



DAPS
ADVERTISING LIMITED

ANNUAL REPORT

2024-25

128, Clyde House, Office No. 9-B, The Mall, Kanpur - 208001



www.dapsadvertising.com



daps.transfer@gmail.com

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ABOUT US

Founded in 1993 in Kanpur, Uttar Pradesh, DAPS Advertising has evolved into one of India's most prominent media and advertising agencies. Incorporated as a private company in 1999 and becoming a public company in 2018, we have a proven track record of delivering successful advertisements across various media platforms for the past 25 years.

Our multimedia agency excels in creating advertisements for newspapers, FM radio, television, and hoardings. We also produce top-notch video films and deploy them through a range of resources, including LED vans, cinemas, and televisions. Accredited by the Indian Newspaper Society (INS) since 2013, our company was listed on the SME segment of BSE in November 2022.

Our Philosophy

At DAPS Advertising Limited, we believe in "Brand First." Our approach goes beyond traditional media to address our clients' unique business needs, delivering tailored and impactful advertising solutions. We are dedicated to:

- Partnering with brands that are shaping the future of India.
- Acting as true business partners, rather than just an agency.

Who We Are

DAPS Advertising Limited is a leading agency specializing in crafting innovative and effective advertising solutions. Our diverse portfolio spans various industries, including corporate houses, government organizations, and media entities. Our expertise encompasses:

- Display ads, creative ads, recruitment ads, and tender ads.
- Comprehensive corporate services and product presentations.

We excel in creating impactful campaigns across print media, outdoor media, and electronic media. Our strategic entry into Digital Out-Of-Home (DOOH) advertising reflects our ability to adapt and innovate, offering clients cutting-edge solutions that blend traditional and digital advertising. Our dedication to understanding and amplifying each brand's unique essence allows us to forge deeper connections with target audiences, enhancing their engagement and relevance.

Our Core Values

- Open and transparent dealings.
- Emphasis on team collaboration over individual achievements.
- Commitment to staying abreast of new media trends and practices.
- Providing differentiated, innovative solutions tailored to client needs.

Our Expertise

We specialize in a wide range of advertising services, including:

- Advertising campaigns for newspapers, magazines, outdoor media, print media, electronic media, and public relations.
- Organizing hoardings, kiosks, wall paintings, slides, banners, and more.

Our successful integration of traditional and digital platforms

has expanded our reach and capabilities. We now serve clients across India, leveraging our extensive experience and dedication to deliver superior results.

CHAIRMAN'S MESSAGE



Dear Shareholders,

It gives me immense pleasure to share the exciting progress that your company has made over the past year. The advertising industry itself is undergoing a dynamic transformation and I am proud to inform you that our company is adapting effectively to these changes, aligning our strategies to meet the demands of a fast-evolving market.

In response to the growing digital shift and changing consumer behaviour, we have realigned our focus from traditional print media to more impactful outdoor and digital advertising. This shift is already showing promising results, enabling us to reach wider and more targeted audiences while optimizing cost and performance for our clients.

A significant milestone in our journey has been company's empanelment with DAVP (Directorate of Advertising and Visual Publicity) as multimedia agency. This opens up new avenues for us to collaborate with the Central and State Governments and various government bodies. We are now better positioned to execute high-impact government campaigns across outdoor and digital platforms.

Furthermore, we have successfully ventured into producing advertisement films and promotional content for major clients. This expansion into creative production has not only diversified our service offerings but also added substantial value to our brand and revenue streams.

We are also actively pursuing government tenders to further scale our operations and contribute to large-scale public communication initiatives. These strategic moves are expected to yield long-term benefits and solidify our position as a full-spectrum advertising partner.

We remain committed to innovation, quality, and client satisfaction as we continue this journey. I thank all our shareholders for your trust and continued support. With your encouragement, we are confident of achieving even greater milestones in the near future.

Warm regards,

Akhilesh Chaturvedi

Chairman

DAPS Advertising Limited

CORPORATE INFORMATION

BOARD OF DIRECTORS & KEY MANAGERIAL PERSONNEL

Mr. Akhilesh Chaturvedi	(Chairman and Wholetime Director)
Mr. Dharmesh Chaturvedi	(Managing Director)
Mr. Paresh Chaturvedi	(CFO and Wholetime Director)
Ms. Srishti Chaturvedi	(Non- Executive Director)
Mr. Anshuman Chaturvedi	(Independent Director)
Mr. Kamesh Sethi	(Independent Director)
*Ms. Prachi Mishra	(Independent Director)
Mrs. Vinny Saxena	(Company Secretary & Compliance Officer)

COMMITTEES OF THE BOARD

Audit Committee

Mr. Anshuman Chaturvedi	- Chairman
*Ms. Prachi Mishra	- Member
Mr. Paresh Chaturvedi	- Member

Stakeholders' Relationship Committee

Mr. Anshuman Chaturvedi	- Chairman
Mr. Kamesh Sethi	- Member
Mr. Dharmesh Chaturvedi	- Member

Nomination and Remuneration Committee

Mr. Anshuman Chaturvedi	- Chairman
Mr. Kamesh Sethi	- Member
*Ms. Prachi Mishra	- Member

**Note- Ms. Prachi Mishra resigned as Independent Director from the Board of Directors and committees of the board w.e.f. 01 July, 2025.*

STATUTORY AUDITORS

M/s Kedia Gupta & Associates
Chartered Accountants, FRN- 006465C
19, Roland Complex, 2nd Floor,
37/17, The Mall,
Kanpur-208001

SECRETARIAL AUDITORS

Mr. Hemant Kumar Sajnani
Proprietor of M/s Hemant Kumar Sajnani and Associates
118/566, Kaushalpuri, Darshan Purwa,
Kanpur, Uttar Pradesh, India, 208012

INTERNAL AUDITORS

Ms. Ratna Tiwari
Company Secretary,
F-3, First Floor, Siddharth Villa,
7/17 Tilak Nagar, Kanpur

BANKERS

Central Bank of India, Kotak Mahindra Bank, ICICI Bank

WEBSITE

www.dapsadvertising.com

INVESTOR EMAIL ID- investor@dapsadvertising.com

REGISTRAR & TRANSFER AGENTS

M/s Bigshare Services Private Limited
S6-2, 6th Floor, Pinnacle Business Park,
Next to Ahura Centre, Mahakali Cave Road,
Andheri (East), Maharashtra, Mumbai- 400093,
Ph. No. 022-62638200,
E-mail id- investor@bigshareonline.com

REGISTERED OFFICE

128, Clyde House, Office No. 9-B,
The Mall, Kanpur- 208001

CORPORATE IDENTITY NUMBER- L51109UP1999PLC024389

LISTING OF EQUITY SHARES (Listing Fees paid)

SME platform of BSE Limited, Mumbai, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400001
(Scrip Code: 543651)

BOARD'S REPORT

**To,
The Members,
M/s DAPS Advertising Limited
Kanpur**

Your directors are pleased to present the 26th (Twenty-Sixth) Board Report of the company together with the Audited Financial Statements for the financial year ending March 31, 2025.

Financial Highlights and State of Company's Affairs

The Company is domiciled in India and was incorporated under the provisions of the Companies Act, 1956. Following is the summary of its financial performance-

(Rupees in Lakhs)

PARTICULARS	YEAR ENDED 31ST MARCH, 2025	YEAR ENDED 31ST MARCH, 2024
Revenue From Operations	1907.01	2035.76
Other Income	51.82	97.14
Total Income	1958.83	2132.90
Expenses excluding Depreciation	1772.89	1965.87
Depreciation	27.43	21.73
Total Expenses	1800.32	1987.60
Profit/(Loss) Before Tax	158.51	145.30
Total Tax Expense	39.89	36.57
Profit/(Loss) After Tax	118.62	108.73
Basic & Diluted Earnings per equity share (EPS) (Rs.)	2.29	2.10

Industry Scenario and State of Company's Affairs

During the year under review, the overall performance of the company was satisfactory. Your company booked a profit after tax of Rs. 118.62 lakhs for f.y. 2024-25 as compared to the profit of Rs. 108.73 lakhs for f.y. 2023-24.

Change in the Nature of Business

During the year, there was no change in the nature of business of the company.



Change in the Registered Office of the Company

There was no change in the registered office of the company during the financial year 2024-2025.

Material Changes and Commitments during the Year

No material changes and commitments have occurred between the end of the financial year to which the financial statements relate and the date of this Report, which affect the financial position of your company.

Events subsequent to the date of Financial Statements

In the opinion of the Directors, no item, transaction or event of a material and unusual nature has arisen in the interval between the end of the financial year and the date of this report, which would affect substantially the results, or the operations of your Company for the financial year in respect of which this report is made.

Amount proposed to be transferred to Reserves

The Board of Directors of your company has decided not to transfer any amount to the Reserves for the year under review.

Dividend

The Board of Directors of your company is pleased to recommend a dividend of Rs. 0.20 per equity share of face value of Rs. 10 each (i.e. @ 2%), payable out of the profits of the company, to those Shareholders whose names appear in the Register of Members as on the Record Date.

Additionally, as your company does not fall under the category of the top 1000 listed entities based on market capitalization, the requirement to formulate and disclose a Dividend Distribution Policy in accordance with Regulation 43A of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 is not applicable on the Company.

Capital Structure

The Company has, during the year under review, neither issued any Equity shares (including those with differential voting rights) nor any shares (including sweat equity shares) to its employees under any scheme. Following is the summary of capital structure-

<u>SHARE CAPITAL</u>	<u>AS AT 31.03.2025 (Rs.)</u>	<u>AS AT 31.03.2024 (Rs.)</u>
Authorized Capital: (55,00,000 Equity Shares of Rs.10/- each)	5,50,00,000	5,50,00,000
Issued, Subscribed & Paid-up Capital: (51,74,900 Equity Shares of Rs. 10/- each)	5,17,49,000	5,17,49,000

Directors and Key Managerial Personnel

Changes in Directors/KMP- Following are the changes in the Directors and Key Managerial Personnels of the company during the year under review-

- The second term of Ms. Shivi Rastogi and Ms. Akanksha Sunny Bilaney as Independent Directors of the company expired on September 26, 2024. To fill up the vacancy, Mr. Kamesh Sethi (DIN: 10738694) and Ms. Prachi Mishra (DIN: 10738698) were appointed as Additional Independent Directors of the company by the Board at its meeting held on August 08, 2024 and were later regularised as Independent Directors of the company at the 25th Annual General Meeting duly held on September 16, 2024 for a term of one year.
- Ms. Pooja Kapoor resigned from the post of Company Secretary & Compliance Officer of the company with effect from September 30, 2024 and the Board, on recommendation of Nomination & Remuneration Committee, appointed Mrs. Vinny Saxena as Company Secretary & Compliance Officer of the company on October 15, 2024.

Retirement By Rotation- Pursuant to the provisions of Section 152 of the Companies Act, 2013 read with Rules made thereunder and the Articles of Association of the Company, Mr. Paresh Chaturvedi & Mr. Dharmesh Chaturvedi is liable to retire by rotation at ensuing Annual General Meeting and being eligible has offered themselves for re-appointment. The Board recommends their re-appointment.

Profile of the Director seeking re-appointment is given in the Statement under Section 102 of the Companies Act, 2013 to the Notice of the ensuing AGM of the Company.

Composition of Board as on the F.Y. Ended March 31, 2025-

Category	Name of Director
Executive Directors	Mr. Akhilesh Chaturvedi
	Mr. Paresh Chaturvedi
	Mr. Dharmesh Chaturvedi
Non- Executive Non- Independent Woman Director	Ms. Srishti Chaturvedi
Non-Executive Independent Directors	Mr. Anshuman Chaturvedi
	Mr. Kamesh Sethi
	Ms. Prachi Mishra*

Note- Ms. Prachi Mishra resigned as Independent Director from the Board of Directors and committees of the board w.e.f. 01 July, 2025.

Statement on Declaration given by Independent Directors

We have received necessary declarations regarding independence from all the Independent Directors of the company. The Independent Directors have adhered to the Code for Independent Directors as prescribed in Schedule IV to the Companies Act, 2013, as well as the Code of Conduct for Directors and Senior Management Personnel formulated by the company.

Board Meetings

There were 5 (Five) meetings of the Board of Directors held during the Financial Year ended March 31, 2025. These board meetings took place on 27.05.2024, 08.08.2024, 15.10.2024, 14.11.2024 and 08.03.2025 respectively.

Additionally, a separate meeting of the Independent Directors was held on 28.03.2025 without the presence of any other director of the company.

The intervening gaps between the meetings were within the period prescribed under the Companies Act, 2013.

Details of Members' Meeting

The 25th Annual General Meeting of the Company for the financial year 2023-2024 was held on September 16, 2024 at the Pristine Hotel, Kanpur. Further, there was no Extra Ordinary General Meeting held during the year under consideration.

Committees of the Board, its Composition & Meetings

There are three Committees of the Board- Audit Committee, Nomination and Remuneration Committee and Stakeholders' Relationship Committee. The constitution of the Committees and the respective changes in their composition during the year are as follows.

