



Satya Prakash Natani & Co.

CHARTERED ACCOUNTANTS

CA SATYA PRAKASH NATANI
DISA(ICAI),FAFD

CA SANGEETA PAREKH

CA SURESHKUMAR YADAV

CA ARCHANA JAIN

CA ANU OSWAL

INDEPENDENT AUDITORS' REPORT

TO THE MEMBERS OF PRAMARA PROMOTIONS PRIVATE LIMITED

We have audited the accompanying consolidated financial statements of **PRAMARA PROMOTIONS PRIVATE LIMITED** ("The Holding Company"), and its subsidiary (the Holding company and Subsidiary together referred to as "Group") which comprise the Balance Sheet as at March 31, 2023, the Statement of consolidated Profit & Loss Account, statement of consolidated Cash Flow for the year then ended and notes to the financial statements including a summary of significant accounting policies and other explanatory information.

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid consolidated financial statements give the information required by the Companies Act 2013 in the manner so required and give a true and fair view in conformity with the Indian accounting standards prescribed U/s 133 of the Act and other accounting principles generally accepted in India, of the state of affairs of the Company as at March 31, 2023, Statement of consolidated Profit and Loss and its consolidated cash flows for the year ended on that date.

BASIS FOR OPINION

We conducted our audit of the consolidated financial statement 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 Auditors responsibilities for the Audit of the consolidated Financial Statements section of our report. We are independent of the Company in accordance with the code of Ethics issued by the ICAI together with the independent requirement that are relevant to our audit of the consolidated Financial Statements under the provisions of the Act and the rules made there under and we have fulfilled our other ethical responsibilities in accordance with these requirements and the ICAI's code of Ethics. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion on financial statements.



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KEY AUDIT MATTERS

Key audit matters are those matters that, in our professional judgment, were of most significance in our audit of the financial statements of the current period. These matters were addressed in the context of our audit of the consolidated financial statements as a whole, and in forming our opinion thereon, and we do not provide a separate opinion on these matters.

OTHER MATTERS

We did not Audit the financial statements of Pramara Promotions Private Limited-Hong Kong (Foreign Subsidiary) whose financial statements reflects Total Assets of Rs.1,01,45,247.55 as at 31st March 2023. Total Revenue of Rs. 57,68,032 and Pramara Promotions Private Limited (Step Down Subsidiary) which has total Assets of Rs.1,12,94,957.07, Total revenue NIL as on that date, as considered in consolidated financial statements. This financial statements has been prepared by Management and not verified by us. Since the data of Step Subsidiary was not available and there has been no operations during the year, we have considered the Assets and liabilities of provided by management. Our opinion on consolidated financial statements in so far as it relates to the amounts disclosed in respect of this subsidiary and our reports in terms of sub section (3) and (11) of section 143 of the act, in so far as it relates to aforesaid subsidiary is based solely on unaudited accounts submitted by the management. Our reports on other Legal and Regulatory requirements below is not modified in respect of above matters with respect to our reliance solely on the unaudited accounts submitted by the management.

INFORMATION OTHER THAN CONSOLIDATED FINANCIAL STATEMENTS AND AUDITORS REPORT THEREON

The Holding Company's Board of Directors is responsible for the preparation of the other information. The other information comprises of the information included in the management discussion and analysis, Boards report including Annexure to the Boards Report, corporate governance and shareholders information, but does not include the consolidated financial statements and our auditor's report thereon.



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Our opinion on consolidated financial statements does not cover the other information and we do not express any form of assurance or conclusion thereon.

In connection with our audit of the consolidated financial statement, our responsibility is to read the other information and in doing so, consider whether the other information is materially inconsistent with the consolidated financial statement or other information obtained during the course of our audit or otherwise appear to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information; we are required to report the facts. We have nothing to report in this regard.

RESPONSIBILITIES OF MANAGEMENT AND THOSE CHARGED WITH GOVERNANCE FOR THE CONSOLIDATED FINANCIAL STATEMENTS

The Company's 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 consolidated financial statements that give a true and fair view of the consolidated financial position, consolidated financial performance and consolidated cash flow of the Company in accordance with the accounting principles generally accepted in India, including the Accounting Standards specified under section 133 of the Act, read with rule 7 of the Companies (Accounts) Rules, 2014. This responsibility also includes maintenance of adequate accounting records in accordance with the provision of the Act for safeguarding the assets of the Company and for preventing and detecting frauds and other irregularities, selection and application of the appropriate implementation and maintenance of accounting policies, making judgments and estimates that are reasonable and prudent, and design, implementation and maintenance of adequate internal financial controls, that we were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the consolidated financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the consolidated 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 realistic no alternative but to do so.



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

AUDITOR'S RESPONSIBILITY FOR THE AUDIT OF THE CONSOLIDATED FINANCIAL STATEMENTS

Our objectives are to obtain reasonable assurance about whether the consolidated 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 high level 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 consolidated 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 consolidated 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 omission, misrepresentations or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under Section 143(3)(i) of the 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.





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- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the management.
- Conclude on the appropriateness of management's use of going concern basis of accounting and based on the audit evidence obtained, whether a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the consolidated financial statement or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the company to cease to continue as a going concern.
- Evaluate the overall presentation structure and content of the consolidated financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the Financial Results of the Company to express an opinion on the Financial Results.

Materiality is the magnitude of misstatements in the Financial Statement that, individually or in aggregate, makes it probable that the economic decision of a reasonably knowledgeable user of the Financial Result may be influenced. We consider evaluation the result quantitative materiality and quantitative 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 Results.

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.



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From the matters communicated with those charged with governance, we determine those matters that were of most significance in the audit of the consolidated financial statements of the current period and are therefore the key audit matters. We describe these matters in our auditor's report unless law or regulations precludes public disclosure about the matter or when, in extremely rare circumstances, we determine that a matter should not be communicated in our report because the adverse consequences of doing so would reasonably be expected to outweigh the public interest benefits of such communications.

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 Companies Act 2013, we give in the Annexure I a statement on the matters specified in the paragraph 3 and 4 of the Order, to the extent applicable.
2. As required under provisions of 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 purposes 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 consolidated Balance Sheet, Statement of consolidated Profit & Loss and consolidated cash flow Statement dealt with by this report is in agreement with the books of account.
 - d. In our opinion, the aforesaid consolidated financial statements comply with the accounting standards specified under section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014.
 - e. On the basis of written representations received from the directors as on March 31, 2023 taken on record by the Board of Directors, none of the directors is disqualified as on March 31, 2023 from being appointed as a director in terms of section 164(2) of the Act.





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f. With respect to the adequacy of the internal financial controls over financial reporting of the Company and the operating effectiveness of such refer to our separate report in Annexure II;

g. With respect to the other matters to be included in the Auditor's Report in accordance with Rules 11 of the Companies (Audit and Auditors) Rules, 2014, in our opinion and to the best of our information and according to the explanations given to us:

i. The Company does not have any pending litigations which have material impact on its financial position in its financial statements.

ii. The Company did not have any long term contracts including derivative contracts that require provision under any law or accounting standards for which there were any material foreseeable losses.

iii. There were no amounts which are required to be transferred to the Investor Education and Protection Fund by the Company during the year.

For Satya Prakash Natani & Co.

Chartered Accountants

Firms Registration Number - 115438W

Satya Prakash Natani

Partner

Membership Number: 048091

Place: Mumbai

Date: 16-08-2023

UDIN: 23048091BGXIVD7378



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ANNEXURE TO THE AUDITORS' REPORT

Annexure referred to in paragraph 3 of the Auditors Report to the Members of PRAMARA PROMOTIONS PRIVATE LIMITED on accounts for the year ended 31st March 2023.

(i) Fixed Assets:

- a. The company has maintained proper records showing full particulars including quantitative details and situation of fixed assets.
- b. As explained to us, fixed assets have been physically verified by the management at reasonable intervals: no discrepancies were noticed on such verification.
- c. According to the information and explanation given to us and on the basis of examination of the records of the company, the title deed of immovable properties and other fixed assets are held in the name of the company.

(ii) Inventories:

- a. Physical verification of inventory has been conducted at reasonable intervals by the management.
- b. Procedures of physical verification of inventory followed by the management are reasonable and adequate in relation to the size of the company and the nature of its business.
- c. The company has maintained proper records of inventory and there is no material discrepancies were noticed on physical verification.

- (iii) During the year company has not granted any loans, secured or unsecured to companies, firms, LLPs or other parties covered in the register maintained under section 189 of the Companies Act. Accordingly, Para 3 clause (iii)(a), (iii)(b) and (iii)(c) of the Companies (Auditor's Report) Order, 2015 are not applicable.





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(iv) In our opinion and according to information and explanations given to us, in respect of loans, investments, guarantees and security, the company has complied with the provision of section 185 and 186 of companies Act, 2013 as applicable.

(v) No deposits from the public have been accepted by the Company, falling in the purview of Section 73 to 76 or any other provision of the Companies Act, 2013.

(vi) It is informed to us, the maintenance of cost records has been prescribed by the Central Government under sub-section (1) of section 148 of the Companies Act, 2013 however the same are maintained at office and are not reviewed by us.

(vii) Statutory dues:

a. According to books of accounts examined by us and as per information and explanations given to us, the company is generally regular in depositing undisputed statutory dues including provident fund, employees' state insurance, income-tax, wealth tax, duty of customs, GST cess and any other statutory dues with the appropriate authorities and no statutory dues except TDS were in arrears as at the last day of the financial year concerned for a period of more than six months from the date they became payable.

b. According to the information and explanations given to us, there are no dues of income tax or wealth tax or duty of customs or GST or cess and other material statutory dues in arrears as at 31st March,2023 for the period of more than six months from the date they become payable. The dispute amount that has not been deposited in respect of Income Tax and VAT are mentioned in annexure



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Name of Statute	Nature of Dues	Amount	Period to which amount relates	Forum Pending
Income tax	Direct Tax	4,68,260	2009-10	ITAT
Income tax	Direct Tax	70,000	2010-11	ITAT
Income tax	Direct Tax	5290	2011-12	ITAT
Income tax	Direct Tax	1,38,860	2013-14	CIT(Appeal)

c. The Company has not declared any dividend current year.

(viii) According to the information and explanation given to us, there are no such transactions which are not recorded in the books of accounts have been surrendered or disclosed as income during the year in the tax assessments under the Income Tax Act, 1961

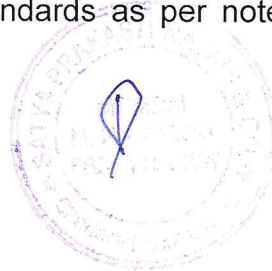
(ix) According to the information and explanation given to us, the Company has not defaulted in repayment of dues to financial institutions/banks and govt.

(x) According to the information and explanation given to us, no material fraud on or by company has been noticed or reported during year.

(xi) In our opinion and according to information and explanations given to us, provision and payment of managerial remuneration are in accordance with requisite approvals mandated by the provisions of section 197 read with schedule V of the Companies Act.

(xii) In our opinion and according to information and explanations given to us, the company is not a Nidhi Company accordingly provision of this clause is not applicable.

(xiii) In our opinion and according to information and explanations given to us, all transactions with the related parties are in compliance with sections 177 and 188 of Companies Act, 2013, the details have been disclosed in the Financial Statements as required by the applicable accounting standards as per notes mentioned in financial statement.



