



## **INDEPENDENT AUDITOR'S REPORT**

**To The Members of  
DAPS ADVERTISING LIMITED**

### **Report on the Audit of Financial Statements**

#### **Opinion**

We have audited the financial statements of **DAPS Advertising Limited** ("the Company"), which comprise the Balance Sheet as at **31<sup>st</sup> March, 2025**, the Statement of Profit and Loss and the Statement of Cash Flows for the year ended and notes to the Financial Statements, including a summary of material 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 Financial Statements give the information required by the Companies Act, 2013 ("the Act") in the manner so required and give a true and fair view in conformity with the Accounting Standards prescribed under Section 133 of the Companies Act, 2013 read with the Companies (Accounting Standards) Rules, 2021 and other accounting principles generally accepted in India, of the state of affairs of the Company as at **31<sup>st</sup> March, 2025**, and its profit, and its cash flows for the year ended on that date.

#### **Basis for Opinion**

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

#### **Responsibility of Management for Financial Statements**

The Company's Management & Board of Directors is responsible for the matters stated in Section 134(5) of the Companies Act, 2013 ("the Act") with respect to the preparation of these Financial Statements that give a true and fair view of the financial position, financial performance and cash flows of the Company in accordance with the accounting principles generally accepted in India,



including the accounting standards 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 financial statement that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the Financial Statements, management is responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so. Those Board of Directors are also responsible for overseeing the Company's financial reporting process.

### **Auditors' Responsibilities for the Audit of the Financial Statements**

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

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

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal financial control relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under section 143(3)(i) of the Companies Act, 2013, we are also responsible for expressing our opinion on whether the Company has adequate internal financial controls system in place and the operating effectiveness of such controls.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events



or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.

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

Materiality is the magnitude of misstatements in the financial statements that, individually or in aggregate, makes it probable that the economic decisions of a reasonably knowledgeable user of the financial statements may be influenced. We consider quantitative materiality and qualitative factors in (i) planning the scope of our audit work and in evaluating the results of our work; and (ii) to evaluate the effect of any identified misstatements in the financial statements.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

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

### **Report on Other Legal and Regulatory Requirements**

1. As required by the Companies (Auditor's Report) Order, 2020 ("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 the paragraphs 3 and 4 of the Order, to the extent applicable.

2. As required by Section 143(3) of the Act, we report that :

- a) We have sought and obtained all the information and explanations which to the best of our knowledge and belief were necessary for the 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 appears from our examination of those books;
- c) The Balance Sheet and the Statement of Profit and Loss and the Statement of Cash Flows dealt with by this Report are in agreement with the books of account;
- d) In our opinion, the aforesaid Financial Statements comply with the Accounting Standards specified under Section 133 of the Act;



- e) On the basis of written representations received from the directors as on **31<sup>st</sup> March, 2025**, taken on record by the Board of Directors, none of the directors is disqualified as on **31<sup>st</sup> March, 2025** 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 with reference to Financial Statements.
- g) 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, as amended, in our opinion and to the best of our information and according to the explanation given to us: -
- i. There is no pending litigation as at 31<sup>st</sup> March, 2025 which has impact on the financial position of the Company in its Financial Statements.
- ii. The Company did not have any long-term contract including derivative contracts for which there were any material foreseeable losses.
- iii. The Company did not have any amount required to be transferred, to the Investor Education and Protection Fund during the year ended 31<sup>st</sup> March, 2025.
- iv. a. The management has represented that, to the best of its knowledge and belief, as disclosed in the Note 25.B.11 to the accounts, no funds 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(s) or entity(ies), including foreign entities ("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.
- iv. b. The management has represented, that, to the best of its knowledge and belief, as disclosed in the Note 25.B.11 to the accounts, no funds have been received by the Company from any person(s) or entity(ies), including foreign entities ("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.
- iv. c. Based on audit procedures that has considered reasonable and appropriate in the circumstances, nothing has come to the notice that has caused us to believe that the representations under above point (a) and (b) contain any material misstatement.



v. The final dividend paid by the Company during the financial year ended 31 March 2025 in respect of such dividend declared for the previous year is in accordance with section 123 of the Act to the extent it applies to payment of dividend.

As stated in Note 25 (A.10) to the accompanying financial statement, the Board of Directors of the Company have proposed final dividend for the year ended 31 March 2025 which is subject to the approval of the members at the ensuing Annual General Meeting. The dividend declared is in accordance with section 123 of the Act to the extent it applies to payment of dividend.

vi. Based on our examination which included test checks, the Company has used an accounting software for maintaining its books of accounts for the financial year ended March 31, 2025 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 software. Further, during the course of our audit we did not come across any instance of audit trail feature being tampered with.

The company has confirmed to maintain and preserve the audit trail as per the proviso to Rule 3(1) of the Companies (Accounts) Rules, 2014 which is applicable from April 1, 2023, reporting under Rule 11(g) of Companies (Audit and Auditors) Rules, 2014 as per the statutory requirements for record retention for the financial year ended March 31, 2025.

h) As required by section 197(16) of the Act based on our audit, we report that the Company has paid remuneration to its directors during the year in accordance with the provisions of and limits laid down under section 197 read with Schedule V to the Companies Act, 2013.

**For Kedia Gupta & Associates**  
**Chartered Accountants**  
**ICAI FRN: 006465C**

  
**Ajay Kumar Kedia**  
**Partner**  
**ICAI M.No. 074354**



**UDIN: 25074354BMOWHE4400**

**Date: 22<sup>nd</sup> May, 2025**  
**Place: Kanpur**

**Annexure – A to the Independent Auditor’s Report:**

**Report on the matters specified in paragraph 3 of the Companies (Auditor’s Report) Order, 2020 (“the Order”) issued by the Central Government of India in terms of section 143(11) of the Companies Act, 2013 (“the Act”) as referred to in paragraph 1 of ‘Report on Other Legal and Regulatory Requirements’ section.**

**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) a.)**

**A.** The Company has maintained proper records showing full particulars, including quantitative details and situation of Property, Plant & Equipment.

**B.** The Company has maintained proper records showing full particulars of Intangible Assets.

**b.)** The Property, Plant & Equipment have been physically verified by the management according to the programme of periodical verification in phased manner over a period of three years. In accordance with this program certain property, plant and equipment were verified during the year. In our opinion, this periodicity of physical verification is reasonable having regard to the size of the Company and nature of its assets. According to the information and explanations given to us, no material discrepancies were noticed during such verification.

**c.)** According to the information and explanations given to us, and on the basis of our examination of the records of the Company, the title deeds of the immovable properties disclosed in the Financial Statements are held in the name of the Company.

**d.)** According to the information and explanations given to us, the Company has not revalued its Property, Plant & Equipment and Intangible assets during the financial year.

**e.)** According to the information and explanations given to us, there are no proceedings initiated or are pending against the Company for holding any benami property under the Prohibition of Benami Transactions Act, 1988 and rules made thereunder.

**(ii) a.)** The Company does not have any inventory. Accordingly, reporting under clause 3(ii)(a) of the Order is not applicable to the Company.

**b.)** Based on the records examined by us and information and explanation given to us, during any point of time of the year, the Company has not been sanctioned working capital limits in excess of five crore rupees, in aggregate, from banks or financial institutions on the basis of security of current assets of the Company. Accordingly, reporting under clause 3(ii)(b) of the Order is not applicable to the Company.