Audit Committee- During the year under review, four (4) Audit Committee Meetings were conducted on 27.05.2024, 08.08.2024, 14.11.2024 and 08.03.2025. The composition of the committee and changes that took place during the year are as follows-

Name of Members	Designation	Date of Change	Nature of Change
Mr. Anshuman Chaturvedi	Non- Executive Independent Director (Chairman)	-	-
Ms. Shivi Rastogi	Non- Executive Independent Director (Member)	08.08.2024	Cessation
Mr. Paresh Chaturvedi	Chief Financial Officer and Whole time Director (Member)	-	-
Ms. Prachi Mishra	Non- Executive Independent Director (Member)	08.08.2024	Appointment

Nomination and Remuneration Committee- During the year under review, three (3) Nomination and Remuneration Committee Meetings were conducted on 27.05.2024, 08.08.2024 and 15.10.2024. The composition of the committee and changes that took place during the year are as follows-

Name of Members	Designation	Date of Change	Nature of Change
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Mr. Anshuman Chaturvedi	Non- Executive Independent Director (Chairman)	-	-
Ms. Akanksha Sunny Bilaney	Non- Executive Independent Director (Member)	08.08.2024	Cessation
Ms. Srishti Chaturvedi	Non- Executive Director (Member)	08.08.2024	Cessation
Ms. Prachi Mishra	Non- Executive Independent Director (Member)	08.08.2024	Appointment
Mr. Kamesh Sethi	Non- Executive Independent Director (Member)	08.08.2024	Appointment

Stakeholder Relationship Committee- During the year under review, one (1) meeting was conducted on 08.03.2025. The composition of the committee on its meeting is as follows

Name of Members	Designation	Date of Change	Nature of Change
Mr. Anshuman Chaturvedi	Non- Executive Independent Director (Chairman)	-	-
Mr. Kamesh Sethi	Non- Executive Independent Director (Member)	08.08.2024	Appointment
Mr. Dharmesh Chaturvedi	Executive Director (Member)	-	-

Company's Policy on Directors' Appointment and Remuneration

The company has formulated a Nomination and Remuneration policy and established a committee within the Board called the 'Nomination and Remuneration Committee'. According to this policy, the Committee must comprise a minimum of three non-executive directors, with a majority of them being independent. The appointment or removal of Committee members will be decided by the Board of Directors, and the Chairman of the Committee must be an independent director.

The company's policy of said matter is available on the company's website at <https://dapsadvertising.com/uploads/2024/05/NRC-Policy-1.1.pdf> and following are its salient features-

- a) In discharging its responsibilities, the Committee must have regard to the following policy objectives:
 - to ensure that the Company's remuneration structures are equitable and aligned with the long-term interests of the Company and its shareholders;
 - to attract and retain skilled executives;
 - to structure short and long-term incentives that are challenging and linked to the creation of sustainable shareholder returns; and
 - To ensure any termination benefits are justified and appropriate.
 - To consider professional indemnity and liability insurance for Directors and senior management

- b) The Committee must at all times have regard to, and notify the Board as appropriate of, all legal and regulatory requirements, including any shareholder approvals which are necessary to obtain.
- c) The remuneration / commission shall be fixed as per the slabs and conditions mentioned in the Articles of Association of the Company and the Companies Act, 2013 and the rules made thereunder. Overall remuneration should be reflective of the size of the Company, complexity of the sector/ industry/ company's operations and the company's capacity to pay the remuneration.
- d) Remuneration to Non-Executive Directors (NED's):
 - Independent Directors ("ID") and Non – Executive Directors ("NED") may be paid sitting fees (for attending the meetings of the Board and of committees of which they may be members). The amount of sitting fees will be as recommended by the NRC and approved by the Board, and it may be subject to review on a periodic basis, as required provided that the amount of such fees shall not exceed Rs. One Lakh per meeting of the Board or Committee or such amount as may be prescribed by the Central Government from time to time.
 - Company will not pay commission to the NEDs.
 - An Independent Director shall not be entitled to any stock option of the Company.
- e) Remuneration to Key Managerial Personnel & other employees:
 - The objective of the policy is directed towards having a compensation philosophy and structure that will reward and retain talent.
 - Remuneration to Executive Director/ Key Managerial Personnel and Senior Management will be such as to ensure that the relationship of remuneration to performance is clear and meets appropriate performance benchmarks and may involve a balance between fixed and incentive pay reflecting short- and long-term performance objectives appropriate to the working of the Company and its goals.
 - While deciding the remuneration package, it shall be taken into consideration the current employment scenario and remuneration package of the industries operating in the similar comparable businesses in the geographical area of its operations.

Board Evaluation

The annual evaluation of the performance of the Board, its committees, and individual directors has been conducted in accordance with the Companies Act, 2013, and SEBI Listing Regulations. The performance evaluation of Non-Executive Directors, including Independent Directors, was carried out by the entire Board, excluding the director being evaluated, and considered various aspects outlined in the Company's Nomination and Remuneration Policy. The Nomination and

Remuneration (NRC) Committee also evaluated the performance of each director. Both the Board and the NRC Committee were satisfied with the performance of the directors.

The Board also assessed the performance of its Committees, concluding that their overall performance was satisfactory. In a separate meeting of the Independent Directors, they evaluated the performance of Non-Independent Directors and the Chairperson, finding their performance to be satisfactory and their conduct responsible. Additionally, the Independent Directors reviewed the performance of the Board as a whole and affirmed that the Board's structure and competency are diverse and compliant with legal requirements.

The Board's self-evaluation highlighted ongoing and meaningful participation from members, effectiveness in decision-making, achievement of annual operational plans, and the maintenance of good business relations with various stakeholders. The Independent Directors also assessed the quality, quantity, and timeliness of the information flow between the Company's Management and the Board and expressed satisfaction with these aspects.

Extract of Annual Return

The copy of annual return for the F.Y. 2024-25 will be available on the company's website on the link-<https://dapsadvertising.com/investors/annual-return-u-s-92-of-the-companies-act-2013/>.

Statement of Deviation

In accordance with Regulation 32 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, your company has been diligently submitting half-yearly statements to the BSE with the **last** one being filed for the period ending on Sept, 2024. This statement is reviewed by the Audit Committee and is duly certified by the statutory auditor of the company.

The statement of deviation for period ended on Sept., 2024 shows that the IPO funds are fully utilised for the purpose for which funds were raised. The said statement is attached as an annexure to this report.

Risk Management

The Company has adequate systems for timely identification, assessment, and prioritization of risks and their consequent effects in terms of uncertainty on the objectives of the company. There is proper and constant follow-up through coordinated and economical application of resources to minimize, monitor, and control the probability and/or impact of unfortunate events and to maximize the realization of opportunities.

Remuneration of Directors and Employees

As per sub-section (12) of section 197 of the Companies Act, 2013 and rule 5 of Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014, following are the details regarding remuneration of directors and employees of the company-

Name of Director	Designation	Ratio of Remuneration to median Remuneration of	% increase in remuneration in Financial Year 2024-25
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		employees	
Mr. Akhilesh Chaturvedi	Chairman, Whole-Time Director	12:1	-
Mr. Dharmesh Chaturvedi	Managing Director	12:1	-
Mr. Paresh Chaturvedi	Whole-Time Director, Chief Financial Officer	12:1	-

***Footnotes:**

- The percentage increase in the median remuneration of employees (other than Managerial Personnel) for the Financial Year ended 31st March, 2025 is 0.64%
- The number of permanent employees (other than Managerial Personnel) on the rolls of the company as on 31st March, 2025 is 8 (Eight).
- The percentage decrease in the remuneration of Company Secretary for the Financial Year ended 31st March, 2025 is 8.57%
- The average increase in managerial remuneration for the Financial Year ended 31st March, 2025 is Nil and the average increase in the salaries of employees other than managerial personnel for the said Financial Year is 0.64%.
- In accordance with sub-rule (2) of Rule 5 of Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014, the board's report must include a statement showing the names of the top ten employees in terms of remuneration drawn. As the company only employed eight employees (excluding Key Managerial Personnel) during the Financial Year ended 31st March, 2025, their names are- Mr. Shuddhatm Chaturvedi, Mr. Mohd Tahseeb, Mr. Irfan Ahmad, Mr. Gaurav Sharma, Mr. Ranjeet Singh Shakya, Mr. Deepak Katiyar, Mr. Pashupati Nath Agarwal & Ms. Divyanshi Agarwal.
- The remuneration stated above is in accordance with the remuneration policy of the company.
- Remuneration to Non-Executive directors is in the nature of sitting fees as per the statutory provisions, hence not considered for the above purposes.

Note- For the above calculations, monthly salary has been considered for employees who were employed with the company as on the financial year ended 31st March, 2025.

Directors Responsibility Statement:

In accordance with the provisions of Section 134(5) of the Companies Act, 2013, it is stated that:

- a) in the preparation of the annual accounts, the applicable accounting standards had been followed along with proper explanation relating to material departures, if any;
- b) the directors had 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 at the end of the financial year and of the profit and loss of the company for that period;
- c) the directors had 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) the directors had prepared the annual accounts on a going concern basis;
- e) the directors had devised proper systems to ensure compliance with the provisions of all applicable laws and that such systems were adequate and operating effectively; and
- f) the internal financial controls have been laid down by the company and such financial controls are adequate and operating effectively.

Compliance with Secretarial Standards

During the year, your Company has complied with applicable Secretarial Standards i.e. SS-1 and SS-2, relating to “Meetings of the Board of Directors” and “General Meetings” respectively.

Internal Financial Control

Your company has adequate systems of internal control in place to safeguard and protect its assets from loss, unauthorized use, or disposition. All transactions are properly authorized, recorded and reported to the management. Your company diligently adheres to applicable Accounting Standards to ensure proper maintenance of the books of accounts and accurate reporting of financial statements. Furthermore, Internal Auditor has been appointed to conduct regular assessments of the systems and procedures, ensuring that they are commensurate with the specific requirements and nature of the company’s business operations.

Statutory Auditors and the Auditors’ Report

As per Section 139 of the Companies Act, 2013, read with Companies (Audit and Auditors) Rules, 2014, members of the Company in 21st Annual General Meeting of the Company (‘21st AGM’) approved the appointment of M/s Kedia Gupta and Associates, Chartered Accountants (FRN No.:006465C), as the Statutory Auditors of the Company for a term of five consecutive years i.e. from the conclusion of 21st AGM till the conclusion of 26th AGM, i.e. the upcoming AGM. The Report given by Statutory Auditors on the Financial Statements of your Company for the financial year ended 31st March, 2025 forms part of the Annual Report. The Notes on the Financial Statements referred to in the Auditor’s Report are self-explanatory and do not call for further explanations. The Auditor’s Report does not contain any qualification, reservation, adverse remark or disclaimer.

Since the tenure M/s Kedia Gupta and Associates expires on this ensuing AGM, the Board of Directors of your Company has recommended the appointment of M/s. B. M. Chaturvedi & Co., Chartered Accountants, Mumbai, (FRN- 114317W) as the Statutory Auditors of the Company, for a term of 5 (five) consecutive years, to hold office from the conclusion of this 26th Annual General Meeting until the conclusion of the 31st Annual General Meeting, subject to the approval of the Members in the upcoming AGM. M/s. B. M. Chaturvedi & Co have confirmed their eligibility and qualification required under the Act for holding the office as Statutory Auditors of the Company. Further the recommended Statutory Audit Firm is also peer-reviewed.

Secretarial Auditors and the Secretarial Audit Report

The Secretarial Audit has been carried out by Mr. Hemant Kumar Sajnani, proprietor of M/s. Hemant Kumar Sajnani and Associates, Company Secretaries (CP No. 14214) (Membership No. FCS 7348) for the financial year ended 31st March 2025. The Report given by the Secretarial Auditor is annexed and forms an integral part of this Report. The Secretarial Audit Report is self-explanatory and does not call for further explanations. The Secretarial Audit Report does not contain any qualification, reservation, adverse remark or disclaimer.

In terms of Section 204 of the Companies Act, 2013 read with the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014, the Board of Directors recommends appointment of M/s. HKS & Associates LLP, Company Secretaries (LLPIN: ACK-1606) as the Secretarial Auditors of the Company from the Financial Year 2025-26 to 2029-30. Your Company has received the written consent and confirmation that the appointment is in accordance with the applicable provisions of the Act and rules framed thereunder. The Secretarial Auditor has confirmed that they are not disqualified to be appointed as the Secretarial Auditor of the Company. Further the LLP is peer reviewed.

Internal Auditor

The Company has appointed CS Ratna Tiwari, Practicing Company Secretary, (CP No. 19765), which is a peer reviewed firm, as Internal Auditor under section 138(1) of Companies Act, 2013 and Rule 13 of Companies (Accounts) Rules, 2014. Further, internal audit is conducted on quarterly basis and the internal audit report of every quarter is placed before the Audit Committee and the Board for discussion and subsequent adoption.

Cost Records

Maintenance of cost records as specified by the Central Government under the provisions of Section 148(1) of the Companies Act, 2013, is not applicable to the Company.

Frauds reported by Auditors

Pursuant to provisions of Section 143(12) of the Companies Act, 2013, the Statutory Auditors and the Secretarial Auditors have not reported any incident of fraud to the Audit Committee or the Board during the financial year under review.

Details of Establishment of Vigil Mechanism

The Company has formulated a Whistle Blower Policy to establish a vigil mechanism for directors and employees to report concerns about unethical behaviour, actual or suspected fraud, or violations of the Company's Code of Conduct or Ethics Policy. This policy also allows for reporting of genuine concerns or grievances, including instances of leaks or suspected leaks of unpublished price-sensitive information pursuant to SEBI (Prohibition of Insider Trading) Regulations, 2015. You can access the Company's Whistleblower Policy at- https://dapsadvertising.com/uploads/2023/05/Vigil_Mechanism_Whistler_Blower_Policy.pdf.

Details of Holding, Subsidiary, Joint Venture or Associate Companies

During the year under review, the Company did not have any holdings, subsidiaries, joint ventures, or associates.

Details of Deposits

- i. The Company had not accepted any deposits during the year.
- ii. There are no unpaid or unclaimed deposits as at the end of the year.
- iii. There has been no default in repayment of deposits or payment of interest thereon during the year.

Deposits not in compliance with Chapter V of the Act

The Company did not accept any deposits during the year.

Particulars of Loans, Guarantees and Investments

The company has not provided any loans or guarantees and has not made any investments covered under Section 186 of The Companies Act, 2013, except for loans to related parties in accordance with the provisions of the Act.

