tax are included in finance cost and other expenses respectively. Interest Income, if any, related to Income tax is included in Other Income.

Deferred tax is recognized in respect of temporary differences between the carrying amount of assets and liabilities for financial reporting purposes and the corresponding amounts used for taxation purposes.

A deferred tax liability is recognized based on the expected manner of realisation or settlement of the carrying amount of assets and liabilities, using tax rates enacted, or substantively enacted, by the end of the reporting period. Deferred tax assets are recognized only to the extent that it is probable that future taxable profits will be available against which the asset can be utilized. Deferred tax assets are reviewed at each reporting date and reduced to the extent that it is no longer probable that the related tax benefit will be realized.

Current tax assets and current tax liabilities are offset when there is a legally enforceable right to set off the recognized amounts and there is an intention to settle the asset and the liability on a net basis. Deferred tax assets and deferred tax liabilities are offset when there is a legally enforceable right to set off current tax assets against current tax liabilities; and the deferred tax assets and the deferred tax liabilities relate to income taxes levied by the same taxation authority.

Uncertain Tax Position

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. The provision is estimated based on one of two methods, the expected value method (the sum of the probability weighted amounts in a range of possible outcomes) or the single most likely amount method, depending on which is expected to better predict the resolution of the uncertainty.

(l) Foreign Currencies:

1. Functional and presentation currency

Items included in the financial statements are measured using the currency of the primary economic environment in which the entity operates ('the functional currency'). The Company's financial statements are presented in Indian rupee (INR) which is also the Company's functional and presentation currency.

2. Transactions and Balances

Foreign currency transactions are translated into the functional currency using the exchange rate prevailing at the date of the transaction. Foreign exchange gains and losses resulting from the settlement of such transaction and from the translation of monetary assets and liabilities denominated in foreign currencies at year end exchange rate are generally recognized in the statement of profit and loss.

Non-monetary items that are measured in terms of historical cost in a foreign currency are translated using the exchange rates at the dates of the initial transactions. Non-monetary items measured at fair value in a foreign currency are translated using the exchange rates at the date when the fair value is determined.

3. Exchange Differences

Exchange differences arising on settlement or translation of monetary items are recognized as income or expense in the period in which they arise with the exception of exchange differences on gain or loss arising on translation of non-monetary items measured at fair value which is treated in line with the recognition of the gain or loss on the change in fair value of the item (i.e., translation differences on items whose fair value gain or loss is recognized in OCI or profit or loss are also recognized in OCI or profit or loss, respectively).

(m) Earnings Per Share:

Basic earnings per equity share is computed by dividing the net profit attributable to the equity holders of the Company by the weighted average number of equity shares outstanding during the period.

Diluted earnings per equity share is computed by dividing the net profit attributable to the equity holders of the Company by the weighted average number of equity shares considered for deriving basic earnings per equity share and also the weighted average number of equity shares that could have been issued upon conversion of all dilutive potential equity shares. The dilutive potential equity shares are adjusted for the proceeds receivable had the equity shares been actually issued at fair value (i.e. the average market value of the outstanding equity shares). Dilutive potential equity shares are deemed converted as at the beginning of the period, unless issued at a later date. Dilutive potential equity shares are determined independently for each period presented.

(n) Borrowings and Borrowing Costs

Borrowing cost includes interest and other costs incurred in connection with the borrowing of funds and charged to Statement of Profit & Loss on the basis of effective interest rate (EIR) method. Borrowing cost also includes exchange differences to the extent regarded as an adjustment to the borrowing cost.

Borrowing costs directly attributable to the acquisition, construction or production of an asset that necessarily takes a substantial period of time to get ready for its intended use or sale are capitalized as part of the cost of the respective asset. All other borrowing costs are recognized as expense in the period in which they occur.

(o) Dividend Distributions

The Company recognizes a liability to make the payment of dividend to owners of equity, when the distribution is authorized and the distribution is no longer at the discretion of the Company. As per the corporate laws in India, a distribution is authorized when it is approved by the shareholders. A corresponding amount is recognized directly in equity.