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(xiv) As per the information and explanations given to us, no preferential allotment or private placement of shares or fully or partly convertible debenture is made during the year under audit.

(xv) As per 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 provision of this clause is not applicable.

(xvi) As per the information and explanations given to us, the company is not required to be registered under section 45-IA of the Reserve Bank of India Act, 1934.

(xvii) The company has not incurred any cash losses during the financial year and in the immediately preceding financial year

(xviii) There is no resignation of statutory auditors during the year.

(xix) 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, the auditor's knowledge of the Board of Directors and management plans, there does not exist material uncertainty as on the date of the audit report and that company is 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.

(xx) The CSR point is not applicable to the company as company is not fulfilling the given applicability criteria.

(xxi) There are no qualification in the Consolidated financial statements

For Satya Prakash Natani & Co.

Chartered Accountants

Firms Registration Number - 115438W

Satya Prakash Natani

Partner

Membership Number: 048091

Place: Mumbai

Date: 16-08-2023

UDIN: 23048091BGXIVD7378

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Annexure II

Independent Auditor's report on the Internal Financial Controls under Clause (i) of Sub-section 3 of Section 143 of the Companies Act, 2013 ("the Act")

In conjunction with our audit of the financial statements of PRAMARA PROMOTIONS PRIVATE LIMITED (Formerly known as Essel Marketing & Promotions Pvt Ltd)

("the Company") as on and for the year ended 31 March 2023, we have audited the internal financial controls over financial reporting (IFCoFR) of the company as on that date.

Management's Responsibility for Internal Financial Controls

The Company's Board of Directors is responsible for establishing and maintaining internal financial controls based on the criteria being specified by the management. These responsibilities includes design, implementation and maintenance of adequate internal financial controls, that were operating effectively, for ensuring orderly and efficient conduct of the company's business including adherence to company's policies, safeguarding of its assets, prevention and detection of frauds and errors, accuracy and completeness of the accounting records, and timely preparation of reliable financial information, as required under the Act.

Auditors' Responsibility

Our responsibility is to express an opinion on the Company's IFCoFR based on our audit. We conducted our audit in accordance with the Standards on Auditing, issued by the Institute of Chartered Accountants of India (ICAI) and deemed to be prescribed under section 143(10) of the Act, to the extent applicable to an audit of IFCoFR, and the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting (the "Guidance Note") issued by the ICAI. 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 IFCoFR were established and maintained and if such controls operated effectively in all material respects.



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Our audit involves performing procedures to obtain audit evidence about the adequacy of the IFCoFR and their operating effectiveness. Our audit of IFCoFR included obtaining an understanding of IFCoFR, 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 assessment of 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 IFCoFR.

Meaning of Internal Financial Controls over Financial Reporting

A company's IFCoFR is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of consolidated financial statements for external purposes in accordance with generally accepted accounting principles. A company's IFCoFR includes those policies and procedures that pertain to the maintenance of records that, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the company;

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 the management and directors of the company; and

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 IFCoFR, 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 IFCoFR to future periods are subject to the risk that IFCoFR may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.





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Opinion

In our opinion, the Company has, in all material respects, adequate internal financial controls over consolidated financial reporting and such internal financial controls over financial reporting were operating effectively as at 31 March 2023 word, based on the criteria being specified by management.

For Satya Prakash Natani & Co.

Chartered Accountants

Firms Registration Number - 115438W

Satya Prakash Natani

Partner

Membership Number: 048091

Place: Mumbai

Date: 16-08-2023

UDIN: 23048091BGXIVD7378



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PRAMARA PROMOTIONS LIMITED

U51909MH2006PLC164247

RESTATED CONSOLIDATED STATEMENT OF ASSETS & LIABILITIES

(Rs. in Lakhs)

Particulars	Note No.	As at 31.03.2023	As at 31.03.2022	As at 31.03.2021
I. EQUITY AND LIABILITIES				
1 Shareholders' Funds				
(a) Share Capital	2	661.10	120.20	120.20
(b) Reserves and Surplus	3	944.19	1253.76	1115.23
2 Non-Current liabilities				
(a) Long-term Borrowings	4	1417.68	1558.88	1562.39
(b) Deferred Tax Liabilities (Net)	5	-	-	-
(c) Long-term Provisions	6	-	-	-
3 Current Liabilities				
(a) Short-term Borrowings	7	1913.10	1575.46	1470.72
(b) Trade Payables	8	912.06	1212.13	402.82
(c) Other Current Liabilities	9	260.04	434.50	227.74
(d) Short-term Provisions	10	31.05	39.62	23.55
TOTAL		6139.22	6194.55	4922.67
II. ASSETS				
1 Non-current Assets				
(a) Property, Plant & Equipment & Intangible Assets	11			
(i) Property, Plant & Equipment		648.24	755.40	495.98
(ii) Capital Work-in-progress		126.27	126.27	126.27
(b) Non- Current Investments	12	56.01	56.01	56.01
(b) Long-term Loans and Advances	13	-	-	-
2 Current Assets				
(a) Inventories	14	2618.05	2266.29	2044.17
(b) Trade Receivables	15	1632.74	1970.55	1149.64
(c) Cash and Cash Equivalents	16	431.73	385.35	300.75
(d) Short Term Loans & Advances	17	386.38	430.65	431.25
(e) Other Current Assets	18	239.81	204.03	318.61
TOTAL		6139.22	6194.55	4922.67

The accompanying notes 1 - 26 are integral part of financial statements

As per our report of even date

For Satya Prakash Natani & Associates

Chartered Accountants

FRN: 115438W

Satya Prakash Natani
(Partner)

Membership No. 048091

Place: Mumbai

Date: 16th August, 2023

For & on behalf of the board of directors,

Rohit Lamba

Chairman and Managing Director

DIN: 01796007

Dayashankar Patel

Chief Financial officer

Sheetal Lamba

Executive Director

DIN: 01796017

Vanita Pednekar

Company Secretary

and Compliance Officer

PRAMARA PROMOTIONS LIMITED
U51909MH2006PLC164247
RESTATED CONSOLIDATED STATEMENT OF PROFIT & LOSS


(Rs. in Lakhs)

Particulars	Note No.	For the period ended 31.03.2023	For the year ended 31.03.2022	For the year ended 31.03.2021
Revenue from operations	19	5006.28	4915.58	4078.31
Other income	20	112.83	27.11	17.70
Total Income		5119.11	4942.70	4096.01
Expenses:				
Cost of Materials Consumed	21	3675.55	3725.13	3287.33
Employee Benefit Expenses	22	304.94	240.90	250.63
Finance Cost	23	397.83	358.54	255.67
Depreciation and Amortization Expenses	24	103.41	92.89	86.43
Other Expenses	25	379.08	330.57	158.32
Total Expenses		4860.81	4748.03	4038.38
Profit before Exceptional Items		258.29	194.67	57.63
Exceptional Items				
- Loss on Sale of assets				12.86
Profit/(Loss) before Tax		258.29	194.67	44.77
Tax Expenses:				
Current Tax		45.00	52.32	13.00
Mat Credit Entitlement/ (Excess) Less provision for earlier years		-12.50	-2.54	
Deferred Tax		3.20	10.32	-1.41
Profit/(Loss) for the year		222.59	134.57	33.18
Earnings per equity share:				
Basic (in Rs.)		3.37	2.04	0.50
Diluted (in Rs.)		3.37	2.04	0.50

The accompanying notes 1 - 26 are integral part of financial statements
As per our report of even date

For Satya Prakash Natani & Associates
Chartered Accountants

FRN: 115438W


Satya Prakash Natani
(Partner)
Membership No. 048091

Place: Mumbai

Date: 16th August, 2023

For & on behalf of the board of directors,

Rohit Lamba

Chairman and Managing Director

DIN: 01796007

Dayashankar Patel

Chief Financial officer

Sheetal Lamba

Executive Director

DIN: 01796017

Vanita Pednekar

Company Secretary
and Compliance Officer

PRAMARA PROMOTIONS LIMITED
U51909MH2006PLC164247
RESTATED CONSOLIDATED CASH FLOW STATEMENT

(Rs. in Lakhs)

Particulars	For the Period ended 31st March 2023	For the Year ended 31st March, 2022	For the Year ended 31st March, 2021
A CASH FLOW FROM OPERATING ACTIVITIES:			
Net Profit before tax	258.29	194.67	44.77
Depreciation & Amortisation	103.41	92.89	86.43
Finance Cost	397.83	358.54	255.67
Loss/(Profit) on Sale of Property, Plant & Equipments	-	-	-
Deferred Tax	-	-10.32	1.41
Tax Provision	-8.03	-49.78	-13.00
Provision for Gratuity	-	-	-
Exchange Rate Fluctuation (Net)	.00	3.96	2.42
Interest Income	-20.30	-15.56	-13.91
Operating Profit before Working Capital Charges	731.19	574.41	363.79
Adjusted for:			
Inventories	-351.75	-222.12	48.98
Trade receivables	346.54	-820.91	57.79
Long Term Loans & Advances	-	-	-
Short Term Loans & Advances	19.81	.60	-303.29
Other Current Assets	-35.78	114.58	-96.34
Trade Payable	-300.06	809.31	-688.63
Other Current Liabilities	-174.46	206.76	-124.81
Short Term Borrowings	337.64	104.74	67.54
Short Term Provisions	-8.57	16.07	-16.50
Net cash generated/ (used in) from operating activities	564.55	783.42	-691.47
B CASH FLOW FROM INVESTING ACTIVITIES:			
(Purchase)/Sale of Property, Plant & Equipment	3.75	-352.31	-41.49
Deferred Tax assets	-3.20	-	-
Purchase/(Sale) of Investments	-	-	21.61
Interest Income	20.30	15.56	13.91
Net Cash used in Investing Activities (B)	20.85	-336.76	-5.97
C CASH FLOW FROM FINANCING ACTIVITIES:			
Finance Cost	-397.83	-358.54	-255.67
Movement of Long Term Borrowings	-141.20	-3.51	577.73
Movement Short term borrowings	-	-	-
Net Cash used in Financing Activities (C)	-539.03	-362.06	322.06
Net Increase/(Decrease) in Cash and Cash Equivalents	46.37	84.60	-375.39
Cash and Cash Equivalents at the beginning of the year	385.35	300.75	676.13
Cash and Cash Equivalents at the end of the year	431.73	385.35	300.75

Note :-

1. Components of Cash & Cash Equivalent

Particulars	As at 31.03.2023	As at 31.03.2022	As at 31.03.2021
a. Balances with banks			
- Current Accounts	85.41	89.36	84.81
b. Cash on hand (As certified by the management)	30.61	29.36	35.33
Total	431.73	385.35	300.75

2. The above cash flow statement has been prepared under the indirect method set out in AS-3 issued by the Institute of Chartered Accountants of India.

3. Figures in Brackets represents outflow.

The accompanying notes 1 - 26 are integral part of financial statements

As per our report of even date

For Satya Prakash Natani & Associates

Chartered Accountants

FRN: 115438W

Satya Prakash Natani

(Partner)

Membership No. 048091

Place: Mumbai

Date: 16th August, 2023

For & on behalf of the board of directors,

Rohit Lamba

Chairman and Managing Director

DIN: 01796007

Dayashankar Patel

Chief Financial officer

Sheetal Lamba

Executive Director

DIN: 01796017

Vanita Pednekar

Company Secretary
and Compliance Officer

NOTE 26L - COVID-19, a global pandemic has resulted in a significant decrease in the economic activities across the world including India. This has affected activities of organizations across the economic ecosystem impacting earnings prospects of Companies on Property, Plant and Equipment, Inventory, Production activities & Current Assets including Trade Receivables in the sector in which the company operates.