Particulars of Contracts or Arrangements with Related Parties

The particulars of contracts or arrangements with related parties referred to in sub-section (1) of section 188 are attached to this report in the specified format (Form AOC-2) and forms an integral part of this report. However, as per the policy on materiality of related party transactions and on dealing with related party transactions formulated by your company, no material related party transactions, i.e. transaction with a related party exceeding 10% of the annual turnover or net worth of the company, as per the last audited Financial Statements of your Company were entered into during the year. The Policy is available on the website of your Company at https://dapsadvertising.com/uploads/2023/05/Policy_on_Materiality_of_Related_Party_Transactions.pdf.

Corporate Social Responsibility (CSR)

As per the provisions of Section 135 of the Companies Act, 2013 read with Companies (Corporate Social Responsibility Policy) Rules, 2014, your company does not fall under the ambit of CSR. Hence, your Company is not required to adopt the CSR Policy or to constitute the CSR Committee for the year under review.

Conservation of Energy, Technology Absorption, Foreign Exchange earnings & Outgo:

Since the operations of your company are not energy intensive, disclosures pertaining to conservation of energy and technology absorption are not applicable to your company during the year under review. However, we remain committed to responsible energy consumption practices and continually evaluate opportunities to enhance our operational efficiency. We prioritize the adoption of relevant technologies that contribute to our service quality and customer satisfaction.

Disclosures pertaining to foreign exchange earnings and outgo is nil for your company during the year under review.

Certificate on Compliance of conditions of Corporate Governance

As per Regulation 15 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, your company, which has its specified securities listed on the SME Exchange of BSE, is not required to comply with the corporate governance provisions specified in Regulation 17, 17A, 18, 19, 20, 21, 22, 23, 24, 24A, 25, 26, 27, clauses (b) to (i) and (t) of sub-regulation (2) of Regulation 46 and para C, D and E of Schedule V for the year ended 31st March, 2025. However, your Company is in compliance with the applicable provisions of the Companies Act, 2013, with respect to Corporate Governance.

Policy on Sexual Harassment at Workplace

The company has put in place a Policy for prevention of Sexual Harassment at the Workplace in line with the requirements of The Sexual Harassment of Women at Workplace (Prevention, Prohibition & Redressal) Act, 2013. Internal Complaints Committee (ICC) has been set up for redressal of complaints related to sexual harassment. All employees are covered under this policy.

Following is the summary of sexual harassment complaints during the year:

- (a) Number of complaints pending at the beginning of the year- 0
- (b) Number of complaints received during the year- 0
- (c) Number of complaints disposed off during the year- 0
- (d) Number of cases pending at the end of the year- 0

Management Discussion and Analysis Report (MDAR)

Management Discussion and Analysis Report for the year under review, as required under Regulation 34(2)(e) of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, is set out separately and forms part of this Report.

Significant Material Orders of Judicial Bodies /Regulators

No significant and material orders have been passed by any Regulator, Court, Tribunal, Statutory and quasi-judicial body that would impact the going concern status of the company and its future operations.

Corporate Insolvency Resolution Process initiated under the Insolvency and Bankruptcy Code, 2016 (IBC)

During the year under review, no applications for corporate insolvency resolution were filed under the IBC or before the National Company Law Tribunal or other courts. Furthermore, there are no pending applications from creditors or the company itself, and there is no ongoing corporate insolvency resolution process.

Details of difference between Valuation amount on One Time Settlement and Valuation while availing loan from Banks and Financial Institutions

No One Time Settlement (OTS) has been made by the company in the reporting year, hence no details are available regarding the difference between the valuation amount on the OTS and the valuation amount for loans from banks and financial institutions.

Maternity Benefit Provided by the Company Under Maternity Benefit Act 1961

The Company declares that it has duly complied with the provisions of the Maternity Benefit Act, 1961. All eligible women employees have been extended the statutory benefits prescribed under the Act, including paid maternity leave, continuity of salary and service during the leave period, and post-maternity support such as nursing breaks and flexible return-to-work options, as applicable. The Company remains committed to fostering an inclusive and supportive work environment that upholds the rights and welfare of its women employees in accordance with applicable laws. However, no woman employee availed this benefit during the year under review.

Audit Trail Applicability (Audit and Auditors) Rules 2014 - Rule 11 of the Companies Act 2013.

The Company has used accounting software for maintaining its books of account 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.

Liquidity

Your Company maintains sufficient cash to meet our strategic objectives. We clearly understand that the liquidity in the Balance Sheet is to ensure balance between earning adequate returns and the need to cover financial and business risks. Liquidity also enables your Company to position itself for quick responses to market dynamics

Cautionary Note

The statements forming part of the Board's Report may contain certain forward-looking remarks within the meaning of applicable securities laws and regulations. Many factors could cause the actual results, performances or achievements of the Company to be materially different from any future results, performances or achievements that may be expressed or implied by such forward-looking statements.

Acknowledgement

We would like to take this opportunity to express our sincere gratitude to the support received from the Central and State Governments, bankers and business associates. The continuous commitment and contribution of our dedicated employees, loyal shareholders, valued customers and supportive communities have been instrumental in our success. Continuous improvement has been fostered by our company's culture of professionalism, creativity, and integrity and we look forward to a prosperous future with confidence.

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

**Place: Kanpur
Date: 30/07/2025**

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

ANNEXURE- I

STATEMENT OF DEVIATION OR VARIATION

(Regulation 32 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015)

To,
The Board of Directors
DAPS ADVERTISING LIMITED
128, Clyde House, Office No. 9-B,
The Mall, Kanpur - 208001
Uttar Pradesh.

Dear Sir(s)

Sub: Disclosure/Certificate of status of Utilization of Funds of DAPS Advertising Limited under requirement of Regulation 32 (1) of the SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015

TO WHOMSOEVER IT MAY CONCERN

At the request of **DAPS ADVERTISING LIMITED** (herein referred to as '**the Company**'), we, **Kedia Gupta& Associates, Chartered Accountants**, have examined the books of accounts and relevant records and documents of the Company produced for verification in relation to utilization of funds raised by issuance of 1700000 (Seventeen Lakhs) Equity Shares of Rs. 5,10,00,000.00 (Rs. Five Crore Ten Lakhs Only).

With reference to above captioned, we hereby certify that **DAPS Advertising Limited** has deployed following amount for the purpose of objects as stated in Prospectus of the Company dated 21st October, 2022.

Particulars	Details
Mode of Fund Raising	Public Issues (Initial Public Offer)
Date of Raising Funds	09-11-2022
Amount Raised (in Rs.)	510 Lacs
Report filed for the period ended	30-09-2024
Monitoring Agency	Not Applicable
Is there a Deviation / Variation in use of funds raised	Nil

Statement of Utilization of Funds:

(Amount in Lakhs)

Sr. No.	Original Objects as per Prospectus dated October 21st, 2022	Projected Utilization of funds as per offer documents	Actual Utilization of funds as on date	Deviation (if any)
1	Working Capital Requirements	253.00	253.00	NIL
2	General Corporate Purpose	100.00	100.00	NIL
3	Issue Related Expenses (Pre IPO & Post IPO Expenses)	157.00	157.00	NIL
	Total	510.00	510.00	NIL

Status of Balance (Remaining) IPO funds as on 30TH September, 2024:

Particulars	Amount (In Lakhs)	
Balance Unutilized Amount temporarily placed with:		
Current Accounts with Banks		Nil
Fixed Deposits:		Nil

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

Ajay Kumar Kedia
Partner
ICAI M.No. 074354

UDIN: 24074354BKDBWP5911

Date: 14th November, 2024
Place: Kanpur

ANNEXURE- II

SECRETARIAL AUDIT REPORT

FORM MR-3

SECRETARIAL AUDIT REPORT

FOR THE FINANCIAL YEAR ENDED ON MARCH 31, 2025

[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

DAPS ADVERTISING LIMITED

(CIN: L51109UP1999PLC024389)

Regd. Office: 128, Clyde House,

Office No. 9-B The Mall, Kanpur

Uttar Pradesh 208001 India

We have conducted the secretarial audit of the compliance of applicable statutory provisions and the adherence to good corporate practices by DAPS ADVERTISING LIMITED (hereinafter referred to as the "company"). The Secretarial Audit was conducted in a manner that provided us a reasonable basis for evaluating the corporate conduct/statutory compliances and expressing our opinion thereon.

OPINION

Based on my 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, I hereby report that in my opinion, the Company has, during the audit period covering the financial year ended on March 31, 2025 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:

I have examined the books, papers, minute books, forms and returns filed and other records maintained by the Company for the Financial Year ended on March 31, 2025 and made available to me, according to the provisions of:

- i. The Companies Act, 2013 (the Act) and the Rules made thereunder, as applicable;
- ii. The Securities Contracts (Regulation) Act, 1956 ('SCRA') and the rules made thereunder;
- iii. The Depositories Act, 1996 and the Regulations and Bye-laws framed thereunder;

- iv. Foreign Exchange Management Act, 1999 and the rules and regulations made thereunder to the extent of Foreign Direct Investment and Overseas Direct Investment and External Commercial Borrowing. (Not Applicable to the Company during the Audit Period);
- v. The following Regulations and Guidelines prescribed under the Securities and Exchange Board of India Act, 1992 (SEBI Act):-
 - a. The Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011;
 - b. The Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015;
 - c. The Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018; (Not Applicable to the Company during the Audit Period);
 - d. The Securities and Exchange Board of India (Share Based Employee Benefits and Sweat Equity) Regulations, 2021 (Not Applicable to the Company during the Audit Period);
 - e. The Securities and Exchange Board of India (Registrars to an Issue and Share Transfer Agents) Regulations, 1993 regarding the Companies Act and dealing with client;

I have also examined compliance with the applicable clauses of the following:

- i. The Secretarial Standards issued by the Institute of Company Secretaries of India.
- ii. Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

I report that, during the period under audit and review, the Company has complied with the provisions of the Act, Rules, Regulations, Guidelines, etc. mentioned above;

I further report that, there were no events / actions in pursuance of:

- a) The Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) Regulations, 2021;
- b) The Securities and Exchange Board of India (Delisting of Equity Shares) Regulations, 2021;and
- c) The Securities and Exchange Board of India (Buyback of Securities) Regulations, 2018, requiring compliance thereof by the Company during the financial year.

I further report that, based on the information provided and the representation made by the Company, in my opinion, adequate systems and processes exist in the Company to monitor and ensure compliance with provisions of applicable laws.

I further report that;

1. The compliance by the Company of applicable financial laws like direct and indirect tax laws and maintenance of financial records and books of accounts have not been reviewed in this Audit since the same have been subject to review by statutory financial audit and other designated professionals.
2. The Board of Directors of the Company is duly constituted with proper balance of Executive Directors, Non-Executive Directors and Independent Directors. The changes in the composition of the Board of Directors that took place during the period under review were carried out in compliance with the provisions of the Act.
3. Adequate notice is given to all directors to schedule the Board Meetings, agenda and detailed notes on agenda were sent with in prescribed limit, 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.

As per the minutes of the meetings duly recorded and signed by the Chairman, the decisions of the Board were unanimous and no dissenting views have been recorded.

I 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.

I further report that during the Audit Period there were no specific events / actions having a major bearing on Company's affairs in pursuance of the above-referred laws, rules, regulations, guidelines, standards etc.

For Hemant Kumar Sajnani & Associates
Company Secretaries

CS Hemant Kumar Sajnani
Proprietor
M. No. F-7348
CP. No. 14214
PR code: 997/2020

Date: 19/07/2025

Place: Kanpur
UDIN: F007348G000820369

Note- This report is to be read with our letter of even date which is annexed as and 'Annexure-A' forms an integral part of this report.

To,
The Members
DAPS ADVERTISING LIMITED
(CIN: L51109UP1999PLC024389)
Regd. Office: 128, Clyde House,
Office No. 9-B The Mall, Kanpur
Uttar Pradesh 208001 India

My report of even date is to be read along with this letter.

1. Maintenance of Secretarial record is the responsibility of the management of the Company. My responsibility is to express an opinion on these secretarial records based on my audit.
2. I have followed the audit practices and process 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. I believe that the process and practices followed provide a reasonable basis for my opinion.
3. I have not verified the correctness and appropriateness of financial records and books of accounts of the Company.
4. Wherever required, I have obtained the Management representation about the compliance of laws, rules and regulations and happening of events, etc.
5. Compliance of the provisions of corporate and other applicable laws, rules, regulations, standards is the responsibility of management. My examination was limited to the verification of procedure on test basis.

For Hemant Kumar Sajnani & Associates
Company Secretaries

CS Hemant Kumar Sajnani
Proprietor
M. No. F-7348
CP. No. 14214
PR code: 997/2020

Date: 19/07/2025

Place: Kanpur
UDIN: F007348G000820369

ANNEXURE- III

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 transactions under third proviso thereto.