(p) Segment Reporting

Operating segments are reported in a manner consistent with the internal reporting provided to the chief operating decision maker. The Board of directors monitors the operating results of all product segments separately for the purpose of making decisions about resource allocation and performance assessment. Segment performance is evaluated based on profit and loss and is measured consistently with profit and loss in the financial statements.

The operating segments have been identified on the basis of the nature of products/services. Further:

1. Segment revenue includes sales and other income directly identifiable with / allocable to the segment including inter - segment revenue.
2. Expenses that are directly identifiable with / allocable to segments are considered for determining the segment result. Expenses which relate to the Company as a whole and not allocable to segments are included under unallocable expenditure.
3. Income which relates to the Company as a whole and not allocable to segments is included in unallocable income.
4. Segment results includes margins on intersegment sales which are reduced in arriving at the profit before tax of the Company.
5. Segment assets and liabilities include those directly identifiable with the respective segments. Unallocable assets and liabilities represent the assets and liabilities that relate to the Company as a whole and not allocable to any segment.
6. Segment revenue resulting from transactions with other business segments is accounted on the basis of transfer price agreed between the segments. Such transfer prices are either determined to yield a desired margin or agreed on a negotiated business.

(q) Fair Value Measurement

The Company measures financial instruments at fair value at each balance sheet date.

Fair value is the price that would be received to sell an asset or paid to transfer a liability in an ordinary transaction between market participants at the measurement date. The fair value measurement is based on the presumption that the transaction to sell the asset or transfer the liability takes place either:

- (i) In the principal market for asset or liability, or
- (ii) In the absence of a principal market, in the most advantageous market for the asset or liability.

The principal or the most advantageous market must be accessible by the Company.

The fair value of an asset or liability is measured using the assumptions that market participants would use when pricing the asset or liability, assuming that market participants act in their economic best interest.

A fair value measurement of a non- financial asset takes into account a market participant's ability to generate economic benefits by using the asset in its highest and best use or by selling it to another market participant that would use the asset in its highest and best use.

The Company uses valuation techniques that are appropriate in the circumstances and for which sufficient data are available to measure fair value, maximising the use of relevant observable inputs and minimizing the use of unobservable inputs.

All assets and liabilities for which fair value is measured or disclosed in the financial statements are categorized within the fair value hierarchy, described as follows, based on the lowest level input that is significant to the fair value measurement as a whole:

Level 1- Quoted(unadjusted) market prices in active markets for identical assets or liabilities

Level 2- Valuation techniques for which the lowest level input that is significant to the fair value measurement is directly or indirectly observable

Level 3- Valuation techniques for which the lowest level input that is significant to the fair value measurement is unobservable

For assets and liabilities that are recognized in the financial statements on a recurring basis, the Company determines whether transfers have occurred between levels in the hierarchy by re-assessing categorization (based on the lowest level input that is significant to fair value measurement as a whole) at the end of each reporting period.

For the purpose of fair value disclosures, the Company has determined classes of assets and liabilities on the basis of the nature, characteristics and risks of the asset or liability and the level of the fair value hierarchy as explained above.

25. EMPLOYEE BENEFITS

Disclosures pursuant to Ind AS - 19 "Employee Benefits" (notified under the section 133 of the Companies Act 2013 (the Act) read with Companies (Indian Accounting Standards) Rule 2015 (as amended from time to time) and other relevant provision of the Act) are given below:

Defined Contribution Plans

The Company has certain defined contribution plans. Contributions are made to provident fund, and employee's state insurance scheme for employees as per regulations. The contributions are made to registered funds administered by the government. The obligation of the Company is limited to the amount contributed and it has no further contractual or any constructive obligation.

Contribution to Defined Contribution Plan recognized as expense for the year is as under:

Employer's Contribution to Provident Fund :	Rs. 2.41 (Previous Year Rs. 2.97)
Employer's Contribution to ESI :	Rs. 0.16 (Previous Year Rs. 0.16)

Defined Benefit Plans:

The Company offers gratuity to its eligible employees under defined benefit plans.

The gratuity plan provides for a lump sum payment to vested employees at retirement, death while in employment or on termination of employment of an amount equivalent to 15 days basic salary payable for each completed year of service. Vesting occurs upon completion of five continuous years of service.

