

PAISABAZAAR MARKETING AND CONSULTING PRIVATE LIMITED

FINANCIAL STATEMENTS

FOR THE YEAR ENDED MARCH 31, 2020

Price Waterhouse Chartered Accountants LLP

Independent auditor's report

To the Members of Paisabazaar Marketing and Consulting Private Limited

Report on the audit of the financial statements

Opinion

1. We have audited the accompanying financial statements of Paisabazaar Marketing and Consulting Private Limited ("the Company"), which comprise the balance sheet as at March 31, 2020, and the statement of Profit and Loss (including Other Comprehensive Income), statement of changes in equity and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies and other explanatory information.
2. In our opinion and to the best of our information and according to the explanations given to us, the aforesaid financial statements give the information required by the Companies Act, 2013 ("the Act") in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India, of the state of affairs of the Company as at March 31, 2020 and total comprehensive income (comprising of loss and other comprehensive income), changes in equity and its cash flows for the year then ended.

Basis for opinion

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

Emphasis of Matter

4. We draw your attention to Note 36 to the financial statements, which describes the management's assessment of the impact of the outbreak of Coronavirus (Covid-19) on the business operations of the Company. The management believes that no adjustments are required in the financial statements as it does not impact the current financial year, however, in view of the various preventive measures taken and highly uncertain economic environment, a definitive assessment of the impact on the subsequent periods is highly dependent upon circumstances as they evolve. Our opinion is not modified in respect of this matter.



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Price Waterhouse (a Partnership Firm) converted into Price Waterhouse Chartered Accountants LLP (a Limited Liability Partnership with LLP identity no: LLPIN AAC-5001) with effect from July 25, 2014. Post its conversion to Price Waterhouse Chartered Accountants LLP, its ICAI registration number is 012754N/N500016 (ICAI registration number before conversion was 012754N)

Other Information

5. The Company's Board of Directors is responsible for the other information. The other information comprises the information included in the Director's report, but does not include the financial statements and our auditor's report thereon.

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

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Responsibilities of management and those charged with governance for the financial statements

6. The Company's Board of Directors is responsible for the matters stated in section 134(5) of the Act with respect to the preparation of these financial statements that give a true and fair view of the financial position, financial performance, changes in equity and cash flows of the Company in accordance with the accounting principles generally accepted in India, including the Accounting Standards specified under section 133 of the Act. This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding of the assets of the Company and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and design, implementation and maintenance of adequate internal financial controls, that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.
7. In preparing the financial statements, management is responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so. Those Board of Directors are also responsible for overseeing the Company's financial reporting process.

Auditor's responsibilities for the audit of the financial statements

8. Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with SAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.
9. As part of an audit in accordance with SAs, we exercise professional judgment and maintain professional scepticism throughout the audit. We also:
 - Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.



- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under Section 143(3)(i) of the Act, we are also responsible for expressing our opinion on whether the company has adequate internal financial controls with reference to financial statements in place and the operating effectiveness of such controls.
 - Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
 - Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
 - Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
10. 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.

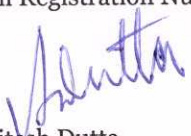
Report on other legal and regulatory requirements

11. As required by the Companies (Auditor's Report) Order, 2016 ("the Order"), issued by the Central Government of India in terms of sub-section (11) of section 143 of the Act, we give in the "Annexure B", a statement on the matters specified in paragraphs 3 and 4 of the Order, to the extent applicable.
12. As required by Section 143(3) of the Act, we report that:
- (a) We have sought and obtained all the information and explanations which to the best of our knowledge and belief were necessary for the 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 it appears from our examination of those books.
- (c) The Balance Sheet, the Statement of Profit and Loss (including other comprehensive income), the Statement of Changes in Equity and Cash Flow Statement dealt with by this Report are in agreement with the books of account.
- (d) In our opinion, the aforesaid financial statements comply with the Accounting Standards specified under Section 133 of the Act.
- (e) On the basis of the written representations received from the directors as on March 31, 2020 taken on record by the Board of Directors, none of the directors is disqualified as on March 31, 2020 from being appointed as a director in terms of Section 164 (2) of the Act.
- (f) With respect to the adequacy of the internal financial controls with reference to financial statements of the Company and the operating effectiveness of such controls, refer to our separate Report in "Annexure A".
- (g) With respect to the other matters to be included in the Auditor's Report in accordance with Rule 11 of the Companies (Audit and Auditors) Rules, 2014, in our opinion and to the best of our information and according to the explanations given to us:
- i. The Company does not have any pending litigations which would impact its financial position.



- ii. The Company has long-term contracts as at March 31, 2020 for which there were no material foreseeable losses. The Company did not have any long-term derivative contracts as at March 31, 2020.
 - iii. There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Company during the year ended March 31, 2020.
 - iv. The reporting on disclosures relating to Specified Bank Notes is not applicable to the Company for the year ended March 31, 2020.
13. The provisions of Section 197 read with Schedule V to the Act are applicable only to public companies. Accordingly, reporting under Section 197(16) of the Act is not applicable to the Company.

For Price Waterhouse Chartered Accountants LLP
Firm Registration Number: 012754N/N500016



Amitesh Dutta
Partner
Membership Number: 058507
UDIN: 20058507AAAACS9667

Place: Gurugram
Date: June 19, 2020

Annexure A to Independent Auditors' Report

Referred to in paragraph 12(f) of the Independent Auditors' Report of even date to the members of Paisabazaar Marketing and Consulting Private Limited on the financial statements for the year ended March 31, 2020

Report on the Internal Financial Controls with reference to financial statements under Clause (i) of Sub-section 3 of Section 143 of the Act

1. We have audited the internal financial controls with reference to financial statements of Paisabazaar Marketing and Consulting Private Limited ("the Company") as of March 31, 2020 in conjunction with our audit of the financial statements of the Company for the year ended on that date.

Management's Responsibility for Internal Financial Controls

2. The Company's management is responsible for establishing and maintaining internal financial controls based on the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting issued by the Institute of Chartered Accountants of India (ICAI). These responsibilities include the design, implementation and maintenance of adequate internal financial controls that were operating effectively for ensuring the orderly and efficient conduct of its business, including adherence to company's policies, the safeguarding of its assets, the prevention and detection of frauds and errors, the accuracy and completeness of the accounting records, and the timely preparation of reliable financial information, as required under the Act.

Auditors' Responsibility

3. Our responsibility is to express an opinion on the Company's internal financial controls with reference to financial statements based on our audit. We conducted our audit in accordance with the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting (the "Guidance Note") and the Standards on Auditing deemed to be prescribed under section 143(10) of the Act to the extent applicable to an audit of internal financial controls, both applicable to an audit of internal financial controls and both issued by the 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 internal financial controls with reference to financial statements was established and maintained and if such controls operated effectively in all material respects.
4. Our audit involves performing procedures to obtain audit evidence about the adequacy of the internal financial controls system with reference to financial statements and their operating effectiveness. Our audit of internal financial controls with reference to financial statements included obtaining an understanding of internal financial controls with reference to financial statements, 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 judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error.
5. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion on the Company's internal financial controls system with reference to financial statements.



Annexure A to Independent Auditors' Report

Referred to in paragraph 12(f) of the Independent Auditors' Report of even date to the members of Paisabazaar Marketing and Consulting Private Limited on the financial statements for the year ended March 31, 2020

Meaning of Internal Financial Controls with reference to financial statements

6. A company's internal financial controls with reference to financial statements is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles. A company's internal financial controls with reference to financial statements includes those policies and procedures that (1) pertain to the maintenance of records that, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the company; (2) provide reasonable assurance that transactions are recorded as necessary to permit preparation of financial statements in accordance with generally accepted accounting principles, and that receipts and expenditures of the company are being made only in accordance with authorisations of management and directors of the company; and (3) provide reasonable assurance regarding prevention or timely detection of unauthorised acquisition, use, or disposition of the company's assets that could have a material effect on the financial statements.

Inherent Limitations of Internal Financial Controls with reference to financial statements

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

Opinion

8. In our opinion, the Company has, in all material respects, an adequate internal financial controls system with reference to financial statements and such internal financial controls with reference to financial statements were operating effectively as at March 31, 2020, based on the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting issued by the Institute of Chartered Accountants of India. Also refer paragraph 4 of the main audit report.

For Price Waterhouse Chartered Accountants LLP
Firm Registration Number: 012754N/N500016

Amitesh Dutta
Partner
Membership Number: 058507
UDIN: 20058507AAAACS9667

Place: Gurugram
Date: June 19, 2020

Annexure B to Independent Auditors' Report

Referred to in paragraph 11 of the Independent Auditors' Report of even date to the members of Policybazaar Insurance Brokers Private Limited (Erstwhile, Policybazaar Insurance Web Aggregator Private Limited) on the financial statements as of and for the year ended March 31, 2020

- i. (a) The Company is maintaining proper records showing full particulars, including quantitative details and situation, of fixed assets.
(b) The fixed assets of the Company have been physically verified by the Management during the year and no material discrepancies have been noticed on such verification. In our opinion, the frequency of verification is reasonable.
(c) The Company does not own any immovable properties as disclosed in Note 4(a) on fixed assets to the financial statements. Therefore, the provisions of Clause 3(i)(c) of the said Order are not applicable to the Company.
- ii. The Company is in the business of rendering services, and consequently, does not hold any inventory. Therefore, the provisions of Clause 3(ii) of the said Order are not applicable to the Company.
- iii. The Company has not granted any loans, secured or unsecured, to companies, firms, Limited Liability Partnerships or other parties covered in the register maintained under Section 189 of the Act. Therefore, the provisions of Clause 3(iii), (iii)(a), (iii)(b) and (iii)(c) of the said Order are not applicable to the Company.
- iv. The Company has not granted any loans or made any investments or provided any guarantees or security to the parties covered under Section 185 and 186. Therefore, the provisions of Clause 3(iv) of the said Order are not applicable to the Company.
- v. The Company has not accepted any deposits from the public within the meaning of Sections 73, 74, 75 and 76 of the Act and the Rules framed there under to the extent notified.
- vi. The Central Government of India has not specified the maintenance of cost records under sub-section (1) of Section 148 of the Act for any of the products of the Company.
- vii. (a) According to the information and explanations given to us and the records of the Company examined by us, in our opinion, the Company is generally regular in depositing undisputed statutory dues in respect of income tax, goods and service tax and provident fund, though there has been a slight delay in a few cases and is regular in depositing undisputed statutory dues, including duty of customs, value added tax, and other material statutory dues as applicable, with the appropriate authorities.
(b) According to the information and explanations given to us and the records of the Company examined by us, there are no dues of income-tax, sales-tax, service-tax, duty of customs, and duty of excise or value added tax or goods and service tax which have not been deposited on account of any dispute.
- viii. As the Company does not have any loans or borrowings from any financial institution or bank or Government, nor has it issued any debentures as at the balance sheet date, the provisions of Clause 3(viii) of the Order are not applicable to the Company.
- ix. The Company has not raised any moneys by way of initial public offer, further public offer (including debt instruments) and term loans. Accordingly, the provisions of Clause 3(ix) of the Order are not applicable to the Company.



Annexure B to Independent Auditors' Report

Referred to in paragraph 11 of the Independent Auditors' Report of even date to the members of Paisabazaar Marketing and Consulting Private Limited on the financial statements as of and for the year ended March 31, 2020

- x. During the course of our examination of the books and records of the Company, carried out in accordance with the generally accepted auditing practices in India, and according to the information and explanations given to us, we have neither come across any instance of material fraud by the Company or on the Company by its officers or employees, noticed or reported during the year, nor have we been informed of any such case by the Management.
- xi. The provisions of Section 197 read with Schedule V to the Act are applicable only to public companies. Accordingly, the provisions of Clause 3(xi) of the Order are not applicable to the Company. Also refer paragraph 13 of our main audit report.
- xii. As the Company is not a Nidhi Company and the Nidhi Rules, 2014 are not applicable to it, the provisions of Clause 3(xii) of the Order are not applicable to the Company.
- xiii. The Company has entered into transactions with related parties in compliance with the provisions of Section 188 of the Act. The details of such related party transactions have been disclosed in the financial statements as required under Indian Accounting Standard (Ind AS) 24, Related Party Disclosures specified under Section 133 of the Act. Further, the Company is not required to constitute an Audit Committee under Section 177 of the Act, and accordingly, to this extent, the provisions of Clause 3(xiii) of the Order are not applicable to the Company.
- xiv. The Company has not made any preferential allotment or private placement of shares or fully or partly convertible debentures during the year under review. Accordingly, the provisions of Clause 3(xiv) of the Order are not applicable to the Company.
- xv. The Company has not entered into any non-cash transactions with its directors or persons connected with him. Accordingly, the provisions of Clause 3(xv) of the Order are not applicable to the Company.
- xvi. The Company is not required to be registered under Section 45-IA of the Reserve Bank of India Act, 1934. Accordingly, the provisions of Clause 3(xvi) of the Order are not applicable to the Company.