- (iii) The Company has not made investments, provided any security or guarantee or granted any loans or advances in the nature of loans, secured or unsecured, during the year to Companies, firms and limited liability partnership or any other parties covered in the register maintained under Section 189 of the Companies Act, 2013 ('the Act').
- (iv) In our opinion and according to the information and explanations given to us, the Company has granted loan and advances to the related parties covered under section 185 of the Companies Act, 2013 and the Company has complied with the provisions of section 185 for the same. However, the Company has not granted loan and advances as specified under section 186 of the Companies Act, 2013.
- (v) 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 not accepted any deposits within the meaning of Sections 73 to 76 of the Act and the Companies (Acceptance of Deposit) Rules 2014 (as amended). Accordingly, reporting under clause 3(v) of the Order is not applicable to the Company.
- (vi) According to the information and explanations given to us and on the basis of our examination of the records of the Company, the Company is not required to maintain cost records pursuant to the Companies (Cost Records and Audit) Rules, 2014 prescribed by the Central Government under Section 148 (1) of the Act. Accordingly, reporting under clause 3(vi) of the Order is not applicable to the Company.
- (vii) a.) According to the records of the Company examined by us and the information and explanations given to us, in our opinion the Company is generally regular in depositing its undisputed statutory dues including Goods and Services Tax, Provident Fund, Employees' State Insurance, Income Tax, Sale Tax, Service Tax, Value Added Tax, Cess and any other statutory dues, as applicable, with the appropriate authorities. Further, there were no undisputed amount outstanding at the financial year end for a period of more than six months from the date they became payable.
- b.) According to the information and explanations given to us and the records of the Company examined by us, there is no disputed amounts payable in respect of sub clause (a).
- (viii) 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 not surrendered or disclosed any transactions, previously unrecorded as income in the books of account, in the tax assessments under the Income Tax Act, 1961, as income during the year.
- (ix) a.) According to the information and explanations given to us and as per the books and records examined by us, in our opinion, the Company has not defaulted in repayment of loans or other borrowings or in the payment of interest thereon to any lender including the loans and interest thereon which are repayable on demand.



- b.)** According to the information and explanations given to us and the records of the Company examined by us including representation received from the management, the Company has not been declared a willful defaulter by any bank, financial institution or other lenders or government or government authority.
- c.)** According to the information and explanations given to us and the records of the Company examined by us, in our opinion and according to the information and explanations given to us by the management, term loans were applied for the purpose for which the loans were obtained.
- d.)** According to the information and explanations given to us and the records of the Company examined by us and on an overall examination of the financial statements of the Company, prima facie, no funds raised on short basis have been used for long term purposes by the Company.
- e.)** According to the information and explanations given to us, the Company does not have any subsidiary or associate or joint venture. Accordingly, reporting under clause 3(ix)(e) of the Order is not applicable to the Company.
- f.)** According to the information and explanations given to us, the Company does not have any subsidiary or associate or joint venture. Accordingly, reporting under clause 3(ix)(f) of the Order is not applicable to the Company.
- (x) a.)** The Company has not raised any money by way of initial public offer or further public offer (including debt instruments), during the year. Accordingly, reporting under clause (x)(a) of the Order is not applicable to the Company.
- b.)** According to the information and explanations given to us and as per the books and records examined by us, the Company has not made any preferential allotment or private placement of shares or fully or partly convertible debentures during the year. Accordingly, reporting under clause 3(x)(b) of the Order is not applicable to the Company.
- (xi) a.)** Based on examination of the books and records of the Company and according to the information and explanations given to us, no fraud by the Company or on the Company have been noticed or reported during the year.
- b.)** According to the information and explanations given to us, no report under sub-section (12) of Section 143 of the Act has been filed by the auditors in Form ADT-4 as prescribed under Rule 13 of the Companies (Audit and Auditors) Rules, 2014 with the Central Government.
- c.)** According to the information & explanations and representation made by the management, no whistle-blower complaints have been received during the year by the Company. Accordingly, reporting under clause 3(xi)(c) of the Order is not applicable to the Company.



- (xii) According to the information and explanations given to us, the Company is not a Nidhi Company. Accordingly, reporting under clause 3(xii) of the Order is not applicable to the Company.
- (xiii) According to the information and explanations given to us and based on our examination of the records of the Company, transactions with the related parties are in compliance with Section 177 and 188 of the Act where applicable and details of such transactions have been disclosed in the Financial Statements as required by the applicable accounting standards.
- (xiv) (a) Based on information and explanations provided to us and our audit procedure, in our opinion, the Company has an internal audit system commensurate with the size of the Company and the nature of its business.
- (b) We have considered the reports issued by the Internal Auditors of the Company till date for the period under audit.
- (xv) In our opinion, and according to the information and explanations given to us, the Company has not entered into any non-cash transactions with directors or persons connected with him. Accordingly, reporting under clause 3(xv) of the Order is not applicable to the Company.
- (xvi) (a) The Company is not required to be registered under Section 45-IA of the Reserve Bank of India Act, 1934. Accordingly, reporting under clause 3(xvi) (a) and (b) of the Order are not applicable to the Company.
- (b) In our opinion, the Company is not a core investment Company (As defined in the Core Investment Companies (Reserve Bank) Directions, 2016) and accordingly reporting under clause 3(xvi) (c) and (d) of the Order is not applicable to the Company.
- (xvii) In our opinion, and according to the information and explanations provided to us, the Company has not incurred cash losses in the current and in the immediately preceding financial year.
- (xviii) There has been no resignation of the statutory auditors during the year. Accordingly, reporting under clause 3(xviii) of the Order is not applicable to the Company.
- (xix) According to the information and explanations given to us and on the basis of the financial ratios, ageing and expected dates of realization of financial assets and payment of financial liabilities, other information accompanying the financial statements, 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 that the 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) According to the information and explanations given to us, the provisions of Section 135 of the Companies Act, 2013 are not applicable to the Company. Accordingly, reporting under clause 3(xx) of the Order is not applicable to the Company.
- (xxi) The Company is not required to prepare consolidated financial statements. Accordingly, reporting under clause 3(xxi) of the Order is not applicable to the Company.

For Kedia Gupta & Associates  
Chartered Accountants  
ICAI FRN: 006465C

  
Ajay Kumar Kedia  
Partner  
ICAI M.No. 074354



UDIN:

Date: 22<sup>nd</sup> May, 2025  
Place: Kanpur

**Annexure B to the Independent Auditor's Report:**

**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') as referred to in paragraph 2(f) of 'Report on Other Legal and Regulatory Requirements' section.**

We have audited the internal financial controls over financial reporting of **DAPS Advertising Limited ("the Company")** as of **31<sup>st</sup> March, 2025** in conjunction with our audit of the Financial Statements of the Company for the year ended on that date.

**Management's Responsibility for the Internal Financial Controls**

The Management and Board of Directors of the Company is responsible for establishing and maintaining internal financial controls based on the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting issued by the Institute of Chartered Accountants of India ('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 the Company's policies, the safeguarding of its assets, the prevention and detection of frauds and errors, the accuracy and completeness of the accounting records, and the timely preparation of reliable financial information, as required under the Companies Act, 2013.

**Auditor's Responsibility**

Our responsibility is to express an opinion on the Company's internal financial controls over financial reporting of the Company based on our audit.

We conducted our audit in accordance with the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting (the "Guidance Note") and the Standards on Auditing, issued by ICAI and deemed to be prescribed under Section 143 (10) of the Companies Act, 2013, to the extent applicable to an audit of internal financial controls, both applicable to an audit of Internal Financial Controls and, both issued by the Institute of Chartered Accountants of India. Those Standards and the Guidance Note require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether adequate internal financial controls over financial reporting was established and maintained and if such controls operated effectively in all material respects.