The following table sets out the funded status of the defined benefit schemes and the amount recognised in the financial statements:

a. Change in Benefit Obligation

(₹ in Lakhs)

Particulars	Gratuity		Leave Encashment	
	March31,2024	March31,2023	March31,2024	March31,2023
Present value of obligation as at the beginning of the period	13.17	12.66	1.13	1.36
Acquisition adjustment	--	--	--	--
Interest Cost	0.97	0.91	0.08	0.10
Service Cost	1.27	1.39	0.10	0.12
Past Service Cost including curtailment Gains/Losses	--	--	--	--
Benefits Paid	(1.13)	(0.53)	--	--
Total Actuarial (Gain)/Loss on Obligation	(0.57)	(1.26)	(0.19)	(0.44)
Present value of obligation as at the End of the period	13.72	13.17	1.12	1.13

b. Service Cost

(₹ in Lakhs)

Particulars	Gratuity		Leave Encashment	
	March31,2024	March31,2023	March31,2024	March31,2023
Current service cost	1.27	1.39	0.10	0.12
Past Service Cost including curtailment Gains/Losses	--	--	--	--
Gains or Losses on Non routine settlements	--	--	--	--
Total Service Cost	1.27	1.39	0.10	0.12

c. Net Interest Cost

(₹ in Lakhs)

Particulars	Gratuity		Leave Encashment	
	March31,2024	March31,2023	March31,2024	March31,2023
Interest Cost on Defined Benefit Obligation	0.97	0.91	0.08	0.10
Interest Income on Plan Assets	--	--	--	--
Net Interest Cost (Income)	0.97	0.91	0.08	0.10

d. Bifurcation of Actuarial Gain/Loss on Obligation

(₹ in Lakhs)

Particulars	Gratuity		Leave Encashment	
	March31,2024	March31,2023	March31,2024	March31,2023
Actuarial (Gain)/Loss on arising from Change in Demographic Assumption	--	--	--	--
Actuarial (Gain)/Loss on arising from Change in Financial Assumption	0.29	(0.31)	0.02	(0.04)
Actuarial (Gain)/Loss on arising from Experience Adjustment	(0.86)	(0.95)	(0.22)	(0.41)

e. Balance Sheet and related analysis

(₹ in Lakhs)

Particulars	Gratuity		Leave Encashment	
	March31,2024	March31,2023	March31,2024	March31,2023
Present Value of the obligation at end	13.72	13.17	1.12	1.13
Fair value of plan assets	--	--	--	--
Unfunded Liability/provision in Balance Sheet	(13.72)	(13.17)	(1.12)	(1.13)

f. The amounts recognized in the income statement.

(₹ in Lakhs)

Particulars	Gratuity		Leave Encashment	
	March31,2024	March31,2023	March31,2024	March31,2023
Total Service Cost	1.27	1.39	0.10	0.12
Net Interest Cost	0.97	0.91	0.08	0.10
Expense recognized in the Income Statement	2.25	2.30	(0.01)	(0.22)

g. The Other Comprehensive Income (OCI)

(₹ in Lakhs)

Particulars	Gratuity		Leave Encashment	
	March31,2024	March31,2023	March31,2024	March31,2023
Net cumulative unrecognized actuarial gain/(loss) opening	--	--	--	--
Actuarial gain / (loss) for the year on PBO	0.57	1.26	(0.19)	(0.44)
Actuarial gain / (loss) for the year on Asset	--	--	--	--
Unrecognized actuarial gain/(loss) for the year	0.57	1.26	(0.19)	(0.44)

h. Change in Net Defined Benefit Obligation

(₹ in Lakhs)

Particulars	Gratuity		Leave Encashment	
	March31,2024	March31,2023	March31,2024	March31,2023
Net defined benefit liability at the start of the period	13.17	12.66	1.13	1.36
Acquisition adjustment	--	--	--	--
Total Service Cost	1.27	1.39	0.10	0.12
Net Interest cost (Income)	0.97	0.91	0.08	0.10
Re-measurements	(0.57)	(1.26)	(0.19)	(0.44)
Contribution paid to the Fund	--	--	--	--
Benefit paid directly by the enterprise	(1.13)	(0.53)	--	--
Net defined benefit liability at the end of the period	13.72	13.17	1.12	1.13

i. Bifurcation of PBO at the end of year in current and non current

(₹ in Lakhs)

