



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 financial statements of **PRAMARA PROMOTIONS LIMITED** ("The Company"), which comprise the Balance Sheet as at March 31, 2023, the Statement of Profit & Loss Account, statement of Cash Flow for the period 01.04.2022 to 31.03.2023 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 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 Profit and Loss and its cash flows for the period ended on that date.

BASIS FOR OPINION

We conducted our audit of the 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 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 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.

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 financial statements as a whole, and in forming our opinion thereon, and we do not provide a separate opinion on these matters.



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INFORMATION OTHER THAN STAND ALONE FINANCIAL STATEMENTS AND AUDITORS REPORT THEREON

The 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 financial statements and our auditor's report thereon.

Our opinion on standalone 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 financial statement, our responsibility is to read the other information and in doing so, consider whether the other information is materially inconsistent with the 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 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 financial statements that give a true and fair view of the financial position, financial performance and 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 financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.



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

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

AUDITOR'S RESPONSIBILITY FOR THE AUDIT OF THE FINANCIAL STATEMENTS

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is 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 standalone financial statements.

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

- Identify and assess the risks of material misstatement of the 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 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 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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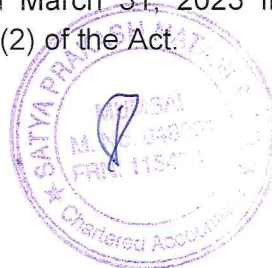
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From the matters communicated with those charged with governance, we determine those matters that were of most significance in the audit of the standalone financial statements of the current period and are therefore the key audit matters. We describe 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 Balance Sheet, Statement of Profit & Loss and cash flow Statement dealt with by this report is in agreement with the books of account.
 - d. In our opinion, the aforesaid financial statements comply with the Accounting standards specified under section 133 of the Act, 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 have pending litigations which have been disclosed in the notes to accounts point no.37.
- 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: 23048091BGXIVC9984



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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 LIMITED** on accounts for the period ended 31st March 2023.

- (i) Fixed Assets:
- The company has maintained proper records showing full particulars including quantitative details and situation of fixed assets.
 - As explained to us, fixed assets have been physically verified by the management at reasonable intervals.
 - 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.
 - We have not done any Physical verification of the assets and we are relying on the Certificate of Management.
- (ii) Inventories:
- Physical verification of inventory has been conducted at reasonable intervals by the management.
 - 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.
 - The company has maintained proper records of inventory and there is no material discrepancies were noticed on physical verification by management.
 - We have not done any Physical verification of the inventories and we are relying on the Certificate of Management.
- (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.
- (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.



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- (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, duty of customs, GST cess and any other statutory dues with the appropriate authorities except TDS dues as same were in arrears as at the last day of the audited period 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

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



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- (ix) In our opinion and according to information and explanations given to us,
- 1) The company has not defaulted in repayments of loans or other borrowings or in the payment thereon to any lender.
 - 2) The company is not declared willful defaulter by any bank or financial institution or lender
 - 3) The company has applied the term loans for the purpose it was raised.
 - 4) The company has not utilized any money raised for short term for long term purpose.
 - 5) The company has not taken any funds from any entity or person on account of or to meet the obligations of its subsidiaries, associates or joint ventures
 - 6) the company has not raised loans during the year on the pledge of securities held in its subsidiaries, joint ventures or associate companies
- (x) According to the information and explanation given to us, no material fraud on or by company has been notices 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.
- (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 period 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.



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- (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: 23048091BGXIVC9984



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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 LIMITED** ("the Company") as on and for the period ended 31st 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.

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.



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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 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

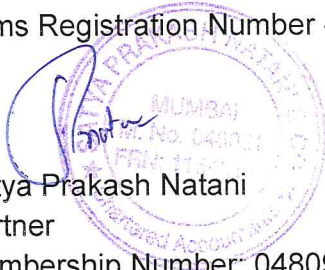
Because of the inherent limitations of IFCoFR, including the possibility of collusion or improper management override of controls, material misstatements due to error or fraud may occur and not be detected. Also, projections of any evaluation of the IFCoFR to future periods are subject to the risk that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

Opinion

In our opinion, the Company has, in all material respects, adequate internal financial controls over financial reporting and such internal financial controls over financial reporting were operating effectively as at 31 March 2023, 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: 23048091BGXIVC9984



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PRAMARA PROMOTIONS LTD
CIN : U51909MH2006PLC164247
Balance Sheet as at 31st March, 2023