The management has carried out current assessment of the potential impact of Covid-19 on the company and is of the view that there is no impact on the Property, Plant and Equipment, Inventory, Production activities & Current Assets including Trade Receivables. The company's capital and liquidity position remain strong to sustain its operations and there have been no changes to the company's internal financial control during this pandemic.

However, the impact assessment is continuous process and will continue to monitor for any material changes to the future economic conditions.

NOTE 26M - Previous year's figure have been regrouped/rearranged whenever necessary to conform to the current year's presentation.

For Satya Prakash Natani & Associates

Chartered Accountants

FRN: 115438W

Satya Prakash Natani

(Partner)

Membership No. 048091

Place: Mumbai

Date: 16th August, 2023

For & on behalf of the board of directors,

Rohit Lamba

Chairman and Managing Director

DIN: 01796007

Dayashankar Patel

Chief Financial officer

Sheetal Lamba

Executive Director

DIN: 01796017

Vanita Pednekar

Company Secretary
and Compliance Officer

PRAMARA PROMOTIONS LIMITED

U51909MH2006PLC164247

NOTE 1 - SIGNIFICANT ACCOUNTING POLICIES**1.1 Basis of preparation of financial statements**

(a) The financial statements are prepared in accordance with Generally Accepted Accounting Principles (Indian GAAP) under the historical cost convention on accrual basis and on principles of going concern. The accounting policies are consistently applied by the Company.

(b) The financial statements are prepared to comply in all material respects with the Accounting Standards specified under section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014 and provisions of Companies Act, 2013.

(c) The preparation of the financial statements requires estimates and assumptions to be made that affect the reported amounts of assets and liabilities on the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Differences between the actual results and estimates are recognized in the period in which the results are known / materialize.

1.1a Principles of Consolidation

The Consolidated Financial Statements comprise the financial statements of Pramara Promotions Limited ("the Company" or "the Group") and its subsidiary. The Consolidated Financial Statements have been prepared on the following basis:

Investments in subsidiary are accounted for in accordance with Accounting Standard ("AS") 21 "Consolidated Financial Statements".

The Intra Group Balances / transactions and unrealised profits / losses resulting from such transactions are eliminated.

The following Company is included in the Consolidated Financial Statements:

Pramara Promotions Private Limited- Hongkong- Wholly Owned Subsidiary (Share 100%)

Essel Marketing & Promotions (Shenzhen)Limited- Wholly Owned Stepdown Subsidiary (Share 100%)

1.2 Revenue Recognition

(a) 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.

(b) Sales are recognized on accrual basis, and only after transfer of goods or services to the customer.

(c) Dividend on Investments are recognized on receipt basis.

(d) Interest income is recognized on a time proportion basis taking into account the amount outstanding and the rate applicable.

1.3 Property, Plant & Equipment & Depreciation

(a) Fixed Assets are stated at Cost less accumulated depreciation. The Company has capitalized all cost relating to the acquisition and installation of Fixed Assets.

(b) Depreciation is provided on Fixed Assets on Straight Line Method on the basis of Useful Life as prescribed under Part C of Schedule - II of the Companies Act, 2013.

(c) Cost of the fixed assets not ready for their intended use at the Balance Sheet date together with all related expenses are shown as Capital Work-in-Progress.

1.4 Impairment of Assets

The carrying amounts of assets are reviewed at each balance sheet date if there is any indication of impairment based on internal/external factors. An impairment loss is recognized wherever the carrying amount of an asset exceeds its recoverable amount. The recoverable amount is the higher of the asset's net selling price and value in use, which is determined by the present value of the estimated future cash flows.

1.5 Investments

Investments classified as long-term investments are stated at cost. Provision is made to recognize any diminution other than temporary in the value of such investments. Current investments are carried at lower of cost and fair value.



1.6 Inventories

Inventories consisting of Raw Materials, Finished Goods are valued at lower of cost and net realizable value.

1.7 Employee Benefits

(a) Defined Contribution Plan:

Contributions as per the Employees' Provident Funds and Miscellaneous Provisions Act, 1952 towards provident fund and pension fund are charged to the Statement of Profit and Loss for the year when the contributions to the respective funds are due. There is no other obligation other than the contribution payable to the respective funds.



(b) Defined Benefit Plan:

Gratuity being unfunded and are provided based on actuarial valuation made at the end of each financial year using the projected unit credit method.

1.8 Borrowing Costs

(a) Borrowing costs that are directly attributable to the acquisition of qualifying assets are capitalized for the period until the asset is ready for its intended use. A qualifying asset is an asset that necessarily takes substantial period of time to get ready for its intended use.

(b) Other Borrowing costs are recognized as expense in the period in which they are incurred.

1.9 Taxes on Income

Tax expense comprises of current tax and deferred tax.

Current income tax is measured at the amount expected to be paid to the tax authorities, computed in accordance with the applicable tax rates and tax laws.

Deferred Tax arising on account of "timing differences" and which are capable of reversal in one or more subsequent periods is recognized, using the tax rates and tax laws that are enacted or substantively enacted. Deferred tax asset is recognized only to the extent there is reasonable certainty with respect to reversal of the same in future years as a matter of prudence.

1.10 Earnings per Share (EPS)

(a) Basic earnings per share is calculated by dividing the net profit or loss for the period attributable to equity shareholders by the weighted average number of equity shares outstanding during the period.

(b) For the purpose of calculating diluted earnings per share, the net profit or loss for the period attributable to equity shareholders and the weighted average number of shares outstanding during the period are adjusted for the effects of all dilutive potential equity shares.

1.11 Prior Period Items

Prior Period and Extraordinary items and Changes in Accounting Policies having material impact on the financial affairs of the Company are disclosed in financial statements.

1.12 Provisions / Contingencies

(a) Provision involving substantial degree of estimation in measurements is recognized when there is a present obligation as a result of past events and it is probable that there will be an outflow of resources.

(b) Contingent Liabilities are shown by way of notes to the Accounts in respect of obligations where, based on the evidence available, their existence at the Balance Sheet date is considered not probable.

(c) A Contingent Asset is not recognized in the Accounts.

1.13 Segment Reporting

A. Business Segments:

Based on the guiding principles given in Accounting Standard 17 (AS - 17) on Segment Reporting issued by ICAI, the Company has only one reportable Business Segment, which is Sale of Goods and services relating to Promotions Industry. Accordingly, the figures appearing in these financial statements relate to the Company's single Business Segment.

B. Geographical Segments:

The Company activities / operations are confined to India and as such there is only one geographical segment. Accordingly, the figures appearing in these financial statements relate to the Company's single geographical segment.



NOTES TO RESTATED FINANCIAL INFORMATION**NOTE 2****SHARE CAPITAL**

Particulars	As at 31.03.2023	As at 31.03.2022	As at 31.03.2021
	Rs. In Lakhs	Rs. In Lakhs	Rs. In Lakhs
Authorised			
1,10,00,000 (P. Y. 20,00,000) Equity Shares of Rs.10/- each	1100.00	200.00	200.00
Issued, Subscribed & Fully Paid-up			
66,11,000 (P. Y. 12,02,000) Equity Shares of Rs.10/- each fully paidup	661.10	120.20	120.20
Total	661.10	120.20	120.20

NOTE 2A : Reconciliation of the shares outstanding at the beginning and at the end of the reporting period

Particulars	As at 31.03.2023	As at 31.03.2022	As at 31.03.2021
Shares outstanding at the beginning of the year	1202000	1202000	1202000
Shares Issued during the year	5409000	0	0
Shares bought back during the year	0	0	0
Shares outstanding at the end of the year	6611000	1202000	1202000

NOTE 2B: Term/rights attached to equity shares:

The Company has only one class of equity shares having a par value of Rs10 per share. Holder of each equity share is entitled to one vote. The Company declares and pays dividends in Indian Rupees. The dividend proposed by the board of directors is subject to the approval of shareholders at the ensuing Annual General Meeting.

In the event of liquidation of the Company, the holders of equity shares will be entitled to receive remaining assets of the Company, after distribution of all preferential amounts. The distribution to equity shareholders will be in proportion to the number of equity shares held by the shareholders.

NOTE 2C : Shares held by promoters at the end of the period

Sl. No.	Promoter Name	% of total shares	As at 31.03.2023	As at 31.03.2022	As at 31.03.2021
			No. of Shares	No. of Shares	No. of Shares
1	Rohit Lamba	86.63%	5,727,325	1,068,000	1,068,000
2	Sheetal Lamba	7.82%	517,000	94,000	94,000
3	Premia Solutionz Private Limited		-	40,000	40,000
	Total	94.45%	6,244,325	1,202,000	1,202,000

NOTE 2D : The details of Shareholders holding more than 5% shares:

SLNo	Name of Shareholder	% of Holding	As at 31.03.2023	As at 31.03.2022	As at 31.03.2021
			No. of Shares held	No. of Shares held	No. of Shares held
1	Rohit Lamba	86.63%	5,727,325	1,068,000	1,068,000
2	Sheetal Lamba	7.82%	517,000	94,000	94,000
3					

NOTE 3**RESERVE & SURPLUS**

(Rs. In Lakhs)

Particulars	As at 31.03.2023	As at 31.03.2022	As at 31.03.2021
a. Securities Premium Reserve			
Opening Balance	89.60	89.60	89.60
Less: Bonus Shares Issued	-	-	-
Closing Balance	(A) 89.60	89.60	89.60
b. Surplus/(Deficit) in Statement of Profit & Loss			
Opening balance	1149.08	1014.51	981.33
Add/(Less): Net Profit/(Net Loss) for the current year	222.59	134.57	33.18
Less: Bonus Shares Issued	540.90	-	-
	(B) 830.77	1149.08	1014.51
C. Foreign Exchange Fluctuation Reserve			
	(C) 23.83	15.09	11.13
Closing Balance	(A+B+C) 944.19	1253.76	1115.23
Total	944.19	1253.76	1115.23



NOTE 8			
TRADE PAYABLES			
(Rs. In Lakhs)			
Particulars	As at 31.03.2023	As at 31.03.2022	As at 31.03.2021
Micro, Small and Medium Enterprise	75.49	-	-
From Others	836.57	1212.13	402.82
Total	912.06	1212.13	402.82

Ageing Schedule of Trade Payable					
PARTICULARS	Less than 1 year	1-2 yrs	2-3 yrs	More Than 3 yrs	Total
As on 31.03.2023	867.30	40.30	4.46	-	912.06
As on 31.03.2022	1136.58	34.83	40.72	-	1212.13
As on 31.03.2021	-	-	-	-	-

NOTE 9			
OTHER CURRENT LIABILITIES			
(Rs. In Lakhs)			
Particulars	As at 31.03.2023	As at 31.03.2022	As at 31.03.2021
Statutory Dues	44.13	46.66	37.51
Other Liabilities	215.91	387.84	190.24
Total	260.04	434.50	227.74

NOTE 10			
SHORT TERM PROVISIONS			
(Rs. In Lakhs)			
Particulars	As at 31.03.2023	As at 31.03.2022	As at 31.03.2021
Provision for Income Tax	12.62	21.19	23.55
Provision for Gratuity (Refer Note - 26A)	18.44	18.44	-
Total	31.05	39.62	23.55