Particulars	Gratuity		Leave Encashment	
	March31,2024	March31,2023	March31,2024	March31,2023
Current liability (Amount due within one year)	0.34	0.34	0.08	0.09
Non-Current liability (Amount due over one year)	13.37	12.83	1.04	1.05
Total PBO at the end of year	13.72	13.17	1.12	1.13

j. Expected contribution for the next Annual reporting period

(₹ in Lakhs)

Particulars	Gratuity		Leave Encashment	
	March31,2024	March31,2023	March31,2024	March31,2023
Service Cost	1.41	1.54	0.11	0.13
Net Interest Cost	0.99	0.97	0.08	0.08
Expected Expense for the next annual reporting period	2.40	2.51	0.19	0.22

k. Expected contribution for the next Annual reporting period

(₹ in Lakhs)

Particulars	Gratuity		Leave Encashment	
	March31,2024	March31,2023	March31,2024	March31,2023
Present value of obligation as at the end of the period	13.72	13.17	1.12	1.13

1. Actuarial Assumptions

Company attention was drawn to provisions of accounting standard that actuarial assumptions are an entity's best estimates of variables that will determine the ultimate cost of providing post employment benefits and shall be unbiased & mutually compatible.

i) Economic Assumptions

The principal assumptions are the discount rate & salary growth rate. The discount rate is generally based upon the market yields available on Government bonds at the accounting date relevant to currency of benefit payments for a term that matches the liabilities. Salary growth rate is company's long term best estimate as to salary increases & takes account of inflation, seniority, promotion, business plan, HR policy and other relevant factors on long term basis as provided in relevant accounting standard. Valuation assumptions are as follows which have been agreed by the company:

Particulars	Gratuity		Leave Encashment	
	March31,2024	March31,2023	March31,2024	March31,2023
Discount Rate (%)	7.23	7.38	7.23	7.38
Expected Rate of increase in Compensation Levels (%)	5.50	5.50	5.50	5.50
Expected Rate of Return on Plan Assets	--	--	--	--
Expected Average remaining working lives of employees (years)	17.79	19.58	17.79	19.58

ii) Demographic Assumption

Attrition rates are the company's best estimate of employee turnover in future determined considering factors such as nature of business & industry, retention policy, demand & supply in employment market, standing of the company , business plan, HR Policy etc as provided in the relevant accounting standard

Particulars	Gratuity		Leave Encashment	
	March31,2024	March31,2023	March31,2024	March31,2023
i) Retirement Age (Years)	60	60	60	60
ii) Mortality Table	100% of IALM(2012-14)	100% of IALM(2012-14)	100% of IALM(2012-14)	100% of IALM(2012-14)
iii) Ages				
Up to 30 Years	3.00	3.00	3.00	3.00
From 31 to 44 years	2.00	2.00	2.00	2.00
Above 44 years	1.00	1.00	1.00	1.00

Short term employee benefits

All employee benefits payable wholly within twelve months of rendering the services are classified as short-term employees benefits. Benefits such as salaries, wages and bonus, etc., are recognized in the statement of Profit and Loss in the period in which the employee renders the related service.

Actuarial gains and losses are recognized in the Statement of Profit and Loss.

Termination benefits

Termination benefits are recognized as an expense when, as a result of a past event, the Company has a present obligation that can be estimated reliably, and it is probable that an outflow of economic benefits will be required to settle the obligation.

Sensitivity Analysis of the defined benefit obligation.**(₹ in Lakhs)**

	Gratuity	Leave Encashment
a) Impact of the change in discount rate		
Present Value of Obligation at the end of the period	13.72	1.12
Impact due to increase of 0.50%	(0.93)	(0.08)
Impact due to decrease of 0.50 %	1.01	0.08
b) Impact of the change in salary increase		
Present Value of Obligation at the end of the period	13.72	1.12
Impact due to increase of 0.50%	1.02	0.09
Impact due to decrease of 0.50 %	(0.94)	(0.08)

The above sensitivity analyses are based on a change in an assumption while holding all other assumptions constant. In practice this is unlikely to occur, and changes in some of the assumptions may be correlated. When calculating the sensitivity of the defined benefit obligation to significant actuarial assumptions the same method (present value of the defined benefit obligation calculated with the projected unit credit method at the end of the reporting period) has been applied as when calculating the defined benefit liability recognized in the Balance sheet.