Our audit involves performing procedures to obtain audit evidence about the adequacy of the internal financial controls system over financial reporting and their operating effectiveness.



Our audit of internal financial controls over financial reporting included obtaining an understanding of internal financial controls over financial reporting, assessing the risk that a material weakness exists, and testing and evaluating the design and operating effectiveness of internal control based on the assessed risk. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the Financial Statements, whether due to fraud or error. We believe that the audit evidence we have obtained, is sufficient and appropriate to provide a basis for our audit opinion on the Company's internal financial controls system over financial reporting.

### **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:

- (a) pertain to the maintenance of records that, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the Company;
- (b) 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 authorizations of management and directors of the Company; and
- (c) provide reasonable assurance regarding prevention or timely detection of unauthorized acquisition, use, or disposition of the Company's assets that could have a material effect on the Financial Statements.

### **Inherent Limitations of Internal Financial Controls over Financial Reporting**

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



**Opinion**

In our opinion, and to the best of our information and according to the explanations given to us, the Company has, in all material respects, an adequate internal financial controls system over financial reporting and such internal financial controls over financial reporting were operating effectively as at **31<sup>st</sup> March, 2025**, based on the criteria for internal financial control over financial reporting established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting issued by the Institute of Chartered Accountants of India.

**For Kedia Gupta & Associates**  
**Chartered Accountants**  
**ICAI FRN: 006465C**


**Ajay Kumar Kedia**  
**Partner**  
**ICAI M.No. 074354**

**UDIN :**

**Date: 22<sup>nd</sup> May, 2025**  
**Place: Kanpur**

**DAPS ADVERTISING LIMITED**  
**Balance Sheet As At 31st March, 2025**

<b>Equity And Liabilities</b>	<b>Note</b>	<b>As At 31st March, 2025</b>	<b>(Rupees in Lakhs) As At 31st March, 2024</b>
<b>Shareholders' Fund</b>			
Share Capital	2	517.49	517.49
Reserve & Surplus	3	1159.07	1048.22
<b>Share Application Money Pending Allotment</b>		-	-
<b>Non-Current Liabilities</b>			
Long Term Borrowings	4	7.18	12.35
Deferred Tax Liabilities (Net)	5	1.68	0.98
<b>Current Liabilities</b>			
Short Term Borrowings	6	5.65	5.66
Trade Payables	7		
a. To MSME		-	-
b. Other than MSME		320.25	230.28
Other Current Liabilities	8	59.73	38.27
Short Term Provisions	9	15.75	5.76
<b>Total</b>		<b>2086.80</b>	<b>1859.01</b>
<b>Assets</b>			
<b>Non Current Assets</b>			
<b>Property, Plant and Equipment &amp; Intangible Assets :</b>			
Property, Plant & Equipment		242.38	220.37
Intangible Assets		1.53	2.03
Non Current Investments	11	3.68	-
Other Non Current Assets	12	43.44	45.29
<b>Current Assets</b>			
Trade Receivables	13	861.38	904.71
Cash and Cash Equivalents	14	795.18	548.32
Short Term Loans and Advances	15	99.58	96.79
Other Current Assets	16	39.63	41.50
<b>Total</b>		<b>2086.80</b>	<b>1859.01</b>

**Notes 1 to 25 form integral part of these financial statements**  
**In terms of our report attached**

For Kedia Gupta & Associates  
Chartered Accountants  
ICAI FRN: 006465C

Ajay Kumar Kedia  
Partner

ICAI M. No. 074354

UDIN: 25079354 BMOWHE 4400

Date : 22nd May, 2025

Place: Kanpur

For and on behalf of the Board of Directors of  
DAPS Advertising Limited

Akhilesh Chaturvedi  
(Chairman & Whole Time Director)  
DIN : 00989785

Paresh Chaturvedi  
(Whole Time Director & CFO)  
DIN : 00989858

Dharmesh Chaturvedi  
(Managing Director)  
DIN : 00989831

Vinny Saxena  
(Company Secretary)  
M.No. ACS-70940



**DAPS ADVERTISING LIMITED**

**Statement of Profit and Loss for the Year ended on 31st March, 2025**

Income :	Note	(Rupees in Lakhs)	
		Year ended on 31 March 2025	Year ended 31 March 2024
Revenue from Operations	17	1907.01	2035.76
Other Income	18	51.82	97.14
<b>Total Income</b>		<b>1958.83</b>	<b>2132.90</b>
<b>Expenditure :</b>			
Cost of Services	19	1522.47	1719.68
Employee Benefits Expense	20	143.09	140.38
Finance Costs	21	2.84	5.10
Depreciation and Amortization Expense	22	27.43	21.73
Other Expenses	23	104.49	100.71
<b>Total Expenses</b>		<b>1800.32</b>	<b>1987.60</b>
<b>Profit/(Loss) Before Exceptional &amp; Extraordinary Items and Tax</b>		158.51	145.30
Exceptional Items		-	-
<b>Profit/(Loss) from ordinary activities before Extraordinary Items and Tax</b>		158.51	145.30
Extraordinary Items		-	-
<b>Profit/(Loss) from ordinary activities before Tax</b>		158.51	145.30
<b>Tax Expenses:</b>			
Current Tax		39.19	36.08
Deferred Tax Charge/(Credit)		0.70	0.49
		<b>39.89</b>	<b>36.57</b>
<b>Profit for the Year</b>		<b>118.62</b>	<b>108.73</b>
<b>Earning per equity share on Profit for the year (₹)</b>	24	2.29	2.10