NOTE 12			
NON CURRENT INVESTMENTS			
(Rs. In Lakhs)			
Particulars	As at 31.03.2023	As at 31.03.2022	As at 31.03.2021
(a) In Equity shares - Unquoted Fully Paid-up			
Investment in Subsidiary Company	-	-	-
Investment in Shares-Unquoted	.01	.01	.01
Investment in Partnership Firm	56.00	56.00	56.00
Total	56.01	56.01	56.01

NOTE 13			
LONG TERM LOANS AND ADVANCES			
(Rs. In Lakhs)			
Particulars	As at 31.03.2023	As at 31.03.2022	As at 31.03.2021
a. Capital Advances			
(Unsecured, considered good)			
To Related Parties (Refer Note 26F(i))	-	-	-
To Others	-	-	-
b. Security Deposit			
(Unsecured, considered good)			
For Electricity	-	-	-
For Rent	-	-	-
To Related Parties	-	-	-
To Others	-	-	-
For Business Arrangement (Refer Note No - 26B)	-	-	-
To Related Parties	-	-	-
For Others	-	-	-
Total	-	-	-

NOTE 14			
INVENTORIES			
(Rs. In Lakhs)			
Particulars	As at 31.03.2023	As at 31.03.2022	As at 31.03.2021
(As Valued & certified by the Management)			
Stock in Trade	2618.05	2266.29	2044.17
Total	2618.05	2266.29	2044.17



NOTE 15			
TRADE RECEIVABLES			
	<i>(Rs. In Lakhs)</i>		
Particulars	As at 31.03.2023	As at 31.03.2022	As at 31.03.2021
Unsecured, considered good			
Trade Receivables	1632.74	1970.55	1149.64
Total	1632.74	1970.55	1149.64

PARTICULARS	Ageing Schedule of Trade Receivable					Total
	Less than 6 months	6 months-1 year	1-2 yrs	2-3 yrs	More Than 3 yrs	
As on 31.03.2023	1501.01	88.04	22.25	10.40	11.05	1632.74
As on 31.03.2022	1646.95	72.83	57.69	118.06	75.02	1970.55
As on 31.03.2021	843.19	306.45	-	-	-	1149.64

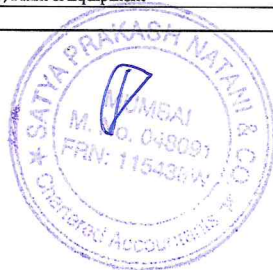
NOTE 16			
CASH AND CASH EQUIVALENTS			
	<i>(Rs. In Lakhs)</i>		
Particulars	As at 31.03.2023	As at 31.03.2022	As at 31.03.2021
a. Balances with banks			
- Current Accounts	85.41	89.36	84.81
- FD with Banks	314.56	265.50	179.47
b. Cash on hand (As certified by the management)	30.61	29.36	35.33
c. FD with Govt Authorities	1.14	1.14	1.14
Total	431.73	385.35	300.75

NOTE 17			
SHORT TERM LOANS AND ADVANCES			
	<i>(Rs. In Lakhs)</i>		
Particulars	As at 31.03.2023	As at 31.03.2022	As at 31.03.2021
(Unsecured, considered good)			
<u>Advances</u>			
Advance to Suppliers	145.24	277.89	390.13
Advance to Others	241.14	152.76	41.12
	386.38	430.65	431.25
Total	386.38	430.65	431.25

NOTE 18			
OTHER CURRENT ASSETS			
	<i>(Rs. In Lakhs)</i>		
Particulars	As at 31.03.2023	As at 31.03.2022	As at 31.03.2021
Deferred tax assets	2.83	6.03	16.35
Investment in Mutual Funds	10.64	10.64	10.64
Deposits	40.40	37.83	37.83
Other Receivables	85.92	70.13	111.55
Prepaid Exp			41.54
<u>Recoverable from Govt Authorities</u>			
Advance Income Tax and TDS	31.10	18.60	36.36
Statutory Dues Refund	68.91	60.79	64.33
Total	239.81	204.03	318.61



NOTE 19			
REVENUE FROM OPERATIONS			
(Rs. In Lakhs)			
Particulars	For the year ended 31.03.2023	For the year ended 31.03.2022	For the year ended 31.03.2021
Sale of Products			
Local Sales	4949.83	4874.65	3972.42
Export Sales		40.93	105.89
Sale of Services	56.46		
Total	5006.28	4915.58	4078.31
NOTE 20			
OTHER INCOME			
(Rs. In Lakhs)			
Particulars	For the year ended 31.03.2023	For the year ended 31.03.2022	For the year ended 31.03.2021
Recurring and Related to Business			
Interest on Loan	-	-	-
Non- Recurring and Not Related to Business			
Miscellaneous Income	92.52	11.56	3.79
Interest Income	20.30	15.56	13.91
Profit on sale of Asset	-	-	-
Insurance Claim Received	-	-	-
Total	112.83	27.11	17.70
NOTE 21			
COST OF MATERIALS CONSUMED			
(Rs. In Lakhs)			
Particulars	For the year ended 31.03.2023	For the year ended 31.03.2022	For the year ended 31.03.2021
Opening Stock of Raw materials/FG	2266.29	2044.17	2093.16
Add: Purchases	4027.30	3947.25	3238.35
	6293.60	5991.42	5331.51
Less: Closing Stock of Raw Materials/FG	2618.05	2266.29	2044.17
Total	3675.55	3725.13	3287.33
NOTE 22			
EMPLOYEES BENEFITS EXPENSE			
(Rs. In Lakhs)			
Particulars	For the year ended 31.03.2023	For the year ended 31.03.2022	For the year ended 31.03.2021
Salaries & Wages	240.04	187.11	198.52
Directors Remuneration	36.00	36.00	36.00
Contribution to ESI & PF	5.25	6.61	8.79
Employees Welfare Expense	23.65	11.17	7.32
Gratuity Expenses (Refer Note 26A)	-	-	-
Total	304.94	240.90	250.63
NOTE 23			
FINANCE COST			
(Rs. In Lakhs)			
Particulars	For the year ended 31.03.2023	For the year ended 31.03.2022	For the year ended 31.03.2021
Interest on Loan	393.13	350.56	236.71
Other Finance Charges	4.70	7.98	18.96
Total	397.83	358.54	255.67
NOTE 24			
DEPRECIATION & AMORTIZATION EXPENSES			
(Rs. In Lakhs)			
Particulars	For the year ended 31.03.2023	For the year ended 31.03.2022	For the year ended 31.03.2021
Depreciation on Property, Plant & Equipment	103.41	92.89	86.43
Total	103.41	92.89	86.43



NOTE 25**OTHER EXPENSES***(Rs. In Lakhs)*

Particulars	For the year ended 31.03.2023	For the year ended 31.03.2022	For the year ended 31.03.2021
Advertisement	-	-	-
Auditors Remuneration * (Refer Details Below)	2.50	2.50	3.24
Electricity Expenses	7.90	.86	.60
Sundry Balance Written Off	-	28.19	-47.83
Insurance Expenses	9.12	3.81	5.60
Legal & Professional Fees	72.61	36.15	32.44
Factory Exp	25.53	28.29	16.46
Rent, Rates & Taxes	68.08	59.16	61.56
Repair & Maintenance	19.40	31.02	12.12
Software Expenses	-	1.92	5.37
Selling Exp	53.34	38.69	13.73
Telephone Expenses	11.53	11.51	9.46
Travelling & Conveyance Expenses	16.48	-	3.58
Transport Charges	-	-	-
Office Expenses	53.27	43.36	18.27
Other General Expenses	39.33	45.09	23.72
Total	379.08	330.57	158.32

Details of Payment to Auditors(Rs. In Lakhs)*

Particulars	For the year ended 31.03.2023	For the year ended 31.03.2022	For the year ended 31.03.2021
Payments to the auditor As auditors			
For Statutory Audit	2.50	2.50	3.24
For GST Audit	-	-	-
Total	2.50	2.50	3.24



NOTE 4

LONG TERM BORROWINGS

(Rs. In Lakhs)

Particulars	As at 31.03.2023	As at 31.03.2022	As at 31.03.2021
(i) SECURED LOANS			
Term Loan from Bank	1417.68	1558.88	1562.39
(Secured by Way of Hypothecation of Immovable property & Personal Guarantee of the Promoter)			
Term Loan from Financial Institution	-	-	-
(Secured against Hypothecation of Motor Car)			
(ii) UNSECURED LOANS			
Term Loan from Bank	1417.68	1558.88	1562.39
(Secured by Way of Loan against Immovable property in the name of group companies)			
Total (i)+(ii)	1417.68	1558.88	1562.39
(iii) Less: Current Maturities of Long Term Debts (Refer Note No. 7)	-	-	-
Total (i) + (ii) - (iii)	1417.68	1558.88	1562.39

Particulars	As at 31.03.2023 (Rs. in Lakhs)	As at 31.03.2022 (Rs. in Lakhs)	Repayment Details
Details of Secured Loans from Bank :-			
Car Loan Kotak Mahindra Bank Fortuner	618,091.00	1,226,491.00	Car Loan for Fortuner from Kotak Mahindra Bank amounting to Rs. 29,42,300/- secured by hypothecation of vehicle payment in EMI of 50,700/- . Matured on 01.06.2025
Car Loan Kotak Mahindra Bank Swift Dzire	-	171,251.00	Car Loan for Fortuner from Kotak Mahindra Bank amounting to Rs. 7,30,000/- secured by hypothecation of vehicle payment in EMI of 16,352/- . Matured on 01.04.2024
HDFC Bank Limited WCDL Account No 84426634	-	22,646,198.00	Working Capital Term Loan from HDFC Bank Limited amounting Rs 2,67,00,000/- secured by hypothecation of stock and debtors payable in EMI of Rs.3,40,396/- . Matured on
HDFC Bank Limited WCDL Account No 84296491	-	6,518,079.00	Working Capital Term Loan from HDFC Bank Limited amounting Rs 74,40,000/- secured by hypothecation of stock and debtors payable in EMI of Rs.88,830/- . Matured on 07.09.2030
HDFC Bank Limited WCDL Account No 84426719	-	39,161,086.00	amounting Rs 4,47,00,000/- secured by hypothecation of stock and debtors payable in EMI of Rs. 5,33,692/- . Matured on 07.11.2031
HDFC Bank Limited WCDL Account No 84426646	-	11,695,638.00	amounting Rs 1,50,70,000/- secured by hypothecation of stock and debtors payable in EMI of Rs. 2,23,541/- . Matured on 07.02.2028
HDFC ELCGS - 8855629	-	18,867,899.00	Sanction Amount of Rs. 2,31,50,746/- Matured on 07.10.2024
HDFC ELCGS - 8939161	-	14,394,206.00	Sanction Amount of Rs. 1,71,74,870/- Matured on 07.11.2024
HDFC ELCGS - 8763571	-	15,307,361.00	Sanction Amount of Rs. 1,87,82,000/- Matured on 07.10.2024
Axis Bank GECL 921060057357353	23,022,240.00	25,900,000.00	Sanction Amount of Rs. 2,59,00,000/- Matured on 30.11.2026
Deutsche Bank Term Loan A/c no 300018318620073	71,226,233.00	-	Loan Against Property from Deutsche Bank amounting Rs.8,50,00,000/- secured by residential flat of Directors payable in EMI of 9,31,777/- Matured on 05.07.2034
Deutsche Bank Term Loan - 320018318620019	10,557,434.00	-	Sanction Amount 1,40,20,514 Matured on 07.10.2024
Deutsche Bank Term Loan - 320018318620028	9,992,121.00	-	Sanction Amount 1,32,69,771 Matured on 07.10.2024
Deutsche Bank Term Loan - 320018318620037	13,013,122.00	-	Sanction Amount 1,15,54,703 Matured on 04.04.2027
Deutsche Bank Term Loan - 320018318620046	9,333,911.00	-	Sanction Amount 1,15,54,703 Matured on 04.04.2027
Bajaj Finserv Limited -Mercedes Benz	1,882,053.00	-	Sanction Amount 30,25,722 Matured on 02.12.2026
Tata Capital Limited - Audi Car	702,244.00	-	Sanction Amount 15,00,000 Matured on 03.07.2025
Loan from NBFC (excluding current maturities)	1,420,576.00	-	
Total	141,768,025.00	155,888,209.00	