Particulars	Note No	31st March 2023 (Amount in `)	31st March 2022 (Amount in `)
I. EQUITY AND LIABILITIES			
(1) Shareholder's funds			
(a) Share capital	1	66,110,000	12,020,000
(b) Surplus	2	77,940,229	111,573,826
(2) Non-current liabilities			
(a) Long-term borrowings	3	141,768,025	155,888,209
(3) Current liabilities			
(a) Short Term Borrowings	4	191,309,663	157,545,722
(b) Trade payables	5	7,549,384	-
(A) total outstanding dues of micro enterprises and small enterprises; and		83,018,339	120,772,039
(B) total outstanding dues of creditors other than micro enterprises and small enterprises			
(c) Other current liabilities	6	23,354,652	41,228,624
(d) Short-term provisions	7	1,975,754	2,764,412
Total		593,026,046	601,792,833
II.Assets			
(1) Non-current assets			
(a) Property, plant and equipment and Intangible assets	8		
(i) Property, plant and equipment		64,824,283	75,540,384
(ii) Capital work-in-progress		12,626,598	12,626,598
(b) Non-current investments	9	5,600,635	5,600,635
(c) Deferred Tax Assets (net)	10	282,777	602,939
(d) Long term loans and advances		-	-
(2) Current assets			
(a) Current Investments	11	1,064,469	1,064,469
(b) Inventories	12	261,804,617	226,629,421
(c) Trade receivables	13	157,425,077	192,627,820
(d) Cash and cash equivalents	14	34,666,542	29,609,095
(e) Short-term loans and advances	15	54,731,047	57,491,472
Total		593,026,046	601,792,833

Significant accounting policies & Notes to accounts 25-42
Notes referred to above form an integral part of the Financial Statements.


As per our report of even date
For Satya Prakash Natani & Co.
Chartered Accountants
ICAI F.R.No. 115438W


Satya Prakash Natani
(Partner)
M.No.: 048091
Date:-16th August, 2023
Place:- Mumbai

For & On Behalf of the Board of Directors


Rohit Lamba
Chairman & Managing Director
DIN-01796007


Sheetal Lamba
Director
DIN-01796017


Dayashankar Patel
Chief Financial Officer
Date:-16th August, 2023
Place:- Mumbai


Vanita Pednekar
Company Secretary

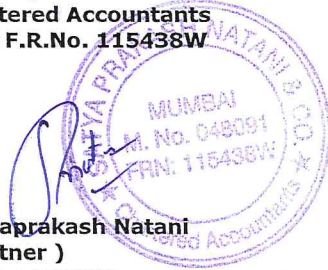
PRAMARA PROMOTIONS LTD
CIN : U51909MH2006PLC164247

Statement of Profit and Loss for the Year Ended 31st March, 2023

Particulars	Note No.	2022-23 (Amount in `)	2021 - 22 (Amount in `)
Revenue from operations	16	494,860,110	491,558,081
Other income	17	11,282,586	2,711,476
Total Income		506,142,696	494,269,557
<u>Expenses:</u>			
Cost of materials consumed	18	397,836,351	394,724,782
Changes in inventories of finished goods, work-in-progress and Stock-in-Trade	19	(35,175,196)	(22,212,030)
Employee benefit expense	20	30,493,887	24,089,676
Financial costs	21	39,782,049	35,842,161
Depreciation and amortisation cost	22	10,341,101	9,289,405
Other expenses	23	37,587,937	32,881,444
Total expenses		480,866,130	474,615,438
Profit before Exceptional Item and Tax		25,276,566	19,654,119
Exceptional Item		-	-
Profit before Exceptional Item and Tax		25,276,566	19,654,119
Tax expense:			
(1) Current tax		4,500,000	4,000,000
(2) Deferred tax	10	320,162	1,032,136
(3) (Excess) / Less Provision for earlier years		-	(253,900)
Profit for the period		20,456,404	14,875,883
Profit for the period		20,456,404	14,875,883
Earning per equity share:	24		
Face value per equity shares Rs.10/- fully paid up.			
(1) Basic		3.09	12.38
(2) Diluted		3.09	12.38

Notes referred to above form an integral part of the Financial Statements.

As per our report of even date
For Satya Prakash Natani & Co.
Chartered Accountants
ICAI F.R.No. 115438W



Satyaprakash Natani
(Partner)
M.No.: 048091
Date:-16th August, 2023
Place:- Mumbai