**Notes 1 to 25 form integral part of these financial statements**  
**In terms of our report attached**

For Kedia Gupta & Associates  
Chartered Accountants  
ICAI FRN: 006465C

Ajay Kumar Kedia  
Partner

ICAI M. No. 074354

UDIN: 25074354BM0WHE4400

Date : 22nd May, 2025

Place: Kanpur

For and on behalf of the Board of Directors of  
DAPS Advertising Limited

Akhilesh Chaturvedi  
(Chairman & Whole Time Director)  
DIN : 00989785

Paresh Chaturvedi  
(Whole Time Director & CFO)  
DIN : 00989858

Dharmesh Chaturvedi  
(Managing Director)  
DIN : 00989831

Vinny Saxena  
(Company Secretary)  
M.No. ACS-70940

**DAPS ADVERTISING LIMITED****Cash Flow Statement for the Year ended on 31st March, 2025**

Particulars	(Rupees in Lakhs)	
	Year Ended 31st March, 2025	Year Ended 31st March, 2024
<b>A. CASH FLOW FROM OPERATING ACTIVITIES :</b>		
Net Profit Before Tax	158.51	145.30
<b>Adjusted for :</b>		
Depreciation & Amortisation Expenses	27.43	21.73
Increase/Decrease in Reserve & Surplus	-	-
Profit/Loss on Sale of Fixed Assets	-	-
Interest Income	(38.55)	(45.28)
<b>Operating Profit before Working Capital Changes (i)</b>	<b>147.39</b>	<b>121.75</b>
<b>Adjusted for :</b>		
Increase/Decrease in Trade Payables	89.97	(120.68)
Increase/Decrease in Other Current Liabilities	21.46	2.62
Increase/Decrease in Short Term Provisions	9.99	(10.42)
Increase/Decrease in Trade Receivables	43.32	(19.70)
Increase/Decrease in Short Term Advances	(2.79)	(1.51)
Increase/Decrease in Other Current Assets	1.87	1.45
<b>Cash Flow from Operations (ii)</b>	<b>163.82</b>	<b>(148.24)</b>
<b>Cash Generated from Operations (i+ii)</b>	<b>311.21</b>	<b>(26.49)</b>
Income Tax Paid (Net)	(39.19)	(36.08)
<b>Net Cash Flow from Operating Activities (A)</b>	<b>272.02</b>	<b>(62.57)</b>
<b>B. CASH FLOW FROM INVESTING ACTIVITIES :</b>		
Purchase of Fixed Assets	(48.94)	(101.91)
Investment in Gold & Bullions	(3.68)	-
Sale of Fixed Assets	-	-
Interest Income	38.55	45.28
(Increase)/Decrease in Security Deposits	1.85	(39.83)
<b>Net Cash Flow used in Investing Activities (B)</b>	<b>(12.22)</b>	<b>(96.46)</b>
<b>C. CASH FLOW FROM FINANCING ACTIVITIES :</b>		
Issue of Equity Shares	-	-
Securities Premium Received	-	-
Increase/(Decrease) in Long Term Borrowings	(5.17)	(4.25)
Increase/(Decrease) in Short Term Borrowings	(0.01)	(5.17)
Dividend Paid	(7.76)	(25.87)
<b>Net Cash Flow generated from Financing Activities (C)</b>	<b>(12.94)</b>	<b>(35.29)</b>
ase/(Decrease) in Cash & Cash Equivalent (A+B+C) = (D)	246.86	(194.32)
<b>Opening Cash and Cash Equivalents (E)</b>	548.32	742.64
<b>Closing Cash and Cash Equivalents (D+E)</b>	795.18	548.32

Notes 1 to 25 form integral part of these financial statements

In terms of our report attached

For Kedia Gupta &amp; Associates

Chartered Accountants

ICAI FRN: 006465C

Ajay Kumar Kedia

Partner

ICAI M. No. 074354

UDIN: 25074354BMOWHE4400

Date : 22nd May, 2025

Place: Kanpur

For and on behalf of the Board of Directors of

DAPS Advertising Limited

Akhilesh Chaturvedi

(Chairman &amp; Whole Time Director)

DIN : 00989785

Paresh Chaturvedi

(Whole Time Director &amp; CFO)

DIN : 00989858

Dharmesh Chaturvedi

(Managing Director)

DIN : 00989831

Vinhy Saxena

(Company Secretary)

M.No. ACS-70940

**DAPS Advertising Limited****Summary of Material Accounting Policies and Other Explanatory Information**

(All amounts are in lakhs India Rupees, unless otherwise stated)

**A. Corporate Information**

DAPS Advertising Limited ("the Company") is a BSE-SME Equity-listed Public Limited Company which incorporated in the 1999 vide certificate of incorporation dated 29th April, 1999 issued by the RoC-Kanpur. Subsequently the company changed from private limited to public limited with the fresh certificate of incorporation dated 20th September, 2018. Company engaged in the Advertising Business, it is an integrated wide range advertising agency offering advertising media services consisting of print media, electronic media and outdoor media services which covers advertisement modes such as newspapers, brochures, magazines, television channels, FM Channels and display of outdoor hoardings etc.

**B. Summary of Material Accounting Policies :****B.1. Basis of Preparation and Presentation of Financial Statements :**

The financial statements of the Company have been prepared in accordance with the Generally Accepted Accounting Principles in India (GAAP) to comply with the Accounting Standards specified under Section 133 of the Companies Act, 2013 ("the Act"). The financial statements have been prepared on accrual basis under the historical cost convention. Accounting policies have been consistently applied except where a newly issued accounting standard is initially adopted or a revision to an existing accounting standard requires a change in the accounting policy hitherto in use.

**Use of Estimates :**

The preparation of the financial statements in conformity with GAAP requires that the management of the Company makes estimates and assumptions that affect the reported amounts of income and expenses of the year, the reported balances of assets and liabilities and the disclosures relating to contingent liabilities as at the date of financial statements. Examples of such estimates include the useful lives of tangible and intangible fixed assets, provision for doubtful debts/advances, future obligations in respect of retirement benefit plans etc. Future results could differ due to these estimates and the differences between the actual results and estimates are recognized in the year in which the results are known/materialize.

**B.2. Functional and Presentation Currency:**

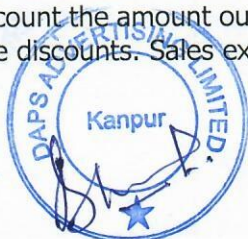
The financial Statements are presented in Indian Rupees which is also the Company's functional currency. All amounts have been rounded off to the nearest Lakhs, except as otherwise stated.

**B.3. Cash Flow Statement :**

Cash flows are reported using the indirect method, whereby profit / (loss) before extraordinary items and tax is adjusted for the effects of transactions of non-cash nature and any deferrals or accruals of past or future cash receipts or payments. The cash flows from operating, investing and financing activities of the Company are segregated based on the available information. Cash comprises cash on hand, demand deposits with banks. Cash equivalents are short-term, highly liquid investments that are readily convertible into known amounts of cash and which are subject to insignificant risk of changes in value.

**B.5. Revenue Recognition :**

Revenue is recognized to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured. Interest income is recognized on time proportion basis taking into account the amount outstanding and rate applicable. Revenue from sale of services is recognized, net of trade discounts. Sales exclude indirect taxes.



### **B.6. Property, Plant & Equipment :**

Property, plant and equipment are carried at cost less accumulated depreciation and impairment losses, if any. The cost of property, plant and equipment comprises its 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 borrowings costs attributable to acquisition of qualifying fixed assets up to the date the asset is ready for its intended use. Subsequent costs are included in the asset's carrying amount or recognized as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the Company and the cost of the item can be measured reliably.

An item of property, plant and equipment is derecognized upon disposal or when no future economic benefits are expected to arise from the continued use of the asset. Any gain or loss arising on the disposal or retirement of an item of property, plant and equipment is determined as the difference between the sales proceeds and the carrying amount of the asset and is recognized in profit and loss.

### **Depreciation Methods, Estimated Useful Life and Residual Value :**

The Company depreciates its Property, Plant & Equipment over the useful life in the manner prescribed in Schedule II to the Act. Depreciation is provided on pro-rata basis on written down value method using the rates arrived on the basis of useful life of assets specified in Part C of Schedule II to the Act except Computer Software on which depreciation is provided on SLM method. Gains and losses on disposals are determined by comparing proceeds with carrying amount. These are included in the Statement of Profit and Loss.

Useful life considered for calculation of depreciation for various assets class are as follows:

<b>Assets</b>	<b>Useful Life</b>
Guest House	60 Years
Machinery	15 Years
Machinery (Electronic)	10 Years
Vehicle	08 Years
Office Equipment	05 Years
Computer	03 Years
Furniture & Fixture	10 Years
Computer Software	05 Years (SLM)

### **B.7. Intangible Assets :**

Intangible assets acquired separately are measured at cost of acquisition. Intangible assets are carried at cost less accumulated amortization and impairment losses, if any. The amortization of an intangible assets with a finite useful life reflects the manner in which the economic benefit is expected to be generated.

### **B.8. Retirement and Employee Benefits :**

Short-term employee benefits are recognized as an expense at the undiscounted amount in the Statement of Profit & Loss for the year in which the related service is rendered.