NOTE 5**DEFERRED TAX LIABILITIES (NET)**

(Rs. In Lakhs)

Particulars	As at 31.03.2023	As at 31.03.2022	As at 31.03.2021
Fixed assets: Impact of difference between tax depreciation and depreciation/ amortization charged for the financial reporting.	-	-	-
Unabsorbed Depreciation carried forward.	-	-	-
Expenses allowable on payment basis against taxable income in future years	-	-	-
Total	-	-	-

NOTE 6**LONG TERM PROVISIONS**

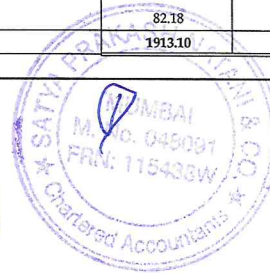
(Rs. In Lakhs)

Particulars	As at 31.03.2023	As at 31.03.2022	As at 31.03.2021
Provision for Gratuity (Refer Note - 26A)	-	-	-
Total	-	-	-

NOTE 7**SHORT TERM BORROWINGS**

(Rs. In Lakhs)

Particulars	As at 31.03.2023	As at 31.03.2022	As at 31.03.2021
Secured			
Cash Credit	1532.96	1461.59	1302.74
Current Maturities of Long Term debt	297.96	113.86	148.65
Unsecured			
Repayable on demand			
Current Maturities of Long Term Borrowings from NBFC	82.18	-	19.34
Total	1913.10	1575.46	1470.72



ADDITIONAL NOTES TO RESTATED FINANCIAL INFORMATION**NOTE 26A- GRATUITY**

The company is following Cash method for Gratuity payment as and when any payment is made and not making Provision every year

NOTE 26B- LOAN TAKEOVER

The HDFC Bank loan has been taken over by Deutsche Bank.

NOTE 26C- DEFERRED TAX

Particulars	2022-2023	2021-2022	2020-2021
WDV of Depreciable Assets as per Companies Act, 2013	648.24	92.89	86.43
WDV of Depreciable Assets as per Income Tax Act, 1961		124.17	81.00
Differential Net Timing Difference [A]	648.24	31.28	-5.43
Unabsorbed Losses [B]	-		
Provision for Gratuity [C]			
Substantively Enacted Tax Rate [D]	-	-	-
Closing Net Deferred Tax Liability [(A+B+C) X D]	-	10.32	1.41
Opening Net Deferred Tax Liability			
Reversal of Deferred Tax Liability	-	-	-
Deferred Taxes (Debited)/ Credited to the Statement of Profit & Loss	-	10.32	1.41
	-	10.32	1.41



NOTE 26D - BASIC AND DILUTED EARNINGS PER SHARE

Particulars		2022-2023	2021-2022	2020-2021
Profit after Tax	Rs. In Lakhs	222.59	134.57	33.18
Present Number of equity shares of Rs. 10/- each (Pre Bonus)	Nos.	6,611,000	1,202,000	1,202,000
Weighted average number of Equity shares(Post Bonus)	Nos.	6,611,000	6,611,000	6,611,000
Basic earnings per share	Rupees	3.37	2.04	0.50
Diluted Earning per Share	Rupees	3.37	2.04	0.50

NOTE 26E - Earning and Expenditure in Foreign currency

Particulars		2022-2023	2021-2022	2020-2021
Earnings in Foreign Currency	Rs. In Lakhs	-	40.93	105.89
Expenditure in Foreign Currency				
Import on CIF Basis	Rs. In Lakhs	643.51	402.35	452.07
Travelling Expenses	Rs. In Lakhs	-	-	-

NOTE 26F - Contingent Liabilities not provided for*(Rs. In Lakhs)*

i) Outstanding Capital Commitment not acknowledged as debt is `Rs NIL Lakhs (Net of Advance) as on 31.03.23.

ii) Bill Discounting against Debtors

Particulars		2022-2023	2021-2022	2020-2021
Bill Discounting Against Debtors	Rs. In Lakhs	996.62	930.93	494.72

Sl. No.	Particulars	Financial Year		2022-2023	2021-2022	2020-2021
1	Sales Tax Demand	2015-16	Rs. In Lakhs	-	72.43	72.43
2	GST liability	2017-18	Rs. In Lakhs	38.72	-	-
3	TDS and Income Tax Demands	Various Years	Rs. In Lakhs	88.34	-	-
4	Legal Cases by Suppliers		Rs. In Lakhs	203.82	-	-

NOTE 26H- Company has not received the declaration from its all vendors regarding their status under Micro, Small and Medium Enterprises

The company has not received information from vendors regarding their status under MICRO, Small and Medium Enterprises Development Act 2006 and hence disclosures has been made only for the parties from whom the declaration has been received. In respect of other vendors, from whom declaration has not been received disclosure has not been made.

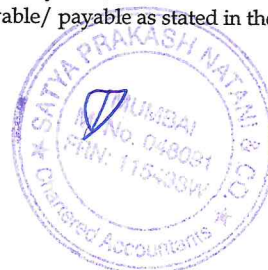
NOTE 26I -

The company has changed its accounting policy, w.r.t employee benefit as gratuity with effect from 01.04.2018, from accrual basis to payment basis as per actuarial valuation report for the compliance of AS-15 issues by the ICAI. Due to such change gratuity liability as on 31.03.2022 amounting to Rs.18,43,525 has been adjusted with surplus in statement of profit & loss under the head reserve & surplus and thereafter gratuity expenses is provided as current year expenses in the statement of profit & loss.

NOTE 26J -

The company has not received information from vendors regarding their status under MICRO, Small and Medium Enterprises Development Act 2006 and hence disclosures has been made only for the parties from whom the declaration has been received. In respect of other vendors, from whom declaration has not been received disclosure has not been made.

NOTE 26K - Party's Balance with respect to the Trade Receivables, Trade & Other Payables, Loans & advances are subject to confirmation/reconciliation. In the opinion of management, the same are receivable/ payable as stated in the books of accounts. Hence, no effect on the profitability due to the same for the year under review.



RESTATED STATEMENT OF RELATED PARTY TRANSACTIONS

Annexure VII

A. List of Related parties

Sl. No.	Name	Relation
Key Managerial Personnel		
1	Rohit Nandkishor Lamba	Director
2	Sheetal Rohit Lamba	Director
3	Sanket Lamba	Director
4	Vanita Pednekar	Company Secretary
5	Dayashankar Patel	CFO
Enterprises having Significant Influence		
1	Premia Solutionz Private Limited (Upto 31.03.2022)	Associate Company
2	Essel Plast Pack	KMP have significant influence over the entity
3	Rohit Lamba HUF	Director is KARTA of HUF
4	Pramara Promotions Private Limited Hongkong	Subsidiary Company
5	Essel Marketing & Promotions (Shenzhen)Limited	Step down Subsidiary Company

AS ON 31.03.2023

A. Transactions with Related Parties during the year		Director	Relative of KMP	Holding Company	Enterprises having Significant Influence
Nature of Transactions					
Remuneration (Mr. Rohit Lamba Rs. 36 Lacs Rs. 1.75 Lacs Mr. Dayashankar Patel)		37.50	-	-	-
Loan Taken Refunded (Mrs. Sheetal Lamba)		51.15	-	-	-
Loan Given (Mr. Rohit Lamba)		94.65	-	-	-
Advance (Pramara Finance Pvt Ltd.)		-	-	-	1.15
Sales (Essel Plast Pack)		-	-	-	553.12
Purchase (Essel Plast Pack)		-	-	-	14.41
Nature of Transactions		Director	Relative of KMP	Holding Company	Enterprises having Significant Influence
Advances for Material (Essel Plast Pack)		-	-	-	483.50
Investment (Essel Plast Pack Rs. 56 Lacs and Pramara Promotions Private Limited Hongkong Rs. 0.0001047)		-	-	-	56.00
Sundry Receivables (Essel Plast Pack)		-	-	-	541.67
Advances (Pramara Finance Pvt Ltd Rs. 1.15 Lacs and Pramara Promotions Private Limited Hongkong Rs. 1.94)		-	-	-	3.09
Remuneration Payable (Mr. Rohit Lamba)		36.00	-	-	-
Loan Given (Mr. Rohit Lamba)		94.65	-	-	-
Less : Elimination due to Consolidation		-	-	-	-
Advances(Pramara Promotions Private Limited Hongkong)		-	-	-	(1.94)
Investment (Pramara Promotions Private Limited Hongkong)		-	-	-	(0.00)
Sundry Receivables (Pramara Promotions Private Limited Hongkong)		-	-	-	(1.24)

AS ON 31.03.2022

A. Transactions with Related Parties during the year		Director	Relative of KMP	Holding Company	Enterprises having Significant Influence
Nature of Transactions					
Remuneration (Mr. Rohit Lamba)		36.00	-	-	-
Loan Given (Mrs. Sheetal Lamba)		51.15	-	-	-
B. Outstanding Balances		Director	Relative of KMP	Holding Company	Enterprises having Significant Influence
Nature of Transactions					
Advances for Material (Essel Plast Pack)		-	-	-	425.78
Investment (Essel Plast Pack Rs. 56 Lacs and Pramara Promotions Private Limited Hongkong Rs. 0.0001047)		-	-	-	56.00
Advances (Pramara Promotions Private Limited Hongkong Rs. 1.94398)		-	-	-	1.94
Remuneration Payable (Mr. Rohit Lamba)		36.00	-	-	-
Loan Given (Mr. Sheetal Lamba)		51.15	-	-	-
Less : Elimination due to Consolidation		-	-	-	-
Advances(Pramara Promotions Private Limited Hongkong)		-	-	-	(1.94)
Investment (Pramara Promotions Private Limited Hongkong)		-	-	-	(0.00)