For & On Behalf of the Board of Directors



Rohit Lamba
Chairman & Managing Director
DIN-01796007



Sheetal Lamba
Director
DIN-01796017



Dayashankar Patel
Chief Financial Officer
Date:-16th August, 2023
Place:- Mumbai



Vanita Pednekar
Company Secretary

PRAMARA PROMOTIONS LTD		
CIN : U51909MH2006PLC164247		
CASH FLOW STATEMENT FOR THE YEAR ENDED MARCH 31, 2023		
Particulars	For the year ended March 31, 2023	For the year ended March 31, 2022
A. CASH FLOW FROM OPERATING ACTIVITIES		
Net profit before tax and extraordinary items	25,276,566	19,654,119
Adjustments for:		
Depreciation and amortisation expense	10,341,101	9,289,405
Interest and other income on investments	(2,030,430)	(1,555,666)
Other borrowing cost	335,288	662,786
Interest expenses	39,446,761	35,179,375
Deferred tax		-
Provision of Tax	(4,500,000)	(3,746,100)
Operating profit / (loss) before working capital changes	68,869,286	59,483,919
Changes in working capital:		
Increase / (Decrease) in trade payable	(30,204,316)	80,490,014
Increase / (Decrease) in short term borrowing	33,763,942	(4,391,428)
Increase / (Decrease) in provisions	1,658,100	2,700,000
Increase / (Decrease) in other current liabilities	(17,873,974)	21,337,118
Increase / (Decrease) in other current assets		
(Increase) / Decrease in short term loan and advances	2,760,425	9,893,186
(Increase) / Decrease in trade receivables	35,202,743	(81,643,800)
(Increase) / Decrease in inventories	(35,175,196)	(22,212,030)
	(9,868,276)	6,173,061
CASH FLOW FROM / (USED IN) OPERATING ACTIVITIES	59,001,010	65,656,980
Less: Taxes paid	(2,446,758)	(3,079,113)
NET CASH FLOW FROM / (USED IN) OPERATING ACTIVITIES	56,554,251	62,577,866
B. CASH FLOW FROM INVESTING ACTIVITIES		
(Purchase)/Sale of tangible / intangible assets	375,000	(35,231,460)
Dividend/ bank interest received	2,030,430	1,555,666
NET CASH FLOW FROM / (USED IN) INVESTING ACTIVITIES	2,405,430	(33,675,793)
C. CASH FLOW FROM FINANCING ACTIVITIES		
Interest expenses	(39,782,049)	(35,842,161)
Funds borrowed	(14,120,184)	14,513,682
NET CASH FLOW FROM / (USED IN) FINANCING ACTIVITIES	(53,902,233)	(21,328,479)
NET INCREASE / (DECREASE) IN CASH & CASH EQUIVALENTS (A+B+C)	5,057,448	7,573,594
Cash and Cash equivalents at beginning period (Refer Note 14)	29,609,095	22,035,504
Cash and Cash equivalents at end of period (Refer Note 14)	34,666,543	29,609,095
D. Cash and Cash equivalents comprise of		
Cash on hand	3,061,162	2,935,985
Balances with banks		
In current accounts	31,605,380	26,673,110
Total	34,666,543	29,609,095

This Cash Flow Statement has been prepared as per "Indirect Method" as prescribed by Accounting Standard -3 (revised) "Cash Flow Statements"

As per our report of even date
For Satya Prakash Natani & Co.
Chartered Accountants
ICAI F.R.No. 115438W

Satyaprakash Natani
(Partner)
M.No.: 048091
Date:-16th August, 2023
Place:- Mumbai

For & On Behalf of the Board

Rohit Lamba
Chairman & Managing Director
DIN-01796007

Sheetal Lamba
Director
DIN-01796017

Dayashankar Patel
Chief Financial Officer
Date:-16th August, 2023
Place:- Mumbai

Vanita Pednekar
Company Secretary

PRAMARA PROMOTIONS LTD

CIN : U51909MH2006PLC164247

Notes Forming Part of Balance Sheet**Note 1 :- Share capital**

Particulars	31st March, 2023	31st March, 2022
Authorised share capital*		
1,10,00,000 (PY 20,00,000) equity Shares of Rs.10 each	110,000,000	20,000,000
Issued, subscribed & paid-up share capital**		
66,11,000 (PY 12,02,000) Equity Shares of Rs.10/- each	66,110,000	12,020,000
Share holding pattern and details		
Shareholder	% holding	No. of shares
Rohit Lamba	86.63	57,27,325
Sheetal Lamba	7.82	5,17,000
Total share capital	66,110,000	12,020,000

* 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

Note 1.1 : Reconciliation of number of shares outstanding is set out below:

Particulars	31st March, 2023	31st March, 2022
Equity shares at the beginning of the year	1,202,000	1,202,000
Add: Shares issued during the current financial year (Bonus shares)	5,409,000	-
Equity shares at the end of the year	6,611,000	1,202,000

Note 1.2 : The Company has only one class of equity shares. Each holder of equity shares is entitled to one vote per share.

Note 1.3 : (a) 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

(b) There is no buyback of shares during the year

Note 1.4 : There is change in the number of shares outstanding at the beginning and at the end of the year.

Note 1.5 : There is change in the pattern of shareholding during the year.