### **B.9. Borrowing Costs :**

Borrowing cost includes interest, amortization of ancillary costs incurred in connection with the arrangement of borrowings and exchange differences arising from foreign currency borrowings to the extent they are regarded as an adjustment to the interest cost. Borrowing costs directly attributable to the acquisition, construction or production of an asset that necessarily takes a substantial year of time to get ready for its intended use or sale are capitalized as part of the cost of the asset. All other Borrowing Costs are recognized in the Statement of Profit & Loss in the year in which they are incurred.



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**B.10. Leases :**

There is no assets taken by the Company on lease.

**B.11. Earnings per Share :**

Basic and diluted earnings per share are computed by dividing the net profit attributable to equity shareholders for the year, by the weighted average number of equity shares outstanding at the end of the year. There are no diluted potential equity shares.

**B.12. Income Taxes :**

Tax expenses comprise current and deferred tax. Current tax comprises Company's tax liability for the current year as well as additional tax paid, if any, during the year in respect of earlier years on receipt of demand from the authorities. For computation of taxable income under the Income Tax Act, 1961, accrual basis of accounting has been adopted and consistently followed by the Company. Deferred tax assets and liabilities are computed on the basis of timing differences at the Balance Sheet date using the tax rate and tax laws that have been enacted or substantially enacted by the Balance Sheet date.

Deferred tax assets are recognized based on management estimates of reasonable certainty that sufficient taxable income will be available against which such deferred tax assets can be realized. Unrecognized deferred tax assets of earlier years are re-assessed and recognized to the extent that it has become reasonably certain that future taxable income will be available against which such deferred tax assets can be realized.

**B.13. Impairment of Assets :**

The carrying values of assets/cash generating units at each balance sheet date are reviewed for impairment, if any, indication of impairment exists. An impairment loss is recognized for the amount by which the asset's carrying amount exceeds its recoverable amount, which is the higher of fair value less costs of disposal and value in use. The value in use is arrived at by discounting the future cash flows to their present value based on an appropriate discount factor. When there is indication that an impairment loss recognized for an asset in earlier accounting years no longer exists or may have decreased, such reversal of impairment loss is recognized in the Statement of Profit and Loss, to the extent the amount was previously charged to the Statement of Profit and Loss.

**B.14. Provisions, Contingent Liabilities and Contingent Assets :**

The Company recognized a provision when there is a present obligation as a result of past event, and a reliable estimate can be made of the amount of the obligation. Provisions are determined based on the best estimate required to settle the obligation at the reporting date. These estimates are reviewed at each reporting date and adjusted to reflect the current best estimates.

The liabilities or obligations, which cannot be crystallized but loom in horizon, are disclosed as contingent liabilities. The Company has given a Bank & Corporate Guarantee of Rs. 75.00 Lakhs to Indian News Society (INS) from the ICICI Bank Ltd which is the part of the normal course of business activity of the Advertising Industry. The principal object of this INS ("Society") to promote and safeguard the business interests of its members incidental to their publications and to take suitable steps in respect of such business as are affected by the action of Legislatures, Governments, Law Courts, Municipal and local bodies, and Associations or Organizations, commercial or formed for any other purpose.

Contingent assets are not recognized in financial statements since this may result in the recognition of income that may never be realized. However, when the realization of income is virtually certain, then the related asset is not a contingent asset and is recognized. A contingent asset is disclosed, in financial statements, where an inflow of economic benefits is probable. There is no Contingent Assets of the Company during the financial year.



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**DAPS ADVERTISING LIMITED**

**Notes to the Financial Statements for the Year ended on 31st March, 2025**

(Rupees in Lakhs)

<b>2 SHARE CAPITAL</b>	<b>As At 31.03.2025</b>	<b>As At 31.03.2024</b>
<b>Authorized Capital :</b> (5500000 Equity Shares of Rs.10/- each)	<b>550.00</b>	<b>550.00</b>
<b>Issued, Subscribed &amp; Paid-up Capital :</b> (5174900 Equity Shares of Rs. 10/- each)	517.49	517.49
<b>Total</b>	<b>517.49</b>	<b>517.49</b>

**2.1 Rights, Preference and Restrictions attached to Shares**

The Company has only one class of equity shares having a par value of Rs. 10/- each. Each shareholder is eligible for one vote per share held. In the event of liquidation, the shareholders are eligible to receive the remaining assets of the Company after distribution of all preferential amounts, in proportion to their share holding.

**2.2. Reconciliation of Equity Shares**

	<b>As At 31.03.2025</b>		<b>As At 31.03.2024</b>	
	<b>No. of Shares</b>	<b>Amount</b>	<b>No. of Shares</b>	<b>Amount</b>
Shares outstanding at beginning of the year	5174900	517.49	5174900	517.49
Add : Issue of Equity Shares during the year	-	-	-	-
Shares Outstanding at the end of the year	5174900	517.49	5174900	517.49

**2.3. The Details of Shareholders holding more than 5% shares :**

<b>Name of Shareholder</b>	<b>As At 31.03.2025</b>		<b>As At 31.03.2024</b>	
	<b>No. of Shares</b>	<b>% held</b>	<b>No. of Shares</b>	<b>% held</b>
Akhilesh Chaturvedi	665300	12.86	665300	12.86
Dharmesh Chaturvedi	665300	12.86	665300	12.86
Pareesh Chaturvedi	567800	10.97	567800	10.97
Babita Chaturvedi	287500	5.56	287500	5.56
Shakti Chaturvedi	422500	8.16	422500	8.16
Archana Chaturvedi	406000	7.85	406000	7.85

**2.4. Shares held by the promoter at the end of the year**

<b>Name of Promoters</b>	<b>No. of Shares</b>	<b>% of Total Shares</b>	<b>% Change during the year</b>
Akhilesh Chaturvedi	665300	12.86	-
Dharmesh Chaturvedi	665300	12.86	-
Pareesh Chaturvedi	567800	10.97	-
<b>Total</b>	<b>1898400</b>	<b>36.68</b>	-

**3 RESERVES & SURPLUS**

	<b>As At 31.03.2025</b>	<b>As At 31.03.2024</b>
<b>Securities Premium</b>		
Opening Balance	279.91	279.91
<b>Profit &amp; Loss Account :</b>		
Opening Balance	768.30	685.45
Add: Profit for the Year	118.62	108.73
Less : Final Dividend	7.76	25.87
<b>Total</b>	<b>1159.07</b>	<b>1048.22</b>



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**DAPS ADVERTISING LIMITED**

**Notes to the Financial Statements for the Year ended on 31st March, 2025**

	(Rupees in Lakhs)	
	As At	As At
	<u>31.03.2025</u>	<u>31.03.2024</u>
<b>4 LONG TERM BORROWINGS</b>		
(i) Term Loan		
(A) From Banks		
I. Secured		
(a) Loans from Banks		
Central Bank of India		
(i) Vehicle Loan*	1.96	3.55
*The Vehicle Loan is secured by vehicle only.		
II. Unsecured	-	-
(B) From Others		
(a) Loans from NBFCs		
I. Secured		
Toyota Financial Services India Ltd.		
(i) Vehicle Loan*	5.22	8.80
*The Vehicle Loan is secured by vehicle only.		
II. Unsecured	-	-
<b>Total</b>	<u><b>7.18</b></u>	<u><b>12.35</b></u>
<b>5 DEFERRED TAX LIABILITIES</b>		
Arising on account of depreciation due to timing difference	1.68	0.98
<b>Total</b>	<u><b>1.68</b></u>	<u><b>0.98</b></u>
<b>6 SHORT TERM BORROWINGS</b>		
<b>Loan Repayable On Demand</b>		
From Banks :		
Secured :		
Central Bank of India	-	-
<b>Current Maturities of Long Tem Borrowing</b>		
(A) From Banks :		
Secured :		
Vehicle Loan from Central Bank of India*	2.07	2.38
*The Vehicle Loan is secured by vehicle only.		
(B) From Others :		
Loans from NBFCs :		
Secured :		
Vehicle Loan from Toyota Financial Services India Ltd.*	3.58	3.28
*The Vehicle Loan is secured by vehicle only.		
Unsecured	-	-
<b>Total</b>	<u><b>5.65</b></u>	<u><b>5.66</b></u>
<b>7 TRADE PAYABLES</b>		
MSME	-	-
Others	320.25	230.28
<b>Total</b>	<u><b>320.25</b></u>	<u><b>230.28</b></u>