AS ON 31.03.2021				
A. Transactions with Related Parties during the year	Director	Relative of KMP	Holding Company	Enterprises having Significant Influence
Nature of Transactions				
Remuneration Paid (Mr. Rohit Lamba)	36.00	-	-	-
Loan Given (Mrs. Sheetal Lamba)	27.64	-	-	-
B. Outstanding Balances	Director	Relative of KMP	Holding Company	Enterprises having Significant Influence
Nature of Transactions				
Advances for Material (Essel Plast Pack)	-	-	-	304.32
Investment (Essel Plast Pack Rs. 56 Lacs and Pramara Promotions Private Limited Hongkong Rs. 0.0001047)	-	-	-	57.91
Investment (Pramara Promotions Private Limited Hongkong)	-	-	-	1.19
Remuneration Payable (Mr. Rohit Lamba)	36.00	-	-	-
Loan Given (Mr. Sheetal Lamba)	27.64	-	-	-
Less : Elimination due to Consolidation				
Advances(Pramara Promotions Private Limited Hongkong)	-	-	-	-
Investment (Pramara Promotions Private Limited Hongkong)			-	(1.19)

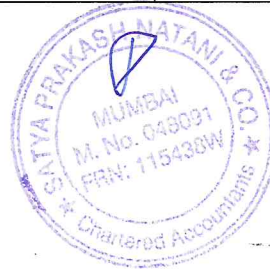


Annexure VIII
Restated Statement of Adjustments to Audited Financial Statements

(i) Reconciliation of Restated Profit:

The reconciliation of Profit after tax as per audited financial statements and the Profit after tax as per Restated financial statements is presented below. This summarizes the results of restatements made in the audited accounts for the respective years/ period and its impact on the profit / loss of the company

Particulars	For the year ended 31st March'23	For the period ended 31st December 2022	For the year ended 31st March'22	For the year ended 31st March'21	For the year ended 31st March'20
Profit after tax as per audited/ re-audited financial statements	222.59	150.55	134.57	33.18	119.44
(i) Adjustments on account of change in accounting policies:	-	-	-	-	-
(ii) Other material adjustments:	-	-	-	-	-
Employee benefit expenses - Gratuity	-	-	-	-	-
Depreciation and amortization expense	-	-	-	-	-
Finance cost	-	-	-	-	-
Income tax adjustments related to earlier years	-	-	-	-	-
Deferred tax adjustment	-	-	-	-	-
Preliminary Exps written off	-	-	-	-	-
(iii) Audit Qualifications:	-	-	-	-	-
Restated profit after tax	222.59	150.55	134.57	33.18	119.44
(ii) Reconciliation of Restated Shareholders Funds:					
The reconciliation of Shareholder's funds as per audited financial statements and Shareholder's funds as per Restated financial					
Particulars	As at 31st March'23	As at 31st Dec'22	As at 31st March'22	As at 31st March'21	As at 31st March'20
Shareholder's funds as per Audited/ Re-audited financial statements	1605.29	1521.68	1373.96	1235.43	1199.84
(i) Adjustments on account of change in accounting policies:	-	-	-	-	-
(ii) Differences carried over pertaining to changes in Profit/ Loss due to Restated Effect for the period covered in Restated Financial	-	-	-	-	-
(iii) Differences pertaining to changes in Profit/ Loss due to Restated Effect for the period covered in Restated Financial	-	-	-	-	-
(iv) Other material adjustments # :	-	-	-	-	-
Employee benefit expenses	-	-	-	-	-
Depreciation and amortization expense	-	-	-	-	-
Finance cost	-	-	-	-	-
Income tax adjustments related to earlier years	-	-	-	-	-
Goodwill Written off	-	-	-	-	-
Deferred tax adjustment	-	-	-	-	-
Preliminary Exps Adjustment	-	-	-	-	-
(v) Audit Qualifications:	-	-	-	-	-
Restated Shareholder's funds	1605.29	1521.68	1373.96	1235.43	1199.84



STATEMENT OF CAPITALISATION

PARTICULARS	Pre-Offer 31.03.2023	Post-Offer 31.03.2023*
Debt		
- Short Term Debt	1913.10	1913.10
- Long Term Debt	1417.68	1417.68
Total Debt	3330.78	3330.78
Shareholders' Fund (Equity)		
- Share Capital	661.10	903.50
- Reserves & Surplus	944.19	2,228.91
Total Shareholders' Fund (Equity)	1605.29	3,132.41
Long Term Debt / Equity (In Ratio)	0.88	0.45
Total Debt / Equity (In Ratio)	2.07	1.06

Notes:-

1. Short Term Debts represent which are expected to be paid/payable within 12 months and exclude installments of Term Loans repayable within 12 months.
 2. Long Term Debts represent debts other than Short Term Debts as defined above but include installments of Term Loans repayable within 12 months grouped under other current liabilities.
 3. The figures disclosed above are based on restated statement of Assets and Liabilities of the Company as at 31/03/2023
 4. The post issue capitalization is based on assumption that the Issue will be fully subscribed.
- *These amounts (as adjusted for the Issue) are not determinable at this stage. Will update in the Prospectus.



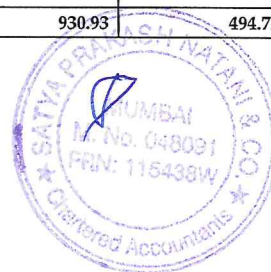
Annexure X OTHER FINANCIAL INFORMATION			
Particulars	As at 31.03.2023	As at 31.03.2022	As at 31.03.2021
Net Worth (A)	1,605.29	1,373.96	1,235.43
Earnings Before Interest, Tax, Depreciation and Amortisation (EBITDA)	759.53	646.11	399.73
Restated Profit after tax	222.59	134.57	33.18
Add: Prior Period Item	-	-	-
Adjusted Profit after Tax(B)	222.59	134.57	33.18
Number of Equity Share outstanding as on the End of Year/Period (C) (In Lakhs)	66.11	12.02	12.02
Weighted average no of Equity shares as on the end of the period year(D) (In Lakhs)	66.11	12.02	12.02
- Pre Bonus (D(i))	66.11	12.02	12.02
- Post Bonus (D(ii))	66.11	66.11	66.11
Face Value per Share	10.00	10.00	10.00
Restated Basic & Diluted Earnings Per Share (Rs.) (B/D)			
- Pre Bonus (B/D(i))	3.37	11.20	2.76
- Post Bonus (B/D(ii))	3.37	2.04	0.50
Return on Net worth (%) (B/A)	13.87%	9.79%	2.69%
Net asset value per share (A/D(i)) (Pre Bonus)	24.28	114.31	102.78
Net asset value per share (A/D(ii)) (Post Bonus)	24.28	20.78	18.69
Notes:- 1. The ratios have been Computed as per the following formulas (i) Basic Earnings per Share $\frac{\text{Restated Profit after Tax available to equity shareholders}}{\text{Weighted average number of equity shares outstanding at the end of the year / period}}$ (ii) Net Asset Value (NAV) per Equity Share (Pre Bonus) $\frac{\text{Restated Net Worth of Equity Share Holders}}{\text{Number of equity shares Pre Bonus outstanding at the end of the year / period}}$ (iii) Net Asset Value (NAV) per Equity Share (Post Bonus) $\frac{\text{Restated Net Worth of Equity Share Holders}}{\text{Number of weighted equity shares outstanding at the end of the year / period}}$ (iv) Return on Net worth (%) $\frac{\text{Restated Profit after Tax available to equity shareholders}}{\text{Restated Net Worth of Equity Share Holders}}$ 2. EBITDA represents Earnings (or Profit/ (Loss)) before Finance Costs, Income Taxes, and Depreciation and Amortization Expenses. Extraordinary and Exceptional Items have been considered in the calculation of EBITDA as they were expense items. 3. Net Profit as restated, as appearing in the Statement of Profit and Losses, has been considered for the purpose of computing the above ratios. These ratios are computed on the basis of the Restated Financial Information of the Company. 4. Earnings per share calculations are done in accordance with Accounting Standard 20 "Earning per Share", issued by the Institute of Chartered Accountants of India. 5. Weighted average number of Equity Shares is the number of Equity Shares outstanding at the beginning of the period adjusted by the number of Equity Shares issued during period multiplied by the time weighting factor. The time weighting factor is the number of days for which the specific shares are outstanding as a proportion of total number of days during the period. 6. The company issued 54,09,000 equity shares of Rs. 10/- each as bonus shares in the ratio of 4.5:1 (Bonus shares allotted 4.5 share for 1 share) vide EGM resolution passed on 15.12.2022, effect of this bonus has been considered to calculate EPS.			



Annexure XI			
RESTATED STATEMENT OF TAX SHELTER			
Particulars	As at 31.03.2023	As at 31.03.2022	As at 31.03.2021
Net Profit/(Loss) before taxes (A)	258.29	194.67	44.77
Tax Rate Applicable %	0.00%	0.00%	0.00%
Minimum Alternate Taxes (MAT)			
Adjustments			
Add: Depreciation as per Companies act	-	-	-
Add: Disallowance under Income Tax Act, 1961	-	-	-
Less: Taxable under other heads of income	-	-	-
Less: Depreciation as per Income Tax Act, 1961	-	-	-
Less: Deductions under Income Tax Act, 1961			
Less : Deferred Tax Credit Adjusted for computation of Tax under 115JB of Income Tax Act	3.20		
Net Adjustments(B)	-3.20	0.00	0.00
Business Income (A+B)	255.09	194.67	44.77
Income from Capital Gains			
Sale Consideration	-	-	-
Less: Cost of Acquisition	-	-	-
Long/ Short Term Capital Gain	-	-	-
Less: Brought Forward Capital Gain	-	-	-
Income from Other Sources (Interest Income)	-	15.56	-
Interest on Income Tax Refund	-	-	-
Interest on security Deposit	-	-	-
Damages and claims received	-	-	-
Gross Total/ Taxable Income	255.09	210.22	44.77
Less: Deductions U/S 80JJAA			.00
Net Total/ Taxable Income	255.09	210.22	44.77
Unabsorbed Depreciation	-	-	-
Tax Payable as per Normal Rate	-	-	-
Tax Payable as per Special Rate:			
Interest payable on above	-	-	-
Tax as per Income Tax (C)	45.00	.00	.00
Adjusted Book Profits for Computation of MAT U/s 115JB			
Tax Payable as per Minimum Alternate Tax U/S 115 JB of the Income Tax Act,1961	-	32.81	7.28
Interest Payable on above	-	-	-
Tax as per MAT (D)	-	32.81	7.28
Net Tax (Higher of C & D)	45.00	32.81	7.28
Current tax as per restated Statement of Profit & Loss	45.00	60.10	11.59



Annexure - XII			
RESTATED STATEMENT OF CONTINGENT LIABILITIES			
Particulars	As at 31.03.2023	As at 31.03.2022	As at 31.03.2021
Claims against the company not acknowledged as Debts	Unascertainable	Unascertainable	Unascertainable
Bank Guarantee (Financial)	NIL	NIL	NIL
Bank Guarantee (Performance)	NIL	NIL	NIL
Income Tax Demand	NIL	NIL	NIL
Bill Discounting	996.62	930.93	494.72
TDS/Income Tax Demand	88.34	NIL	NIL
Sales Tax/GST Demand	38.72	-	-
Other moneys for which the Company is contingently liable	203.82	NIL	NIL
Commitments (to the extent not provided for)	NIL	NIL	NIL
Estimated amount of contracts remaining to be executed on capital account and not provided for	NIL	NIL	NIL
Uncalled liability on shares and other investments partly paid	NIL	NIL	NIL
Other commitments	NIL	NIL	NIL
Total	1,327.50	930.93	494.72