1. Details of contracts or arrangements or transactions not at arm's length basis					
<i>NO TRANSACTION HAS BEEN ENTERED INTO BY THE COMPANY DURING THE FINANCIAL YEAR</i>					
2. Details of material contracts or arrangement or transactions at arm's length basis					
Name(s) of the related party and nature of relationship	Nature of contracts/ arrangement / transactions	Duration of the contracts / arrangements/ transactions	Salient terms of the contracts or arrangements or transactions including the value, if any:	Date(s) of approval by the Board, if any:	Amount paid as advances, if any:
Sudha Chaturvedi-Relative of KMP	Rent	Ongoing	9,00,000.00	25-03-2021	0
Babita Chaturvedi-Relative of KMP	Rent	Ongoing	4,80,000.00	25-03-2021	0
	Commission	Ongoing	0	05-06-2021	0
Shakti Chaturvedi-Relative of KMP	Rent	Ongoing	4,80,000.00	25-03-2021	0
	Commission	Ongoing	0	05-06-2021	0

Archana Chaturvedi- Relative of KMP	Rent	Ongoing	4,80,000.00	25-03-2021	0
	Commission	Ongoing	0	05-06-2021	0
Shuddhatm Chaturvedi- Relative of KMP	Remuneration	Ongoing	8,40,000.00	05-04-2018	0
Zelorra Online Private Limited- Private Company in which relative of director is director/member	Loans & Advances	Ongoing	0	06-12-2021	0
	Interest	Ongoing	2,12,000.00		0
Arpita Media Private Limited- Private Company in which relative of director is director/member	Loans & Advances (Repaid)	Ongoing	45,26,000.00	06-12-2021	0
	Interest	Ongoing	3,40,000.00		0

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

**Place: Kanpur
Date: 30/07/2025**

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

ANNEXURE- IV

MANAGEMENT DISCUSSION AND ANALYSIS REPORT

a) Industry Structure and Developments

The Indian advertising industry maintained strong momentum during FY 2024–25, with total ad spend estimated to have grown by 9.8%, reaching nearly ₹1.2 lakh crore, according to leading market forecasts. This growth is largely attributed to the surge in digital and outdoor advertising formats, even as traditional media continues to command a sizable share.

Agencies like ours remain central to this ecosystem, offering integrated services that include brand strategy, creative development, media planning and buying, digital marketing, and data analytics. Our collaboration with diverse media platforms—ranging from television and print to OTT and outdoor—ensures comprehensive campaign delivery for clients across sectors.

Digital advertising, now accounting for over 40% of India’s total ad spend, is being driven by programmatic buying, influencer marketing, and short-form video content. Our agency has kept pace with these developments, integrating these technologies into our offerings and aligning ourselves with emerging trends to better serve our clientele.

b) Opportunities and Threats

During the year, we made strategic progress in strengthening our digital footprint, most notably through our successful foray into Digital Out-Of-Home (DOOH) advertising. This segment offers dynamic, real-time, and data-driven advertising opportunities, especially in urban markets. This diversification enables us to deliver high-impact campaigns that combine the strengths of both traditional and digital formats.

That said, the competitive landscape remains intense, with increasing numbers of digital-first agencies and in-house brand teams entering the fray. Rapid tech evolution requires constant investment in new tools and talent. Meanwhile, clients are becoming more value-conscious, expecting performance-based results and greater transparency.

To address these challenges, we are investing in automation tools, expanding our creative talent pool, and building stronger relationships with platform partners to deliver measurable value to our clients.

c) Segment-wise performance

The company functions under a single business segment—advertising services—but operates across multiple media verticals. Revenue contributions for FY 2024–25 were as follows:

- Print Media: ₹14.32 crore (73.12% of total revenue)
- Electronic Media (TV, Radio, OTT): ₹1.96 crore (10.03%)
- Outdoor Media (including DOOH): ₹2.78 crore (11.29%)

Despite the industry-wide slowdown in print, we retained strong revenue from this segment due to long-term legacy clients. However, our electronic and outdoor media segments saw growth,

reflecting our shift towards diversified media planning. The launch of DOOH campaigns in three Tier-1 cities contributed significantly to our outdoor media performance.

d) Outlook

Looking ahead, we remain cautiously optimistic. Traditional media, especially print and TV, continues to attract institutional and government advertising, which forms a core part of our client base. We will continue to focus on onboarding clients that value the reliability and reach of these platforms.

Simultaneously, our investments in DOOH infrastructure, social media campaigns, and programmatic ad services will allow us to target younger, digitally savvy audiences. We are also exploring partnerships with regional OTT platforms and news aggregators to enhance digital visibility for our clients.

As a publicly listed entity, we believe our transparency, innovation-driven approach, and balanced strategy will contribute to consistent growth and long-term value creation for shareholders.

e) Risks and Concerns

The dynamic nature of the advertising sector exposes us to multiple risks. These include:

- **Disintermediation:** Some clients are increasingly developing in-house marketing capabilities, potentially reducing reliance on external agencies.
- **Technology Risk:** Failure to adopt new advertising tech or data analytics tools could result in a competitive disadvantage.
- **Regulatory Scrutiny:** With the Advertising Standards Council of India (ASCI) and government bodies tightening norms around deceptive or non-compliant ads, vigilance is critical.
- **Market Volatility:** Changes in economic policy, election-related ad slowdowns, or inflationary pressures could impact client spending.

To mitigate these, we are actively upgrading our tech, increasing compliance training and building consultative client relationships to reinforce our value as a strategic partner.

f) Internal Control Systems and their adequacy

A strong and well-structured internal control framework is absolutely essential for the successful and efficient functioning of our service-oriented business operations. It serves as the foundation for maintaining discipline, accountability, and consistency across all departments and processes. By establishing and implementing detailed systems, policies, and procedures, we are able to significantly improve the efficiency of our day-to-day operations. These controls help streamline workflows, reduce redundancies, and ensure that all activities are carried out in a timely and effective manner.

Our unwavering commitment to complying with applicable accounting standards further reinforces our internal control mechanisms. We ensure that all financial transactions are recorded and reported in accordance with recognized norms and regulations. Additionally, we conduct regular internal audits to assess the effectiveness of our controls and to identify areas for improvement. These audits serve as a proactive measure to ensure compliance, transparency, and continuous improvement.

g) Financial performance with respect to operational performance

Despite challenging market conditions, the Company has made significant strides in optimizing its operational efficiency. With a strong focus on cost management, has contributed positively. While certain financial metrics experienced fluctuations, the Company's underlying operational strength and strategic initiatives position it well for future growth and enhanced shareholder value. Through effective project management, delivering exceptional advertising campaigns on time and nurturing strong client relationships, we have significantly increased client satisfaction, secured repeat business and benefited from positive referrals.

h) Material developments in Human Resources

Our company has maintained a stable team of employees throughout the year. This continuity has fostered a strong team dynamic, enabling us to leverage our collective expertise and experience. Our dedicated team has remained steadfast in their commitment to delivering high-quality work and building strong client relationships.

i) Significant Changes in the Key Financial Ratios

Particulars	Financial Year Ended March 31, 2024	Financial Year Ended March 31, 2025	Change	Explanations for Change in case change ratio is more than 25%
Trade Receivable Turnover Ratio	2.27 times	2.16 times	-4.85%	-
Current Ratio	5.68 times	4.47 times	-21.30%	-
Debt Equity Ratio	1.15%	0.77%	-33.04%	-
Net Profit Margin	5.34%	6.22%	16.48%	-

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

**Place: Kanpur
Date: 30/07/2025**

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

INDEPENDENT AUDITOR'S REPORT

FOR THE FINANCIAL YEAR ENDED ON MARCH 31, 2025

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 **31st 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 **31st 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 **31st March, 2025**, taken on record by the Board of Directors, none of the directors is disqualified as on **31st 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 31st 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 31st 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.

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.

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: 22nd 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: 25074354BMOWHE4400

Date: 22nd 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 **31st 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 **31st 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: 25074354BMOWHE4400

Date: 22nd May, 2025
Place: Kanpur

DAPS ADVERTISING LIMITED
Balance Sheet As on 31st March, 2025

Equity And Liabilities	Note	As At 31st March, 2025	<u>(Rupees in Lakhs)</u> As At 31st March, 2024
Shareholders' Fund			
Share Capital	2	517.49	517.49
Reserve & Surplus	3	1159.07	1048.22
Share Application Money Pending Allotment		-	-
Non-Current Liabilities			
Long Term Borrowings	4	7.18	12.35
Deferred Tax Liabilities (Net)	5	1.68	0.98
Current Liabilities			
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
Total		2086.80	1859.01
<u>Assets</u>			
Non-Current Assets			
Property, Plant and Equipment & Intangible Assets :			
Property, Plant & Equipment	10	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
Current Assets			
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
Total		2086.80	1859.01

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: 25074354BMOWHE4400

Date : 22th 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

(Rupees in Lakhs)

Income :	Note	Year ended on 31 March 2025	Year ended on 31 March 2024
Revenue from Operations	17	1907.01	2035.76
Other Income	18	51.82	97.14
Total Income		1958.83	2132.90
<u>Expenditure:</u>			
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
Total Expenses		1800.32	1987.60
Profit/(Loss) Before Exceptional & Extraordinary Items and Tax		158.51	145.30
Exceptional Items		-	-
Profit/(Loss) from ordinary activities before Extraordinary Items and Tax		158.51	145.30
Extraordinary Items		-	-
Profit/(Loss) from ordinary activities before Tax		158.51	145.30
Tax Expenses:			
Current Tax		39.19	36.08
Deferrred Tax Charge/(Credit)		0.70	0.49
		39.89	36.57
Profit for the Year		118.62	108.73
Earning per equity share on Profit for the year (Rs.)	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: 25074354BMOWHE4400**

**Date : 22th 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	Year Ended 31st March, 2025	(Rupees in Lakhs) Year Ended 31st March, 2024
A. CASH FLOW FROM OPERATING ACTIVITIES :		
Net Profit Before Tax	158.51	145.30
Adjusted for :		
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)
Operating Profit before Working Capital Changes (i)	147.39	121.75
Adjusted for :		
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
Cash Flow from Operations (ii)	163.82	(148.24)
Cash Generated from Operations (i+ii)	311.21	(26.49)
Income Tax Paid (Net)	(39.19)	(36.08)
Net Cash Flow from Operating Activities (A)	272.02	(62.57)
B. CASH FLOW FROM INVESTING ACTIVITIES :		
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)
Net Cash Flow used in Investing Activities (B)	(12.22)	(96.46)
C. CASH FLOW FROM FINANCING ACTIVITIES :		
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)
Net Cash Flow generated from Financing Activities (C)	(12.94)	(35.29)
Increase/(Decrease) in Cash & Cash Equivalent (A+B+C) = (D)	246.86	(194.32)
Opening Cash and Cash Equivalents (E)	548.32	742.64
Closing Cash and Cash Equivalents (D+E)	795.18	548.32

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

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

Ajay Kumar Kedia
Partner
ICAI M. No. 074354
UDIN : 25074354BMOWHE4400

Akhilesh Chaturvedi
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Date : 22nd May, 2025
Place: Kanpur

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

Vinny 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:

Assets	Useful Life
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.

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.

DAPS ADVERTISING LIMITED

Notes to the Financial Statements for the year ended 31st March, 2025

(Rupees in Lakhs)

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

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

	<u>As At 31.03.2025</u>		<u>As At 31.03.2024</u>	
	<u>No. of</u> <u>Shares</u>	<u>Amount</u>	<u>No. of</u> <u>Shares</u>	<u>Amount</u>
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 :

	<u>As At 31.03.2025</u>		<u>As At 31.03.2024</u>	
<u>Name of Shareholder</u>	<u>No. of</u> <u>Shares</u>	<u>% held</u>	<u>No. of</u> <u>Shares</u>	<u>% held</u>
Akhilesh Chaturvedi	665300	12.86	665300	12.86
Dharmesh Chaturvedi	665300	12.86	665300	12.86
Paresh 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

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

3	<u>RESERVES & SURPLUS</u>	<u>As At</u>	<u>As At</u>
		<u>31.03.2025</u>	<u>31.03.2024</u>
	Securities Premium		
	Opening Balance	279.91	279.91
	Profit & Loss Account :		
	Opening Balance	768.30	685.45
	Add: Profit for the Year	118.62	108.73
	Less : Final Dividend	7.76	25.87
		879.16	768.31
	Total Rs.	1159.07	1048.22
4	<u>LONG TERM BORROWINGS</u>	<u>As At</u>	<u>As At</u>
		<u>31.03.2025</u>	<u>31.03.2024</u>
	(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	-	-
	Total	7.18	12.35
5	<u>DEFERRED TAX LIABILITIES</u>		
	Arising on account of depreciation due to timing difference	1.68	0.98
	Total Rs.	1.68	0.98

6	<u>SHORT TERM BORROWINGS</u>	<u>As At</u>	<u>As At</u>		
		<u>31.03.2025</u>	<u>31.03.2024</u>		
	<u>Loan Repayable on Demand</u>				
	From Banks:				
	Secured:				
	Central Bank of India	-	-		
	<u>Current Maturities of Long-Term Borrowing</u>				
	(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	-	-		
	Total Rs.	5.56	5.66		
7	<u>TRADE PAYABLES</u>				
	MSME	-	-		
	Others	320.25	230.28		
	Total	320.25	230.28		
	<u>Trade Payables Ageing Schedule:</u>				
	Outstanding for following Periods from Due Date of Payment	<u>MSME</u>	<u>Others</u>	<u>Disputed Dues MSME</u>	<u>Disputed Dues Others</u>
	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)	-	-
	Total	-	320.25	-	-
		-	230.28	-	-

*Figures in bracket represents the amount of previous year

8	<u>OTHER CURRENT LIABILITIES</u>	<u>As At</u>	<u>As At</u>
		<u>31.03.2025</u>	<u>31.03.2024</u>
	Statutory Dues Payable	27.92	7.37
	Deal advance Received	31.81	30.90
	Total	59.73	38.27
9	<u>SHORT TERM PROVISIONS</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
	Total	15.75	5.76
11	<u>NON-CURRENT INVESTMENT</u>		
	Other Investments		
	Investment in Gold & Bullion	3.68	-
		3.68	
12	<u>OTHER NON-CURRENT ASSETS</u>		
	Security Deposits		
	Unsecured, considered good		
	Other Deposits	43.44	45.29
	Total Rs.	43.44	45.29
13	<u>TRADE RECEIVABLES</u>		
	Undisputed Trade Receivables		
	Secured Considered Good	-	-
	Unsecured Considered Good	861.38	904.71
	Doubtful	-	-
	Disputed Trade Receivables		
	Secured Considered Good	-	-
	Unsecured Considered Good	-	-
	Doubtful	-	-
	Total Rs.	861.38	904.71

Trade Receivables Ageing ScheduleOutstanding for following Periods from
Due Date of Payment