For Price Waterhouse Chartered Accountants LLP
Firm Registration Number: 12754N/N500016

Amitesh Dutta
Partner
Membership Number: 058507
UDIN: 20058507AAAACS9667

Place: Gurugram
Date: June 19, 2020


Paisabazaar Marketing and Consulting Private Limited
Balance Sheet

	Notes	As at March 31, 2020 (Rs. in Lakhs)	As at March 31, 2019 (Rs. in Lakhs)
ASSETS			
Non-current assets			
Property, plant and equipment	4(a)	469.18	664.81
Right-of-use assets	4(b)	643.61	-
Intangible assets	5	65.34	38.63
Financial assets			
(i) Loans	6(a)	97.71	78.71
Current tax assets (Net)	7	2,145.41	1,339.88
Other non-current assets	8	0.44	13.02
Total non-current assets		3,421.69	2,135.05
Current assets			
Financial assets			
(i) Investments	6(b)	-	1,001.09
(ii) Trade receivables	6(c)	3,201.75	4,913.38
(iii) Cash and cash equivalents	6(d)	1,597.26	867.72
(iv) Bank balances other than (iii) above	6(e)	-	111.00
(v) Loans	6(a)	25.72	7.88
(vi) Other financial assets	6(f)	3,059.96	1,525.79
Other current assets	9	463.64	558.04
Total current assets		8,348.33	8,984.90
Total assets		11,770.02	11,119.95
EQUITY AND LIABILITIES			
Equity			
Equity share capital	10(a)	3,051.66	2,687.04
Other equity			
Reserves and surplus	10(b)	649.64	2,082.96
Total equity		3,701.30	4,770.00
Liabilities			
Non-current liabilities			
(i) Lease liabilities	4(b)	448.04	-
(ii) Other financial liabilities	12(b)	-	23.48
Employee benefit obligations	11	299.54	169.76
Total non-current liabilities		747.58	193.24
Current liabilities			
Financial Liabilities			
(i) Lease liabilities	4(b)	237.65	-
(ii) Trade payables			
(a) total outstanding dues of micro and small enterprises	12(a)	742.03	204.17
(b) total outstanding dues other than (ii) (a) above	12(a)	4,796.26	4,684.33
(iii) Other financial liabilities	12(b)	749.42	597.74
Employee benefit obligations	11	321.29	226.53
Other current liabilities	13	474.49	443.94
Total current liabilities		7,321.14	6,156.71
Total liabilities		8,068.72	6,349.95
Total equity and liabilities		11,770.02	11,119.95


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

This is the Balance Sheet referred to in our report of even date.

For Price Waterhouse Chartered Accountants LLP
Firm Registration Number: 012754N/N500016


Amitesh Dutta
Partner
Membership No. 058507

For and on behalf of the Board of Directors


Alok Bansal
Director
DIN : 01653526


Manoj Sharma
Director
DIN : 02745526


Richa Arya
Company Secretary
M. No. 28873



Place: Gurugram
Date: June 19, 2020

Place: Gurugram
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Date: June 19, 2020

Paisabazaar Marketing and Consulting Private Limited
Statement of Profit and Loss

	Notes	Year ended March 31, 2020 (Rs. in Lakhs)	Year ended March 31, 2019 (Rs. in Lakhs)
Revenue from operations	14	22,619.24	15,465.31
Other income	15	281.15	111.70
Total income		22,900.39	15,577.01
Expenses:			
Employee benefit expense	16	12,138.12	8,563.30
Depreciation and amortisation expense	17	672.40	357.34
Advertising and promotion expenses	18	15,861.67	13,043.64
Network, internet and other direct expenses	19	1,544.41	965.46
Administration and other expenses	20	2,736.01	2,361.50
Finance costs	21	66.86	0.72
Total expenses		33,019.47	25,291.96
Loss before tax		(10,119.08)	(9,714.95)
Income tax expense:			
Current tax	22	-	-
Tax related to earlier years	22	-	(4.91)
Deferred tax	23	-	-
Total tax expense		-	(4.91)
Loss for the year		(10,119.08)	(9,710.04)
Other comprehensive income			
Items that will not be reclassified to profit or loss			
Remeasurement of post employment benefit obligations [Gain/(Loss)]	11	(4.39)	(22.75)
Income tax relating to these items		-	-
Other comprehensive income for the year, net of tax		(4.39)	(22.75)
Total comprehensive income for the year		(10,123.47)	(9,732.79)
Earnings/(Loss) per equity share: [Nominal value per share Rs.10/- (March 31, 2019: Rs.10/-)]			
Basic (in Rs.)	27	(34.87)	(40.82)
Diluted (in Rs.)	27	(34.87)	(40.82)

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

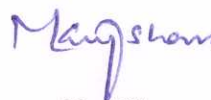
This is the Statement of Profit and Loss referred to in our report of even date.

For Price Waterhouse Chartered Accountants LLP
Firm Registration Number: 012754N/N500016


Amitesh Dutta
Partner
Membership No. 058507

For and on behalf of the Board of Directors


Alok Bansal
Director
DIN : 01653526


Manoj Sharma
Director
DIN : 02745526



Richa Arya
Company Secretary
M. No. 28873

Place: Gurugram
Date: June 19, 2020

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Date: June 19, 2020

Paisabazaar Marketing and Consulting Private Limited
Statement of Changes in Equity

I) Equity share capital

(Rs. in Lakhs)

Particulars	Notes	Amount
As at April 1, 2018		2,146.10
Changes in equity share capital	10(a)	540.94
As at March 31, 2019		2,687.04
As at April 1, 2019		2,687.04
Changes in equity share capital	10(a)	364.62
As at March 31, 2020		3,051.66

II) Other equity

Reserves and surplus

(Rs. in Lakhs)

Particulars	Notes	Securities premium	Retained earnings	Group Settled share based payment reserve	Total
Balance as at April 1, 2018		6,333.90	(4,099.40)	776.35	3,010.85
Loss for the year	10(b)	-	(9,710.04)	-	(9,710.04)
Other comprehensive income	10(b)	-	(22.75)	-	(22.75)
Total comprehensive income for the year		-	(9,732.79)	-	(9,732.79)

Transactions with owners in their capacity as owners:

Issue of equity shares	10(b)	8,459.06	-	-	8,459.06
Employee share-based payment expense	16	-	-	345.84	345.84
Balance as at March 31, 2019		14,792.96	(13,832.19)	1,122.19	2,082.96
Loss for the year	10(b)	-	(10,119.08)	-	(10,119.08)
Other comprehensive income	10(b)	-	(4.39)	-	(4.39)
Total comprehensive income for the year		-	(10,123.47)	-	(10,123.47)


Transactions with owners in their capacity as owners:

Issue of equity shares	10(b)	8,635.37	-	-	8,635.37
Employee share-based payment expense	10(b)	-	-	54.78	54.78
Balance as at March 31, 2020		23,428.33	(23,955.66)	1,176.97	649.64

The above Statement of Changes in Equity should be read in conjunction with the accompanying notes.

This is the Statement of Changes in Equity referred to in our report of even date.

For Price Waterhouse Chartered Accountants LLP
Firm Registration Number: 012754N/N500016


Amitesh Dutta
Partner
Membership No. 058507

For and on behalf of the Board of Directors


Alok Bansal
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Richa Arya
Company Secretary
M. No. 28873

Place: Gurugram
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Paisabazaar Marketing and Consulting Private Limited
Statement of Cash Flows

Particulars	Notes	March 31, 2020 (Rs. in Lakhs)	March 31, 2019 (Rs. in Lakhs)
Cash flow from operating activities			
Loss before income tax		(10,119.08)	(9,714.95)
Adjustments for :			
Depreciation and amortization expense	17	672.40	357.34
Loss on property, plant and equipment written off	20	-	0.66
Gain on sale of investments	15	(115.76)	(75.79)
Provision for doubtful advances	20	15.80	-
Provisions for doubtful debts	20	-	289.28
Provisions no longer required written back	15	(137.51)	-
Profit on sale of fixed assets	15	(0.35)	-
Unwinding of discount on security deposits	15	(6.76)	(6.00)
Income accrued but not due	15	-	(0.99)
Interest income classified as investing cash flow	15	(3.35)	(27.83)
Finance costs	21	66.86	-
Changes in fair value of financial assets at fair value through profit or loss	15	-	(1.09)
Employee share-based payment expense	16	54.78	345.84
Net exchange differences	20	0.93	-
Change in operating assets and liabilities			
(Increase)/Decrease in trade receivables	6(c)	1,849.14	(1,787.04)
Increase/(Decrease) in trade payables	12(a)	639.37	2,928.56
(Increase)/Decrease in other non-current assets	8	12.58	6.56
Increase/(Decrease) in other current financial liabilities	12(b)	151.68	194.15
(Increase)/Decrease in other current assets	9	78.60	(475.58)
(Increase)/Decrease in current tax assets	7	-	(1,470.13)
(Increase)/Decrease in loans-current	6(a)	(17.84)	(2.39)
(Increase)/Decrease in other financial assets	6(f)	(1,534.17)	522.17
Increase/(Decrease) in employee benefit obligations	11	220.15	195.62
Increase/(Decrease) in other current liabilities	13	30.55	(321.48)
(Increase)/Decrease in loans-non-current	6(a)	(12.23)	(2.02)
Increase/(Decrease) in other non-current financial liabilities	12(b)	(23.48)	11.74
(Increase)/Decrease in other bank balances	6(e)	111.00	839.00
Cash outflow from operations		(8,066.70)	(8,194.37)
Income taxes paid	7	(805.54)	737.52
Net cash outflow from operating activities		(8,872.24)	(7,456.85)
Cash flows from investing activities			
Purchase of property, plant and equipment	4(a), 5	(300.15)	(535.42)
Purchase of current investments	6(b)	(17,770.00)	(10,720.00)
Proceeds from sale of current investment	6(b)	18,885.66	9,795.79
Interest received	15	3.35	27.83
Net cash outflow from investing activities		818.86	(1,431.80)
Cash flows from financing activities			
Proceeds from issue of equity shares (including securities premium)	10(a)	8,999.99	9,000.00
Principal payment of lease liabilities	4(b)(iii)	(165.23)	-
Interest paid on lease liabilities	4(b)(iii)	(51.84)	-
Net cash inflow from financing activities		8,782.92	9,000.00
Net (decrease)/increase in cash and cash equivalents		729.54	111.35
Cash and cash equivalents at the beginning of the financial year	6(d)	867.72	756.37
Cash and cash equivalents at end of the year		1,597.26	867.72
Reconciliation of cash and cash equivalents as per cash flow statement			
Cash and cash equivalents as per above comprise of the following :			
		March 31, 2020 (Rs. in Lakhs)	March 31, 2019 (Rs. in Lakhs)
Balances with Bank [Refer note 6(d)]		1,585.34	866.10
Cash on hand [Refer note 6(d)]		11.92	1.62
Balances per statement of cash flows		1,597.26	867.72

Notes:

- The above Statement of Cash Flows has been prepared under the Indirect Method as set out in the Indian Accounting Standard [Ind AS -7 on "Statement of Cash Flows"].
- Figures in brackets indicate cash outflow.

This is the Cash Flow Statement referred to in our report of even date.

For Price Waterhouse Chartered Accountants LLP
Firm Registration Number: 012754N/N500016

Amitesh Dutta
Partner
Membership No. 058507

For and on behalf of the Board of Directors

Alok Bansal
Director
DIN : 01653526

Manoj Sharma
Director
DIN : 02745526

Richa Arya
Company Secretary
M. No. 28873



Place: Gurugram
Date: June 19, 2020

Place: Gurugram
Date: June 19, 2020

Place: Gurugram
Date: June 19, 2020

Place: Gurugram
Date: June 19, 2020

Paisabazaar Marketing and Consulting Private Limited

Notes forming part of the financial statements for the year ended March 31, 2020

Note 1: General Information

Paisabazaar Marketing and Consulting Private Limited ("the Company" or "Paisabazaar") is a private limited Company incorporated on 15th December 2011 under the provisions of the Companies Act, 2013 having its registered office at Plot no.135P, Sector 44, Gurugram, Haryana. The Company is a wholly owned subsidiary of Etechaces marketing and consulting private limited. The Company operates its website www.paisabazaar.com for showing online comparison and sales of financial products like home/car/personal/education/other loans, credit cards, saving accounts, mutual funds etc.

Note 2: Significant Accounting Policies

The principal accounting policies applied in the preparation of financial statements are set out below. These policies have been consistently applied to all years presented, unless otherwise stated:

2.1 Basis of preparation of financial statements

a. Compliance with IND AS

The financial statements comply in all material aspects with Indian Accounting Standards (Ind AS) notified under Section 133 of the Companies Act, 2013 (the Act) [Companies (Indian Accounting Standards) Rules, 2015] and other relevant provisions of the Act.

b. Historical Cost Convention

The financial statements have been prepared on the historical cost basis, except for the following items:

- Certain financial assets measured at fair value;
- Defined benefit plans - plan assets measured at fair value; and
- Share based payments

c. Current and non-current classification

All assets and liabilities have been classified as current or non-current as per Company's operating cycle and other criteria set out in the Schedule III to the Companies Act, 2013. Based on the nature of products and the time between acquisition of assets for processing and their realisation in cash and cash equivalent, the Company has ascertained its operating cycle as 12 months for the purpose of current or non-current classification of assets and liabilities.

d. New and amended standards adopted by the Company

The Company has applied the Ind AS 116, "Leases" for the first time for their annual reporting period commencing 1 April 2019. Refer note 2.1(k) for change its accounting policies for adoption of Ind AS 116.



e. Property, plant and equipment

All items of property, plant and equipment are carried at cost less accumulated depreciation / amortization and impairment losses, if any. Historical cost includes expenditure that is directly attributable to the acquisition of the items.

Subsequent costs are included in the asset's carrying amount or recognised as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the Company and the cost of the item can be measured reliably. The carrying amount of any component accounted for as a separate asset is derecognised when replaced. All other repairs and maintenance are charged to profit or loss during the reporting period in which they are incurred.

Transition to Ind AS

On transition to Ind AS, the Company has elected to continue with the carrying value of all of its property, plant and equipment recognised as at April 1, 2016 measured as per the previous GAAP and use that carrying value as the deemed cost of the property, plant and equipment.

Depreciation methods, estimated useful lives and residual value

Depreciation is recognised so as to write off the cost of assets less their residual values over the useful lives, using the straight line method. The useful lives have been determined based on technical evaluation done by the management's expert which in some cases are different as those specified by Schedule II to the Companies Act, 2013, in order to reflect the actual usage of the assets.