Restated Statement of Accounting Ratios				
Annexure XIII				
Particulars		As at 31.03.2023	As at 31.03.2022	As at 31.03.2021
Current Assets [A]		5308.70	5256.88	4244.41
Current Liabilities [B]		3116.25	3261.71	2124.84
Current Ratio [A / B]		1.70	1.61	2.00
Debt [A]		3330.78	3134.34	3033.12
Equity [B]		1605.29	1373.96	1235.43
Debt - Equity Ratio [A / B]		2.07	2.28	2.46
Earnings available for debt service [A]		759.53	646.11	386.87
Debt Service [B]		476.71	471.36	329.17
Debt - Service Coverage Ratio [A / B]		1.59	1.37	1.18
Net Profit after Tax [A]		222.59	134.57	33.18
Average Shareholder's Equity [B]		1489.63	1304.70	1217.64
Return on Equity Ratio [A / B]		14.94%	10.31%	2.73%
Cost of Goods Sold [A]		3675.55	3725.13	3287.33
Average Inventory [B]		2442.17	2155.23	2068.67
Inventory Turnover Ratio [A / B]		66.44%	57.86%	62.93%
Net Credit Sales [A]		4949.83	4915.58	4078.31
Average Trade Receivables [B]		1801.65	1560.09	1178.53
Trade Receivables Turnover Ratio [A / B]		36.40%	31.74%	28.90%
Net Credit Purchase [A]		3675.55	3725.13	3287.33
Average Trade Payables [B]		1062.09	807.47	747.13
Trade Payables Turnover Ratio [A / B]		28.90%	21.68%	22.73%
Net Sales [A]		5006.28	4915.58	4078.31
Current Assets		5308.70	5256.88	4244.41
Current Liabilities		3116.25	3261.71	2124.84
Average Working Capital [B]		2093.81	2057.37	1779.64
Net Capital Turnover Ratio [A / B]		2.39	2.39	2.29
Net Profit [A]		222.59	134.57	33.18
Net Sales [B]		5006.28	4915.58	4078.31
Net Profit Ratio [A / B]		4.45%	2.74%	0.81%
Earning before interest and taxes [A]		656.12	553.21	300.44
Capital Employed [B]		9470.00	9328.89	7955.78
Capital Employed = Total Assets + Total Debt + Deferred Tax		9470.00	9328.89	7955.78
Return on Capital Employed [A / B]		6.93%	5.93%	3.78%
Net Return on Investment [A]		-	-	-
Final Value of Investment		-	-	-
Initial Value of Investment		56.00	56.00	56.00
Cost of Investment [B]		56.00	56.00	56.00
Return on Investment [A / B]		-	-	-

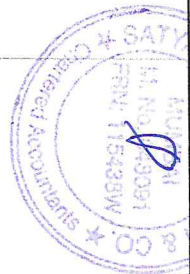
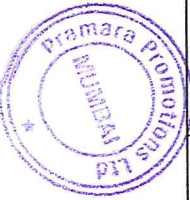


PRAMARA PROMOTIONS LIMITED U51909MH2006PLC164247									
(Rs. In Lakhs)									
As on 31.03.2023									
Particulars	GROSS BLOCK			DEPRECIATION			NET BLOCK		
	As at 01.04.2022	Additions	Disposal	As at 31.03.2023	For the Year	Adjustment	As at 31.03.2023	As at 31.03.2022	
<i>Tangible Assets</i>									
Office Premises	177.83	-	-	177.83	9.60	-	168.24	177.83	
Building	-	-	-	-	-	-	-	-	
Motor Vehicles	18.58	-	-	18.58	17.41	-	1.17	18.58	
Computers	6.11	-	-	6.11	2.12	-	3.99	6.11	
Security Camera	-	-	-	-	-	-	-	-	
Air Conditioner	-	-	-	-	-	-	-	-	
Electrical Fittings	-	-	-	-	-	-	-	-	
Furniture & Fittings	77.93	-	-	77.93	35.72	-	42.21	77.93	
Generator	-	-	-	-	-	-	-	-	
Refrigeration	-	-	-	-	-	-	-	-	
Television	-	-	-	-	-	-	-	-	
Utensils	-	-	-	-	-	-	-	-	
Plant & Machineries	474.94	-	3.75	471.19	38.56	-	432.63	474.94	
Total	755.40	-	3.75	751.65	103.41	-	648.24	755.40	
Previous Year	-	-	-	-	-	-	-	-	
Capital Work-in-Progress#	126.27	-	-	126.27	-	-	126.27	126.27	



As on 31.03.2022									
Particulars	GROSS BLOCK						NET BLOCK		
	As at	Additions	Disposal	As at	For the Year	Adjustment	As at	As at	As at
	01.04.2021			31.03.2022			31.03.2022	31.03.2022	31.03.2021
Tangible Assets									
Office Premises	187.43	-	-	187.43	9.60	-	9.60	177.83	187.43
Building	-	-	-	-	-	-	-	-	-
Motor Vehicles	22.53	-	-	22.53	3.95	-	3.95	18.58	22.53
Computers	5.15	7.25	-	12.40	6.28	-	6.28	6.11	5.15
Security Camera	-	-	-	-	-	-	-	-	-
Air Conditioner	-	-	-	-	-	-	-	-	-
Electrical Fittings	-	-	-	-	-	-	-	-	-
Furniture & Fittings	113.27	.45	-	113.73	35.80	-	35.80	77.93	113.27
Generator	-	-	-	-	-	-	-	-	-
Refrigeration	-	-	-	-	-	-	-	-	-
Television	-	-	-	-	-	-	-	-	-
Utensils	-	-	-	-	-	-	-	-	-
Plant & Machineries	167.60	344.61	-	512.21	37.27	-	37.27	474.94	167.60
Total	495.98	352.31	-	848.30	92.89	-	92.89	755.40	495.98
Previous Year	-	-	-	-	-	-	-	-	-
Capital Work-in-Progress#	126.27	-	-	126.27	-	-	-	126.27	126.27

Particulars	As on 31.03.2021									
	GROSS BLOCK						NET BLOCK			
	As at 01.04.2020	Additions	Disposal	As at 31.03.2021	For the year	Adjustment	As at 31.03.2021	As at 31.03.2021	As at 31.03.2020	
Tangible Assets										
Office Premises	197.02	-	-	197.02	9.60	-	9.60	187.43	197.02	
Building	-	-	-	-	-	-	-	-	-	
Motor Vehicles	70.77	-	21.61	49.16	26.62	-	26.62	22.53	70.77	
Computers	8.22	-	-	8.22	3.07	-	3.07	5.15	8.22	
Security Camera	-	-	-	-	-	-	-	-	-	
Air Conditioner	-	-	-	-	-	-	-	-	-	
Electrical Fittings	-	-	-	-	-	-	-	-	-	
Furniture & Fittings	117.25	17.02	-	134.27	21.00	-	21.00	113.27	117.25	
Generator	-	-	-	-	-	-	-	-	-	
Refrigeration	-	-	-	-	-	-	-	-	-	
Television	-	-	-	-	-	-	-	-	-	
Utensils	-	-	-	-	-	-	-	-	-	
Plant & Machineries	169.27	24.47	-	193.74	26.13	.00	26.13	167.60	169.27	
Total	562.53	41.49	21.61	582.41	86.43	.00	86.43	495.98	562.53	
Previous Year	-	-	-	-	-	-	-	-	-	
Capital Work-in-Progress#	126.27	-	-	126.27	-	-	-	126.27	126.27	



PRAMARA PROMOTIONS LIMITED (CONSOLIDATED)
NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31st MARCH, 2023

25]. CORPORATE INFORMATION:

PRAMARA PROMOTIONS LIMITED (The Company) is a Public Limited company CIN No - U51909MH2006PLC164247. The Company had changed the name from Essel Marketing and Promotions Private Limited (incorporated on 1st September 2006) to Pramara Promotions Private Limited w.e.f 04.02.2019 and to Pramara Promotions Limited w.e.f 04.01.2023. The company is Manufacturing , Marketing & Trading Company & is leading in the world of Corporate Gifting & Promotional items. The Company is promoted by Mr. Rohit Lamba.

26] SIGNIFICANT ACCOUNTING POLICIES

(I) BASIS OF PREPARATION OF FINANCIAL STATEMENTS:

The financial statements have been prepared under the historical cost convention on an accrual basis and comply in all material aspects with the mandatory accounting standards and the relevant provisions of the Companies Act, 2013. Some small and petty cash expenses are accounted either on receipt of the relevant advice or on the payment of the actual expenditure whichever is earlier.

(II) USE OF ESTIMATES

The presentation and preparation of financial statements in conformity with the generally accepted accounting principles requires estimates and assumptions to be made that affect the reported amount of revenues and expenses during the reporting year. Difference between the actual result and the estimates are recognized in the year in which the results are known/ materialized.

(III) FIXED ASSETS AND DEPRECIATION:

- i. Depreciable amount for assets is the cost of an asset, or other amount substituted for cost, less its estimated residual value. The depreciation on tangible assets has been provided on the WDV basis as per the useful life prescribed in Schedule II to the Companies Act, 2013. We have not done any physical verification of fixed assets; we are relying on the Certificate by management.



The company not charge the depreciation on moulds that are not in use and all those moulds that are not in use in manufacturing during the year.

(IV) INVENTORIES:

- i. Raw materials, packing material are valued at lower of Cost or net realizable value on FIFO basis.
- ii. Scrap is valued at net realizable value
- iii. Goods in Transit are valued at cost to date.
- iv. 'Cost' comprises all costs of purchase, cost of conversion & other costs incurred in bringing the inventory to the present location & condition.
- v. We have not done physical verification of inventory of the company. We are relying on the management certificate for the total inventory of the company.

(V) CASH AND CASH EQUIVALENT:

Cash and cash equivalents for the purpose of cash flow statements comprise cash at bank and in hand and short term investments with an original maturity of twelve months or less.

(VI) REVENUE RECOGNITION:

- i. **Sales and sale of service:**
Sales comprise sale of goods & services and other charges such as freight and forwarding, octroi charges, and exchange difference wherever applicable.
Revenue from Services is recognized as and when services are rendered.
- ii. **Other Income:**
Interest incomes are recognized on accrual basis in the Statement of Profit & Loss.
- iii. **Export Benefits:**
Export benefits are recognized in the year of Export.
- iv. **Dividend:**
Dividend income is accounted for as and when received & when the Company's right to receive dividend is established.



(VII) TAXATION :

- i. Provision for income tax is made on the basis of the taxable income for the current accounting period in accordance with the provisions of the Income Tax Act, 1961.
- ii. Deferred tax is recognized, subject to the consideration of prudence, on timing difference being the difference between taxable incomes and accounting income for the year is accounted for using the tax rates & laws that have been enacted and substantially enacted as of the balance sheet date. Deferred tax assets arising from timing difference are recognized to the extent there is virtual certainty that this would be realized in future and are reviewed for the appropriateness of their respective carrying values at each Balance sheet date.

(VIII) INVESTMENT :-

Long term Investments are stated at cost. Provision for diminution in value of long term investment is made only if such decline is other than temporary in the opinion of the management.
Current Investments are carried individual at the lower of cost & fair value.

(IX) FOREIGN CURRENCIES:

- i. Transactions in Foreign currencies are recorded at the exchange rate prevailing on the date of transaction. Amount short or excess realized/incurred is transferred to Statement of profit & Loss.
- ii. All foreign currency liabilities/assets not covered by forward contracts, if any, are restated at the rates prevailing at year end and any exchange difference are debited/ credited to the statement of Profit & Loss.
- iii. In respect of transaction covered by forward contracts, the difference between the contract rate and the spot rate on the date of transaction is charged to the statement of profit and loss over the period of contract. Company has not entered into any transaction of forward contracts during the year.

