



**D M AND COMPANY**

Chartered Accountants

## INDEPENDENT AUDITOR'S REPORT

To,  
The Members of  
PB Marketing and Consulting Private Limited

**REPORT ON THE AUDIT OF THE IND AS FINANCIAL STATEMENTS FOR THE YEAR ENDED  
ON 31st MARCH, 2024**

### 1. Opinion

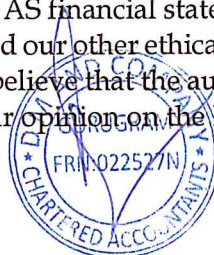
We have audited the accompanying Ind AS Financial Statements of **PB Marketing and Consulting Private Limited** (hereinafter referred to as "the Company"), which comprise of the Balance Sheet as at March 31, 2024, the Statement of Profit and Loss (including other comprehensive income), the Statement of Change in Equity and the Cash Flow Statement for the year then ended and notes to the Ind AS Financial Statements, including a summary of material accounting policies and other explanatory information.

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid Ind AS Financial Statements give the information required by the Companies Act, 2013 as amended ("the Act") in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India:

- (a) In the case of Balance Sheet, of the state of affairs of the Company as at March 31, 2024;
- (b) In the case of Statement of Profit and Loss (including other comprehensive income), of the loss for the year ended on March 31, 2024;
- (c) In the case of the Cash Flow Statement and statement of change in equity, its cash flows and the change in equity for the year ended on March 31, 2024.

### 2. Basis for Opinion

We conducted our audit of the Ind AS Financial Statements in accordance with the Standards on Auditing (SAs) as 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 Ind AS 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 Ind AS 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 on the Ind AS Financial Statements of the Company.



### 3. Other Information

The Company's Board of Directors is responsible for the other information. We have been provided with the other information included in the Director's Report and Annexure thereto, which did not include the Ind AS Financial Statements and our auditor's report thereon.

Our opinion on the Ind AS Financial Statements does not cover the other information referred to above and we do not express any form of assurance conclusion thereon.

In connection with our audit of the Ind AS Financial Statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the Ind AS financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.

Based on the audit work we have performed; we have nothing to report in this regard.

### 4. Responsibility of Management for the Ind AS Financial Statements

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 Ind AS Financial Statements that give a true and fair view of the financial position, financial performance, changes in equity of the company and cash flows of the company in accordance with the accounting principles generally accepted in India and other applicable Accounting Standards specified under section 133 of the Act read with the Companies (Indian Accounting Standards) Amendment Rules, 2023, as amended.

The Board of Directors of the company are responsible for 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 Ind AS Financial Statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the Ind AS Financial Statements, the Board of Directors of the company are 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.

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





## 5. Auditor's Responsibility for the Audit of the Ind AS Financial Statements

Our objectives are to obtain reasonable assurance about whether the Ind AS 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 Ind AS Financial Statements.

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

- Identify and assess the risks of material misstatement of the Ind AS 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.
- With respect to the adequacy of the internal controls over financial reporting of the company and the operating effectiveness of such controls, refer to our separate report in "Annexure B".
- 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 Ind AS 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 Ind AS Financial Statements, including the disclosures, and whether the Ind AS Financial Statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the company to express an opinion on the Ind AS financial statements. We are responsible for the direction, supervision and performance of the audit of the financial statements.



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

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

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

## 6. Other Matters

We have nothing to report in the "Other Matters" section of this independent audit report.

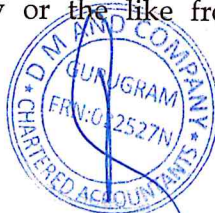
## 7. Report on Other Legal and Regulatory Requirements

1. As required by the Companies (Auditor's Report) Order, 2020 ("the Order"), issued by the Central Government of India in terms of sub-section (11) of section 143 of the Act, we give in the "Annexure-A" a statement on the matters specified in paragraphs 3 and 4 of the Order, to the extent applicable.
2. As required by Section 143(3) of the Act, we report that:
  - a) We have sought and obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of our audit of the aforesaid Ind AS financial statements.
  - 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), statement of change in equity and the Cash Flow Statement for the year ended on 31 March, 2024, dealt with by this Report are in agreement with the books of account.
  - d) In our opinion, the aforesaid Ind AS Financial Statements comply with the Accounting Standards specified under Section 133 of the Act to the extent applicable, read with Companies (Indian Accounting Standards) Amendment Rules, 2023, as amended.