Shares held by promoters at the end of the year ending 31st March 2023				% Change during the year***
Sr. No.	Promoter Name	No. of Shares**	% of total shares**	
1	Rohit Lamba	5,727,325	86.63	(2.22)
2	Sheetal Lamba	517,000	7.82	-
3	Premia Solutionz Pvt Ltd	-	-	(3.33)
	Total	6,244,325	94.45	

During the year the promoters shareholding has changed to the sale/transfer of shares

Shares held by promoters at the end of the year ending 31st March 2022				% Change during the year***
Sr. No.	Promoter Name	No. of Shares**	% of total shares**	
1	Rohit Lamba	1,068,000	88.85	0
2	Sheetal Lamba	94,000	7.82	0
3	Premia Solutionz Pvt Ltd	40,000	3.33	0
	Total	1,202,000	100.00	

Note 2: Surplus

Particulars	31st March,	31st March,
Share Premium	8,959,500	8,959,500
	8,959,500	8,959,500
Profit & Loss A/c		
Opening balance	102,614,326	87,738,443
Add:- Profit for the year	20,456,404	14,875,883
Less: Bonus shares issued	54,090,000	-
	68,980,729	102,614,326
Total	77,940,229	111,573,826

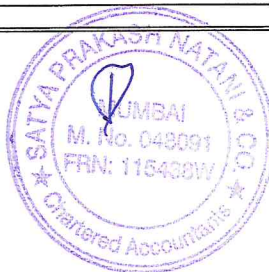
There is fresh issue by way of Bonus Shares in the ratio of 4.5:1 shares (4.5 fully paid up shares for every 1 shares). The issue of bonus shares were approved by the Board of Directors in the Board meeting dated 08th December, 2022 and by the members in the Extra Ordinary General Meeting dated 15th December, 2022.

Note 3 : Long term borrowings

Particulars	31st March,	31st March,
Secured		
1. Car Loan Kotak Mahindra Fortuner Note :- Car Loan for Fortuner from Kotak Mahindra amounting Rs.29,42,300/- secured by hypothecation of vehicle payable in EMI of 50,700/- Matured on 01.06.2025	618,091	1,226,491
2. Car Loan Kotak Mahindra Swift Dzire Note :- Car Loan for Swift Dzire from Kotak Mahindra amounting Rs.7,30,000/- secured by hypothecation of vehicle payable in EMI of 16,352/-	-	171,251
3. HDFC Bank Limited WCDL Account No. 84426634 Note :- Working Capital Term Loan from HDFC Bank Ltd amounting Rs.2,67,00,000/- secured by hypothecation of Stock and Debtors payable in EMI of 340,396/- Taken over by Deutsche Bank in the Current Year	-	22,646,198
4. HDFC Bank Limited WCDL Account No. 84296491 Note :- Working Capital Term Loan from HDFC Bank Ltd amounting Rs.74,40,000/- secured by hypothecation of Stock and Debtors payable in EMI of 88,830/- Taken over by Deutsche Bank in the Current Year	-	6,518,079
5. HDFC Bank Limited WCDL Account No. 84426719 Note :- Working Capital Term Loan from HDFC Bank Ltd amounting Rs.4,47,00,000/- secured by hypothecation of Stock and Debtors payable in EMI of 533,692/- Taken over by Deutsche Bank in the Current Year	-	39,161,086



6. HDFC Bank Limited WCDL Account No. 84426646 Note :- Working Capital Term Loan from HDFC Bank Ltd amounting Rs.1,50,70,000/- secured by hypothecation of Stock and Debtors payable in EMI of 223,541/- Matured on 07.02.2028 Taken over by Deutsche Bank in the Current Year	-	11,695,638
7. HDFC ECLGS- 8855629 Sanction Amount 2,31,50,746 Matured on 07.10.2024 Taken over by Deutsche Bank in the Current Year	-	18,867,899
8. HDFC ECLGS- 8939161 Sanction Amount 1,71,74,870 Matured on 07.11.2024 Taken over by Deutsche Bank in the Current Year	-	14,394,206
9. HDFC ECLGS- 8763571 Sanction Amount 1,87,82,000 Matured on 07.10.2024 Taken over by Deutsche Bank in the Current Year	-	15,307,361
10. AXIS BANK-GECL-921060057357353-2.59 CR Sanction Amount 2,59,00,000 Matured on 30.11.2026 EMI 719440	23,022,240	25,900,000
11. Deutsche Bank Term Loan A/c no 300018318620073 Note :- 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	71,226,233	-
12. Deutsche Bank Term Loan - 320018318620019 Sanction Amount 1,40,20,514 Matured on 05.09.2027 EMI 577180	10,557,434	-
13. Deutsche Bank Term Loan - 320018318620028 Sanction Amount 1,32,69,771 Matured on 05.09.2027 EMI 546275	9,992,121	-
14. Deutsche Bank Term Loan - 320018318620037 Sanction Amount 1,72,81,726 Matured on 05.09.2027 EMI 711434	13,013,122	-
15. Deutsche Bank Term Loan - 320018318620046 Sanction Amount 1,15,54,703 Matured on 05.09.2029 EMI 370132	9,333,911	-
16. Bajaj Finserv Limited Mercedes Benz Sanction Amount 30,25,722 Matured on 02.12.2026 EMI 83443	1,882,053	-
17. Tata Capital Limited Audi Car Sanction Amount 15,00,000 Matured on 03.07.2025 EMI 60450	702,244	-
All the Vehicles & House Property of the Company are in the name of Director		
Unsecured Loan from NBFC (excluding current maturities)	1,420,576	-
TOTAL	141,768,025	155,888,209