The residual values of the assets are assessed to be nil. The assets' residual values and useful lives are reviewed, and adjusted if appropriate, at the end of each reporting period.

An asset's carrying amount is written down immediately to its recoverable amount if the asset's carrying amount is greater than its estimated recoverable amount.

Gains and losses on disposals are determined by comparing proceeds with carrying amount. These are included in the statement of profit or loss.

The useful lives of assets have been considered as follows:

Description	Useful life
Computers	3 years
Furniture & Fixtures*	7 years
Office Equipment*	3 years
Lease Hold Improvements	Period of Lease or 3 years whichever is earlier

* For these class of assets, based on internal assessment the management believes that the useful lives as given above best represents the period over which the management expects to use these assets. Hence, useful lives of these assets is different from the useful lives as prescribed under Part C of Schedule II of the Companies Act, 2013.



f. Intangible assets

Intangible assets are stated at acquisition cost, net of accumulated amortization and accumulated impairment losses, if any. Intangible assets are amortized on a straight line basis over their estimated useful lives. The amortization period and the amortization method are reviewed at least at each financial year end. If the expected useful life of the asset is significantly different from previous estimates, the amortization period is changed accordingly. Gains or losses arising from the retirement or disposal of an intangible asset are determined as the difference between the net disposal proceeds and the carrying amount of the asset and recognised as income or expense in the Statement of Profit and Loss.

The Company has software licenses under intangible assets which are amortized over a period of 3 years.

Transition to Ind AS

On transition to Ind AS, the Company has elected to continue with the carrying value of all of intangible assets recognised as at April 1, 2016 measured as per the previous GAAP and use that carrying value as the deemed cost of intangible assets.

g. Impairment of assets

Intangible assets that have an indefinite useful life are not subject to amortization and are tested annually for impairment, or more frequently if events or changes in circumstances indicate that they might be impaired. Other assets are tested for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment loss is recognized for the amount by which the asset's carrying amount exceeds its recoverable amount. The recoverable amount is the higher of an asset's fair value less costs of disposal and value in use. Non-financial assets that suffered an impairment are reviewed for possible reversal of the impairment at the end of each reporting period.

h. Revenue recognition

Revenue is measured based on the consideration specified in a contract with a customer. The Company recognises revenue when it transfers control over a promised service to a customer.

Sale of services

The Company earns revenue from insurance web aggregator services as described below:

- Commission on web aggregation of financial products
- Investment advisory fees
- Sale of Leads
- Online marketing and consulting

Revenue from web aggregator services is recognized when the control in services is transferred as per the terms of the agreement with customer. Revenues are disclosed net of the Goods and Service tax charged on such services. In terms of the contract, excess of revenue over the billed at the year-end is carried in the balance sheet as unbilled revenue under other financial assets where the amount is recoverable from the customer without any future performance obligation. Cash received before the services are delivered is recognised as a contract liability, if any.



Revenue from above services is recognized in the accounting period in which the services are rendered. When there is uncertainty as to measurement or ultimate collectability, revenue recognition is postponed until such uncertainty is resolved.

i. Foreign currency transactions

Functional and presentation currency

Items included in the financial statements of the Company are measured using the currency of the primary economic environment in which the Company operates ('the functional currency') i.e. Indian rupee (INR), which is Paisabazaar Marketing and Consulting Private Limited's functional and presentation currency.

Transactions and balances

Foreign currency transactions are translated into the functional currency (INR) using the exchange rates at the dates of the transactions. Foreign exchange gains and losses resulting from the settlement of such transactions and from the translation of monetary assets and liabilities denominated in foreign currencies at year end exchange rates are recognised in statement of profit and loss.

j. Employee benefits

Employee benefits include Provident Fund, Employee State Insurance scheme, Gratuity and Compensated absences.

i) Defined contribution plans

The Company's contributions to Provident Fund and Employee State Insurance scheme are considered as contribution to defined contribution plan and charged as an expense based on the amount of contributions required to be made as and when services are rendered by the employees.

ii) Defined benefit plans

For defined benefit plans in the form of gratuity, the cost of providing benefits is determined using the Projected Unit Credit method, with actuarial valuations being carried out at each balance sheet date. Re-measurement, comprising actuarial gains and losses, the effect of the changes to the asset ceiling and the return on plan asset (excluding net interest), is reflected immediately in the balance sheet with a charge or credit recognized in other comprehensive income in the period in which they occur. Re-measurement recognized in other comprehensive income is reflected immediately in retained earnings and is not reclassified to profit or loss. Past service cost is recognized in profit and loss in the period of a plan amendment. Net interest is calculated by applying the discount rate at the beginning of the period to the net defined liability or asset.

iii) Short-term obligations

The undiscounted amount of short-term employee benefits expected to be paid in exchange for the services rendered by employees are recognised during the year when the employees render the services.

These benefits include performance incentive and compensated absences which are expected to occur within twelve months after the end of the period in which the employee renders the related service.



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Paisabazaar Marketing and Consulting Private Limited
* Permitted Signatory

The cost of short-term compensated absences is accounted as under:

- (a) in case of accumulated compensated absences, when employees render the services that increase their entitlement of future compensated absences;
- (b) in case of non-accumulating compensated absences, when the absences occur.

iv) Other long-term employee benefit obligations

The liabilities for earned leave and sick leave are not expected to be settled wholly within 12 months after the end of the period in which the employees render the related service. They are therefore measured as the present value of expected future payments to be made in respect of services provided by employees up to the end of the reporting period using the projected unit credit method. The benefits are discounted using the market yields at the end of the reporting period that have terms approximating to the terms of the related obligation. Remeasurements as a result of experience adjustments and changes in actuarial assumptions are recognised in profit or loss.

The obligations in relation to compensated absences are presented as current liabilities in the balance sheet as the Company does not have an unconditional right to defer settlement for at least 12 months after the reporting period, regardless of when the actual settlement is expected to occur.

v) Share-based payments

Share-based payments are considered as 'Equity-settled share-based payment transactions' under Ind AS 102. The Company measures the fair value of the services received and recognises an expense in the statement of profit and loss with a corresponding increase in equity by reference to the fair value at the grant date of the equity instruments granted. [Refer note 26].

k. Leases

(Till March 31, 2019)

As a lessee

Leases in which a significant portion of the risks and rewards of ownership are not transferred to the Company as lessee are classified as operating leases. Payments made under operating leases (net of any incentives received from the lessor) are charged to profit or loss on a straight-line basis over the period of the lease unless the payments are structured to increase in line with expected general inflation to compensate for the lessor's expected inflationary cost increases.

With effect from April 01, 2019:

The Company has applied Ind AS 116 for the first time for the annual reporting period commencing April 1, 2019.

Company as a lessee:

From April 1, 2019, leases are recognised as a right-of-use asset and a corresponding liability at the date at which the leased asset is available for use by the Company. Contracts may contain both lease and non-lease components.

Lease liabilities:

Assets and liabilities arising from a lease are initially measured on a present value basis. Lease liabilities include the net present value of the lease payments.



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Circular stamp of Richa Arora & Co. Chartered Accountants, Gurugram. The stamp contains the text 'Richa Arora & Co. Chartered Accountants', 'Gurugram', and 'd 11'.

The lease payments include fixed payments (including in substance fixed payments) less any lease incentives receivable, variable lease payments that depend on an index or a rate and amounts expected to be paid under residual value guarantees. The lease payments also include the exercise price of a purchase option reasonably certain to be exercised by the Company and payments of penalties for terminating the lease, if the lease term reflects the Company exercising the option to terminate. Variable lease payments that do not depend on an index or a rate are recognised as expenses in the period in which the event or condition that triggers the payment occurs. Lease payments to be made under reasonably certain extension options are also included in the measurement of the liability.

The lease payments are discounted using the lessee's incremental borrowing rate. Lease payments are allocated between principal and finance cost.

The finance cost is charged to profit or loss over the lease period so as to produce a constant periodic rate of interest on the remaining balance of the liability for each period.

Right to use of assets:

Right-of-use assets are measured at cost comprising the amount of the initial measurement of lease liability and lease payments made before the commencement date.

Right-of-use assets are depreciated over the lease term on a straight-line basis. Right-of-use assets are measured at cost, less any accumulated depreciation and impairment losses, and adjusted for any remeasurement of lease liabilities. The cost of right-of-use assets includes the amount of lease liabilities recognised, and lease payments made at or before the commencement date less any lease incentives received.

Right to use assets are depreciated over the asset's lease term on a straight-line basis.

Short term leases and leases of low value assets:

Payments associated with short-term leases of equipment and all leases of low-value assets are recognised on a straight-line basis as an expense in profit or loss. Short-term leases are leases with a lease term of 12 months or less. Low-value assets comprise small items of office equipment including IT equipment and small value of building.

Subleases:

The Company has shared use of certain leased premises with its group entities and treated the same as sub-lease under Ind AS 116.

Assignment:

The Company has assigned certain leases to its group companies. The lease assignment arrangement has been accounted for as a sublease in accordance with Ind AS 116. The Company, being an intermediate lessor evaluates a sub-lease with reference to the right-of-use asset rather than the leased asset.



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l. Earnings per share (EPS)

Basic earnings per share are computed by dividing the profit after tax by the weighted average number of equity shares outstanding during the year. Diluted earnings per share is computed by dividing the profit after tax as adjusted for dividend, interest and other charges to expense or income relating to the dilutive potential equity shares, by the weighted average number of equity shares considered for deriving basic earnings per share and the weighted average number of equity shares which could have been issued on the conversion of all dilutive potential equity shares, except where results are anti-dilutive.

m. Cash and cash equivalents

For the purpose of presentation in the statement of cash flows, cash and cash equivalents includes cash on hand, other short term, highly liquid investments with original maturities of three months or less that are readily convertible to known amounts of cash and which are subject to an insignificant risk of change in value.

Cash flows are reported using the indirect method, whereby profit before extraordinary items and tax is adjusted for the effects of transitions of non-cash nature and any deferrals or accruals of past or future cash receipts or payments. The cash flows from operating, investing and financing activities of the Company are segregated based on the available information.

n. Income Taxes

The income tax expense or credit for the period is the tax payable on the current period's taxable income based on the applicable income tax rate adjusted by changes in deferred tax assets and liabilities attributable to temporary differences and to unused tax losses.

The current income tax charge is calculated on the basis of the tax laws enacted or substantively enacted at the end of the reporting period. Management periodically evaluates positions taken in tax returns with respect to situations in which applicable tax regulation is subject to interpretation. It establishes provisions where appropriate on the basis of amounts expected to be paid to the tax authorities.

Deferred income tax is recognised on temporary differences arising between the tax bases of assets and liabilities and their carrying amounts in the financial statements. Deferred tax liabilities are generally recognised for all taxable temporary differences. Deferred tax assets are generally recognised for all deductible temporary differences and unused tax losses to the extent that is probable that tax profits will be available against which those deductible temporary differences can be utilized.

Deferred income tax is determined using tax rates (and laws) that have been enacted or substantially enacted by the end of the reporting period and are expected to apply when the related deferred income tax asset is realised or the deferred income tax liability is settled.

Deferred tax assets and liabilities are offset when there is a legally enforceable right to offset current tax assets and liabilities and when the deferred tax balances relate to the same taxation authority. Current tax assets and tax liabilities are offset where the entity has a legally enforceable right to offset and intends either to settle on a net basis, or to realise the asset and settle the liability simultaneously.

Current and deferred tax is recognised in profit or loss, except to the extent that it relates to items recognised in other comprehensive income or directly in equity. In this case, the tax is also recognised in other comprehensive income or directly in equity, respectively.



Richa Arora
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Circular stamp of a Chartered Accountant, LLPIN AAC-5007, FRN 012499NIN500016, Gurugram, dated 11/11.

o. Provisions and contingencies

A provision is recognized when the Company has a present legal or constructive obligation as a result of past event and it is probable that an outflow of resources will be required to settle the obligation, in respect of which a reliable estimate can be made. Provisions are measured at the present value of management's best estimate of the expenditure required to settle the present obligation at the end of the reporting period. The discount rate used to determine the present value is a pre-tax rate that reflects current market assessments of the time value of money and the risks specific to the liability. The increase in the provision due to the passage of time is recognised as interest expense. These are reviewed at each balance sheet date and adjusted to reflect the current best estimates.

Contingent liabilities and contingent assets

Contingent liabilities are disclosed when there is a possible obligation arising from past events, the existence of which will be confirmed only by the occurrence or non-occurrence of one or more uncertain future events not wholly within the control of the Company or a present obligation that arises from past events where it is either not probable that an outflow of resources will be required to settle or a reliable estimate of the amount cannot be made. Contingent assets are not recognised in financial statements since this may result in the recognition of income that may never be realised. However, when the realisation of income is virtually certain, then the related asset is not a contingent asset and its recognition is appropriate. A contingent asset is disclosed, where an inflow of economic benefits is probable. However, contingent assets are assessed continually and if it is virtually certain that an inflow of economic benefits will arise, the asset and related income are recognised in the period in which the change occurs.

p. Financial Instruments

A financial instrument is any contract that gives rise to a financial asset of one entity and a financial liability or equity instrument of another entity.

Financial Assets

Classification:

The Company classifies its financial assets in the following measurement categories

- those to be measured subsequently at fair value (either through other comprehensive income or through profit and loss), and
- those measured at amortized cost.

The classification depends on the Company's business model for managing the financial assets and the contractual terms of the cash flows.

Initial Recognition:

At initial recognition, the Company measures a financial asset at its fair value plus, in the case of a financial asset not at fair value through profit or loss, transaction costs that are directly attributable to the acquisition of the financial asset. Transaction costs of financial assets carried at fair value through profit or loss are expensed in profit or loss.