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**DAPS ADVERTISING LIMITED**

**Notes to the Financial Statements for the Year ended on 31st March, 2025**

(Rupees in Lakhs)

**Trade Payables Ageing Schedule :**

Outstanding for following Periods from Due Date of Payment	MSME	Others	Disputed Dues	
			MSME	Others
Less than 1 year	-	267.52 (181.66)	-	-
1-2 Year	-	4.65 (1.22)	-	-
2-3 Years	-	0.68 -	-	-
More than 3 Years	-	47.40 (47.40)	-	-
<b>Total</b>	-	<b>320.25</b> <b>(230.28)</b>	-	-

\*Figures in bracket represents the amount of previous year

**8 OTHER CURRENT LIABILITIES**

	As At <u>31.03.2025</u>	As At <u>31.03.2024</u>
Statutory Dues Payable	27.92	7.37
Deal Advance Received	31.81	30.90
<b>Total</b>	<b>59.73</b>	<b>38.27</b>

**9 SHORT TERM PROVISIONS**

	As At <u>31.03.2025</u>	As At <u>31.03.2024</u>
Provision for Salary	5.67	3.19
Provision for Other Expenses	10.08	1.99
Provision for Income Tax (Net of TDS)	-	0.58
<b>Total</b>	<b>15.75</b>	<b>5.76</b>

**11 NON-CURRENT INVESTMENTS**

Other Investments	As At <u>31.03.2025</u>	As At <u>31.03.2024</u>
Investment in Gold & Bullion	3.68	-
<b>Total</b>	<b>3.68</b>	<b>-</b>

**12 OTHER NON CURRENT ASSETS**

Security Deposits	As At <u>31.03.2025</u>	As At <u>31.03.2024</u>
Unsecured, considered good	43.44	45.29
Other Deposits	-	-
<b>Total</b>	<b>43.44</b>	<b>45.29</b>

**13 TRADE RECEIVABLES**

Undisputed Trade Receivables	As At <u>31.03.2025</u>	As At <u>31.03.2024</u>
Secured Considered Good	-	-
Unsecured Considered Good	861.38	904.71
Doubtful	-	-
<b>Disputed Trade Receivables</b>		
Secured Considered Good	-	-
Unsecured Considered Good	-	-
Doubtful	-	-
<b>Total</b>	<b>861.38</b>	<b>904.71</b>



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**DAPS ADVERTISING LIMITED**

**Notes to the Financial Statements for the Year ended on 31st March, 2025**

(Rupees in Lakhs)

**Trade Receivables Ageing Schedule**

Outstanding for following Periods from Due Date of Payment	Undisputed Trade Receivables - Considered good	Undisputed Trade Receivables - Considered doubtful	Disputed Trade Receivables - Considered good	Disputed Trade Receivables - Considered doubtful
Less than 6 months	541.63	-	-	-
	(586.17)			
6 months - 1 year	112.87	-	-	-
	(147.15)			
1-2 Years	164.98	-	-	-
	(130.58)			
2-3 Years	11.28	-	-	-
	(5.52)			
More than 3 Years	30.62	-	-	-
	(35.29)			
<b>Total</b>	<b>861.38</b>	<b>-</b>	<b>-</b>	<b>-</b>
	<b>(904.71)</b>	<b>-</b>	<b>-</b>	<b>-</b>

\*Figures in bracket represents the amount of previous year

**14 CASH AND CASH EQUIVALENTS**

	As At 31.03.2025	As At 31.03.2024
Balances with Bank	456.22	239.45
Fixed Deposits	153.06	122.13
Cash on Hand	19.15	32.83
Fixed Deposits (More than 12 months maturity)	166.75	153.91
<b>Total</b>	<b>795.18</b>	<b>548.32</b>

**15 SHORT TERM LOANS AND ADVANCES**

**(Unsecured Considered Good)**

Advance Income Tax & TDS/TCS	1.75	-
Loan & Advances to Related Parties	36.83	76.79
Other Short Term Loans & Advances	61.00	20.00
<b>Total</b>	<b>99.58</b>	<b>96.79</b>

**16 OTHER CURRENT ASSETS**

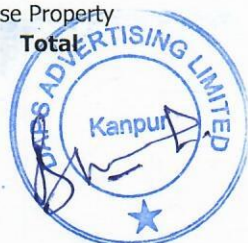
TDS Recoverable from NBFCs	0.72	0.63
Advance given to Suppliers	1.61	3.32
Advance against Expenses	1.33	-
GST Credit Receivable	0.58	1.11
Deal Advance	34.63	36.07
Prepaid Insurance	0.60	0.36
Prepaid Subscription (LED)	0.16	-
<b>Total</b>	<b>39.63</b>	<b>41.50</b>

**17 REVENUE FROM OPERATIONS**

	2024-25	2023-24
Sale Of Services	1887.21	2021.50
Commission/Service Charges Received	19.80	14.26
<b>Total</b>	<b>1907.01</b>	<b>2035.76</b>

**18 OTHER INCOME**

	2024-25	2023-24
Interest From Bank Deposits	32.75	39.32
Interest From Loan	5.52	5.38
Incentive Received	10.62	39.41
Interest on Itax Refund	0.28	0.58
Rebate & Discounts	0.43	12.45
Income From House Property	2.22	-
<b>Total</b>	<b>51.82</b>	<b>97.14</b>



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**DAPS ADVERTISING LIMITED****Notes to the Financial Statements for the Year ended on 31st March, 2025**