	<u>Undisputed</u> <u>Trade</u> <u>Receivables</u> <u>(Considered</u> <u>Good)</u>	<u>Undisputed</u> <u>Trade</u> <u>Receivables</u> <u>(Considered</u> <u>Doubtful)</u>	<u>Disputed</u> <u>Trade</u> <u>Receivables</u> <u>(Considered</u> <u>Good)</u>	<u>Disputed</u> <u>Trade</u> <u>Receivables</u> <u>(Considered</u> <u>Doubtful)</u>
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)			
Total Rs.	861.38	-	-	-
	(904.71)	-	-	-

**Figures in bracket represents the amount of previous year*

14 **CASH AND CASH EQUIVALENTS**

	<u>As At</u> <u>31.03.2025</u>	<u>As At</u> <u>31.03.2024</u>
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	301.96
Total Rs.	795.18	548.32

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
Total Rs.	99.58	96.79

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	-
Total Rs.	39.63	41.50

17 **REVENUE FROM OPERATIONS**

	<u>2024-25</u>	<u>2023-24</u>
Sale of Services	1887.21	2021.50
Commission/Service Charges Received	19.80	14.26
Total Rs.	1907.01	2035.76

18 **OTHER INCOME**

	<u>2024-25</u>	<u>2023-24</u>
Interest From Bank Deposits	32.75	39.32
Interest From Loan	5.52	5.38
Incentive Received	10.62	39.41
Interest on Tax Refund	0.28	0.58
Rebate & Discounts	0.43	12.45

	Income From House Property	2.22	-
	Total Rs.	51.85	97.14
19	<u>COST OF SERVICES</u>	<u>2024-25</u>	<u>2023-24</u>
	Payments for Advertising Business	1522.47	1719.68
	Total Rs.	1522.47	1719.68
20	<u>EMPLOYEE BENEFITS EXPENSES</u>	<u>2024-25</u>	<u>2023-24</u>
	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	-
	Total Rs.	143.09	140.38
21	<u>FINANCE COSTS</u>	<u>2024-25</u>	<u>2023-24</u>
	Interest Expense	2.84	5.10
	Total Rs.	2.84	5.10
22	<u>DEPRECIATION & AMORTIZATION EXPENSE</u>	<u>2024-25</u>	<u>2023-24</u>
	Depreciation (Refer Note 10)	27.43	21.73
	Total Rs.	27.43	21.73
23	<u>OTHER EXPENSES</u>	<u>2024-25</u>	<u>2023-24</u>
	<u>Establishment Expenses:</u>		
	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 & Discount	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
Total Rs.	104.49	100.71

24 EARNING PER SHARE (EPS)

	2024-25	2023-24
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

10 Property, Plant and Equipment

(Rupees in Lakhs)										
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	For the Year	Deduction / Adjustment	Upto 31.03.2025	As At 31.03.2025	As At 31.03.2024
Tangible Assets :										
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
Total Rs. (A)	321.01	48.94	-	369.95	100.64	26.93	-	127.57	242.38	220.37
Intangible Assets :										
Computer Software	5.00	-	-	5.00	2.96	0.51	-	3.47	1.53	2.03
Total Rs. (B)	5.00	-	-	5.00	2.96	0.51	-	3.47	1.53	2.03
Total Rs. (A+B)	326.01	48.94	-	374.95	103.60	27.44	-	131.04	243.91	222.40
As At 31.03.2024	224.09	101.91	-	326.00	81.87	21.73	-	103.60	222.40	142.21

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
----------------------------	------------------------

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

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 (31st March, 2025) and date of approval of these financial statements (22nd 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)	

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
Total	0.98	0.70	1.68

A.10. The Board of Directors, in its meeting on 22nd May, 2025, has recommended a final dividend of Rs. 0.20 per Equity Share for the financial year ended 31st 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 been 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%

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

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.

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**

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

**Ajay Kumar Kedia
Partner
ICAI M. No. 074354
UDIN: 25074354BMOWHE4400**

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

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

**Date : 22nd May, 2025
Place: Kanpur**

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

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

DAPS ADVERTISING LIMITED

128, Clyde House, Office No. 9-B, The Mall, Kanpur- 208001

CIN: L51109UP1999PLC024389; Email: daps.transfer@gmail.com

Website: www.dapsadvertising.com; Tel No: 0512-2302770, 8115076766

NOTICE

Notice is hereby given that the **26th Annual General Meeting** of the members of DAPS Advertising Limited will be held on **Saturday, 30th August, 2025**, at **The Pristine Hotel**, 111/18 A, GT Rd, Harsh Nagar, Kanpur, Uttar Pradesh 208012 at **1:00 P.M.** to transact the following businesses:

ORDINARY BUSINESS:

1. To receive, consider and adopt the Audited Financial Statements of the company for the Financial Year ended March 31, 2025 together with the Reports of the Board of Directors and the Auditors thereon.
2. To declare a Final Dividend of Rs. 0.20 per Equity Share of face value of Rs. 10 each of the company, for the Financial Year ended March 31, 2025.
3. To re-appoint Mr. Paresh Chaturvedi (DIN: 00989858) who retires by rotation in terms of Section 152(6) of the Companies Act, 2013 and being eligible, seeks reappointment.
4. To re-appoint Mr. Dharmesh Chaturvedi (DIN: 00989831) who retires by rotation in terms of Section 152(6) of the Companies Act, 2013 and being eligible, seeks reappointment.
5. **Appointment of M/s. B. M. Chaturvedi & Co., Chartered Accountants, as Statutory Auditors of the Company**

To consider and if thought fit, to pass, with or without modification(s), the following resolution as **Ordinary Resolution**:

“RESOLVED THAT pursuant to the provisions of Sections 139, 142 and other applicable provisions, if any, of the Companies Act, 2013 and the Companies (Audit and Auditors) Rules, 2014 (including any statutory modification(s) or re-enactments thereof for the time being in force) and pursuant to recommendation of the Audit Committee and the Board of Directors, M/s. B. M. Chaturvedi & Co., Chartered Accountants (ICAI Firm Registration No. 114317W), be and are hereby appointed as Statutory Auditors of the Company in place of M/s. Kedia Gupta & Associates., Chartered Accountants, (whose tenure expires at the ensuing Annual General Meeting) for a term of five consecutive years to hold office from the conclusion of the 26th Annual General Meeting of the Company till the conclusion of the 31st Annual General Meeting and that the Auditors be paid such remuneration as may be fixed by the Board of Directors of the Company in consultation with the Audit Committee.

RESOLVED FURTHER THAT Board of Directors of the Company be and are hereby authorized to file the necessary documents/forms with the Registrar of Companies and to do all such acts, deeds, matters and things as may be deemed necessary, desirable, proper or expedient for the purpose of giving effect to this resolution.”

SPECIAL BUSINESS:

6. Re-appointment of Mr. Kamesh Sethi (DIN- 10738694) as an Independent Director of the Company

To consider and if thought fit, to pass, with or without modification(s), the following resolution as **Special Resolution**:

"RESOLVED THAT pursuant to the provisions of Section 149, 150, 152 read with schedule IV and Companies (Appointment and Qualification of Directors) Rules, 2014, and other applicable provisions, if any, of the Companies Act, 2013 (including any statutory modifications or re-enactment thereof for the time being in force), and based on recommendation of the Nomination and Remuneration Committee and the Board of Directors, consent of the shareholders of the Company be and is hereby accorded to re-appoint Mr. Kamesh Sethi (DIN-10738694) as Non-Executive Independent Director on the Board to hold office for a second term of 5 year from the conclusion of 26th Annual General Meeting of the company.

RESOLVED FURTHER THAT the Board of Directors of the company be and is hereby authorised to do such things, actions and deeds as may be incidental or necessary to give effect to the aforesaid resolution."

7. Appointment of Ms. Neha Rastogi (DIN- 07591711) as an Independent Director of the Company

To consider and if thought fit, to pass with or without modification(s), the following Resolution(s) as an **Ordinary Resolution**:

"RESOLVED THAT pursuant to the provisions of Section 149, 150, 152 read with schedule IV and Companies (Appointment and Qualification of Directors) Rules, 2014, and other applicable provisions, if any, of the Companies Act, 2013 (including any statutory modifications or re-enactment thereof for the time being in force), and based on recommendation of the Nomination and Remuneration Committee and the Board of Directors, consent of the shareholders of the Company be and is hereby accorded to appoint Ms. Neha Rastogi (DIN-07591711); being the Additional Director (Non-Executive & Independent) on Board of the Company; for appointment as an Independent Director to hold office for first term of 5 year from the conclusion of the 26th Annual General Meeting.

RESOLVED FURTHER THAT the Board of Directors of the company be and is hereby authorised to do such things, actions and deeds as may be incidental or necessary to give effect to the aforesaid resolution."

8. Appointment of M/s. HKS & Associates LLP, Company Secretaries as Secretarial Auditor of the Company

To consider and if thought fit, to pass with or without modification(s), the following resolution as **Ordinary Resolution**:

"RESOLVED THAT pursuant to the provisions of Section 204 and other applicable provisions of the Companies Act, 2013, if any and Rule 9 of the Companies (Appointment and

Remuneration of Managerial Personnel) Rules, 2014 and Regulation 24A and other applicable provisions of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (including any statutory modification(s) or re-enactment(s) thereof, for the time being in force) and pursuant to recommendation of the Audit Committee and the Board of Directors, M/s. HKS & Associates LLP, Company Secretaries (LLPIN: ACK-1606) be and are hereby appointed as Secretarial Auditor of the Company for a term of 5 (Five) consecutive years, to hold office from the conclusion of this Annual General Meeting ('AGM') till the conclusion of 31st (Thirty One) AGM of the Company to be held in the Year 2030 and that the Auditor be paid such remuneration as may be fixed by the Board of Directors of the Company in consultation with the Audit Committee.

RESOLVED FURTHER THAT the Board of Directors be and is hereby authorized to do all such acts, deeds, matters and things as may be deemed necessary and/or expedient in connection therewith or incidental thereto, to give effect to the foregoing resolution."

9. Increase in Authorized Share Capital of the Company

To consider and if thought fit, to pass with or without modification(s), the following resolution as an **Ordinary Resolution**:

"RESOLVED THAT in accordance with the provisions of Sections 13, 61, 64 and all other applicable provisions of the Companies Act, 2013 and rules framed thereunder (including any statutory modification(s) or re-enactment(s) thereof, for the time being in force) and the Articles of Association of the Company, approval of the members be and is hereby accorded to increase the Authorised Share Capital of the Company from ₹ 5,50,00,000/- (Rupees Five Crores Fifty Lakhs Only) divided into 55,00,000 (Fifty Five Lakhs) equity shares of ₹ 10/- (Rupees Ten Only) each to ₹10,00,00,000/- (Rupees Ten Crores Only) divided into 1,00,00,000 (One Crore) equity shares of ₹ 10/- (Rupees Ten Only) each, ranking pari passu in all respects with the existing equity shares of the Company.

RESOLVED FURTHER THAT the Board of Directors be and is hereby authorized to do all such acts, deeds, matters and things as may be deemed necessary and/or expedient in connection therewith or incidental thereto, to give effect to the foregoing resolution."

10. Alteration of Capital Clause of the Memorandum of Association

To consider and if thought fit, to pass with or without modification(s), the following resolution as **Ordinary Resolution**:

"RESOLVED THAT pursuant to the provisions of Section 13 of the Companies Act, 2013, read with the rules made there under, including any statutory modification[s] or re-enactment thereof for time being in force and with the approval of the members in the General Meeting, the existing Clause V of the Memorandum of Association of the Company be and is hereby altered and substituted by the following as new Clause V:

V. The Authorised Share Capital of the Company is ₹10,00,00,000/- (Rupees Ten Crores Only) divided into 1,00,00,000 (One Crore) equity shares of ₹ 10/- (Rupees Ten Only) each.

RESOLVED FURTHER THAT the Board of Directors be and is hereby authorized to do all such acts, deeds, matters and things as may be deemed necessary and/or expedient in connection therewith or incidental thereto, to give effect to the foregoing resolution.”

**By Order of the Board of Directors
For DAPS Advertising Limited**

**Place: Kanpur
Date: 30/07/2025**

**Vinny Saxena
(Company Secretary)**

NOTES:

1. **A MEMBER ENTITLED TO ATTEND AND VOTE AT THE MEETING IS ENTITLED TO APPOINT A PROXY TO ATTEND AND VOTE ON A POLL INSTEAD OF HIMSELF AND THE PROXY SO APPOINTED NEED NOT BE A MEMBER OF THE COMPANY.** THE PROXY FORM DULY COMPLETE, MUST BE DEPOSITED AT THE REGISTERED OFFICE OF THE COMPANY AT LEAST FORTY-EIGHT HOURS BEFORE THE COMMENCEMENT OF THE MEETING.
2. A person can act as proxy on behalf of members not exceeding fifty in number and holding in aggregate not more than ten percent of the total share capital of the company carrying voting rights. However, a member holding more than ten percent of the total share capital of the company carrying voting rights may appoint a single person as proxy and such person shall not act as proxy for any other person or shareholder.
3. Corporate members are requested to send scanned copy (PDF/JPG Format) of a certified true copy of the relevant Board Resolution together with the specimen signature(s) of the representative(s) authorized under the said Board Resolution to attend and vote on its behalf at the Meeting. The said resolution should be sent to the Company at investor@dapsadvertising.com with a copy marked to the Scrutinizer at info@hksllp.in and RTA at Investor@bigshareonline.com.
4. Attendance slip, proxy form and the route map of the venue of the Meeting are annexed hereto.
5. Explanatory Statement pursuant to Section 102(1) of the Companies Act, 2013 in respect Item Nos. 5 to 10 along with the relevant details as required under Regulation 36(3) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations") and the Secretarial Standard on General Meeting (SS-2) issued by the Institute of Company Secretaries of India (ICSI), in respect of the persons seeking appointment as a Director under the said items are annexed hereto.
6. Members may please note that no gifts, gift coupons, or cash in lieu of gifts will be distributed at the meeting, in compliance with Section 118(10) of the Companies Act, 2013 and the Secretarial Standards issued by Institute of Company Secretaries of India.
7. Members are requested to bring to the Meeting the attendance slip along with their copy of the Annual Report.
8. Electronic copy of the Annual Report for the F.Y. 2024-25 and Notice of the 26th AGM of the Company, inter alia indicating the process and manner of e-voting along with Attendance Slip and Proxy Form, are being sent to all the Members on their email IDs registered with the Depository Participant(s) for communication purposes, in accordance with the relaxations provided under relevant MCA and SEBI Circulars. In case any member is desirous of obtaining hard copy of the Annual Report and Notice, he/she may send a request mentioning Folio No./ DP ID and Client ID to the Company at email id- investor@dapsadvertising.com.
9. The Notice of AGM along with Annual Report 2024-25 is available on the website of the Company at www.dapsadvertising.com, on the website of Stock Exchange i.e., BSE Limited at www.bseindia.com and on the website of CDSL at www.cdslindia.com.
10. The physical copies of the Notice of AGM along with the Annual Report 2024-25 and other relevant documents referred to in the Notice are open for inspection by the members at

the registered office of the Company on all working days (that is, except Sundays and Public Holidays) during business hours up to the date of the Meeting. The aforesaid documents will also be available for inspection by members at the Meeting.