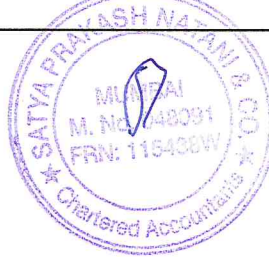
Note 4 : Short Term Borrowings

Particulars	31st March, 2023	31st March, 2022
Secured		
HDFC Bank Limited - CC	-	146,159,402
Deutsche Bank- CC	153,295,646	-
Note :- Against mortgagage of Residential & Official Property of Director as below*		
*1. Flat no.502, Plam Beach Riviera Chsl, Gandhi Gram Road, Juhu, Mumbai - 400049		
*2. C-4108/4109/4110, Oberoi Garden Estate, Chandivali Farm Road, Sakinaka, Andheri (East), Mumbai - 400072		
3. A-208, Boomerang, Chandivali Farm Road, Sakinaka, Andheri (East), Mumbai - 400072 (Owned by Company)		
Current Maturities of Long Term Borrowings	29,795,577	11,386,320
Unsecured		
Current Maturities of Long Term Borrowings from NBFC	8,218,440	-
Total	191,309,663	157,545,722

Note 5 : Trade payables

Particulars	31st March, 2023	31st March, 2022
Total outstanding dues of micro enterprises and small enterprises	7,549,384	-
Total outstanding dues of creditors other than micro enterprises and small enterprises	83,018,339	120,772,039
Total	90,567,723	120,772,039

Note 5.1 : Steps have been taken to identify the suppliers who qualify under the definition of micro and small enterprises, as defined under the Micro, Small and Medium Enterprises Development Act 2006. Since limited information has been received from the suppliers regarding their status under the said Act as at 31st March 2023, disclosures relating to amounts unpaid as at the year end Rs 72,14,742. In the opinion of the management, the impact of interest, if any, that may be payable in accordance with the provisions of the Act, is not expected to be material.



Trade Payables ageing schedule: As at 31st March, 2023

Particulars	Outstanding for following periods from due date of payment				Total
	Less than 1 year	1-2 years	2-3 years	More than 3 years	
(i) MSME	7,214,743	334,641		-	7,549,384
(ii) Others	78,877,046	3,694,875	446,418	-	83,018,339
(iii) Disputed dues- MSME					-
(iv) Disputed dues - Others					-

Trade Payables ageing schedule: As at 31st March 2022

Particulars	Outstanding for following periods from due date of payment				Total
	Less than 1 year	1-2 years	2-3 years	More than 3 years	
(i) MSME					-
(ii) Others	113,217,061	3,482,895	4,072,084	-	120,772,039
(iii) Disputed dues- MSME					-
(iv) Disputed dues - Others					-



Note 6 : Other Current Liabilities

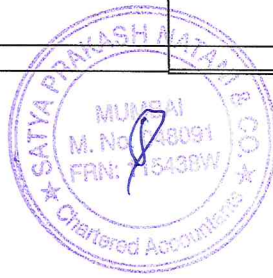
Particulars	31st March, 2023	31st March,
Statutory Dues:		
GST and other Indirect taxes	1,380,979	1,017,147
TDS	2,401,292	2,301,805
ESIC, PT & PF Payable	341,183	1,057,813
Others	289,345	289,345
Other Dues:		
Outstanding Liabilities	18,941,853	36,562,515
Total	23,354,652	41,228,624

Sub-note 6.1 : Outstanding Liabilities

Particulars	31st March, 2023	31st March,
Creditors for Expenses	18,941,853	36,500,089
Interest Payable	-	-
Temporary overdraft balances	-	62,425
Total	18,941,853	36,562,515

Note 7 : Short Term Provisions

Particulars	31st March, 2023	31st March,
Provision for income tax (net)	132,229	920,887
Provision for Gratuity	1,843,525	1,843,525
Total	1,975,754	2,764,412



Note 8

PROPERTY PLANT AND EQUIPMENT

	BUILDINGS	PLANT EQUIPMENT	FURNITURE & FIXTURES	VEHICLES	OFFICE EQUIPMENT	OTHERS - Computer	TOTAL
	Owned Assets	Owned Assets	Owned Assets	Owned Assets	Owned Assets	Owned Assets	Owned Assets
GROSS BLOCK							
At the beginning of the year (As on 31st March, 2022)	26,583,870	67,569,021	28,386,568	21,177,651	-	9,971,690	153,688,799
Additions		-	-		-	-	-
Acquisition through business combinations							
Disposals		375,000					375,000
Change due to revaluation & other adjustments							-
At the Year Ended 31st March, 2023	26,583,870	67,194,021	28,386,568	21,177,651	-	9,971,690	153,313,799
DEPRECIATION							
At the beginning of the year	8,800,760	20,074,615	20,593,579	19,319,218	-	9,360,244	78,148,415
Additions	959,556	3,856,412	3,571,890	1,741,280	-	211,963	10,341,101
Acquisition through business combinations							-
Disposals							-
Change due to revaluation & other adjustments							-
Impairment losses/reversals							-
Depreciation for the year	959,556	3,856,412	3,571,890	1,741,280	-	211,963	10,341,101
At the Year Ended 31st March, 2023	9,760,315	23,931,028	24,165,469	21,060,498	-	9,572,207	88,489,517
NET BLOCK							
At the beginning of the year	17,783,110	47,494,405	7,792,989	1,858,433	-	611,446	75,540,384
At the Year Ended 31st March, 2023	16,823,555	43,262,993	4,221,099	117,153	-	399,483	64,824,283