	(Rupees in Lakhs)	
	<u>2024-25</u>	<u>2023-24</u>
<b>19 COST OF SERVICES</b>		
Payments for Advertising Business	1522.47	1719.68
<b>Total</b>	<u><b>1522.47</b></u>	<u><b>1719.68</b></u>
<b>20 EMPLOYEE BENEFITS EXPENSES</b>		
Salary & Wages	32.53	29.99
Bonus	1.60	1.51
Directors' Remuneration	108.00	108.00
Staff Welfare	0.83	0.88
ESI Contribution	0.13	-
<b>Total</b>	<u><b>143.09</b></u>	<u><b>140.38</b></u>
<b>21 FINANCE COSTS</b>		
Interest Expense	2.84	5.10
<b>Total</b>	<u><b>2.84</b></u>	<u><b>5.10</b></u>
<b>22 DEPRECIATION &amp; AMORTIZATION EXPENSE</b>		
Depreciation (Refer Note 10)	27.43	21.73
<b>Total</b>	<u><b>27.43</b></u>	<u><b>21.73</b></u>
<b>23 OTHER EXPENSES</b>		
<b>Establishment Expenses :</b>		
Advertisement Expenses	-	0.83
Bank Charges	0.59	0.65
Payment to Statutory Auditors :		
Audit Fees	1.00	1.00
Certification & Other Professional Charges	0.77	0.97
Business Promotion	15.99	8.93
Board / General Meeting Expenses	0.23	0.09
Commission	13.25	14.88
Computer Expenses	0.68	0.28
Conveyance Expenses	1.28	1.58
Electricity Expenses	4.48	3.82
Insurance Charges	1.10	0.72
Membership Fees	0.12	0.08
Office Expenses	1.95	3.99
Office Rent	23.40	24.14
Printing and Stationery	0.47	3.73
Legal & ROC Expenses	0.07	0.10
Professional Charges	3.85	11.35
Rebate & Discounts	0.80	-
Repair and Maintenance	3.26	5.09
Rates & Taxes	0.32	-
Sitting Fees	1.60	1.32
Security Fee & Charges	0.85	0.77
Software/Web Expenses	8.89	3.04
Travelling Expenses	8.97	6.56
Telephone & Internet Expenses	1.60	1.26
Vehicle Running & Maintenance	8.97	5.53
<b>Total</b>	<u><b>104.49</b></u>	<u><b>100.71</b></u>



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**DAPS ADVERTISING LIMITED**

**Notes to the Financial Statements for the Year ended on 31st March, 2025**

	(Rupees in Lakhs)	
<b>24 EARNING PER SHARE (EPS)</b>	<b><u>2024-25</u></b>	<b><u>2023-24</u></b>
i. Net Profit after tax as per Statement of Profit & Loss attributable to Equity Shareholders	118.62	108.73
ii. Weighted Average number of equity shares used as denominator for calculating EPS	5174900	5174900
iii. Basic and Diluted Earning per Share	2.29	2.10
iv. Adjusted earning per share for previous year	-	-
iv. Face Value per equity share	10	10



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**DAPS ADVERTISING LIMITED**

**Notes to the Financial Statements for the Year ended on 31st March, 2025**

**10 Property, Plant and Equipment**

Particulars	GROSS BLOCK			DEPRECIATION / AMORTISATION			NET BLOCK		
	As At 01.04.2024	Addition	Deduction/ Adjustment	As At 31.03.2025	As At 01.04.2024	Deduction/ Adjustment	Upto 31.03.2025	As At 31.03.2025	As At 31.03.2024
<b>Tangible Assets :</b>									
Guest House	199.03	-	-	199.03	28.90	8.26	37.16	161.87	170.13
Advertising Equipments	18.63	30.98	-	49.61	5.50	3.95	9.45	40.16	13.13
Vehicles	57.20	-	-	57.20	34.65	7.03	41.68	15.52	22.55
Office Equipments	23.94	7.26	-	31.20	19.66	3.24	22.90	8.30	4.28
Computer	12.12	1.81	-	13.93	10.94	0.81	11.75	2.18	1.18
Furniture & Fixture	10.09	8.89	-	18.98	0.99	3.64	4.63	14.35	9.10
<b>Total Rs. (A)</b>	<b>321.01</b>	<b>48.94</b>	-	<b>369.95</b>	<b>100.64</b>	<b>26.93</b>	<b>127.57</b>	<b>242.38</b>	<b>220.37</b>
<b>Intangible Assets :</b>									
Computer Software	5.00	-	-	5.00	2.96	0.51	3.47	1.53	2.03
<b>Total Rs. (B)</b>	<b>5.00</b>	-	-	<b>5.00</b>	<b>2.96</b>	<b>0.51</b>	<b>3.47</b>	<b>1.53</b>	<b>2.03</b>
<b>Total Rs. (A+B)</b>	<b>326.01</b>	<b>48.94</b>	-	<b>374.95</b>	<b>103.60</b>	<b>27.44</b>	<b>131.04</b>	<b>243.91</b>	<b>222.40</b>
<b>As At 31.03.2024</b>	<b>224.09</b>	<b>101.91</b>	-	<b>326.00</b>	<b>81.87</b>	<b>21.73</b>	<b>103.60</b>	<b>222.40</b>	<b>142.21</b>



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**DAPS Advertising Limited**

**A. Other Notes :**

**A.1.** The indicators listed in paragraph 8 to 10 of Accounting Standard (AS-28) "Impairment of Assets" issued by the Institute of Chartered Accountants of India have been examined and on such examination, it has been found that none of these indicators are present in case of the Company after taking into consideration derecognized assets.

**A.2.** In the opinion of the Board, Current Assets and Loans & Advances would have a value on realization in the ordinary course of business at least equal to the amount at which they were stated in the Financial Statements.

**A.3.** Information as required under Notification No. GSR 719(E) dt. 16.11.2007 issued by the Department of Company Affairs in respect of total amount payable and amount of interest thereon paid during the year and payable at the end of the year to the sundry creditors has not been disclosed as the relevant information has not been made available by the respective enterprises as regards to their status/classification into Micro, Small and Medium Enterprises.

**A.4.** Related Party disclosure under Accounting Standard – 18 :

**A) The list of transacting related parties as identified by the management are as under :**

- i) Wholly Owned Subsidiary Nil
- ii) Associates Nil
- iii) Joint Venture Nil

**B) Key Management Personnel :**

- i) Mr. Akhilesh Chaturvedi Whole Time Director
- ii) Mr. Dharmesh Chaturvedi Managing Director
- iii) Mr. Paresh Chaturvedi CFO cum Whole Time Director

**C) Other Key Management Personnel :**

- i) Mrs. Srishti Chaturvedi Non-Executive Director
- ii) Ms. Vinny Saxena Company Secretary

**C) Relative of Key Management Personnel :**

- i) Mrs. Sudha Chaturvedi
- ii) Mrs. Babita Chaturvedi
- iii) Mrs. Shakti Chaturvedi
- iv) Mrs. Archana Chaturvedi
- v) Mr. Shuddhatm Chaturvedi

**D) Company having Substantial Interest Nil**

**A.5. Particulars of Remuneration of Statutory Auditors:**

Particulars	2024-25	2023-24
Audit Fees including Tax Audit Fees (Excluding Taxes)	1.00	1.00
Fees for Certification & Other Professional Charges	0.77	0.97



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**A.6. Corporate Social Responsibility:**

The Company is not covered under section 135 of Companies Act, 2013 for Corporate Social Responsibility, hence, not applicable to the Company.

**A.7. Events after the Reporting Period :**

No adjusting or significant non-adjusting events have occurred between the reporting date (31<sup>st</sup> March, 2025) and date of approval of these financial statements (22<sup>nd</sup> May, 2025).