11. Members are requested to register / update their email addresses with their Depository Participant(s).
12. The **Dividend on Equity Shares**, as recommended by Board of Directors, subject to the provisions of Section 126 of the Companies Act, 2013, if approved by the Members at the AGM, **will be paid by September 25, 2025**, subject to deduction of Income-Tax at source (TDS) wherever applicable, to those Members whose names appear as 'Beneficial Owners' as at the end of the business hours on **August 23, 2025** i.e the **Record Date**, in the list of Beneficial Owners to be furnished by National Securities Depository Limited and Central Depository Services (India) Limited.
13. Pursuant to the Finance Act 2020, dividend income will be taxable in the hands of shareholders w.e.f. April 1, 2020 and the Company is required to deduct tax at source from dividend paid to shareholder at the prescribed rates. For the prescribed rates for various categories, the members are requested to refer to the Finance Act, 2020 and amendments thereof. Members are requested to update their Residential Status, Category as per the Income-tax Act and PAN with Depositories.
13. Members may please note that their bank details as furnished by the respective Depositories to the Company will be considered for remittance of dividend as per the applicable regulations of the Depositories and the Company will not entertain any direct request from such Members for change/deletion of their bank details. Accordingly, such Members are requested to update their Electronic Bank Mandate with their respective Depository Participant(s).
14. Members are requested to note that, the dividends which are not encashed/claimed for a consecutive period of 7 years from the date of transfer to Unpaid Dividend Account of the Company, are liable to be transferred to the Investor Education and Protection Fund (IEPF). The shares in respect of such unclaimed dividends are also liable to be transferred to the demat account of the IEPF Authority. In view of this, Members are requested to claim their dividends from the Company, within the stipulated timeline. The members whose unclaimed dividends/shares have been transferred to IEPF, may claim the same by making an online application to the IEPF Authority in web-Form No. IEPF-5 available on www.iepf.gov.in.
15. Members are requested to provide their Client-Id and DP-Id numbers at the Meeting for easy identification.
16. In the case of joint holders, the vote of the senior who tenders a vote, whether in person or by proxy, shall be accepted to the exclusion of the votes of the other joint holders. If more than one of the said persons remains present then the senior shall alone be entitled to speak and to vote in respect of such shares, but the other or others of the joint holders shall be entitled to be present at the meeting. Several executors or administrators of a deceased Member in whose name share stands shall be deemed joints holders thereof. For this purpose, seniority shall be determined by the order in which the names stand in the register of members.
17. Members desirous of obtaining any information/ clarification concerning the Accounts and operations of the Company may send their query so as to reach the Company at least

seven days before the Annual General Meeting, so that the desired information may be made available at the Annual General Meeting, if the Chairman permits to do so.

18. As per the provisions of Section 72 of the Companies Act, 2013 and circulars issued by SEBI, the facility for making nomination is available for the Members in respect of the shares held by them. Members are requested to submit their nomination mandate with their Depository Participant(s).
19. Non- Resident Indian Members are requested to inform immediately:
 - a) Change in their residential status on return to India for permanent settlement.
 - b) Particulars of their bank account maintained in India with complete name, branch, account type, account number and address of the bank with pin code number, if not furnished earlier, to respective Depository Participant.

20. VOTING THROUGH ELECTRONIC MEANS:

In terms of the provisions of Section 108 of the Companies Act, 2013 read with Rule 20 of the Companies (Management and Administration) Rules, 2014, as amended, applicable Secretarial Standards, Regulation 44 of the SEBI Listing Regulations and MCA & SEBI Circulars, the Company is providing to its members the facility to exercise votes by electronic means (remote e-voting) in respect of any or all of the resolutions contained in this notice and the business may be transacted through remote e-voting services. Necessary arrangements have been made by the Company with CDSL for providing facility of voting through remote e-Voting. Remote E-voting is optional and members shall have the option to vote either through remote e-voting or in person at the Annual General Meeting. Members are requested to carefully read the instructions for remote e-voting before casting their vote.

INSTRUCTIONS TO SHAREHOLDERS FOR REMOTE E-VOTING:

- I. The voting period begins on **August 26, 2025 at 9 A.M.** and ends on **August 29, 2025 at 5 P.M.** During this period shareholders of the Company holding shares either in physical form or in dematerialized form, as on the **cut-off date August 23, 2025** may cast their vote electronically. The e-voting module shall be disabled by CDSL for voting thereafter.
- II. Shareholders who have already voted prior to the meeting date would not be entitled to vote at the meeting venue.
- III. Pursuant to SEBI Circular No. **SEBI/HO/CFD/CMD/CIR/P/2020/242 dated 09.12.2020**, under Regulation 44 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, listed entities are required to provide remote e-voting facility to its shareholders, in respect of all shareholders' resolutions. However, it has been observed that the participation by the public non-institutional shareholders/retail shareholders is at a negligible level.

Currently, there are multiple e-voting service providers (ESPs) providing e-voting facility to listed entities in India. This necessitates registration on various ESPs and maintenance of multiple user IDs and passwords by the shareholders.

In order to increase the efficiency of the voting process, pursuant to a public consultation, it has been decided to enable e-voting to **all the demat account holders, by way of a single login credential, through their demat accounts/ websites of Depositories/ Depository Participants**. Demat account holders would be able to cast their vote without having to register again with the ESPs, thereby, not only facilitating seamless

authentication but also enhancing ease and convenience of participating in e-voting process.

The way to vote electronically on CDSL e-Voting system consists of “Two Steps” which are mentioned below:

Step 1 : Access through Depositories CDSL/NSDL e-Voting system in case of individual shareholders holding shares in demat mode.

- IV. In terms of **SEBI circular no. SEBI/HO/CFD/CMD/CIR/P/2020/242 dated December 9, 2020** on e-Voting facility provided by Listed Companies, Individual shareholders holding securities in demat mode are allowed to vote through their demat account maintained with Depositories and Depository Participants. Shareholders are advised to update their mobile number and email Id in their demat accounts in order to access e-Voting facility.

Pursuant to abovesaid SEBI Circular, Login method for e-Voting **for Individual shareholders holding securities in Demat mode CDSL/NSDL** is given below:

Type of shareholders	Login Method
Individual Shareholders holding securities in Demat mode with CDSL Depository	1) Users who have opted for CDSL Easi / Easiest facility, can login through their existing user id and password. Option will be made available to reach e-Voting page without any further authentication. The users to login to Easi / Easiest are requested to visit cdsi website www.cdslindia.com and click on login icon & My Easi New (Token) Tab. 2) After successful login the Easi / Easiest user will be able to see the e-Voting option for eligible companies where the evoting is in progress as per the information provided by company. On clicking the evoting option, the user will be able to see e-Voting page of the e-Voting service provider for casting your vote during the remote e-Voting period or joining virtual meeting & voting during the meeting. Additionally, there is also links provided to access the system of all e-Voting Service Providers, so that the user can visit the e-Voting service providers' website directly. 3) If the user is not registered for Easi/Easiest, option to register is available at cdsi website www.cdslindia.com and click on login & My Easi New (Token) Tab and then click on registration option. 4) Alternatively, the user can directly access e-Voting page by providing Demat Account Number and PAN No. from a e-Voting link available on www.cdslindia.com home page. The system will authenticate the user by sending OTP on registered Mobile & Email as recorded in the Demat Account. After successful authentication, user will be able to see the e-Voting option where the evoting is in progress and also able to directly access the system of all e-Voting Service Providers.

Individual Shareholders holding securities in demat mode with NSDL Depository	1) If you are already registered for NSDL IDeAS facility, please visit the e-Services website of NSDL. Open web browser by typing the following URL: https://eservices.nsdl.com either on a Personal Computer or on a mobile. Once the home page of e-Services is launched, click on the “Beneficial Owner” icon under “Login” which is available under ‘IDeAS’ section. A new screen will open. You will have to enter your User ID and Password. After successful authentication, you will be able to see e-Voting services. Click on “Access to e-Voting” under e-Voting services and you will be able to see e-Voting page. Click on company name or e-Voting service provider name and you will be re-directed to e-Voting service provider website for casting your vote during the remote e-Voting period. 2) If the user is not registered for IDeAS e-Services, option to register is available at https://eservices.nsdl.com. Select “Register Online for IDeAS “Portal or click at https://eservices.nsdl.com/SecureWeb/IdeasDirectReg.jsp 3) Visit the e-Voting website of NSDL. Open web browser by typing the following URL: https://www.evoting.nsdl.com/ either on a Personal Computer or on a mobile. Once the home page of e-Voting system is launched, click on the icon “Login” which is available under ‘Shareholder/Member’ section. A new screen will open. You will have to enter your User ID (i.e. your sixteen digit demat account number hold with NSDL), Password/OTP and a Verification Code as shown on the screen. After successful authentication, you will be redirected to NSDL Depository site wherein you can see e-Voting page. Click on company name or e-Voting service provider name and you will be redirected to e-Voting service provider website for casting your vote during the remote e-Voting period.
Individual Shareholders (holding securities in demat mode) login through their Depository Participants (DP)	You can also login using the login credentials of your demat account through your Depository Participant registered with NSDL/CDSL for e-Voting facility. After Successful login, you will be able to see e-Voting option. Once you click on e-Voting option, you will be redirected to NSDL/CDSL Depository site after successful authentication, wherein you can see e-Voting feature. Click on company name or e-Voting service provider name and you will be redirected to e-Voting service provider website for casting your vote during the remote e-Voting period.

Important note: Members who are unable to retrieve User ID/ Password are advised to use Forget User ID and Forget Password option available at abovementioned website.

Helpdesk for Individual Shareholders holding securities in demat mode for any technical issues related to login through Depository i.e. CDSL and NSDL

Login type	Helpdesk details
Individual Shareholders holding securities in Demat mode with CDSL	Members facing any technical issue in login can contact CDSL helpdesk by sending a request at helpdesk.evoting@cdslindia.com or contact at toll free no. 1800 21 09911
Individual Shareholders holding securities in Demat mode with NSDL	Members facing any technical issue in login can contact NSDL helpdesk by sending a request at evoting@nsdl.co.in or call at : 022 - 4886 7000 and 022 - 2499 7000

Step 2 : Access through CDSL e-Voting system in case of shareholders holding shares in physical mode and non-individual shareholders in demat mode.

V. Login method for Remote e-Voting for Physical shareholders and shareholders other than individual holding in Demat form.

- 1) The shareholders should log on to the e-voting website www.evotingindia.com.
- 2) Click on “Shareholders” module.
- 3) Now enter your User ID
 - a. For CDSL: 16 digits beneficiary ID,
 - b. For NSDL: 8 Character DP ID followed by 8 Digits Client ID,
 - c. Shareholders holding shares in Physical Form should enter Folio Number registered with the Company.
- 4) Next enter the Image Verification as displayed and Click on Login.
- 5) If you are holding shares in demat form and had logged on to www.evotingindia.com and voted on an earlier e-voting of any company, then your existing password is to be used.
- 6) If you are a first-time user follow the steps given below:

	For Physical shareholders and other than individual shareholders holding shares in Demat.
PAN	Enter your 10 digit alpha-numeric *PAN issued by Income Tax Department (Applicable for both demat shareholders as well as physical shareholders) Shareholders who have not updated their PAN with the Company/Depository Participant are requested to use the sequence number sent by Company/RTA or contact Company/RTA.
Dividend	Enter the Dividend Bank Details or Date of Birth (in

Bank Details OR Date of Birth (DOB)	dd/mm/yyyy format) as recorded in your demat account or in the company records in order to login. If both the details are not recorded with the depository or company, please enter the member id / folio number in the Dividend Bank details field.
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- VI. After entering these details appropriately, click on "SUBMIT" tab.
- VII. Shareholders holding shares in physical form will then directly reach the Company selection screen. However, shareholders holding shares in demat form will now reach 'Password Creation' menu wherein they are required to mandatorily enter their login password in the new password field. Kindly note that this password is to be also used by the demat holders for voting for resolutions of any other company on which they are eligible to vote, provided that company opts for e-voting through CDSL platform. It is strongly recommended not to share your password with any other person and take utmost care to keep your password confidential.
- VIII. For shareholders holding shares in physical form, the details can be used only for e-voting on the resolutions contained in this Notice.
- IX. Click on the EVSN for DAPS Advertising Limited on which you choose to vote.
- X. On the voting page, you will see "RESOLUTION DESCRIPTION" and against the same the option "YES/NO" for voting. Select the option YES or NO as desired. The option YES implies that you assent to the Resolution and option NO implies that you dissent to the Resolution.
- XI. Click on the "RESOLUTIONS FILE LINK" if you wish to view the entire Resolution details.
- XII. After selecting the resolution, you have decided to vote on, click on "SUBMIT". A confirmation box will be displayed. If you wish to confirm your vote, click on "OK", else to change your vote, click on "CANCEL" and accordingly modify your vote.
- XIII. Once you "CONFIRM" your vote on the resolution, you will not be allowed to modify your vote.
- XIV. You can also take a print of the votes cast by clicking on "Click here to print" option on the Voting page.
- XV. If a demat account holder has forgotten the login password then Enter the User ID and the image verification code and click on Forgot entering the details as prompted by the system.
- XVI. There is also an optional provision to upload BR/POA if any uploaded, which will be made available to scrutinizer for verification.
- XVII. **Additional Facility for Non – Individual Shareholders and Custodians –For Remote Voting only.**
 - Non-Individual shareholders (i.e. other than Individuals, HUF, NRI etc.) and Custodians are required to log on to www.evotingindia.com and register themselves in the "Corporates" module.
 - A scanned copy of the Registration Form bearing the stamp and sign of the entity should be emailed to helpdesk.evoting@cdslindia.com.