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



PRAMARA PROMOTIONS LTD

CIN : U51909MH2006PLC164247

Notes Forming Part of Balance Sheet**Note 9 : Non current investment**

Sr. No.	Particulars	31st March, 2023	31st March, 2022
1	Investment in Subsidiary Company (1 HKD)	10	10
2	Investment in Shares Unquoted	625	625
3	Investment in Partnership Firm	5,600,000	5,600,000
	Total	5,600,635	5,600,635

All above investments are carried at cost

9.1 Other disclosures

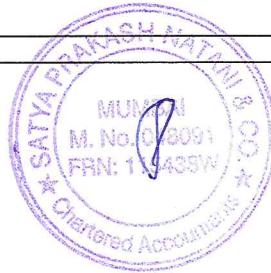
(a)	Aggregate cost of quoted investment	-	-
	Aggregate market value of quoted investments	-	-
(b)	Aggregate amount of unquoted investments	5,600,635	5,600,635
(c)	Aggregate provision for diminution in value of investment	-	-
(d)	Company invested US 3000, in Hongkong Subsidiary on 25th April, 2017, but still date no shares allotted and the same has been shown under loans and advances		

Note 10 : Deferred Tax Assets

Sr. No.	Particulars	31st March, 2023	31st March, 2022
1	Deffered Tax Asset	282,777	602,939
		282,777	602,939

Note 11 : Current Investments

Sr. No.	Particulars	31st March, 2023	31st March, 2022
1	Investment in Mutual Funds		
	Prudential ICICI Dynamic Fund	457,500	457,500
	Reliance Equity Opportunity Fund	456,969	456,969
	SBI Infrastructure Fund	150,000	150,000
		1,064,469	1,064,469



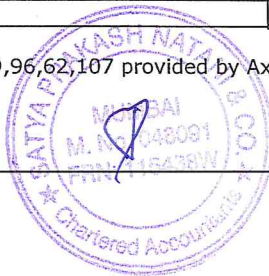
Note 12 : Inventories*

Sr. No.	Particulars	31st March, 2023	31st March, 2022
1	Stock in Trade	261,804,617	226,629,421
	*Valued at lower of cost and net realizable value		
	Total	261,804,617	226,629,421

Note 13 : Trade receivables

Sr. No.	Particulars	31st March, 2023	31st March, 2022
	a) Secured, considered good		
	b) Unsecured, considered good	157,425,077	192,627,820
	c) Doubtful		
	Total	157,425,077	192,627,820

Note: Debtors shown is net of Factoring facility Rs.9,96,62,107 provided by Axis Bank

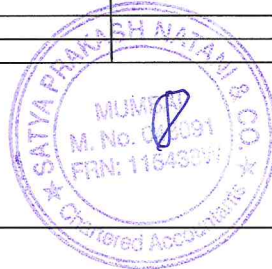


**Trade Receivables ageing schedule as at
31st March, 2023**

Particulars	Outstanding for following periods from due date of payment					Total
	Less than 6 months	6 months -1 year	1-2 years	2-3 years	More than 3 years	
(i) Undisputed Trade receivables -considered good	144,252,078	8,803,826	2,224,623	1,040,041	1,104,510	157,425,077
(ii) Undisputed Trade receivables -considered doubtful						-
(iii) Disputed trade receivables considered good						-
(iv) Disputed trade receivables considered doubtful						-

Trade Receivables ageing schedule as at 31st March,2022

Particulars	Outstanding for following periods from due date of payment					Total
	Less than 6 months	6 months -1 year	1-2 years	2-3 years	More than 3 years	
(i) Undisputed Trade receivables -considered good	164,695,389	7,282,631	1,341,681	11,805,938	7,502,181	192,627,820
(ii) Undisputed Trade receivables -considered doubtful			-			-
(iii) Disputed trade receivables considered good						-
(iv) Disputed trade receivables considered doubtful						-



Note 14 : Cash and bank balances

Sr. No.	Particulars	31st March, 2023	31st March, 2022
1	Cash and cash equivalent Cash In hand	3,061,162	2,935,985
	Sub total (A)	3,061,162	2,935,985
2	Bank balances - current accounts Current Account	35,451	9,630
3	Term Deposit (Fixed deposit of Rs.3,14,56,058 pledged with Axis Bank against the facility of Factoring)	31,456,058	26,549,610
4	Fixed Deposits with Government Authorities	113,870	113,870
	Sub total (B)	31,605,380	26,673,110
	Total [A + B]	34,666,542	29,609,095