**A.8. Transactions with Related Parties :**

Name of the transacting related party	Description of the relationship between the parties	Description of the nature of transactions	Volume of the transactions *	The amounts or appropriate proportions of outstanding items pertaining to related parties at the balance sheet date
Akhilesh Chaturvedi	Whole Time Director	Remuneration	36.00 (36.00)	Rs. 1.19
Dharmesh Chaturvedi	Managing Director	Remuneration	36.00 (36.00)	Rs. 0.00
Paresh Chaturvedi	(CFO cum Whole Time Director)	Remuneration	36.00 (36.00)	Rs. 0.00
Sudha Chaturvedi	Relative of KMP	Rent	9.00 (9.00)	Rs. 0.37
Babita Chaturvedi	Relative of KMP	Rent	4.80 (4.80)	Rs. 1.67
Shakti Chaturvedi	Relative of KMP	Rent	4.80 (4.80)	Rs. 2.09
Archana Chaturvedi	Relative of KMP	Rent	4.80 (4.80)	Rs. 2.09
Shuddhatm Chaturvedi	Relative of KMP	Salary	8.40 (8.40)	Rs. 2.69
Mediatec Webworks	Relative of KMP is Proprietor	Professional Charges	3.50 (0.00)	Rs. 0.00
Arpita Media Pvt. Ltd.	Relative of KMP is Director in Co.	Loan & Advances (Given)	0.00 (0.00)	Rs. 6.70
		Loan & Advances (Repaid)	45.26 (0.00)	
		Interest	3.40 (3.40)	
		Purchase of PPE	45.26 (0.00)	
Zellora Online Pvt. Ltd.	Relative of KMP is Director in Co.	Loan & Advances	0.00 (0.00)	Rs. 30.13
		Interest	2.12 (1.99)	



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### A.9. Deferred Tax:

In compliance with AS-22 relating to "Accounting for Taxes on Income" issued by ICAI, the deferred tax liability accruing during the year has been recognized in the Profit and Loss Account.

### Major components of Deferred Tax Liability/Assets are as follows:

Particulars	Balance as on April 1, 2024 DTL	Arising during the year	DTL/(DTA) as on March 31, 2025
Deferred Tax Liability/Asset on account of timing difference in depreciation	0.98	0.70	1.68
<b>Total</b>	<b>0.98</b>	<b>0.70</b>	<b>1.68</b>

**A.10.** The Board of Directors, in its meeting on 22<sup>nd</sup> May, 2025, has recommended a final dividend of Rs. 0.20 per Equity Share for the financial year ended 31<sup>st</sup> March, 2025. The recommendation is subject to the approval of shareholders at the ensuing Annual General Meeting and if approved would result in a cash outflow of approximately Rs. 10.35 Lakhs.

**A.11.** As per MCA Notification dated 16th February, 2015, the companies whose shares are listed on SME platform as referred to in chapter XB of SEBI (Issue of Capital and Disclosures Requirements) Regulations, 2009 are exempted from the compulsory requirement of adoption of IND-AS. As the company is covered under the exempted category, it has not adopted IND-AS for preparation of financial statements.

**A.12.** Figures of previous year have be re-grouped or re-arranged to make them comparable with figures of current reporting year.

### B. Other Statutory Information:

**B.1.** The title deeds of all the immovable properties, (other than immovable properties where the Company is the lessee and the lease agreements are duly executed in favour of the Company) disclosed in the financial statements included in property, plant and equipment and capital work-in progress are held in the name of the Company as at the balance sheet date.

**B.2.** The Company has not revalued any of its Property, Plant and Equipment (including Right-of-Use Assets) during the year.

**B.3.** The Company has granted loan and advances to the related parties covered under section 185 of the Companies Act, 2013 and the Company has complied with the provisions of section 185 for the same.

Type of Borrower	Amount of Loan or Advance in the nature of Loan Outstanding	Percentage to the total Loans and Advances in the nature of Loans
Arpita Media Pvt. Ltd.	6.70	6.85%
Zellora Online Pvt. Ltd.	30.13	30.80%



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**B.4.** The Company does not have any benami property, where any proceeding has been initiated or pending against the Company for holding any benami property.

**B.5.** As and when required returns or statements of current assets filed by the Company with banks or financial institutions are in agreement with the books of accounts.

**B.6.** The Company is not declared wilful defaulter by any bank or financial institution or lender during the year.

**B.7.** The Company does not have any transactions with companies which are struck off.

**B.8.** The Company does not have any charges or satisfaction which is yet to be registered with ROC beyond the statutory period.

**B.9.** The Company has no layers prescribed under clause (87) of section 2 of the Act read with the Companies (Restriction on number of Layers) Rules, 2017.

**B.10.** Ratio Analysis :

S. No	Particulars	Numerator	Denominator	March 31, 2025	March 31, 2024	% of Change	Reason for Change
1	Current Ratio	Current Assets	Current Liabilities	4.47 times	5.68 times	-21.30%	NA
2.	Debt Equity Ratio	Outstanding Borrowings	Shareholder's Equity	0.77%	1.15%	-33.04%	Movement in ratio is due to repayment of Borrowings & increase in Shareholder's Equity during the current year.
3.	Debt Service Coverage Ratio	Net Profit before taxes + Non-cash operating expenses like Depreciation + Interest	Debt Service = Interest + Principal Repayments	28.57 times	14.30 times	99.79%	Movement in this ratio is due to increase in Earnings available for Debt Service & decrease in Debt Service during the Current Year.
4.	Return on Equity	Net Profit after taxes	Average Shareholder's Equity	7.32%	7.13%	2.66%	NA
5.	Inventory Turnover Ratio	Net Sales	Average Inventory	NA	NA	NA	NA



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6.	Trade Receivable Turnover Ratio	Net Credit Sales	Average Account Receivables	2.16 times	2.27 times	-4.85%	NA
7.	Trade Payable Turnover Ratio	Cost of Services	Average Trade Payables	5.53 times	5.92 times	-6.59%	NA
8.	Net Capital Turnover Ratio	Net Sales	Average Working Capital	1.41 times	1.53 times	-7.84%	NA
9	Net Profit Ratio	Net Profit	Net Sales	6.22%	5.34%	16.48%	NA
10	Return on Capital Employed	Earnings before Interest and Taxes	Capital Employed = Net Worth + Total Debt	9.57%	9.52%	0.53%	NA
11	Return on Investment	Net Profit after taxes	Net Block of PPE	48.63%	48.89%	-0.53%	NA

**Note :** Explanations have been provided for any change in the ratio by more than 25% as compared to 31 March 2024.

**B.11.** The Company has not advanced or loaned or invested funds, either from borrowed funds or share premium or any other sources or kind of funds, to any other person(s) or entity(ies), including foreign entities (Intermediaries) with the understanding that the Intermediary shall :

- a. 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
- b. provide any guarantee, security or the like to or on behalf of the ultimate beneficiaries

The Company have not received any fund from any person(s) or entity(ies), including foreign entities (Funding Party) with the understanding (whether recorded in writing or otherwise) that the Company shall:

- a. 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
- b. provide any guarantee, security or the like on behalf of the ultimate beneficiaries.



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**B.12.** The Company does not have any such transaction which is not recorded in the books of accounts that has been surrendered or disclosed as income during the year in the tax assessments under the Income Tax Act, 1961 (such as, search or survey or any other relevant provisions of the Income Tax Act, 1961.

**B.13.** The Company has not traded or invested in Crypto currency or Virtual Currency during the financial year.

**Notes 1 to 25 form integral part of these financial statements**

**For Kedia Gupta & Associates  
Chartered Accountants  
ICAI FRN: 006465C**

  
**Ajay Kumar Kedia  
Partner**

**ICAI M. No. 074354**

**UDIN: 25074354BMOWHE4400**

**Date : 22<sup>nd</sup> May, 2025**

**Place: Kanpur**

**For and on behalf of the Board of Directors of  
DAPS Advertising Limited**

  
**Akhilesh Chaturvedi  
(Chairman & Whole Time Director)  
DIN : 00989785**

  
**Paresh Chaturvedi  
(Whole Time Director & CFO)  
DIN : 00989858**



  
**Dharmesh Chaturvedi  
(Managing Director)  
DIN : 00989831**

  
**Vinny Saxena  
(Company Secretary)  
M.No. ACS-70940**