- After receiving the login details a Compliance User should be created using the admin login and password. The Compliance User would be able to link the account(s) for which they wish to vote on.
- The list of accounts linked in the login will be mapped automatically & can be delink in case of any wrong mapping.
- It is Mandatory that, a scanned copy of the Board Resolution and Power of Attorney (POA) which they have issued in favour of the Custodian, if any, should be uploaded in PDF format in the system for the scrutinizer to verify the same.
- Alternatively Non Individual shareholders are required mandatory to send the relevant Board Resolution/ Authority letter etc. together with attested specimen signature of the duly authorized signatory who are authorized to vote, to the Scrutinizer and to the Company at the email addresses info@hksllp.in and investor@dapsadvertising.com respectively if they have voted from individual tab & not uploaded same in the CDSL e-voting system for the scrutinizer to verify the same.

PROCESS FOR THOSE SHAREHOLDERS WHOSE EMAIL/MOBILE NO. ARE NOT REGISTERED WITH THE COMPANY/DEPOSITORIES.

1. For Physical shareholders- please provide necessary details like Folio No., Name of shareholder, scanned copy of the share certificate (front and back), PAN (self-attested scanned copy of PAN card), AADHAR (self-attested scanned copy of Aadhar Card) by email to investor@dapsadvertising.com.

2. For Demat shareholders -, Please update your email id & mobile no. with your respective Depository Participant (DP)

3. For Individual Demat shareholders – Please update your email id & mobile no. with your respective Depository Participant (DP) which is mandatory while e-Voting & joining virtual meetings through Depository.

If you have any queries or issues regarding e-Voting from the CDSL e-Voting System, you can write an email to helpdesk.evoting@cdslindia.com or contact at toll free no. 1800 21 09911

All grievances connected with the facility for voting by electronic means may be addressed to Mr. Rakesh Dalvi, Sr. Manager, (CDSL,) Central Depository Services (India) Limited, A Wing, 25th Floor, Marathon Futurex, Mafatlal Mill Compounds, N M Joshi Marg, Lower Parel (East), Mumbai - 400013 or **send an email to helpdesk.evoting@cdslindia.com or call at toll free no. 1800 21 09911**

OTHER INSTRUCTIONS:

1. The facility of voting through ballot paper shall also be made available at the Meeting. Members attending the Meeting, who have not already cast their vote by remote e-voting shall be able to exercise their right at the Meeting through ballot paper.
2. Members who have cast their vote by remote e-voting prior to the Meeting, may also attend the Meeting, but shall not be entitled to cast their vote again. Once a vote on a resolution is cast by the Member, he/she shall not be allowed to change it subsequently or cast vote again.

3. The voting rights of the shareholders (for voting through remote e-voting or by ballot paper at the Meeting) shall be in proportion to their shares of the paid-up equity share capital of the Company as on **August 23, 2025** (i.e. the “Cut-Off Date”).
4. A person whose name is recorded in the Register of Members or in the Register of Beneficial Owners maintained by the depositories as on the cut-off date only shall be entitled to avail the facility of remote e-voting as well as voting at the AGM. Any person who is not a member as on the cut-off date should treat this Notice for information purposes only.
5. Any person who acquire shares of the Company and becomes a member of the Company after **August 01, 2025** i.e. **BENPOS date** considered for dispatch of the notice of AGM and are holding shares as on the cut-off date i.e. August 23, 2025, may obtain the login ID and password by sending a request to the CDSL at helpdesk.evoting@cdslindia.com or to the Company's RTA at sujit@bigshareonline.com. However, the members already registered with CDSL for remote e-voting can use their existing user ID and password for casting their vote. Members who have forgotten the User ID and Password can reset the password by using “Forgot User ID” and “Forgot Password” option available on www.evotingindia.com or may call on Toll Free No. 1800 21 09911.
6. In case of Individual Shareholders holding shares in demat mode who acquire shares of the Company after **August 01, 2025** i.e. **BENPOS date** and are holding shares as on the Cut-off Date i.e. August 23, 2025 may follow the steps mentioned in the Notice of the AGM under “Step 1: Log-in to CDSL e-Voting system”
7. Mr. Hemant Kumar Sajnani, Designated Partner of M/s. HKS & Associates LLP, Practicing Company Secretaries (CP No. 14214) (Membership No. FCS 7348), has been appointed as the Scrutinizer to scrutinize the remote e-voting process including the ballot /poll process at AGM, in a fair and transparent manner; and the Scrutinizer has given his consent for appointment.
8. The Chairman shall, at the Annual General Meeting, at the end of discussion on the resolutions on which voting is to be held, allow voting, by use of “Ballot Paper/ Polling Paper” for all those members who are present at the Annual General Meeting but have not cast their votes by availing the remote e-voting facility.
9. The Scrutinizer shall after the conclusion of voting at the AGM, will scrutinize the votes cast at the Meeting and votes cast through remote e-voting, make a consolidated Scrutinizer's Report and submit the same to the Chairman or any other person authorized by him, within 48 hours of conclusion of the meeting. The result declared along with the consolidated Scrutinizer's Report will be placed on the website of the Company at www.dapsadvertising.com and on the website of CDSL at www.evotingindia.com. The result will simultaneously be communicated to the BSE.
10. As required under SEBI Listing Regulations and Secretarial Standards-2 on General Meetings, the relevant details in respect of director(s) seeking appointment/re-appointment under this Notice are as below:

BRIEF PROFILE OF DIRECTORS SEEKING APPOINTMENT/ RE-APPOINTMENT AT THE MEETING

Name	Mr. Dharmesh Chaturvedi	Mr. Paresh Chaturvedi	Mr. Kamesh Sethi	Ms. Neha Rastogi
DIN	00989831	00989858	10738694	07591711
Date of Birth	06/03/1970	24/05/1972	05/12/1962	23/09/1989

Age	55 years	53 years	62 years	35 years
Qualifications	Bachelor of Commerce	Bachelor of Commerce	BA, MA (ECO), LLB, CAIB, Diploma In PM & IR	Company Secretary, LLB, B.Com
Experience/ Expertise in specific functional area	He has around 26 years of experience in the advertisement industry.	He has around 26 years of experience in the advertisement industry.	He is a retired General Manager of a public sector bank with 39 years of extensive banking experience. Joining in 1984, he held roles such as Branch Head of rural and large corporate branches, Zonal Head, and General Manager overseeing Human Resources. He also served on the governing board of the National Institute of Banking Studies & Corporate Management.	She has around 7 years of experience in academics and around 4 years of experience in corporate law and governance, she is well-suited for enhancing organizational transparency and ethical practices, in the role of an Independent Director.
Date of Appointment on the Board	Since Incorporation	Since Incorporation	August 20, 2024	July 30, 2025
No. of Board meetings attended during the financial year	5 out of 5	5 out of 5	3 out of 3	NA
Remuneration last drawn	Rs. 36 lakhs p.a.	Rs. 36 lakhs p.a.	NIL	NIL
Remuneration sought to be paid	-	-	Sitting fees of Rs. 4,000 per Committee/ Board Meeting	Sitting fees of Rs. 4,000 per Committee/ Board Meeting
Other companies in which the person holds directorship	Sudhavijay Social Welfare Foundation	Sapory Tradelinkers Private Limited And Sudhavijay Social Welfare Foundation	-	Zira And Zahara Private Limited

Other companies in which the person holds membership of Committees of the board	-	-	-	-
Listed entities from which the person has resigned from directorship in the past three years	-	-	-	-
Shareholding of Director in the Company as at March 31, 2025	665300	567800	Nil	Nil
Relationship with other Director(s)/ Key Managerial Personnel of the company	Brother of Mr. Paresh Chaturvedi and Mr. Akhilesh Chaturvedi and father of Ms. Srishti Chaturvedi	Brother of Mr. Dharmesh Chaturvedi and Mr. Akhilesh Chaturvedi and uncle of Ms. Srishti Chaturvedi	-	-

DETAILS REQUIRED UNDER REGULATION 30 OF THE SEBI LISTING REGULATIONS READ WITH SEBI CIRCULAR NO. SEBI/HO/CFD/POD2/CIR/P/2023/120 DATED JULY 11, 2023 (MASTER CIRCULAR) READ WITH SEBI/HO/CFD/CFD-POD-1/P/CIR/2023/123 DATED JULY 13, 2023

<u>S.No.</u>	<u>Particulars</u>	<u>Details</u>
1.	Name of Company	DAPS Advertising Limited
2.	Name of Statutory Auditor	B. M. Chaturvedi & Co
3.	Reason for change viz. appointment, reappointment, resignation, removal, death or otherwise;	Appointment of M/s B.M. Chaturvedi & Co. (ICAI Firm Registration No. 114317W) as Statutory Auditor for a period of 5 years is pursuant to completion of tenure of 5 years by M/s Kedia Gupta & Associates (ICAI Firm Registration No. 006465C) in the AGM.
4.	Date of appointment/reappointment/cessation (as applicable) & term of appointment/reappointment;	Date of Appointment will be date of the AGM, i.e., 30 August, 2025 if appointment approved by members.
5.	Brief profile (in case of appointment)	B. M. Chaturvedi & Co. is a partnership firm established by the founder Partner CA Brij Mohan Chaturvedi in Mumbai in 1976. The firm was constituted with the aim of providing value-added professional services. The firm represents the consortium of knowledge and

		experience in the areas of Auditing & Assurance Services, Taxation & Allied laws, Financial & Legal Consultancy, FEMA & Corporate Laws. The firm has experience on serving MNCs, large corporate, SMEs, NPO, NGO and owner-managed businesses. The firm also holds a valid peer review certificate (Peer Review Certificate No.- 020437).
6.	Disclosure of relationships between directors (in case of appointment of a director).	NA

<u>S.No.</u>	<u>Particulars</u>	<u>Details</u>
1.	Name of Company	DAPS Advertising Limited
2.	Name of <i>Secretarial</i> Auditor	HKS & Associates LLP
3.	Reason for change viz. appointment, reappointment, resignation, removal, death or otherwise;	Appointment of M/s HKS & Associates LLP (LLPIN: ACK-1606) as Secretarial Auditor of the company for a term of 5 years
4.	Date of appointment/reappointment/cessation (as applicable) & term of appointment/reappointment;	Date of Appointment will be date of the AGM, i.e., 30 August, 2025 if appointment approved by members.
5.	Brief profile (in case of appointment)	HKS & Associates LLP is a professionally managed registered LLP of Practising Company Secretaries recognized by the Institute of Company Secretaries of India (ICSI). Established in 2015 by CS Hemant Kumar Sajnani, the firm evolved from a sole proprietorship into a fully structured LLP in 2024 (LLPIN: ACK-1606), driven by a vision of strategic expansion, governance excellence, and service scalability. The firm is built on the solid foundation of over 14 years' experience in corporate law. To date, it has handled and resolved more than 100 complex legal matters and supported over 300 corporate clients across various sectors in India. The LLP also holds a valid peer review certificate (Peer Review Certificate No.- 6731/2025).
6.	Disclosure of relationships between directors (in case of appointment of a director).	NA

ANNEXURES TO THE NOTICE OF AGM

STATEMENT PURSUANT TO SECTION 102(1) OF THE COMPANIES ACT, 2013 AND DISCLOSURE PURSUANT TO REGULATION 36 OF THE SEBI LISTING REGULATIONS

For Item No. 5- Appointment of M/s. B. M. Chaturvedi & Co., Chartered Accountants, as Statutory Auditors of the Company

Pursuant to the provisions of Sections 139, 141, and other applicable provisions of the Companies Act, 2013, read with the Companies (Audit and Auditors) Rules, 2014, and Regulation 36 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, the Board of Directors of the Company, on the recommendation of the Audit Committee, has proposed the appointment of M/s. B. M. Chaturvedi & Co., Chartered Accountants (Firm Registration No. 114317W) as the Statutory Auditors of the Company, to hold office for 5 years from the conclusion of this Annual General Meeting (AGM); pursuant to completion of tenure by M/s Kedia Gupta & Associates (ICAI Firm Registration No. 006465C) in this AGM on the following terms and conditions:

Term of appointment: 5 (Five) consecutive years from the conclusion of this AGM

Proposed Fees: Fees of Rs. 1,50,000 plus, all other applicable taxes and out-of-pocket expenses in connection with the statutory audit for given tenure, as determined by the Board, on recommendation of Audit Committee. The proposed fees is based on knowledge, expertise, industry experience, time and efforts required to be put in by them, which is in line with the industry benchmark. The fees for services in the nature of certifications and other professional work will be in addition to the audit fee as above and will be determined by the Board in consultation with the Statutory Auditors and as per the recommendations of the Audit Committee.