Note 15 : Short terms loans and advances

Sr. No.	Particulars	31st March, 2023	31st March, 2022
1	Others Deposits Tax Deducted at source Statutory Dues Refund receivable Loan to staff Loan to Others Advance to suppliers Other Advances	4,039,546 1,860,479 6,891,341 3,568,950 15,060,341 14,523,700 8,786,690	3,782,938 1,860,479 6,078,985 3,453,950 10,801,104 24,306,585 7,207,432
	Total	54,731,047	57,491,472



PRAMARA PROMOTIONS LTD

CIN : U51909MH2006PLC164247

Notes Forming Part of Statement of Profit & Loss**Note 16 : Revenue from operations**

Sr. No.	Particulars	2022-23	2021-22
1	Sales of products (refer sub note 16.1) Sales are net of Goods & Service Tax (GST)	494,860,110	491,558,081
	Total	494,860,110	491,558,081

16.1 Sale of products

Sr. No.	Particulars	2022-23	2021-22
1	Sales - Local Sales	489,214,610	487,464,793
2	Sales - Export sales	-	4,093,288
3	Sale of Services	5,645,500	-
	Total	494,860,110	491,558,081

Note 17 : Other income

Sr. No.	Particulars	2022-23	2021-22
1	Interest Income	2,030,430	1,555,666
2	Other Income	2,764,136	1,155,810
3	Sale of Services	6,488,020	-
	Total	11,282,586	2,711,476

17.1 Interest Income

Sr. No.	Particulars	2022-23	2021-22
1	Interest from Banks	1,228,184	1,076,297
2	Interest from Others	802,246	479,369
		2,030,430	1,555,666

17.2 Other Income

Sr. No.	Particulars	2022-23	2021-22
1	Statutory Dues refund received	-	1,155,810
2	Liabilities no longer Payable written back	2,764,136	-
		2,764,136	1,155,810

Note 18 : Purchase of Stock-in-Trade

Sr. No.	Particulars	2022-23	2021-22
1	Purchase of Stock-in-Trade	397,836,351	394,724,782
	Total	397,836,351	394,724,782



Note 19 : Change in inventories

Sr. No.	Particulars	2022-23	2021-22
1	Change in inventories of Stock in Trade		
	Opening stock	226,629,421	204,417,391
	Closing stock	261,804,617	226,629,421
	Total	(35,175,196)	(22,212,030)

Note 20 : Employment benefit expenses

Sr. No.	Particulars	2022-23	2021-22
1	Directors Remuneration	3,600,000	3,600,000
2	Salary and Wages	24,004,085	18,711,484
3	Contribution to PF & ESIC	524,716	661,372
4	Incentives to employees	2,365,086	1,116,819
	Total	30,493,887	24,089,676

* Considered as Related Party Transaction. Refer to note no. 31 for related party disclosure.

19.3 Employment provident fund

Sr. No.	Particulars	2022-23	2021-22
1	Contribution to PF & ESIC	524,716	661,372
	Total	524,716	661,372

19.4 Incentives to employees

Sr. No.	Particulars	2022-23	2021-22
1	Staff Welfare	1,923,987	884,406
2	Gratuity Exp	-	70,000
3	Conveyance	312,217	135,688
4	Bonus	128,882	26,725
	Total	2,365,086	1,116,819

Note 21 : Financial cost

Sr. No.	Particulars	2022-23	2021-22
1	Bank Charges	335,288	662,786
2	Bank Interest	39,312,646	35,056,188
3	Other Interest	134,115	123,187
	Total	39,782,049	35,842,161



Note 22 : Depreciation and amortised cost

Sr. No.	Particulars	2022-23	2021-22
1	Depreciation Exp	10,341,101	9,289,405
	Total	10,341,101	9,289,405

Note 23 : Other expenses

Sr. No.	Particulars	2022-23	2021-22
1	Repairs & Maintenance	1,940,451	3,101,854
2	Insurance Premium	911,672	381,194
3	Rent, rates & taxes	6,771,294	5,916,067
4	Miscellaneous Expenses	27,714,521	23,232,329
5	Auditor's Remuneration	250,000	250,000
	Total	37,587,937	32,881,444

23.1 Repairs & maintenance

Sr. No.	Particulars	2022-23	2021-22
1	Repairs to Machinery	427,993	1,970,340
2	Other repairs	1,512,457	1,131,514
	Total	1,940,451	3,101,854

23.2 Insurance premium

Sr. No.	Particulars	2022-23	2021-22
1	Insurance Premiums	911,672	381,194
	Total	911,672	381,194