The methods and types of assumptions used in preparing the sensitivity analyses did not change compared to previous period.

Sensitivities as rate of increase of pensions in payment, rate of increase of pensions before retirement & life expectancy are not applicable

Notes:

- a) The current service cost recognized as an expense is included in Note 22 'Employee benefits expense' as gratuity. The remeasurement of the net defined benefit liability is included in other comprehensive income.
- b) The estimates of rate of escalation in salary considered in actuarial valuation, take into account inflation, seniority, promotion and other relevant factors including supply and demand in the employment market. The above information is certified by the Actuary.

Significant actuarial assumptions for the determination of the defined obligation are discount rate, expected salary increase and mortality. The sensitivity analysis above have been determined based on reasonably possible changes of the respective assumptions occurring at the end of the reporting period, while holding all other assumptions constant.
- c) The obligation for leave benefits (non funded) is also recognized using the Projected Unit Credit Method and accordingly the long term paid absences have been valued. The leave encashment expense is included in Note 21 'Employee benefits expense'.

26. RELATED PARTY TRANSACTIONS

The related parties as per the terms of Ind AS-24, "Related Party Disclosures", (under the section 133 of the Companies Act 2013 (the Act) read with Companies (Indian Accounting Standards) Rules 2015 (as amended from time to time), as disclosed below:-

Name of related parties and description of relationship

Name	Relationship
B.A.G. Films and Media Limited	Holding Company
E24 Entertainment Limited	Foreign Subsidiary
ARVR Communications Pvt. Ltd.	Enterprises over which KMP are able to exercise significant influence
News24 Broadcast India Limited	Enterprises over which KMP/Director are able to exercise significant influence
Skyline Radio Network Limited	Enterprises over which KMP/Director are able to exercise significant influence
B.A.G Live Entertainment Limited	Enterprises over which KMP are able to exercise significant influence
Skyline Tele Media Services Limited	Enterprises over which KMP are able to exercise significant influence

Details of Transactions during the year and balances at the year end

(₹ in Lakhs)

Particulars	Holding Company		Enterprises over which KMP are able to exercise significant influence	
	For Year Ended March 31		For Year Ended March 31	
	2024	2023	2024	2023
Lease rental on Equipments	61.89	61.89	--	--
Income from Ad Sale	--	--	1,336.64	923.09
Office Rent	25.20	25.20	--	--
Expenses Reimbursed	71.43	74.73	70.50	70.50
Advertisement Expenses	--	211.12	732.62	503.72
Carriage Fees	529.16	594.33	--	--

Note:-

1. The transactions with related parties are made on terms equivalent to those that prevail in arm's length transactions.
2. There have been no guarantees provided or received for any related party receivables or payables. For the year ended March 31, 2024, the Company has not recorded any impairment of receivables relating to amounts owed by related parties. This assessment is undertaken each financial year through examining the financial position of the related party and the market in which the related party operates.
3. All the liabilities for post retirement benefits being 'Gratuity' are provided on actuarial basis for the Company as a whole, accordingly the amount pertaining to Key management personnel are not included above.

27. EARNING PER SHARE

(₹ in Lakhs)

Particulars	For the year ended	
	2023-24	2022-23
a. Basic Earnings Per Share		
Numerator for earnings per share		
Profit for the year	61.63	3.90
Denominator for earnings per share		
Weighted Average number of equity shares used as denominator for calculating Basic EPS	27,776,992	27,723,857
Basic Earnings per share (one equity share of ₹ 10/- each)	0.22	0.01
b. Diluted Earnings Per Share		
Denominator for earnings per share		
Weighted Average number of equity shares used as denominator for calculating Diluted EPS	44,613,211	44,558,014
Diluted Earnings per share	0.14	0.01
Face Value per equity share (one equity share of ₹ 10/- each)	10	10