Material Changes in Audit Fees: Audit fee has increased by Rs. 50000.

Basis of Recommendation: The recommendations are based on the fulfilment of the eligibility criteria & qualification prescribed under the Act & Rules made thereunder and SEBI LODR Regulations and knowledge, expertise, industry experience of around 48 years of the audit firm.

Credentials: B.M. Chaturvedi & Co., Chartered Accountants, are a partnership firm established practicing in Mumbai with representative associates in multiple cities. The firm was instituted with the aim of providing value- added professional services in the arenas of Auditing & Assurance Services, Taxation & Allied Laws, Financial & Legal Consultancy, FEMA and Corporate Laws. The firm has rich experience of serving the multi-national, large corporate, small and medium enterprises (SMEs), non-profit organisations and owner- managed businesses. The Firm also holds a valid Peer Review Certificate. M/s B.M. Chaturvedi & Co., Chartered Accountants, have given their consent to act as Statutory Auditors of the Company and confirmed that their aforesaid appointment (if made) would be within the prescribed limits under the Act & Rules made thereunder and SEBI LODR Regulations. They have also confirmed that they are not disqualified to be appointed as Statutory Auditors in terms of provisions of the Act & Rules made thereunder and SEBI LODR Regulations.

None of the Directors / Key Managerial Personnel of the Company / their relatives are, in any way, concerned or interested, financially or otherwise, in the resolution except to the extent of their shareholding, if any, in the Company.

The Board of Directors of the Company recommends the resolution set out at Item No. 5 for approval of the Members as an Ordinary Resolution.

For Item No. 6- Re-appointment of Mr. Kamesh Sethi (DIN- 10738694) as an Independent Director of the Company

Pursuant to the provisions of Section 149, 150, 152 of Companies Act, 2013, the re-appointment of Mr. Kamesh Sethi (DIN- 10738694) as Director (Non-Executive & Independent) is recommended by the Board in its meeting held on July 30, 2025, in consultation with the Nomination and Remuneration Committee, subject to the approval of the members in the ensuing AGM, for appointment as an Independent Director to hold office for a second term of Five (5) year from the date of conclusion of this annual general meeting.

Mr. Kamesh Sethi have furnished his consent/ declaration for his re-appointment as required under the Companies Act, 2013 read with relevant rules made thereunder. He is not disqualified in terms of the provisions of Section 164 of the Act and are also not debarred from holding the office of a Director by virtue of any order of SEBI or any other authority.

Mr. Kamesh Sethi will be entitled to receive sitting fees for attending meetings of the Board of Directors and/or any committee thereof, as may be decided by the Board from time to time.

A brief profile of Mr. Kamesh Sethi as required under the Companies Act, 2013, SEBI Listing Regulations and Secretarial Standards on General Meetings (SS-2) is annexed to the Notice of AGM.

The Board considers that their association would be of immense benefit to the Company, given their expertise and experience and recommends the Special Resolutions set out at Item no. 6 of this Notice for approval of the Members.

Save and except for Mr. Kamesh Sethi and their respective relatives to the extent of their shareholding interest, if any, in the Company, none of the Directors and/or Key Managerial Personnel of the Company and/or their relatives are, in any way, concerned or interested, financially or otherwise, in the Special Resolution set out in the Notice.

For Item No. 7- Appointment of Ms. Neha Rastogi (DIN- 07591711) as an Independent Director of the Company

Pursuant to the provisions of Section 149, 150, 152 and 161 of Companies Act, 2013, Ms. Neha Rastogi (DIN- 07591711) have been appointed as Additional Directors (Non-Executive & Independent) by the Board in its meeting held on July 30, 2025, in consultation with the Nomination and Remuneration Committee (effective date of appointment- July 30, 2025), to hold office till the conclusion of ensuing Annual General Meeting and subject to the approval of the members in the said meeting, for appointment as an Independent Director to hold office for a term of Five year from the date of conclusion of such general meeting.

This appointment was made considering the vacancy that has been created upon the resignation of Ms. Prachi Mishra, Independent Director.

Ms. Neha Rastogi have furnished her consent/ declaration for her appointment as required under the Companies Act, 2013 read with relevant rules made thereunder. She is not disqualified in terms of the provisions of Section 164 of the Act and are also not debarred from holding the office of a Director by virtue of any order of SEBI or any other authority.

Ms. Neha Rastogi will be entitled to receive sitting fees for attending meetings of the Board of Directors and/or any committee thereof, as may be decided by the Board from time to time.

A brief profile of Ms. Neha Rastogi as required under the Companies Act, 2013, SEBI Listing Regulations and Secretarial Standards on General Meetings (SS-2) is annexed to the Notice.

The Board considers that their association would be of immense benefit to the Company, given their expertise and experience and recommends the Ordinary Resolutions set out at Item no. 7 of this Notice for approval of the Members.

Save and except for Ms. Neha Rastogi and their respective relatives to the extent of their shareholding interest, if any, in the Company, none of the Directors and/or Key Managerial Personnel of the Company and/or their relatives are, in any way, concerned or interested, financially or otherwise, in the Ordinary Resolution set out in the Notice of AGM.

For Item No. 8- Appointment of M/s. HKS & Associates LLP. Company Secretaries as Secretarial Auditors of the Company

Pursuant to the amended provisions of Regulation 24A of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('SEBI LODR Regulations') vide SEBI Notification dated December 12, 2024 and provisions of Section 204 of the Companies Act, 2013 ('Act') and Rule 9 of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014, the Audit Committee and the Board of Directors at their respective meetings held on July 30, 2025 have approved and recommended the appointment of M/s. HKS & Associates LLP, a Peer Reviewed Firm of Company Secretaries in Practice as Secretarial Auditors of the Company for a term of 5(Five) consecutive years to hold office from the conclusion of this Annual General Meeting ('AGM') till the conclusion of 31st AGM of the Company to be held in the Year 2030 on following terms and conditions:

Term of appointment: 5 (Five) consecutive years from the conclusion of this AGM

Proposed Fees: Fees of Rs. 1,10,000/- plus applicable taxes and other out-of-pocket expenses in connection with the secretarial audit for given tenure, as determined by the Board, on recommendation of Audit Committee. The proposed fee is based on knowledge, expertise, industry experience, time and efforts required to be put in by them, which is in line with the industry benchmark. The fees for services in the nature of certifications and other professional work will be in addition to the secretarial audit fee as above and will be determined by the Board in consultation with the Secretarial Auditor and as per the recommendations of the Audit Committee.

Material Changes in Audit Fees: NA

Basis of Recommendation: The recommendations are based on the fulfilment of the eligibility criteria & qualification prescribed under the Act & Rules made thereunder and SEBI LODR Regulations with regard to the fulltime partners, secretarial audit, experience of the firm, capability,

independent assessment, audit experience and also based on the evaluation of the quality of audit work done by them in the past.

Credentials: M/s. HKS & Associates LLP is a reputed firm of Company Secretaries in Practice specialized in Secretarial Audit and other corporate law matters. The firm is registered with the Institute of Company Secretaries of India and has an experience in providing various corporate law services. The Firm also holds a valid Peer Review Certificate. M/s. HKS & Associates LLP, Company Secretaries, have given their consent to act as Secretarial Auditors of the Company and confirmed that their aforesaid appointment (if made) would be within the prescribed limits under the Act & Rules made thereunder and SEBI LODR Regulations. They have also confirmed that they are not disqualified to be appointed as Secretarial Auditors in terms of provisions of the Act & Rules made thereunder and SEBI LODR Regulations.

None of the Directors / Key Managerial Personnel of the Company / their relatives are, in any way, concerned or interested, financially or otherwise, in the resolution except to the extent of their shareholding, if any, in the Company.

The Board of Directors of the Company recommends the resolution set out at Item No. 8 for approval of the Members as an Ordinary Resolution.

For Item No. 9 & 10: Increase in Authorized Share Capital of the Company and Alteration of Capital Clause of Memorandum of Association

At present, the Authorised Share Capital of the Company stands at ₹ 5,50,00,000/- (Rupees Five Crores Fifty Lakhs Only) divided into 55,00,000 (Fifty-Five Lakhs) equity shares of ₹ 10/- (Rupees Ten Only) each. To meet the business requirements of the Company from time to time, it is proposed to increase the Authorised Share Capital from ₹ 5,50,00,000/- to ₹ 10,00,00,000/- (Rupees Ten Crores Only) by creation of 45,00,000 Equity Shares of ₹ 10 each.

For the above purpose, it would be necessary to substitute the existing Capital Clause, i.e., Clause V of the Memorandum of Association of the Company with a new Clause V. In accordance with the provisions of Sections 13, 61 and all other applicable provisions, if any, of the Companies Act, 2013 (the Act) and the Rules framed there under, it would be necessary to obtain the approval of the members for the increase in Authorised Share Capital of the Company. It is being sought as proposed in the Resolution.

The existing and the proposed Memorandum of Association of the Company are available for inspection by any Member at the Registered Office of the Company.

The Board of Directors recommend the Ordinary Resolution set out at item No. 9 & 10 in the Notice for approval of the Members.

None of the Directors, KMPs and their relatives are in any way, concerned or interested in this Item/ Business.

**By Order of the Board of Directors
For DAPS Advertising Limited**

**Place: Kanpur
Date: 30/07/2025**

**Vinny Saxena
(Company Secretary)**

DAPS ADVERTISING LIMITED

128, Clyde House, Office No. 9-B, The Mall, Kanpur- 208001

CIN: L51109UP1999PLC024389; Email: daps.transfer@gmail.com

Website: www.dapsadvertising.com; Tel No: 0512-2302770, 8115076766

PROXY FORM

Form No. MGT-11

(Pursuant to section 105(6) of the Companies Act, 2013 and rule 19(3) of the Companies (Management and Administration) Rules, 2014)

Name of the member (s)	
Registered Address	
E-mail Id	
Folio No/ Client Id*	
DP ID*	

I/We, being the member(s) of.....shares of the above-named Company, hereby appoint:

1. Name:

Address:

E-mail Id:

Signature:....., or failing him

2. Name:

Address:

E-mail Id:

Signature:....., or failing him

3. Name:

Address:

E-mail Id:

Signature:.....

as my/our proxy to attend and vote (on a poll) for me/us and on my/our behalf at the **26th Annual General Meeting** of the members of DAPS Advertising Limited to be held on **Saturday, 30th August, 2025**, at **The Pristine Hotel**, 111/18 A, GT Rd, Harsh Nagar, Kanpur, Uttar Pradesh 208012 at **1:00 P.M.** and at any adjournment thereof in respect of such resolutions as are indicated below:

Resolution No.

1. To receive, consider and adopt the Audited Financial Statements of the company for the Financial Year ended March, 31, 2025 together with the Reports of the Board of Directors and the Auditors thereon.
2. To declare a Final Dividend of Rs. 0.20 per Equity Share of face value of Rs. 10 each of the company, for the Financial Year ended March 31, 2025.
3. To re-appoint Mr. Paresh Chaturvedi (DIN: 00989858) who retires by rotation in terms of Section 152(6) of the Companies Act, 2013 and being eligible, seeks reappointment.
4. To re-appoint Mr. Dharmesh Chaturvedi (DIN:00989831) who retires by rotation in terms of Section 152(6) of the Companies Act, 2013 and being eligible, seeks reappointment.
5. Appointment of M/s. B. M. Chaturvedi & Co., Chartered Accountants, as Statutory Auditors of the Company
6. Re-Appointment of Mr. Kamesh Sethi (DIN- 10738694) as an Independent Director of the Company
7. Appointment of Ms. Neha Rastogi (DIN- 07591711) as an Independent Director of the Company
8. Appointment of M/s. HKS & Associates LLP, Company Secretaries as Secretarial Auditor of the Company
9. Increase in Authorized Share Capital of the Company
10. Alteration of Capital Clause of the Memorandum of Association

Signed this..... day of..... 20....

Signature of shareholder_____

Signature of Proxy holder(s)_____

Affix

Revenue

Stamp

* Applicable for members holding Shares in Electronic form.

Note:

- 1. A Proxy need not be a Member of the Company.**
- 2. This form of proxy to be effective should be duly completed and deposited at the Registered Office of the Company, not less than 48 hours before the commencement of the Meeting.**
- 3. A person can act as proxy on behalf of members not exceeding fifty and holding in the aggregate not more than 10% of the total share capital of the Company carrying voting rights. A member holding more than 10% of total share capital of the Company carrying voting rights may appoint a single person as proxy and such person shall not act as a proxy for any other person or shareholder.**
- 4. Appointing a proxy does not prevent a member from attending in person if he/she so wishes.**
- 5. In the case of joint holders, the signatures of any one of the holders will be sufficient, but names of all the joint holders should be stated.**

DAPS ADVERTISING LIMITED

128, Clyde House, Office No. 9-B, The Mall, Kanpur- 208001

CIN: L51109UP1999PLC024389; Email: daps.transfer@gmail.com

Website: www.dapsadvertising.com; Tel No: 0512-2302770, 8115076766

ATTENDANCE SLIP

Folio No.

DP ID No.*

Client ID No.*

I hereby record my presence at the 26th Annual General Meeting of the Company held on Saturday, 30th August, 2025 at 1:00 P.M. at The Pristine Hotel, 111/18 A, GT Rd, Harsh Nagar, Kanpur, Uttar Pradesh 208012.

Member's/Proxy's name in block letters**

Member's/Proxy's signature**

* Applicable for members holding Shares in Electronic form.

** Strike out whichever is not applicable.

NOTE: Please fill in this attendance slip and hand it over at the ENTRANCE OF THE MEETING PLACE.

ROUTE MAP TO THE AGM VENUE

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