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Marketing and Consulting Firm
PricewaterhouseCoopers

Subsequent measurement:

After initial measurement, financial assets classified at amortised cost are subsequently measured at amortised cost using the effective interest rate (EIR) method. Amortised cost is calculated by taking into account any discount or premium on acquisition and fees or costs that are an integral part of the EIR. The EIR amortisation is included in finance income in the profit or loss.

Financial assets at fair value through other comprehensive income are carried at fair value at each reporting date. Fair value changes are recognized in the other comprehensive income (OCI). However, the company recognizes interest income, impairment losses and reversals and foreign exchange gain or loss in the Statement of profit and loss. On derecognition of the financial asset other than equity instruments, cumulative gain or loss previously recognised in OCI is reclassified to statement of profit and loss.

Any financial asset that does not meet the criteria for classification as at amortized cost or as financial assets at fair value through other comprehensive income, is classified as financial assets at fair value through profit or loss. Financial assets at fair value through profit or loss are fair valued at each reporting date with all the changes recognized in the statement of profit and loss.

Debt instruments

Subsequent measurement of debt instruments depends on the Company's business model for managing the asset and the cash flow characteristics of the asset. There are three measurement categories into which the Company classifies its debt instruments:

- **Amortised cost:** Assets that are held for collection of contractual cash flows where those cash flows represent solely payments of principal and interest are measured at amortised cost. A gain or loss on a debt instruments that is subsequently measured at amortised cost and is not part of a hedging relationship is recognised in profit or loss when the asset is derecognised or impaired. Interest income from these financial assets is included in finance income using the effective interest rate method.
- **Fair value through other comprehensive income (FVOCI):** Assets that are held for collection of contractual cash flows and for selling the financial assets, where the assets' cash flows represent solely payments of principal and interest, are measured at fair value through other comprehensive income (FVOCI). Movements in the carrying amount are taken through OCI, except for the recognition of impairment gains or losses, interest revenue and foreign exchange gains and losses which are recognized in profit and loss. When the financial asset is derecognised, the cumulative gain or loss previously recognised in OCI is reclassified from equity to profit or loss and recognised in other income/ (expenses). Interest income from these financial assets is included in other income using the effective interest rate method.
- **Fair value through profit or loss:** Assets that do not meet the criteria for amortised cost or FVOCI are measured at fair value through profit or loss. A gain or loss on a debt instruments that is subsequently measured at fair value through profit or loss and is not part of a hedging relationship is recognised in profit or loss and presented net in the Statement of Profit and Loss within other income in the period in which it arises. Interest income from these financial assets is included in other income.



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Impairment of financial assets

The Company assesses on a forward looking basis the expected credit losses associated with its assets carried at amortised cost and FVOCI debt instruments. The impairment methodology applied depends on whether there has been a significant increase in credit risk. Note 31 details how the Company determines whether there has been a significant increase in credit risk.

For trade receivables only, the group applies the simplified approach permitted by Ind AS 109 Financial Instruments, which requires expected lifetime losses to be recognised from initial recognition of the receivables.

Derecognition of financial assets

A financial asset is derecognized only when

- The Company has transferred the rights to receive cash flows from the financial asset or
- retains the contractual rights to receive the cash flows of the financial asset, but assumes a contractual obligation to pay the cash flows to one or more recipients.

Where the Company has transferred an asset, the Company evaluates whether it has transferred substantially all risks and rewards of ownership of the financial asset. In such cases, the financial asset is derecognised. Where the Company has not transferred substantially all risks and rewards of ownership of the financial asset, the financial asset is not derecognised.

Where the Company has neither transferred a financial asset nor retains substantially all risks and rewards of ownership of the financial asset, the financial asset is derecognised if the Company has not retained control of the financial asset. Where the Company retains control of the financial asset, the asset is continued to be recognised to the extent of continuing involvement in the financial asset.

Income recognition

Interest income

Interest income from fixed deposits is recognized using the effective interest rate method. The effective interest rate is the rate that exactly discounts estimated future cash receipts through the expected life of the financial asset to the gross carrying amount of a financial asset.

q. Financial liabilities and equity instruments

Initial recognition and measurement

Financial liabilities are recognised initially at fair value minus transaction costs that are directly attributable to the issue of financial liabilities. Financial liabilities are classified as subsequently measured at amortized cost. Any difference between the proceeds (net of transaction costs) and the redemption amount is recognised in the Statement of Profit and Loss over the period of the borrowings using the effective rate of interest.

Subsequent measurement

After initial recognition, financial liabilities are subsequently measured at amortised cost using the EIR method. Gains and losses are recognised in Statement of Profit or Loss when the liabilities are derecognised as well as through the EIR amortisation process.

Amortised cost is calculated by taking into account any discount or premium on acquisition and fees or



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costs that are an integral part of the EIR. The EIR amortisation is included as finance costs in the statement of profit and loss.

De-recognition of financial liabilities

A financial liability is derecognised when the obligation under the liability is discharged or cancelled or expires. When an existing financial liability is replaced by another from the same lender on substantially different terms, or the terms of an existing liability are substantially modified, such an exchange or modification is treated as the derecognition of the original liability and the recognition of a new liability. The difference in the respective carrying amounts is recognised in the statement of profit and loss.

Equity instruments

An equity instrument is any contract that evidences a residual interest in the assets of any entity after deducting all of its liabilities. Equity instruments issued by the Company are recognised at the proceeds received, net of direct issue costs.

r. Offsetting Financial Instruments

Financial assets and liabilities are offset and the net amount is reported in the balance sheet where there is a legally enforceable right to offset the recognised amounts and there is an intention to settle on a net basis or realize the asset and settle the liability simultaneously. The legally enforceable right must not be contingent on future events and must be enforceable in the normal course of business and in the event of default, insolvency.

s. Segment Information

Operating segments are reported in a manner consistent with the internal reporting provided to the chief operating decision maker. Refer Note 33

t. Rounding of amounts

All amounts disclosed in the financial statements and notes have been rounded off to the nearest lakhs as per the requirement of Schedule III (Division II), unless otherwise stated.

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Note 3: Critical estimates and Judgements

The preparation of financial statements requires the use of accounting estimates which, by definition, will seldom equal the actual results. Management also needs to exercise judgement in applying the Company's accounting policies.

This note provides an overview of the areas that involved a higher degree of judgement or complexity, and of items which are more likely to be materially adjusted due to estimates and assumptions turning out to be different than those originally assessed. Detailed information about each of these estimates and judgements is included in relevant notes together with information about the basis of calculation for each affected line item in the financial statements.

Critical estimates and judgements

The areas involving critical estimates or judgements are:

- Estimated useful life of tangible assets – Management reviews its estimate of the useful lives of property, plant and equipment at each reporting date, based on the expected utility of the assets. Uncertainties in these estimates relate to technical and economy obsolescence that may change the utility of property, plant and equipment.
- Estimation of defined benefit obligation - Note 11
- Recognition of deferred tax assets for carried forward tax losses – Refer Note 23
- Leases – Refer Note 35

Estimates and judgements are continually evaluated. They are based on historical experience and other factors, including expectations of future events that may have a financial impact on the Company and that are believed to be reasonable under the circumstances.

Ricna Araya

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Note 4(a) : Property, plant and equipment

	(Rs. in Lakhs)				
Particulars	Computers	Office Equipment	Furniture & Fixtures	Leasehold Improvements	Total
Year ended March 31, 2019					
Gross carrying amount					
Opening gross carrying amount	442.63	111.31	83.35	167.31	804.60
Additions	450.02	1.43	0.28	44.97	496.70
Disposals	(1.75)	(0.20)	-	-	(1.95)
Closing gross carrying amount	890.90	112.54	83.63	212.28	1,299.35
Accumulated depreciation					
Opening accumulated depreciation	133.68	44.52	70.08	49.27	297.55
Depreciation charge during the year	243.54	33.89	2.23	58.62	338.28
Disposals	(1.09)	(0.20)	-	-	(1.29)
Closing accumulated depreciation	376.13	78.21	72.31	107.89	634.54
Net carrying amount	514.77	34.33	11.32	104.39	664.81
Year ended March 31, 2020					
Gross carrying amount					
Opening gross carrying amount	890.90	112.54	83.63	212.28	1,299.35
Additions	201.10	12.57	2.97	0.96	217.60
Disposals	-	(1.36)	-	-	(1.36)
Closing gross carrying amount	1,092.00	123.75	86.60	213.24	1,515.59
Accumulated depreciation					
Opening accumulated depreciation	376.13	78.21	72.31	107.89	634.54
Depreciation charge during the year	307.03	33.13	2.36	70.71	413.23
Disposals	-	(1.36)	-	-	(1.36)
Closing accumulated depreciation	683.16	109.98	74.67	178.60	1,046.41
Net carrying amount	408.84	13.77	11.93	34.64	469.18

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Patsabara Marketing and Consulting Private Limited



Note 4(b) : Leases

This note provides information for the leases where the Company is a lessee. The Company has taken various office premises on lease. Rental Contracts are typically made for fixed periods of 1 year to 5 years, but may have extension options as described in (iv) below.

(i) Amount recognised in balance sheet

The balance sheet shows the following amount relating to leases:

(a) Right-of-use assets**(Rs. in Lakhs)**

Particulars	Right-of-use assets - Office premises	Total
Year ended March 31, 2020		
Gross carrying amount		
Opening gross carrying amount (as at April 1, 2019 - on transition to Ind AS 116)	553.93	553.93
Additions	292.67	292.67
Disposals	-	-
Closing gross carrying amount	846.60	846.60
Accumulated depreciation		
Opening accumulated depreciation	-	-
Depreciation charge during the year	202.99	202.99
Disposals	-	-
Closing accumulated depreciation	202.99	202.99
Net carrying amount	643.61	643.61

(b) Lease liabilities**(Rs. in Lakhs)**

Particulars	As at March 31, 2020	As at March 31, 2019
Current	237.65	-
Non current	448.04	-
Total	685.69	-

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(ii) Amounts recognised in statement of profit and loss

The statement of profit or loss shows the following amount relating to leases:

Particulars	(Rs. in Lakhs)	
	Year ended March 31, 2020	Year ended March 31, 2019
(a) Depreciation charge on right of use assets - (refer Note 17)	202.99	-
(b) Interest expense (included in finance cost, refer Note 21)	57.36	-
(c) Expense relating to short term leases (included in rent under other expenses, refer Note 20)	8.12	-
Total	268.47	-

(iii) The total cash outflow for leases for the year ended March 31, 2020 was INR 217.07 Lakhs.

(iv) Extension and termination options:-

Extension and termination options are included in a number of leases. These are used to maximize operational flexibility in terms of managing the assets used in the group's operations. The extension and termination options held are exercisable by both the Company and the respective lessor.

(v) Critical judgements in determining the lease term:-

In determining the lease term, management considers all facts and circumstances that create an economic incentive to exercise an extension option, or not exercise a termination option. Extension options (or periods after termination options) are only included in the lease term if the lease is reasonably certain to be extended (or not terminated).

For leases of office premises, the following factors are normally the most relevant:

- If there are significant penalties to terminate (or not extend), the Company is typically reasonably certain to extend (or not terminate).
- If any leasehold improvements are expected to have a significant remaining value, the Company is typically reasonably certain to extend (or not terminate).
- Otherwise, the Company considers other factors including historical lease durations and the costs and business disruption required to replace the leased asset.

Most extension options in office leases have been included in the lease liability, because the Company could not replace the assets without significant cost or business disruption.

The lease term is reassessed if an option is actually exercised (or not exercised) or the Company becomes obliged to exercise (or not exercise) it. The assessment of reasonable certainty is only revised if a significant event or a significant change in circumstances occurs, which affects this assessment, and that is within the control of the lessee.

During the current financial year, no circumstances arised which required reassessment of lease term.