28 FINANCIAL INSTRUMENTS

a) Fair Value Measurements

Fair value' is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date in the principal or, in its absence, the most advantageous market to which the Company has access at that date. The fair value of a liability reflects its non-performance risk. The best evidence of the fair value of a financial instrument on initial recognition is normally the transaction price - i.e. the fair value of the consideration given or received.

b) Categories of financial instruments and fair value thereof

(₹ in Lakhs)

	March 31,2024		March 31,2023	
	Carrying amount	Fair Value	Carrying amount	Fair Value
a) Financial assets				
i) Measured at amortised cost				
Trade receivables	808.91	808.91	941.98	941.98
Cash and cash equivalents	337.34	337.34	59.80	59.80
Other financial assets	343.13	343.13	1,446.32	1,446.32
Investments	11,240.97	11,240.97	11830.92	11830.92
b) Financial liabilities				
i) Measured at amortised cost				
Trade payables	149.56	149.56	189.41	189.41
Other financial liabilities	2,455.27	2,455.27	3,060.47	3,060.47

* Includes current maturities of long term borrowings.

The fair value of the financial assets and liabilities is included at the amount at which the instrument could be exchanged in a current transaction between willing parties, other than in a forced or liquidation sale.

Financial instruments measured at amortised cost.

The carrying amount of financial assets and financial liabilities measured at amortised cost in the financial statements are a reasonable approximation of their fair values since the Company does not anticipate that the carrying amounts would be significantly different from the values that would eventually be received or settled.

The carrying value of current trade receivables, cash and cash equivalents, current loans, trade payables and other financial assets and liabilities are considered to be the same as their fair values due to their short term nature.

c) Financial Risk Management objectives and policies

The Company's principal financial liabilities comprise loans and borrowings, trade and other payables. The main purpose of these financial liabilities is to finance the Company's operations. The Company's principal financial assets include investments, loans, trade and other receivables and cash and cash equivalents that derive directly from its operations.

The Company is exposed to market risk, credit risk and liquidity risk. The Company's senior management oversees the management of these risks.

i. Credit risk management

Credit risk is the risk of financial loss to the Company if a customer or counterparty fails to meet its contractual obligations and arises principally from the Company's receivables, deposits given, loans given, investments made and balances at bank.

The maximum exposure to the credit risk at the reporting date is primarily from investments made, loans given and trade receivables.

In case of trade receivables, the Company does not hold any collateral or other credit enhancements to cover its credit risks. Credit risk has always been managed by the Company through credit approvals, establishing credit limits and continuously monitoring the credit worthiness of customers to which the Company grants credit terms in the normal course of business. On account of adoption of Ind AS 109, the Company uses expected credit loss model to assess the impairment loss or gain.

Trade receivables are non-interest bearing and the average credit period is 90 days. The Company's exposure to customers is diversified and no customer contributes to more than 10% of outstanding trade receivables and unbilled revenue.

The carrying amount of following financial assets represents the maximum credit exposure:

(₹ in Lakhs)

	March 31,2024	March 31,2023
Trade Receivable (Unsecured)		
- Over six months	133.41	360.05
-Less than six months	675.50	581.93
Total	808.91	941.98

Trade receivable consists of a large number of customers, spread across diverse industries and geographical areas. Ongoing credit evaluation is performed on the financial condition of the accounts receivable.

Credit risk on cash and cash equivalents is limited as the Company generally invest in deposits with banks and financial institutions with high credit ratings assigned by credit-rating agencies. The credit risk on optionally fully convertible debentures and deposit is limited because the counter parties are generally banks and financial institutions with high credit ratings assigned by credit rating agencies.

ii. Liquidity risk management

The responsibility for liquidity risk management rests with the Board of directors, which has an appropriate liquidity risk management framework for the management of the Company's short-, medium- and long term funding and liquidity management requirements. The Company manages liquidity risk by maintaining adequate reserves, banking facilities by regularly monitoring forecast and actual cash flows.

Maturities of financial liabilities

The tables below analyze the company's financial liabilities into relevant maturity grouping based on their contractual maturities.