23.3 Rent, rates & taxes

Sr. No.	Particulars	2022-23	2021-22
1	Rent	6,570,294	5,817,600
2	Rates & Taxes	201,000	98,467
	Total	6,771,294	5,916,067



23.4 Miscellaneous expenses

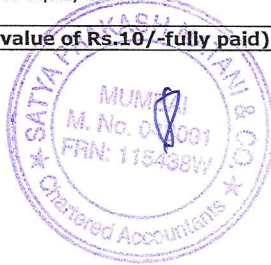
Sr. No.	Particulars	2022-23	2021-22
1	Factory Expenses	2,553,234	2,828,828
2	Travelling Expenses	1,565,914	-
3	Communication Expenses	1,152,623	1,150,817
4	Electricity Expenses	789,917	86,424
5	Legal and Professional Fees	7,108,734	3,440,045
6	Software Expense	-	192,466
7	Selling Expenses	5,334,148	3,869,455
8	Miscellaneous Expenses	3,882,572	4,508,658
9	Sundry Balance Written off	-	2,819,422
10	Office Expenses	5,327,377	4,336,212
	Total	27,714,521	23,232,329

23.5 Auditor's remuneration

Sr. No.	Particulars	2022-23	2021-22
1	for statutory audit	150,000	150,000
2	for taxation matters	100,000	100,000
3	for company law matters	-	-
4	for mangement services	-	-
5	for other services	-	-
6	for reimbursement of expenses	-	-
	Total	250,000	250,000

Note 24 : Earning per share

Sr. No.	Particulars	2022-23	2021-22
1	Net profit after tax	20,456,404	14,875,883
2	Weighted average number of equity shares	6,611,000	1,202,000
	Earning per share (face value of Rs.10/-fully paid)	3.09	12.38



PRAMARA PROMOTIONS LIMITED
NOTES TO FINANCIAL STATEMENTS
FOR THE PERIOD 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:

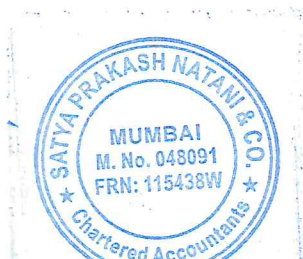
- i. The defined contribution for Leave travel allowance and Medical re-imbursement are recognized on actual basis in the profit & loss Statement in the year when the eligible employee actually renders the service.

(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
<u>Earning</u>		
Export of goods (FOB)	NIL	40,93,288
<u>Expenditure</u>	-	-



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 Investments Sundry Debtors Sales Purchase	55312204.98 1441398.65	48350240 (42577839) 56,00,000 (56,00,000) 54042756 (NIL)
	Pramara Finance Solutions Pvt Ltd	Advance	115000	115000
ii)Key Management Personnel	Mr.Rohit Lamba	Remuneration Loan Given	36,00,000 (36,00,000) 9465419.36	NIL (36,00,000) 9465419.36
iii)Key Management Personnel	Mrs.Sheetal Lamba	Loan given Received Loan Given	5114886 NIL (5114886)	Nil 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 Advance Sundry Debtors		10.47 (10.47) 194398.53 (194398.53) 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.

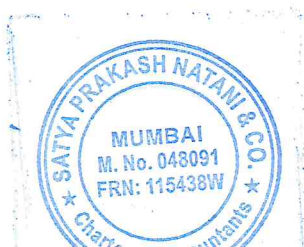
Company has also been sanctioned Covid-19 loan from Deutsche Bank Ltd Rs 5,61,26,714 & Axis Bank Ltd of Rs. 2,59,00,000 during financial year 2020-21, 2021-22 and during the current period.

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 & 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.

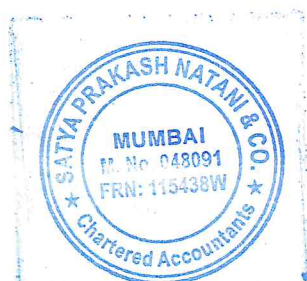
NA

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 of 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	1.66	1.57
b)	Debt-equity Ratio (No. of times) Total Debt / Equity	2.31	2.54
c)	Debt Service Coverage Ratio (No. of times) Profit before interest and Tax / Debt Service	1.37	1.24
d)	Return on Equity Ratio (%) Profit for the period / Average Equity	15.28	12.81
e)	Inventory turnover Ratio (No. of times) Revenue from Operations / Average Inventories	2.03	2.28
f)	Trade Receivables turnover ratio (No. of times) Revenue from Operations / Average Trade Receivables	2.83	3.24
g)	Trade Payables turnover ratio (No. of times) Purchases + Other Expenses / Average Trade Payables	4.27	5.31
h)	Net capital turnover ratio (No. of times) Revenue from Operations / Working Capital	2.46	2.67
i)	Net Profit Ratio (%) Profit before tax / Revenue from Operations	5.11	4.00
j)	Return on capital employed (No. of times) Earnings before interest & Tax / Capital Employed (Net worth + Total Debts)	0.45	0.45