(vi) Net debt reconciliation

	As at March 31, 2020 (Rs. in Lakhs)	As at March 31, 2019 (Rs. in Lakhs)
Cash and cash equivalents (Refer note 6(d))	1,597.26	867.72
Lease liabilities (Refer note 4(b))	(685.69)	-
Net Debt	911.57	867.72

	Cash and cash equivalents	Lease liabilities	Total
Net debt as at March 31, 2018	756.37	-	756.37
Cash flows	111.35	-	111.35
Interest expense (net of TDS)	-	-	-
Interest paid	-	-	-
Net debt as at March 31, 2019	867.72	-	867.72
Amount recognised as at April 1, 2019 - on transition to Ind AS 116		(557.83)	(557.83)
Cash flows	729.54	165.23	894.77
Acquisitions - leases	-	(287.57)	(287.57)
Interest expense (net of TDS)	-	(57.36)	(57.36)
Interest paid	-	51.84	51.84
Net debt as at March 31, 2020	1,597.26	(685.69)	911.57

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Marketing and Consulting Private Limited

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Note 5 : Intangible assets

	(Rs. in Lakhs)	
Particulars	Computer Software	Total
Year ended March 31, 2019		
Gross carrying amount		
Opening gross carrying amount	32.35	32.35
Additions	38.72	38.72
Disposals	-	-
Closing gross carrying amount	71.07	71.07
Accumulated amortisation		
Opening accumulated amortisation	13.38	13.38
Amortisation charge during the year	19.06	19.06
Disposals	-	-
Closing accumulated amortisation	32.44	32.44
Closing net carrying amount	38.63	38.63
Year ended March 31, 2020		
Gross carrying amount		
Opening gross carrying amount	71.07	71.07
Additions	82.89	82.89
Disposals	(17.63)	(17.63)
Closing gross carrying amount	136.33	136.33
Accumulated amortisation		
Opening accumulated amortisation	32.44	32.44
Amortisation charge during the year	56.18	56.18
Disposals	(17.63)	(17.63)
Closing accumulated amortisation	70.99	70.99
Closing net carrying amount	65.34	65.34

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Note 6 : Financial assets**Note 6 (a) : Loans****Non-current****Unsecured, considered good**

Security deposits

Total**Current****Unsecured, considered good**

Loan to employees

Security deposits

Total**Break-up of security details**

Loans considered good - Secured

Loans considered good - Unsecured

Loans which have significant increase in credit risk

Loans - credit impaired

Total

Loss allowance

Total**Note 6(b) : Current Investments**

Investment in mutual funds

Quoted

Nil Units (March 31, 2019: 3,33,211.82 Units) in Aditya Birla Sunlife

Liquid Fund Growth - Direct Plan

Total

Aggregate amount of quoted investments and market value thereof

Aggregate amount of unquoted investments

Aggregate amount of impairment in the value of investments

Note 6(c) : Trade receivables

Trade receivables

Less: Loss allowance

Total

Current portion

Non-current portion

Break-up of security details

Trade receivables considered good - Secured

Trade receivables considered good - Unsecured

Trade receivables - credit impaired

Loss allowance

Total

As at March 31, 2020 (Rs. in Lakhs)	As at March 31, 2019 (Rs. in Lakhs)
---	---

97.71	78.71
97.71	78.71

23.22	7.74
2.50	0.14
25.72	7.88

As at March 31, 2020 (Rs. in Lakhs)	As at March 31, 2019 (Rs. in Lakhs)
-	-
123.42	86.59
-	-
-	-
123.42	86.59
-	-
123.42	86.59

As at March 31, 2020 (Rs. in Lakhs)	As at March 31, 2019 (Rs. in Lakhs)
-	1,001.09
-	1,001.09

-	1,001.09
-	-
-	-

As at March 31, 2020 (Rs. in Lakhs)	As at March 31, 2019 (Rs. in Lakhs)
3,367.57	5,216.72
(165.82)	(303.34)
3,201.75	4,913.38
3,201.75	4,913.38
-	-

As at March 31, 2020 (Rs. in Lakhs)	As at March 31, 2019 (Rs. in Lakhs)
-	-
3,201.75	4,913.38
165.82	303.34
3,367.57	5,216.72
(165.82)	(303.34)
3,201.75	4,913.38



Note 6(d) : Cash and cash equivalents

	As at March 31, 2020 (Rs. in Lakhs)	As at March 31, 2019 (Rs. in Lakhs)
Balances with bank	1,585.34	866.10
Cash on hand	11.92	1.62
Total	1,597.26	867.72

Note 6(e) : Other Bank Balances

	As at March 31, 2020 (Rs. in Lakhs)	As at March 31, 2019 (Rs. in Lakhs)
Balances in fixed deposit accounts with original maturity with more than 3 months but less than 12 months	-	111.00
Total	-	111.00

Note 6(f) : Other financial assets

	As at March 31, 2020 (Rs. in Lakhs)	As at March 31, 2019 (Rs. in Lakhs)
Current		
Unbilled revenue	3,053.16	1,524.02
Amount recoverable from fellow Subsidiary Company for expenses	6.80	0.78
Interest accrued but not due	-	0.99
Total	3,059.96	1,525.79

Note 7 : Current tax assets (Net)

	As at March 31, 2020 (Rs. in Lakhs)	As at March 31, 2019 (Rs. in Lakhs)
Advance income tax (net of provision Rs. Nil, March 31, 2019: Nil)	2,145.41	1,339.88
Total	2,145.41	1,339.88

Note 8 : Other non-current assets

	As at March 31, 2020 (Rs. in Lakhs)	As at March 31, 2019 (Rs. in Lakhs)
Prepaid rent	-	13.02
Other	0.44	-
Total	0.44	13.02

Note 9 : Other current assets

	As at March 31, 2020 (Rs. in Lakhs)	As at March 31, 2019 (Rs. in Lakhs)
Advance to vendors	76.58	32.86
Less: Loss Allowance	(39.70)	(23.90)
Balance with Government Authorities	385.09	508.51
Prepaid		
- Rent	-	6.56
- Other expense	41.64	33.11
Others	0.03	0.90
Total	463.64	558.04



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Note 10 (a): Equity**Equity share capital****Authorised equity share capital**

	Number of shares (in Lakhs)	Amount (Rs. in Lakhs)
As at April 01, 2018	250.00	2,500.00
Increase during the year	50.00	500.00
As at April 01, 2019	300.00	3,000.00
Increase during the year	200.00	2,000.00
As at March 31, 2020	500.00	5,000.00

(i) Movements in equity share capital

	Number of shares (in lakhs)	Amount (Rs. in Lakhs)
As at April 01, 2018	214.61	2,146.10
Add: Shares issued during the year	54.09	540.94
As at March 31, 2019	268.70	2,687.04
As at April 01, 2019	268.70	2,687.04
Increase during the year	36.46	364.62
As at March 31, 2020	305.16	3,051.66

Rights, preferences and restrictions attached to shares

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

(ii) Shares of the Company held by holding company

	March 31, 2020		March 31, 2019	
	Number of shares (in Lakhs)	Amount (Rs. in Lakhs)	Number of shares (in Lakhs)	Amount (Rs. in Lakhs)
Etechaces Marketing and Consulting Private Limited (the Holding Company) and its nominee	305.16	3,051.66	268.70	2,687.04
Total	305.16	3,051.66	268.70	2,687.04

(iii) Details of shareholders holding more than 5% shares in the Company

	March 31, 2020		March 31, 2019	
	Number of shares (in Lakhs)	% holding	Number of shares (in Lakhs)	% holding
Etechaces Marketing and Consulting Private Limited, the Holding Company	305.16	100.00%	268.70	100.00%
Total	305.16		268.70	



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Note 10 (b): Other Equity

Reserve and surplus	(Rs. in Lakhs)	
Particulars	March 31, 2020	March 31, 2019
Securities premium	23,428.33	14,792.96
Retained earnings	(23,955.66)	(13,832.19)
Group settled share based payment reserve	1,176.97	1,122.19
Total reserves and surplus	649.64	2,082.96

i) Securities premium	(Rs. in Lakhs)	
Particulars	March 31, 2020	March 31, 2019
Opening balance	14,792.96	6,333.90
Additions during the year	8,635.37	8,459.06
Deductions/adjustments during the year	-	-
Closing balance	23,428.33	14,792.96

ii) Retained earnings	(Rs. in Lakhs)	
Particulars	March 31, 2020	March 31, 2019
Opening balance	(13,832.19)	(4,099.40)
Net (Loss) for the year	(10,119.08)	(9,710.04)

Items of other comprehensive income recognised directly in retained earnings

- Remeasurements of post-employment benefit obligation, net of tax [Gain/ (loss)]	(4.39)	(22.75)
Closing balance	(23,955.66)	(13,832.19)

iii) Group settled share based payment reserve	(Rs. in Lakhs)	
Particulars	March 31, 2020	March 31, 2019
Opening balance	1,122.19	776.35
Employee Stock Option Expense	54.78	345.84
Closing balance	1,176.97	1,122.19

Nature and purpose of other reserves:

a) Securities premium

Securities premium is used to record the premium on issue of shares. The securities premium is utilised in accordance with the provisions of the Companies Act, 2013.

b) Group settled share based payment reserve

Group settled share based payment reserve is used to recognise the fair value of options granted to the employees of the Company by the Holding Company under ESOP scheme.



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Note 11 : Employee benefit obligations

	March 31, 2020			March 31, 2019		
	Current	Non-current	Total	Current	Non-current	Total
Gratuity	7.37	299.54	306.91	1.33	169.76	171.09
Compensated absences	313.92	-	313.92	225.20	-	225.20
Total employee benefit obligations	321.29	299.54	620.83	226.53	169.76	396.29

(i) Compensated absences

The leave obligations cover the Company's liability for earned leaves. The Company's liability is actuarially determined (using the Projected Unit Credit method) at the end of each year. Actuarial losses/ gains are recognised in the Statement of Profit and Loss in the year in which they arise.

The amount of the provision of Rs. 313.92 lakhs (March 31, 2019 – Rs. 225.20 lakhs) is presented as current, since the Company does not have an unconditional right to defer settlement for any of these obligations. However, based on past experience, the Company does not expect all employees to take the full amount of accrued leave or require payment within the next 12 months. The following amounts reflect leave that is not expected to be taken or paid within the next 12 months.

	March 31, 2020 (Rs. in Lakhs)	March 31, 2019 (Rs. in Lakhs)
Leave obligations not expected to be settled within the next 12 months	238.53	174.08

(ii) Defined contribution plans
a) Provident Fund

The Company has a defined contribution plan in respect of provident fund. Contributions are made to provident fund for employees at the rate of 12% of basic salary as per regulations. The contributions are made to registered provident fund administered by the Government. The obligation of the Company is limited to the amount contributed and it has no further contractual nor any constructive obligation. The expense recognised during the year ended March 31, 2020 towards defined contribution plan is Rs. 576.26 Lakhs (March 31, 2019 - Rs. 372.45 Lakhs). Refer Note 16

b) Employee State Insurance

The Company has a defined contribution plan in respect of employee state insurance. The expense recognised during the year ended March 31, 2020 towards defined contribution plan is Rs. 178.18 Lakhs (March 31, 2019 - Rs. 157.24 Lakhs). Refer Note 16

(iii) Post employment benefit plan obligations- Gratuity

The Company provides for gratuity for employees as per the Payment of Gratuity Act, 1972. Employees who are in continuous service for a period of 5 years are eligible for gratuity. The amount of gratuity payable on retirement/termination is the employees last drawn basic salary per month computed proportionately for 15 days salary multiplied for the number of years of service. The gratuity plan is a funded plan and the Company makes contribution to recognised funds in India. The Company does not fully fund the liability and maintains a target level of funding to be maintained over a period of time based on estimations of expected gratuity payments.

a) The amounts recognized in the balance sheet and the movements in the net defined benefit obligation over the year are as follows:

	Present value of obligation (Rs. in Lakhs)	Fair value of plan assets (Rs. in Lakhs)	Net amount (Rs. in Lakhs)
April 01, 2018	105.02	41.31	63.71
Current service cost	84.79	-	84.79
Past Service Cost	-	-	-
Interest expense/(income)	7.98	-	7.98
Expected return on plan assets	-	3.14	(3.14)
Total amount recognised in profit or loss	92.77	3.14	89.63
Remeasurements			
Return on plan assets, excluding amounts included in interest expense/(income)	-	(0.17)	(0.17)
(Gain)/loss from change in demographic assumptions	-	-	-
(Gain)/loss from change in financial assumptions	14.70	-	14.70
Experience (gains)/losses	8.22	-	8.22
Total amount recognised in other comprehensive income	22.92	(0.17)	22.75
Employer contributions	-	5.00	(5.00)
Benefit payments	-	-	-
March 31, 2019	220.71	49.62	171.09



Richa Arora
Paisabazaar Marketing and Consulting Private Limited
May 2019

	Present value of obligation (Rs. in Lakhs)	Fair value of plan assets (Rs. in Lakhs)	Net amount (Rs. in Lakhs)
April 1, 2019	220.71	49.62	171.09
Current service cost	119.89	-	119.89
Past Service Cost	-	-	-
Interest expense/(income)	14.90	-	14.90
Expected return on plan assets	-	3.35	(3.35)
Total amount recognised in profit or loss	134.79	3.35	131.44
Remeasurements			
Return on plan assets, excluding amounts included in interest expense/(income)	-	(2.64)	(2.64)
(Gain)/loss from change in demographic assumptions	-	-	-
(Gain)/loss from change in financial assumptions	(44.68)	-	(44.68)
Experience (gains)/losses	51.71	-	51.71
Total amount recognised in other comprehensive income	7.03	(2.64)	4.39
Employer contributions	-	-	0.00
Benefit payments	(1.59)	(1.59)	-
March 31, 2020	360.93	54.02	306.91

b) The net liability disclosed above relates to funded plans are as follows:

	March 31, 2020 (Rs. in Lakhs)	March 31, 2019 (Rs. in Lakhs)
Present value of funded obligations	360.93	220.71
Fair value of plan assets	54.02	49.62
Deficit of funded plan	306.91	171.09
Unfunded plans	-	-
Deficit of gratuity plan	306.91	171.09

c) The significant actuarial assumptions were as follows:

	Employees Gratuity Fund		Compensated absences	
	March 31, 2020	March 31, 2019	March 31, 2020	March 31, 2019
Discount Rate (per annum)	6.75%	7.60%	6.75%	7.60%
Rate of Increase in Compensation levels (p.a.)	8.00%	10.00%	8.00%	10.00%
Attrition Rate				
18 years to 30 years	47.00%	47.00%	47.00%	47.00%
30 years to 44 years	3.00%	3.00%	3.00%	3.00%
44 years to 58 years	1.00%	0.00%	1.00%	0.00%
Expected average remaining working lives of employees (years)	32.10	32.90	32.10	32.90

Assumptions regarding future mortality for pension are set based on actuarial advice in accordance with published statistics and experience. The discount rate assumed is determined by reference to market yield at the balance sheet date on government bonds. The estimates of future salary increase, considered in actuarial valuation, takes account of inflation, seniority, promotion and other relevant factors such as demand and supply in the employment market.

d) Sensitivity analysis:

The sensitivity of the defined benefit obligation to changes in the weighted principal assumptions is:

Impact on defined benefit obligation

	Change in assumption		Impact on defined benefit obligation			
	March 31, 2020	March 31, 2019	Increase in assumption		Decrease in assumption	
			March 31, 2020	March 31, 2019	March 31, 2020	March 31, 2019
Discount rate	1%	1%	-13%	-14%	16%	18%
Salary growth rate	1%	1%	15%	17%	-13%	-14%

The above sensitivity analyses are based on a change in an assumption while holding all other assumptions constant. In practice, this is unlikely to occur, and changes in some of the assumptions may be correlated. When calculating the sensitivity of the defined benefit obligation to significant actuarial assumptions the same method (present value of the defined benefit obligation calculated with the projected unit credit method at the end of the reporting period) has been applied as when calculating the defined benefit liability recognised in the balance sheet. Assumptions other than discount rate and salary growth rate are not material for the Company.



e) The major categories of plans assets are as follows:

Funds Managed by Insurer* - 100%

*The Funds are managed by Life Insurance Corporation and Kotak Mahindra Life Insurance Company Limited. They do not provide breakup of plan assets by investment type.

f) Risk exposure

Through its defined benefit plans, the Company is exposed to a number of risks, the most significant of which are detailed below:

Asset volatility:

The plan liabilities are calculated using a discount rate set with reference to bond yields; if plan assets underperform this yield, this will create a deficit. The gratuity fund is administered through Life Insurance Corporation of India and (insurer) Kotak Mahindra Life Insurance Company Limited under its group gratuity scheme. Accordingly almost the entire plan asset investments is maintained by the insurer. These are subject to interest rate risk which is managed by the insurer.