(X) GOVERNMENT GRANT:

The Government grants are treated as deferred income. The deferred income is recognized in the statement of profit & loss on systematic and rational basis over the periods necessary to match them with the related costs, which they are intended to compensate.



(XI) EMPLOYEES BENEFITS:

As per the AS 15 issued by the Institute of Chartered Accountant of India details as below

- i. Short term employee benefits are recognized as an expense at the undiscounted amounts in the statement of profit & loss of the year in which the related service is rendered.
- ii. Contribution payable to the recommended Provident Fund is charged to Statement of Profit & Loss.
- iii. Liabilities in respect of :

A. Gratuity:

The company has not made any provision for Gratuity during the year .Company has change the accounting policies & Gratuity will be considered on Payment basis. As on 31.03.2023 outstanding balance of Provision is Rs.18,43,525.

B. Bonus

The company has not made any provision for Bonus during the year . It will be considered on Payment basis.

iv . Other defined contribution for employees benefit:

- i. The defined contribution for Leave travel allowance and Medical re-imbursement are recognized on actual basis in the profit & loss Statement in the year when the eligible employee actually renders the service.

(XII). BORROWING COST:

Borrowing cost attributable to the acquisition or construction of qualifying assets is capitalized as part of the cost of such assets. A qualifying asset is one that necessarily takes a substantial period of time to get ready for its intended use or sale as per Accounting Standard 16 "Borrowing Cost". Other Interest and borrowing costs are charged to revenue.

(XIII). EARNING PER SHARE:

Basic Earnings per share is computed by dividing net profit or loss for the period attributable to equity shareholders by the weighted average number of shares outstanding during the year. Diluted EPS is computed after adjusting the effects of all the dilutive potential equity shares except where the results would be a dilutive. The number of shares used in computing diluted earnings per share comprises the weighted average number of shares considered for deriving basic EPS, and also the weighted average number of equity shares, which would have been issued on the conversion of all dilutive potential equity shares.



(XIV). IMPAIRMENT OF ASSETS

The company assesses at each balance sheet date whether there is any indication that an asset may be impaired. If any such indication exists, the management estimates the recoverable amount of the assets. If such recoverable amount of the assets or the recoverable amount of the cash generating unit to which the asset belongs is less than its carrying amount is reduced to its recoverable amount. The reduction is treated as an impairment loss and is recognized in the statement of profit and loss.

(XV). The previous year figures have been regrouped/ reclassified, wherever necessary to confirm to the current presentation.

27]. In the opinion of the Directors, the current assets, loans and advances are approximately of the value as stated in the balance sheet, if realized in the ordinary course of the business. The provision of all known liabilities is adequate and not in excess of the amount reasonably required. We have not verified the all Debtors & Creditor, Advance to Other Parties, Loans as a third party confirmation. We are relying on management certificate for their realized value of the assets.

28]. Subsidiary Company: Company has a 100% subsidiary at hongkong (Pramara Promotions Private Limited-Honkong) and a step down subsidiary in china (Pramara Promotions Private Limited-Shenzhen).

29] Import on CIF Basis:

Particulars	2022-2023	2021-2022
Finished goods	6,43,51,089	4,02,34,509
TOTAL	6,43,51,089	4,02,34,509

30] Earning and Expenditure in Foreign currency

Particulars	2022-2023	2021-2022
Earning		
Export of goods (FOB)	NIL	40,93,288
Expenditure	-	-



31] Disclosure of transactions between company and related party:

Particular	Name of Related party	Nature of Transaction	Transaction during the year	Balance as 31.03.2023
i) Associates Concerns	Essel Plast Pack	Advance material for		48350240 (42577839)
		Investments		56,00,000 (56,00,000)
		Sundry Debtors		54042756 (NIL)
		Sales Purchase	55312204.98 1441398.65	
	Pramara Finance Solutions Pvt Ltd	Advance	115000	115000
ii) Key Management Personnel	Mr. Rohit Lamba	Remuneration	36,00,000 (36,00,000)	NIL (36,00,000)
		Loan Given	9465419.36	9465419.36
iii) Key Management Personnel	Mrs. Sheetal Lamba	Loan given Received	5114886	Nil
		Loan Given	NIL (5114886)	5114886
iv) Key Management Personnel	Mr. Dayashankar Patel (CFO)	Remuneration * From 1 st March 2023 to 31 st March 2023	*1,75,000	NIL
Subsidiary company	Pramara Promotions Pvt Ltd Hongkong	Investment		*10.47 *(10.47)
		Advance		*194398.53 *(194398.53)
		Sundry Debtors * Eliminated during consolidation		*124123 *(124123)

Note : Previous year Figures are given in (bracket)



32. LEASES

Lease arrangement where the risk and reward incidental to ownership of an asset substantially vest with the lessor are recognized as operating lease. Lease rental under operating lease are recognized in statement of profit and loss account as and when accrues. During the year lease charges paid Rs. 54,96,704/-. Future minimum lease payment due as on Balance Sheet date are as under:

	As 31st March, 2023	As 31st March, 2022
Not later than one year	6270000	2185500
Later than one year but not later than five years	8882500	NA
Later than five years	NA	NA
TOTAL	15152500	2185500

Note:

1. Lease Agreement Daman Starts from 15.08.22 and last date is 14.08.25.
2. Lease Agreement Mumbai Starts from 01.08.22 and last date is 31.07.25
3. Lease Agreement of Delhi starts from 01.07.22 and last date is 31.05.23

33. LONG TERM BORROWING:

Company has been sanctioned a term loan from Deutsche Bank as Loan Against Property of Rs. 8,50,00,000 against hypothecation of Office & Residence flat and offices of Directors of the company & personal guarantee of Mr Rohit Lamba & Sheetal Lamba Director of the Company . For maturity of loan refer note number 3 of the financial statements.

Company has also been sanctioned Covid-19 loan from Deutsche Bank Ltd Rs 5,61,26,714 & Axis Bank Ltd of Rs. 2,59,00,000 during financial year 2020-21, 2021-22 and during the current period.

The Company has also taken long term borrowings from NBFC of Rs during the Rs 14,20,576 financial year

34. SHORT TERM BORROWING:

Working capital loan has been taken by the company from Deutsche Bank against the security of stocks, debtors and collateral security of Office of the Company & Residential Flat and offices of the Directors & all the assets of the company. Loan is secured by personal guarantee of Mr Rohit Lamba & Mrs. Sheetal Lamba Director of the Company .

The Company has also taken long term borrowings from NBFC of Rs 82,18,440 during the financial year



35. DEBTORS AND CREDITORS & OTHER CURRENT ASSETS

No independent confirmation of balances has been received from debtors and creditors & Other Current Assets and, therefore, the amounts reported in the Balance Sheet are those which are reflected in the books of accounts.

36. ACCOUNTING FOR TAXES ON INCOME

Income Tax Assessments of the Company have been completed up to Assessment Year 2021-22. There is no disputed demand outstanding up to the said Assessment Year.

During the Current Year provision for Income Tax has been made as per Income Tax Act, 1961, after considering all available exemptions and deductions.

37. Contingent Liabilities & Commitments (to the extent not provided for)

Particulars	As on 31.03.2023	As on 31.03.2022
Axis Bill discounting against debtors	9,96,62,107	9,30,93,111
GST liability	38,72,482	
Income tax Liability & TDS Liability as per Traces For the FY 2007-08 to 2022-23,	88,33,551	
Legal Cases Filed by various Parties	203,82,619	

38. CONSUMPTION OF IMPORTED & INDIGENOUS RAW MATERIAL ETC.

NA

- 39.** The Company has not granted loans or advances in nature of loans to promoters/directors/ KMPs and related parties either severally or jointly with any other person, that are:
- Repayable on Demand other than disclose in Note number 31 and 34 OR
 - Without specifying any terms of period of repayment



40. The Company has utilised the borrowings from banks and financial institutions for the purpose for which it was taken.

41. Other Statutory Information

- The authorised capital has increased during the year from Rs 2000000 to Rs 11000000. The increase in authorised capital have been approved in the Board of Directors meeting held on 1st November, 2022 and approved by members in the EGM held on 23rd November, 2022
- The issued capital has increased during the year from Rs 12020000 to Rs 66110000. There increase in issue capital is due to issue of bonus shares. There is fresh issue by way of Bonus Shares in the ratio of 4.5:1 shares (4.5 fully paid up shares for every 1 shares). The issue of bonus shares were approved by the Board of Directors in the Board meeting dated 08th December, 2022 and by the members in the Extra Ordinary General Meeting dated 15th December, 2022.
- The title deeds of all the immovable properties of the Company are held in the name of the Company.
- The Company has not revalued its Property Plant & Equipment.
- The Company does not have any benami property, where any proceeding has been initiated or pending against the Company for holding any Benami property.
- The Company did not have any transactions with Companies struck off.
- The Company does not have any charges or satisfaction which is yet to be registered with ROC beyond the statutory period.
- In respect of the Company's borrowings from Banks or Financial institutions on the basis of security of current assets, the quarterly returns or statements of current assets filed by the company with banks or financial institutions are in agreement with the books of accounts.
- The Company has not advanced or loaned or invested funds to any other person(s) or entity(ies), including foreign entities (intermediaries) with the understanding that the intermediary shall:
 - 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 like to or on behalf of the Ultimate Beneficiaries.
- The Company has 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:
 - 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)
 - Provide any guarantee, security or the like on the behalf of the Ultimate Beneficiaries,
- The Company does not have any 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 Income Tax Act, 1961 (such as, search or survey or any other relevant pro Income Tax Act, 1961).
- The Company has not been declared wilful defaulter by any bank or financial institution or other lender.



- The Company does not have any scheme of arrangements which have been approved by the Competent Authority in terms of Section 230 to 237 of the Act.
- The Company have any subsidiary and therefore provision regarding the number of layers prescribed under Section 2 (87) of the Act read with the Companies (Restriction on number of layers) Rules, 2017 is applicable to the Company.

42. Ratios:

Sr. No.	Ratios	31 st March 2023	31 st March 2022
a)	Current Ratio (No. of times) Current Assets/ Current Liabilities	1.70	1.61
b)	Debt-equity Ratio (No. of times) Total Debt / Equity	2.07	2.28
c)	Debt Service Coverage Ratio (No. of times) Profit before interest and Tax / Debt Service	1.38	1.23
d)	Return on Equity Ratio (%) Profit for the period / Average Equity	14.94	10.94
e)	Inventory turnover Ratio (No. of times) Revenue from Operations / Average Inventories	2.05	2.28
f)	Trade Receivables turnover ratio (No. of times) Revenue from Operations / Average Trade Receivables	2.78	3.19
g)	Trade Payables turnover ratio (No. of times) Purchases + Other Expenses/ Average Trade Payables	4.30	5.30
h)	Net capital turnover ratio (No. of times) Revenue from Operations / Working Capital	2.30	2.48
i)	Net Profit Ratio (%) Profit before tax / Revenue from Operations	5.16	3.96
j)	Return on capital employed (No. of times) Earnings before interest & Tax / Capital Employed (Net worth + Total Debts)	0.41	0.40