	Due in 1st year	Due in 2 to 5th year	Due after 5 Years	Total
(₹ in Lakhs)				
Contractual maturities of financial liabilities				
March 31, 2024				
Trade payables and other financial liabilities	149.56	--	--	149.56
Borrowings	744.05	1,711.22	--	2,455.27
Contractual maturities of financial liabilities				
March 31, 2023				
Trade payables and other financial liabilities	189.41	--	--	189.41
Borrowings	1,474.75	1,711.22	--	3,185.97

iii. Market Risk

Market risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices. Market risk comprises three types of risk: currency risk, interest rate risk and other price risk such as equity price risk. The objective of market risk management is to manage and control market risk exposures within acceptable parameters, while optimising the return.

a. Foreign currency risk exposure:

The Company does not have any exposure to foreign currency risk as at March 31, 2024 (Previous year Nil).

b. Interest rate risk

The Company's investments are primarily in fixed rate interest bearing investments. Hence, the Company is not significantly exposed to interest rate risk.

c. Other price risk

The Company is exposed to equity price risks arising from equity investments. The Company's equity investments are held for strategic rather than trading purposes.

d. Equity price sensitivity analysis

The sensitivity analysis below has been determined based on the exposure to equity price risks at the end of the reporting period.

29. Additional Regulatory Information – Ratio

Ratio	Numerator	Denominator	As at March 31, 2024	As at March 31, 2023	Variance
Current Ratio (in times)	Total current assets	Total current liabilities	2.69	1.71	57.15
Debt-Equity Ratio (in times)	Total debt consist of Lease liabilities	Total equity	0.21	0.27	(23.34)
Debt Service Coverage Ratio (in times)	Earning for Debt Service = Net Profit after taxes + Non-cash operating expenses + finance cost	Debt service = Interest & lease payments	1.36	0.66	104.80
Return on Equity Ratio (in%)	Net Profit for the year	Average total equity	0.53	0.03	1,474.10
Trade Receivables turnover ratio (in times)	Revenue from operations	Average trade receivables	2.21	2.13	3.62
Trade payables turnover ratio (in times)	Cost of materials consumed + Changes in inventories of stock-in-trade + Other expenses	Average trade payable	8.64	7.99	8.10
Net profit ratio (in %)	Net Profit for the year	Revenue from operations	3.19	0.21	1,452.47
Return on Capital employed (in %)	Profit before tax and finance cost	Capital employed = Net worth + Lease liabilities +Deferred tax liabilities	2.64	1.50	76.03

30. CAPITAL MANAGEMENT

The Company's objectives when managing capital are to

- Safeguard their ability to continue as a going concern, so that they can continue to provide returns for shareholders and benefits for other stakeholders, and
- Maintain a stable and strong capital structure with a focus on total equity so as to maintain investor, creditors and market confidence and to sustain future development and growth of its business.

The company considers the following components of its balance sheet to be managed capital:

Total equity as shown in the balance sheet including reserves, retained earnings and share capital. In order to maintain or adjust the capital structure, the Company may adjust the amount of dividend paid to shareholders, return capital to shareholders or issue new shares.

31. The Indian Parliament has approved the Code on Social Security, 2020 which would impact the contributions by the Company towards Provident Fund and Gratuity. The effective date from which the changes are applicable is yet to be notified and the final rules are yet to be framed. The Company will carry out an evaluation of the impact and record the same in the financial statements in the period in which the Code becomes effective and the related rules are published.

32. Previous year's figures have been regrouped/reclassified to be comparable with current year's classification/disclosures.

33. Note No.1 to 32 form integral part of the balance sheet and statement of profit and loss.

For and on the behalf of Board of Directors

For Joy Mukherjee & Associates

Chartered Accountants

Firm Registration Number: 006792C

CA J. Mukherjee

Partner

Membership Number: 074602

Place: Noida

Date: May 29, 2024

Sd/-

Anuradha Prasad Shukla

Director

DIN : 00010716

Sd/-

Sudhir Shukla

Director

DIN : 01567595

Sd/-

Subodh Kumar

Chief Financial Officer

Sd/-

Pinki Pilani

Company Secretary

Corporate Office: FC-23, Film City, Sector-16A, Noida-201301, U.P.