Changes in bond yields: A decrease in bond yields will increase plan liabilities, although this will be partially offset by an increase in the value of the plans' assets maintained by the insurer. The gratuity fund is administered through Life Insurance Corporation (LIC) of India & Kotak Mahindra Life Insurance Company Limited under its Group Gratuity Scheme.

g) Defined benefit liability and employer contributions

The weighted average duration of the defined benefit obligation is 23 years (2019 - 23 years).

The expected maturity analysis of undiscounted post employment benefit plan (gratuity) is as follows :

	Less than a year (Rs. in Lakhs)	Between 1 - 2 years (Rs. in Lakhs)	Between 2 - 5 years (Rs. in Lakhs)	Over 5 years (Rs. in Lakhs)	Total (Rs. in Lakhs)
March 31, 2020					
Defined benefit obligation (Gratuity)	7.37	1.87	6.70	344.99	360.93
Total	7.37	1.87	6.70	344.99	360.93
March 31, 2019					
Defined benefit obligation (Gratuity)	1.33	11.32	131.12	128.37	272.14
Total	1.33	11.32	131.12	128.37	272.14

Richa Arora




Note 12(a) : Trade payables**Current**

Trade payables : micro and small enterprises (Refer note 24)

Trade payables : others

Trade payables to related parties (Refer note 28)

Total

As at March 31, 2020 (Rs. in Lakhs)	As at March 31, 2019 (Rs. in Lakhs)
742.03	204.17
2,841.63	3,531.75
1,954.63	1,152.58
5,538.29	4,888.50

Note 12(b) : Other financial liabilities**Current**

Employee related payables

Total

As at March 31, 2020 (Rs. in Lakhs)	As at March 31, 2019 (Rs. in Lakhs)
749.42	597.74
749.42	597.74

Non-Current

Lease equalisation reserve

Total

-	23.48
-	23.48

Note 13 : Other current liabilities

Statutory dues including provident fund and tax deducted at source

Deferred revenue

Total

As at March 31, 2020 (Rs. in Lakhs)	As at March 31, 2019 (Rs. in Lakhs)
431.87	443.94
42.62	-
474.49	443.94

Note 14 : Revenue from operations

Commission on web aggregation of financial products

Sale of Leads

Online marketing and consulting

Investment advisory fees

Total

Year ended March 31, 2020 (Rs. in Lakhs)	Year ended March 31, 2019 (Rs. in Lakhs)
14,337.62	8,559.12
4,026.92	4,334.06
4,254.70	2,567.25
-	4.88
22,619.24	15,465.31

Note 15 : Other income

Interest income from financial assets at amortised cost

Interest Income accrued but not due

Interest on income tax refund

Unwinding of discount on security deposits

Profit on sale of fixed assets

Net gain on financial assets carried at fair value through profit or loss

Net gain on sale of investments

Provisions no longer required written back

Total

Year ended March 31, 2020 (Rs. in Lakhs)	Year ended March 31, 2019 (Rs. in Lakhs)
3.35	27.83
-	0.99
17.42	-
6.76	6.00
0.35	-
-	1.09
115.76	75.79
137.51	-
281.15	111.70



Note 16 : Employee benefit expense

Salaries, wages and bonus
Contributions to provident and other funds (Refer note 11)
Compensated absences
Gratuity* (Refer note 11)
Staff welfare expenses
Employee share-based payment expense [Refer Note 26(b)]
Total

Year ended March 31, 2020 (Rs. in Lakhs)	Year ended March 31, 2019 (Rs. in Lakhs)
10,892.68	7,282.56
754.44	529.69
191.97	161.49
124.39	89.63
119.86	154.09
54.78	345.84
12,138.12	8,563.30

* Includes Rs. 7.05 lakhs (net) pertaining to adjustment for gratuity expense with respect to employees transferred from/to the Company to/from holding/fellow subsidiary companies during the year.

Note 17 : Depreciation and amortisation expense

Depreciation of property, plant and equipment
Depreciation of right of use assets
Amortisation of intangible assets
Total

Year ended March 31, 2020 (Rs. in Lakhs)	Year ended March 31, 2019 (Rs. in Lakhs)
413.23	338.28
202.99	-
56.18	19.06
672.40	357.34

Note 18 : Advertising and promotion expenses

Advertisement expenses
Business promotion expenses
Total

Year ended March 31, 2020 (Rs. in Lakhs)	Year ended March 31, 2019 (Rs. in Lakhs)
15,823.29	13,021.05
38.38	22.59
15,861.67	13,043.64

Note 19 : Network, internet and other direct expenses

Internet and server charges
Computer and equipment rental
IT consultancy charges
Communication expenses
Total

Year ended March 31, 2020 (Rs. in Lakhs)	Year ended March 31, 2019 (Rs. in Lakhs)
953.39	582.23
7.38	0.90
171.64	30.75
412.00	351.58
1,544.41	965.46

Rina Arora




Note 20 : Administration and other expenses

Electricity and water expenses (Refer note 29)
Legal and professional charges
Rent (Refer note 29)
Repair and maintenance - others
Security and housekeeping expenses
Office expenses
Travel and conveyance
Recruitment expenses
Rates and taxes
Insurance
Intellectual Property Rights (IPR) Fees (Refer note 28)
Printing and stationery
Postage and courier expenses
Payment to auditors
As Auditor:
Audit fee
Tax audit fee
Reimbursement of expenses
Payment gateway charges
Documents collection charges
Bank charges
Training and seminar
Provision for doubtful debts
Provision for doubtful advances
Loss on property, plant and equipment written off
Foreign exchange fluctuation loss
Miscellaneous expenses
Total

Year ended March 31, 2020 (Rs. in Lakhs)	Year ended March 31, 2019 (Rs. in Lakhs)
217.25	171.05
58.19	37.37
648.88	608.74
101.81	40.75
115.34	84.92
24.55	22.27
97.79	109.71
38.53	24.49
42.84	50.10
27.32	15.87
1,130.96	773.27
22.70	16.80
8.77	5.15
10.50	11.50
0.50	0.50
0.29	0.13
77.29	29.78
31.69	27.81
2.51	3.60
9.83	6.47
-	289.28
15.80	23.90
-	0.66
0.93	0.51
51.74	6.87
2,736.01	2,361.50

Note 21 : Finance costs

Interest on lease liabilities
Interest expenses
Total

Year ended March 31, 2020 (Rs. in Lakhs)	Year ended March 31, 2019 (Rs. in Lakhs)
57.36	-
9.50	0.72
66.86	0.72

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Note 22: Income tax expense

	Year ended March 31, 2020 (Rs. in Lakhs)	Year ended March 31, 2019 (Rs. in Lakhs)
(a) Income tax expense		
Current tax		
Current tax on profits for the year	-	-
Adjustments for current tax related to earlier years	-	(4.91)
Total current tax expense	-	(4.91)
Income tax expense	-	(4.91)

(b) Reconciliation of tax expense and the accounting profit multiplied by India's tax rate:

(Loss) before tax	(10,119.08)	(9,714.95)
Tax at the Indian tax rate of 25.168% (2018-19 – 26%) #	(2,546.77)	(2,525.89)
Tax effect of amounts which are not deductible (taxable) in calculating taxable income:		
Tax losses and temporary differences for which no deferred income tax is recognised	2,546.77	2,525.89
Adjustments for current tax related to earlier years	-	(4.91)
Income tax expense	-	(4.91)

Pursuant to the Taxation Laws (Amendment) ordinance, 2019 (ordinance) dated September 20, 2019, the Company has decided to opt for the concessional rate of income tax of 22%.

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Note 23: Deferred Tax Assets (Net)**a) Deferred Tax Assets (Net)**

	As at March 31, 2020 (Rs. in Lakhs)	As at March 31, 2019 (Rs. in Lakhs)
Particulars		
Deferred Tax Liability	(161.98)	-
Deferred Tax Assets *	161.98	-
Net Deferred Tax Asset / (Liability)	-	-

* Deferred tax assets have been recognised only to the extent of deferred tax liabilities

b) Components of Deferred Tax Assets

	As at March 31, 2020 (Rs. in Lakhs)	As at March 31, 2019 (Rs. in Lakhs)
Particulars		
Property, plant and equipment & Intangibles	67.40	29.62
Defined benefit obligations	156.25	103.03
Lease equalisation reserve	-	6.10
Provision for doubtful debts	41.73	78.87
Provision for doubtful advances	9.99	6.21
Lease liabilities	172.57	-
Tax losses	3140.57	862.92
Others	53.47	36.30
Total	3,641.98	1,123.05

c) Components of Deferred Tax Liabilities

	As at March 31, 2020 (Rs. in Lakhs)	As at March 31, 2019 (Rs. in Lakhs)
Particulars		
Right-of-use assets	161.98	-
Total	161.98	-

d) Unused tax losses and unrecognised temporary differences:

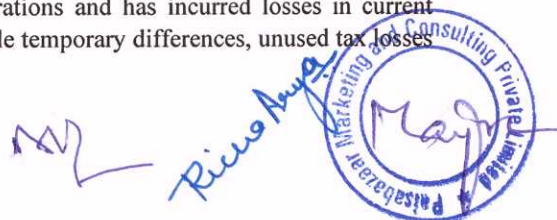
	As at March 31, 2020 (Rs. in Lakhs)	As at March 31, 2019 (Rs. in Lakhs)
Particulars		
Unused tax losses for which no deferred tax asset has been recognised	12,124.14	3,299.69
Other tax credits #	354.30	19.23
Deductible temporary differences	1,348.67	1,000.53
Total	13,827.11	4,319.45
Potential tax benefit @ 25.168% (March 31, 2019 @ 26%)	3,480.01	1,123.06

Expiry dates for unused tax losses :

- March 31, 2024	1,039.66	1,039.66
- March 31, 2025	2,260.03	2,260.03
- March 31, 2027	8,824.45	-

It includes unabsorbed depreciation which can be carried forward indefinitely and have no expiry date.

Considering the fact that the Company has completed its ninth year of operations and has incurred losses in current financial year as well, a deferred tax asset has not been recognized on deductible temporary differences, unused tax losses and unused tax credits.



Note : 24 Dues to micro and small enterprises

According to the information available with the management, on the basis of intimation received from suppliers, regarding their status under Micro, Small and Medium Enterprises Development Act, 2006 (MSMED Act), the Company has amounts due to Micro, Small and Medium Enterprises under the said Act as follows:

	As at March 31, 2020 (Rs. in Lakhs)	As at March 31, 2019 (Rs. in Lakhs)
Principal amount due to suppliers registered under the MSMED Act remaining unpaid as at year end. [Refer note 12 (a)]	731.80	203.59
Interest due to suppliers registered under MSMED Act and remaining unpaid as at year end.	10.22	0.72
Principal amounts paid to suppliers registered under the MSMED Act, beyond the appointed day during the year	2,028.19	176.73
Interest paid, under Section 16 of MSMED Act, to suppliers registered under the MSMED Act, beyond the appointed day during the year	-	-
Interest paid, other than under Section 16 of MSMED Act, to suppliers registered under the MSMED Act, beyond the appointed day during the year	-	-
Amount of interest due and payable for the period of delay in making payment (which have been paid but beyond the appointed day during the year) but without adding the interest specified under the MSMED Act	8.75	0.55
Interest accrued and remaining unpaid at the end of each accounting year	9.50	0.58
Amount of further interest remaining due and payable even in the succeeding years, until such date when the interest dues above are actually paid to the small enterprise, for the purpose of disallowance of a deductible expenditure under section 23 of the MSMED Act	10.22	0.72

Note 25 : Commitments**(a) Capital commitments**

Capital expenditure contracted for at the end of the reporting period but not recognised as liabilities is as follows:

	As at March 31, 2020 (Rs. in Lakhs)	As at March 31, 2019 (Rs. in Lakhs)
Property, plant and equipment	3.57	22.78
Total	3.57	22.78

(b) Non-cancellable operating leases

The Company leases various offices under non-cancellable operating leases expiring within one to five years. The leases have varying terms, escalation clauses and renewal rights. On renewal, the terms of leases are re-negotiated. With effect from April 01, 2019, the Company has recognised right of use assets for these leases, except for short term leases, see note 4(b) and note 35 for further information.

	Year ended March 31, 2020 (Rs. in Lakhs)	Year ended March 31, 2019 (Rs. in Lakhs)
Commitments for minimum lease payments in relation to non-cancellable operating leases are payable as follows:		
Within one year	-	197.27
Later than one year but not later than five years	-	449.96
Later than five years	-	-

Rental expense relating to operating leases

	Year ended March 31, 2020 (Rs. in Lakhs)	Year ended March 31, 2019 (Rs. in Lakhs)
Total rental expense relating to operating leases (Refer note 20)	-	608.74



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Note 26: Share based payments

(a) Employee option plan

The Parent company (Etchases Marketing and Consulting Private Limited) has set up a trust to administer the ESOP scheme under which options have been granted to certain employees of the Company and its subsidiaries. Under this ESOP scheme, the employees can purchase equity shares by exercising the options as vested at the price specified in the grant. The options granted till March 31, 2020 have a vesting period of maximum 5 years from the date of grant.

i) Summary of options granted under plan :

	March 31, 2020		March 31, 2019	
	Average exercise price per share option (Rs.)	Number of options	Average exercise price per share option (Rs.)	Number of options
Opening Balance	10	2,086	10	2,133
Granted during the year	10	-	10	95
Exercised during the year*	10	(120)	10	(86)
Forfeited/lapsed during the year	10	(162)	10	(56)
Share receipt due to transfer of employees	10	88	-	-
Closing Balance		1,892		2,086
Vested and exercisable		1,287		911

*The weighted average share price at the date of exercise of options exercised during the year ended March 31, 2020 was Rs. 10 (March 31, 2019 - Rs. 10)

No options expired during the periods covered in the above tables.

ii) Share options outstanding at the end of year have following expiry date and exercise prices :

Grant	Grant date	Expiry date	Exercise price	Share options March 31, 2020	Share options March 31, 2019
Grant 3	April 01, 2014	March 31, 2030	10	853	853
Grant 4	April 01, 2015	March 31, 2030	10	92	46
Grant 5	April 01, 2016	March 31, 2030	10	233	338
Grant 6	April 01, 2017	March 31, 2030	10	506	541
Grant 7	December 01, 2017	March 31, 2030	10	113	213
Grant 8	April 01, 2018	March 31, 2030	10	95	95
Total				1,892	2,086
Weighted Average remaining contractual life of options outstanding at end of year				10 Years	11 Years

iii) Fair value of options granted :

No options were granted during the year ended March 31, 2020. The fair value at grant date of options for the options granted during the year ended March 31, 2019 was Rs. 193,792 per option for Grant 8. The fair value at grant date is determined using the Black Scholes Model which takes into account the exercise price, the term of the option, the share price at grant date and expected price volatility of the underlying share, the expected dividend yield and the risk free interest rate for the term of the option.

The model inputs for options granted included:

- a) options are granted at face value and vest upon completion of service for a period not exceeding five years. Vested options are exercisable till March 31, 2030.
- b) exercise price: not applicable (March 31, 2019 - Rs. 10)
- c) grant date: not applicable (March 31, 2019 - April 1, 2018)
- d) expiry date: not applicable (March 31, 2019 - March 31, 2030)
- e) expected price volatility of the company's shares: not applicable (March 31, 2019- 67.6% for Grant - 8)
- f) expected dividend yield: not applicable (March 31, 2019 - 0%)
- g) risk-free interest rate: not applicable (March 31, 2019 - 7.83% for Grant 8)

The expected price volatility is based on the historic volatility (based on the remaining life of the options), adjusted for any expected changes to future volatility due to publicly available information.

(b) Expense arising from share based payment transaction

Total expenses arising from share-based payment transactions recognised in profit or loss as part of employee benefit expense were as follows:

	Year ended March 31, 2020 (Rs. in Lakhs)	Year ended March 31, 2019 (Rs. in Lakhs)
Employee option plan	54.78	345.84
Total employee share based payment expense	54.78	345.84

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Note 27: Earnings/(Loss) per share

Particulars		Year ended	Year ended
Basic and diluted		March 31, 2020	March 31, 2019
(Loss) attributable to Equity Shareholders (Rs. in Lakhs)	A	(10,119.08)	(9,710.04)
Weighted average number of shares outstanding	B	2,90,21,905	2,37,85,454
Basic Earnings/(Loss) per share (Rs.)	A/B	(34.87)	(40.82)
Diluted Earnings/(Loss) per share (Rs.)	A/B	(34.87)	(40.82)
Face value per share (Rs.)		10	10

The Company does not have any outstanding potential dilutive equity shares.

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Note 28: Related Party Disclosures:

Disclosures in accordance with the requirements of IND AS - 24 on Related Party Disclosures, as identified by the management are set out as below:

(a) Names of Related Parties and nature of relationship:**(i) where control exists**

Holding Company:

Etechaces Marketing and Consulting Private Limited

Key Management Personnel:

Mr. Naveen Kukreja, WTD
Mr. Yashish Dahiya, Director
Mr. Alok Bansal, Director
Mr. Manoj Sharma, Director

(b) Transactions with related parties

The following transactions occurred with related parties :

Particulars	Holding Company		Fellow Subsidiaries				Key Management Personnel*	
	Etechaces Marketing And Consulting Private Limited		Icall Support Services Private Limited		Policybazaar Insurance Brokers Private Limited (Erstwhile, Policybazaar Insurance Web Aggregator Private Limited)			
	31-Mar-20	31-Mar-19	31-Mar-20	31-Mar-19	31-Mar-20	31-Mar-19	31-Mar-20	31-Mar-19
Subscription of 36,46,203 equity shares of Rs.10 each [Refer note 10(a)]	364.62	540.94	-	-	-	-	-	-
Securities Premium on subscription of 36,46,203 equity shares [Refer note 10(b)]	8,635.37	8,459.06	-	-	-	-	-	-
Cost charged back by Holding company for sharing of resources (Refer note 29)	636.30	476.58	-	-	-	-	-	-
Amount reimbursed from Holding Company/Fellow Subsidiary Company for other expenses	4.54	-	-	-	6.78	-	-	-
Intellectual Property Rights (IPR) fees (Refer note 1 below)	1,130.96	773.27	-	-	-	-	-	-
Amount reimbursed to Holding Company for other expenses	3.36	0.11	-	-	-	-	-	-
Employee share-based payment expense [Refer note 26(b)]	54.78	345.84	-	-	-	-	-	-
Remuneration (Gross of Tax)	-	-	-	-	-	-	191.04	201.57
(c) Balances as at year end								
Trade Payable [Refer note 12(a)]	1,954.63	1,152.58	-	-	-	-	-	-
Other financial assets - current [Refer note 6(f)]	-	-	-	0.78	6.80	-	-	-

Note 1: The brand names "Paisabazaar" and "Paisabazaar.com" are owned by the Etechaces Marketing and Consulting Private Limited ("the Holding Company"). Considering the fact that the Paisabazaar Marketing and Consulting Private Limited ("the Company") was in its initial years of operations (being business development phase), the Holding company had not charged any fees towards usage of Intellectual Property Rights (IPR) till March 31, 2018. The operations of the Company had been considerably scaled up during the previous year and had reached a reasonable size, such that benefits of using the brand names, were providing impetus to the growth of the Company, rather than only enhancing the visibility of the brand name owned by the Holding company. Hence, the Holding company had entered into an agreement with the company for an IPR fees @ 5% of the revenue of the Company w.e.f April 01, 2018.

Note 2: Amounts are exclusive of applicable taxes, unless otherwise specified.

*Mr. Yashish Dahiya, Mr. Alok Bansal and Mr. Manoj Sharma do not take any remuneration from Paisabazaar Marketing and Consulting Private Limited.

(d) Key management personnel compensation

	March 31, 2020 (Rs. in Lakhs)	March 31, 2019 (Rs. in Lakhs)
Short-term employee benefits	143.17	123.14
Post-employment benefits	18.40	16.48
Long-term employee benefits	-	-
Termination benefits	-	-
Employee share based payments	29.47	61.95
Total compensation	191.04	201.57

Note 29: During the year, Etechaces Marketing and Consulting Private Limited, the holding company shared some of the resources with the Company and have charged the relevant cost based on actual usage of resources by the Company, details of which are as under;

	Year ended March 31, 2020 (Rs. in Lakhs)	Year ended March 31, 2019 (Rs. in Lakhs)
Cost charged to Paisabazaar Marketing and Consulting Private Limited, (net of applicable taxes)		
Rent	524.52	392.92
Electricity Expenses	111.78	83.66
Total	636.30	476.58



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Note 30 : Fair Value measurements

a) Financial instruments by category

	March 31, 2020 (Rs. in Lakhs)			March 31, 2019 (Rs. in Lakhs)		
	FVTPL	FVOCI	Amortised cost	FVTPL	FVOCI	Amortised cost
Financial assets						
Investments						
- Mutual funds	-	-	-	1,001.09	-	-
Trade receivables	-	-	3,201.75	-	-	4,913.38
Cash and cash equivalents	-	-	1,597.26	-	-	867.72
Other bank balances	-	-	-	-	-	111.00
Loans- Security deposits	-	-	100.21	-	-	78.85
Employee Loans	-	-	23.22	-	-	7.74
Unbilled revenue	-	-	3,053.16	-	-	1,524.02
Amount recoverable from fellow Subsidiary company for expenses	-	-	6.80	-	-	0.78
Interest accrued but not due	-	-	-	-	-	0.99
Total financial assets	-	-	7,982.40	1,001.09	-	7,504.48
Financial liabilities						
Trade payables	-	-	5,538.29	-	-	4,888.50
Employee related payables	-	-	749.42	-	-	597.74
Lease equalisation reserve	-	-	-	-	-	23.48
Lease liabilities	-	-	685.69	-	-	-
Total financial liabilities	-	-	6,973.40	-	-	5,509.72

Fair value hierarchy

This section explains the judgements and estimates made in determining the fair values of the financial instruments that are (a) recognised and measured at fair value and (b) measured at amortised cost and for which fair values are disclosed in the financial statements. To provide an indication about the reliability of the inputs used in determining fair value, the Company has classified its financial instruments into the three levels prescribed under the accounting standard. An explanation of each level follows underneath the table.

b) Fair value hierarchy

Financial assets measured at fair value:

(Rs. in Lakhs)

As at March 31, 2020	Notes	Level 1	Level 2	Level 3	Total
Financial assets					
Financial Investments at FVTPL:					
Investments in Mutual funds	6(b)	-	-	-	-
Total financial assets		-	-	-	-

Assets and liabilities which are measured at amortised cost for which fair values are disclosed

(Rs. in Lakhs)

As at March 31, 2020	Notes	Level 1	Level 2	Level 3	Total
Financial assets					
Loans					
Loans to employees	6(a)	-	-	23.22	23.22
Security deposits	6(a)	-	-	100.21	100.21
Total financial assets		-	-	123.43	123.43



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Financial assets measured at fair value:
(Rs. in Lakhs)

As at March 31, 2019	Notes	Level 1	Level 2	Level 3	Total
Financial assets					
Financial Investments at FVTPL:					
Investments in Mutual funds	6(b)	1,001.09	-	-	1,001.09
Total financial assets		1,001.09	-	-	1,001.09

Assets and liabilities which are measured at amortised cost for which fair values are disclosed
(Rs. in Lakhs)

As at March 31, 2019	Notes	Level 1	Level 2	Level 3	Total
Financial assets					
Loans					
Loans to employees	6(a)	-	-	7.74	7.74
Security deposits	6(a)	-	-	78.85	78.85
Total financial assets		-	-	86.59	86.59

The Company uses the following hierarchy for determining and disclosing the fair value of financial instruments:

Level 1: Level 1 hierarchy includes financial instruments measured using quoted prices, for example listed equity instruments, traded bonds and mutual funds that have quoted prices.

Level 2: The fair value of financial instruments that are not traded in an active market (for example, over-the-counter derivatives) is determined using valuation techniques which maximise the use of observable market data and rely as little as possible on entity-specific estimates. If all significant inputs required to fair value an instrument are observable, the instrument is included in level 2.

Level 3: If one or more of the significant inputs is not based on observable market data, the instrument is included in level 3. For example, unlisted equity securities, etc.

There are no transfers between levels 1 and 2 during the year

The Company's policy is to recognise transfers into and transfers out of fair value hierarchy levels as at the end of the reporting period.

c) Valuation technique used to determine fair value

Specific valuation techniques used to value financial instruments include:

- the use of quoted market prices or mutual fund houses quotes (NAV) for such instruments. This is included in Level 1.
- the fair value of the remaining financial instrument is determined using discounted cash flow analysis. This is included in Level 3.

d) Fair value of financial assets and liabilities measured at amortised cost

	31-Mar-20 (Rs. in Lakhs)		31-Mar-19 (Rs. in Lakhs)	
	Carrying amount	Fair value	Carrying amount	Fair value
Financial assets				
Loans				
Loans to employees	23.22	23.22	7.74	7.74
Security deposits	100.21	100.21	78.85	78.85
Total financial assets	123.43	123.43	86.59	86.59
Financial liabilities				
Lease liabilities	685.69	685.69	-	-
Total financial liabilities	685.69	685.69	-	-

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

For financial assets and liabilities that are measured at fair value, the carrying amounts are equal to the fair values.



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Financial risk and Capital management**A) Financial risk management framework**

The Company's activities expose it to market risk, liquidity risk and credit risk.

This note explains the sources of risk which the entity is exposed to and how the entity manages the risk.

Risk	Exposure arising from	Measurement	Management
Credit risk	Cash and cash equivalents, trade receivables, other financial assets measured at amortised cost.	Aging analysis	Diversification of bank deposits, credit limits and letters of credit
Liquidity risk	Other financial liabilities	Rolling cash flow forecasts	Availability of surplus cash and support from parent company
Price Risk	Investments in mutual funds	Credit rating	Portfolio diversification and regular monitoring

(a) Credit risk

Credit risk is the risk of financial loss to the Company if a customer or counterparty to a financial instrument fails to meet its contractual obligations, and arises principally from the Company's receivables from customers.

Trade receivables related credit risk

The Company's exposure to credit risk is influenced mainly by the individual characteristics of each customer. However, management also considers the factors that may influence the credit risk of its customer base, including the default risk of the industry. A default on a financial asset is when the counterparty fails to make contractual payments within 90 days of when they fall due. This definition of default is determined by considering the business environment in which Company operates and other macro-economic factors.

Credit quality of a customer is assessed based on its credit worthiness and historical dealings with the Company, market intelligence and goodwill. Outstanding customer receivables are regularly monitored by the management.

The Company has established an allowance for impairment that represents its expected credit losses in respect of trade and other receivables. The management uses a simplified approach for the purpose of computation of expected credit loss for trade receivables and 12-month expected credit loss for other receivables. An impairment analysis is performed at each reporting date on an individual basis for major parties. The calculation is based on historical data of actual losses. The Company evaluates the concentration of risk with respect to trade receivables as low.

Trade receivables are written off when there is no reasonable expectation of recovery.

Provision for expected credit losses

The Company provides for expected credit loss based on the following:

Category	Description of category	Basis for recognition of expected credit loss provision		
		Security deposits	Loans to employees	Trade receivables
High quality assets, negligible credit risk	Assets where the counterparty has strong capacity to meet the obligations and where the risk of default is negligible or nil			
Quality assets, low credit risk	Assets where there is low risk of default and where the counter-party has sufficient capacity to meet the obligations and where there has been low frequency of defaults in the past	12-month expected credit loss	12-month expected credit loss	Lifetime expected credit losses



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Year ended March 31, 2020:

(a) Expected credit loss for security deposits & loans to employees:

							(Rs. in Lakhs)
Particulars	Category	Description of category	Asset group	Estimated gross carrying amount at default	Expected probability of default	Expected credit losses	Carrying amount net of impairment provision
Loss allowance measured at 12 month expected credit losses	High quality assets, negligible credit risk	Assets where the counterparty has strong capacity to meet the obligations and where the risk of default is negligible or nil	Security deposits	100.21	0.00%	-	100.21
			Loans to employees	23.22	0.00%	-	23.22

(b) Lifetime expected credit loss for trade receivables under simplified approach:

							(Rs. in Lakhs)
Particulars /Ageing	Not Due	0-90 days past due	91-180 days past due	181-270 days past due	271-360 days past due	More than 360 days past due	Total
Gross carrying amount	2,627.89	495.81	35.30	108.62	16.00	83.97	3,367.57
Expected loss rate	0.74%	1.64%	7.07%	32.86%	100.00%	100.00%	
Expected credit losses (Loss allowance provision)	19.51	8.15	2.50	35.69	16.00	83.97	165.82
Carrying amount of trade receivables (net of impairment)	2,608.37	487.66	32.80	72.92	-	-	3,201.75

Year ended March 31, 2019:

(a) Expected credit loss for security deposits & loans to employees:

							(Rs. in Lakhs)
Particulars	Category	Description of category	Asset group	Estimated gross carrying amount at default	Expected probability of default	Expected credit losses	Carrying amount net of impairment provision
Loss allowance measured at 12 month expected credit losses	High quality assets, negligible credit risk	Assets where the counterparty has strong capacity to meet the obligations and where the risk of default is negligible or nil	Security deposits	78.85	0.00%	-	78.85
			Loans to employees	7.74	0.00%	-	7.74

(b) Lifetime expected credit loss for trade receivables under simplified approach:

							(Rs. in Lakhs)
Particulars/Ageing	Not Due	0-90 days past due	91-180 days past due	181-270 days past due	271-360 days past due	More than 360 days past due	Total
Gross carrying amount	3,778.91	927.59	384.36	33.56	42.08	50.22	5,216.72
Expected loss rate	5.22%	5.22%	5.22%	5.33%	5.33%	66.67%	
Expected credit losses (Loss allowance provision)	197.33	48.42	20.07	1.80	2.24	33.48	303.34
Carrying amount of trade receivables (net of impairment)	3,581.58	879.17	364.29	31.76	39.84	16.74	4,913.38

The following table summarizes the change in loss allowance measured using the life time expected credit loss model:

Particulars	Rs. in Lakhs
Loss allowance on 1 April 2018	14.06
Changes in loss allowance	289.28
Loss allowance on 31 March 2019	303.34
Changes in loss allowance	(137.52)
Loss allowance on 31 March 2020	165.82

Treasury related credit risk

Credit risk on cash and cash equivalents and other deposits with banks is limited as the Company generally invest in deposits with banks with high credit ratings assigned by external credit rating agencies, accordingly the Company considers that the related credit risk is low. Impairment on these items are measured on the 12-month expected credit loss basis.



(b) **Liquidity risk**

Liquidity risk is the risk that the Company will encounter difficulty in meeting the obligations associated with its financial liabilities that are settled by delivering cash or another financial asset. The Company's approach to managing liquidity is to ensure, as far as possible, that it will have sufficient liquidity to meet its liabilities when they are due, under both normal and stressed conditions, without incurring unacceptable losses or risking damage to the Company's reputation.

The Company's treasury maintains flexibility in funding by maintaining liquidity through investments in liquid funds. Management monitors rolling forecasts of the Company's liquidity position and cash and cash equivalents on the basis of expected cash flows.

Maturities of financial liabilities

The amounts disclosed in the table are the contractual undiscounted cash flows. Balances due within 12 months equal their carrying balances as the impact of discounting is not significant.

Contractual maturities of financial liabilities:

	0 to 1 year	1 - 5 years	More than 5 years	(Rs. in Lakhs) Total
March 31, 2020				
Non-derivatives				
Lease liabilities	506.43	496.87	-	1,003.30
Trade payables	5,538.29	-	-	5,538.29
Other financial liabilities	749.42	-	-	749.42
Total non-derivative liabilities	6,794.14	496.87	-	7,291.01
March 31, 2019				
Non-derivatives				
Trade payables	4,888.50	-	-	4,888.50
Other financial liabilities	597.74	-	23.48	621.22
Total non-derivative liabilities	5,486.24	-	23.48	5,509.72

(c) **Market risk**

Market risk is the risk that the fair value of future cash flows of a financial instrument will fluctuate because of changes in market prices.

The Company's exposure to securities price risk arises from investments held in mutual funds and classified in the balance sheet at fair value through profit or loss. To manage its price risk arising from such investments, the Company diversifies its portfolio. Further these are all debt base securities for which the exposure is primarily on account of interest rate risk. Quotes (NAV) of these investments are available from the mutual fund houses.

Loss for the year would increase/decrease as a result of gains/losses on these securities classified as at fair value through profit or loss.

B) Capital management

The Company's objectives when managing capital is to safeguard its ability to continue as a going concern, so that they can continue to provide returns for shareholders and benefits for other stakeholders. The capital of the Company consist of equity capital and accumulated profits/losses.

Ricco Arora


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Note 32 : As at March 31, 2019, the Company was in the process of evaluating the prior period impact of Supreme Court Judgment dated February 28, 2019 clarifying the definition of 'basic wages' as per Employees' Provident Funds and Miscellaneous Provisions Act, 1952 (P.F. Act) for the purpose of determining contribution to Provident Fund under P.F. Act.

During the year, the Provident fund authorities ("Authority") have inspected the books and records of the Company for the period August 2015 to December 2019. As a outcome of inspection, the Authority had raised a demand amounting to Rs. 0.34 lakhs which has been deposited by the Company during the year.

Note 33 : Segment information

An operating segment is one whose operating results are regularly reviewed by the entity's chief operating decision maker to make decisions about resources to be allocated to the segment and assess its performance. The Company has identified its whole time director as its chief operating decision maker. The Company's business activities fall within a single business segment as the Company is engaged in the business of showing online comparison and sales of financial products like home/car/personal/education/other loans, credit cards, saving accounts, mutual funds etc. Based on nature of services rendered, the risk and returns, internal organization and management structure and the internal performance reporting systems, the management considers that the Company is organized basis a single segment of rendering a bundle of services to the financial services industry. The chief decision maker reviews the performance of business as on overall basis. As the Company has a single reportable segment, the segment wise disclosure requirements of Ind AS 108 on Operating segment is not applicable. Further, the Company earns entire revenue within India only.

The revenues of Rs. 2,558.21 Lakhs (March 31, 2019 - Rs. 3,595.54 Lakhs from two individual external customer) are derived from one individual external customer.

Note 34 : Going concern

The Company's business activities, together with the factors likely to affect its future development and performance along with the financial position of the Company, its projected cash flows and letter of support provided by Etechaces Marketing and Consulting Private Limited have been reviewed by the Board of Directors and they have a reasonable expectation that the Company has adequate resources to continue in operational existence for the foreseeable future. Thus, the Company has continued to adopt the going concern basis of accounting in preparing the financial statements.

Rivna Arora


MM



Note 35: Changes in accounting policies

Effective April 01, 2019, the Company has adopted Ind AS 116 "Leases" which replaces the existing lease standard, Ind AS 17, Leases. The Company has applied Ind AS 116 using the modified retrospective approach and has accordingly not restated the comparative information. On initial application of Ind AS 116 "Leases", the Company has recognised the right of use asset at an amount equal to the lease liability, adjusted by the prepaid lease rent and lease equalisation reserve. In the statement of profit and loss, depreciation for the right of use of assets and finance cost for interest accrued on lease liability is being accounted for as against operating lease rent included under "Administration and Other Expenses" earlier.

The weighted average lessee's incremental borrowing rate applied to the lease liabilities on April 01, 2019 was 10 %.

(i) The impact of adoption of Ind AS 116 on these financial statements is as under:

(a) Transitional impact as at April 1, 2019		(Rs. in Lakhs)
Particulars	Amount	
- Opening balance of retained earnings	-	
- Recognition of lease liability	557.83	
- Recognition of right-of-use asset (includes Rs. 19.58 Lakhs and Rs. 23.47 Lakhs reclassified from prepaid lease payments and lease equalisation reserve respectively)	553.93	

(b) Statement of profit and loss for the year ended March 31, 2020		(Rs. in Lakhs)
Particulars	Amount	
- Decrease in rent expense (included in 'Other expenses')	(236.28)	
- Increase in finance cost	57.36	
- Increase in depreciation and amortisation expense	202.99	
Net increase in loss	24.07	

(ii) Practical expedients applied

In applying Ind AS 116 for the first time, the Company has used the following practical expedients permitted by the standard:

- applying a single discount rate to a portfolio of leases with reasonably similar characteristics
 - accounting for operating leases with a remaining lease term of less than 12 months as at 1 April 2019 as short-term leases
 - excluding initial direct costs for the measurement of the right-of-use asset at the date of initial application, and
 - using hindsight in determining the lease term where the contract contains options to extend or terminate the lease.
- e) The Company has also elected not to reassess whether a contract is, or contains a lease at the date of initial application. Instead, for contracts entered into before the transition date the Company relied on its assessment made applying IND AS 17.

(iii) Measurement of lease liabilities:		(Rs. in Lakhs)
Particulars	Amount	
Operating lease commitments disclosed as at March 31, 2019	647.22	
Discounted using the lease incremental borrowing rate at the date of initial application	557.83	
(Less): short-term leases not recognised as a liability	-	
Add/(less): adjustments as a result of a different treatment of extension and termination options	-	
Lease liabilities recognised as at April 1, 2019	557.83	



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Note 36: Impact of COVID-19 Pandemic

The spread of COVID-19 has severely impacted businesses around the globe. In many countries, including India, there has been severe disruption to regular business operations due to lock-downs, disruptions in transportation, supply chain, travel bans, quarantines, social distancing and other emergency measures.

The Company operates its website www.paisabazaar.com for showing online comparison and sales of financial products like home/car/personal/education/other loans, credit cards, saving accounts, mutual funds etc.

The Financial Services sector largely comprising of Banks, RBI regulated financial market intermediaries, SEBI regulated Capital and Debt markets are allowed to continue operations during the lockdown period as per the MHA guidelines issued on 15th April, 2020. The Company has taken all required steps to ensure that there is no disruption in its operations and is able to service its customers seamlessly by enabling work from home for its employees. The Company also plans to have approximately 30% to 40% manpower working from home post lockdown period also.

The Company expects that on the demand side there would be a short-term postponement in investment and credit decisions of the Customers. There would be temporary reduction on the supply side as well since the credit disbursement process is not completely digital and documents fulfillment would be a challenge during lockdown.

The Company has made a detailed assessment of its business environment, liquidity position, cash flows and the financial statements as at the Balance Sheet date, and has concluded that there are no material adjustments required in these financial statements. In view of highly uncertain economic environment, a definitive assessment of the impact on the subsequent periods is highly dependent upon circumstances as they evolve. The Company will continue to monitor any material changes to future economic conditions.

Note 37: Events occurring after balance sheet date

(a) The Company has, subsequent to the year end, issued 1,83,823 equity shares having a face value of Rs. 10 each at a premium of Rs. 262 each per share aggregating to Rs. 499.99 Lakhs to its Holding Company-Etechaces Marketing and Consulting Private Limited on May 28, 2020.

(b) Approval of financial statements - The financial statements were authorised for issue by the Board of Directors on June 19, 2020.

For Price Waterhouse Chartered Accountants LLP

Firm Registration Number: 012754N/N500016



Amitesh Dutta

Partner

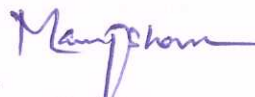
Membership No. 058507

For and on behalf of the Board of Directors

Alok Bansal

Director

DIN : 01653526



Manoj Sharma

Director

DIN : 02745526



Richa Arya

Company Secretary

M. No. 28873



Place: Gurugram

Date: June 19, 2020

Place: Gurugram

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