- e) On the basis of the written representations received from the directors of the company as on 31 March, 2024 taken on record by the Board of Directors of the company, none of the directors of the company is disqualified as on 31 March, 2024 from being appointed as a director in terms of Section 164(2) of the Act.
- f) With respect to the adequacy of the internal controls over financial reporting of the company and the operating effectiveness of such controls, refer to our separate report in "Annexure B".
- g) With respect to the other matters to be included in the Auditor's Report in accordance with the requirements of section 197(16) of the Act, as amended: In our opinion and to the best of our information and according to the explanations given to us, the remuneration paid by the Company to its directors during the year is in accordance with the provisions of section 197 of the Act.
- h) With respect to the other matters to be included in the Auditor's Report in accordance with Rule 11 of the Companies (Audit and Auditors) Rules, 2014, as amended, in our opinion and to the best of our information and according to the explanations given to us:
- i) The company does not have any pending litigation which would have impact on its financial position.
- ii) The company did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses.
- iii) There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the company.
- iv) a) The respective managements of the company have represented that, to the best of its knowledge and belief no funds have been advanced or loaned or invested (either from borrowed funds or share premium or any other sources or kind of funds) by the company to or in any other persons or entities, including foreign entities ("Intermediaries"), with the understanding, whether recorded in writing or otherwise, that the Intermediary shall:
- I. directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever ("Ultimate Beneficiaries") by or on behalf of the Company or
- II. provide any guarantee, security or the like to or on behalf of the Ultimate Beneficiaries.
- b) The respective managements of the company have represented that, to the best of its knowledge and belief, no funds have been received by the company from any persons or entities, including foreign entities ("Funding Parties"), with the understanding, whether recorded in writing or otherwise, that the Company shall:
- I. directly or indirectly, lend or invest in other persons or entities identified in any manner whatsoever ("Ultimate Beneficiaries") by or on behalf of the Funding Party or
- II. provide any guarantee, security or the like from or on behalf of the Ultimate Beneficiaries; and



- c) Based on such audit procedures as considered reasonable and appropriate in the circumstances, nothing has come to our notice that has caused us to believe that the representations under subclause (iv) (a) and (iv) (b) contain any material mis-statement.
- v) There was no dividend declared or paid during the year by the company. Therefore, the compliance with the provisions of section 123 of the companies Act, 2013 is not applicable to them.
3. Proviso to Rule 3(1) of the Companies (Accounts) Rules, 2014 for maintaining books of account using accounting software which has a feature of recording audit trail (edit log) facility is applicable to the Company with effect from April 1, 2023, and accordingly, reporting under Rule 11(g) of Companies (Audit and Auditors) Rules, 2014 is applicable for the financial year ended March 31, 2024. Based on our examination which included test checks, the company has used an accounting software for maintaining its books of account which has a feature of recording audit trail (edit log) facility and the same has operated throughout the year for all relevant transactions recorded in the software. Further, during the course of our audit we did not come across any instance of audit trail feature being tampered with.

For D M AND COMPANY  
Chartered Accountants  
Firm's Registration No.: 022527N

Dheeraj Mehta  
(Partner)  
Membership No.: 504305  
UDIN: 24504305BKCVEL1301

Place: Gurgaon  
Date: 06 May, 2024





## **Annexure - A to the Independent Auditors' Report**

Referred to in paragraph 11 of Independent Auditors' report of even date to the Members of PB Marketing and Consulting Private Limited on the financial statements as of and for the year ended 31st March, 2024

To the best of our information and according to the explanations provided to us by the Company and the books of account and records examined by us in the normal course of audit, we state that:

(i) In respect of the Company's Property, Plant and Equipment and Intangible Assets:

(a) The Company has no Property, Plant and Equipment during the year. Therefore, the provisions of para 3 under clause (i)(a), (b), (c) and (d) of the said order are not applicable to the company.

(b) No proceedings have been initiated during the year or are pending against the Company as at March 31, 2024 for holding any benami property under the Benami Transactions (Prohibition) Act, 1988 (as amended in 2016) and rules made thereunder.

(ii) (a) The Company does not have any inventory and hence reporting under clause 3(ii)(a) of the Order is not applicable.

(b) The Company has not been sanctioned working capital limits in excess of ₹ 5 crore, in aggregate, at any points of time during the year, from banks or financial institutions on the basis of security of current assets and hence reporting under clause 3(ii)(b) of the Order is not applicable.

(iii) The Company has not made investments in, provided any guarantee or security or granted any loans and advances in the nature of loans, secured or unsecured to companies, firms, Limited Liability Partnerships, or any other parties, during the year, therefore the said clause is not applicable to the company.

(iv) According to the information and explanations given to us company has not granted any loans, investments, guarantees and security covered under section 185 and 186 of the Act. Accordingly, para 3(iv) of the order is not applicable to the company.

(v) The Company has not accepted any deposit or amounts which are deemed to be deposits. Hence, reporting under clause 3(v) of the Order is not applicable.



(vi) The maintenance of cost records has not been specified by the Central Government under sub-section (1) of section 148 of the Companies Act, 2013 for the business activities carried out by the Company. Hence, reporting under clause (vi) of the Order is not applicable to the Company.

(vii) In respect of statutory dues:

(a) In our opinion, the Company has generally been regular in depositing undisputed statutory dues, including Goods and Services tax, Provident Fund, Employees' State Insurance, Income Tax and other material statutory dues applicable to it with the appropriate authorities.

There were no undisputed amounts payable in respect of Goods and Service tax, Provident Fund, Employees' State Insurance, Income Tax and other material statutory dues in arrears as at March 31, 2024 for a period of more than six months from the date they became payable.

(b) According to the information and explanations given to us and based on our examination of the records of the Company, there were no dues as on March 31, 2022 in respect of income tax, Goods and Services Tax, duty of customs and other statutory dues which have not been deposited on account of any dispute.

(viii) There were no transactions relating to previously unrecorded income that have been surrendered or disclosed as income during the year in the tax assessments under the Income Tax Act, 1961 (43 of 1961).

(ix) (a) The Company has not taken any loans or other borrowings from any lender. Hence reporting under clause 3(ix)(a) of the Order is not applicable.

(b) The Company has not been declared wilful defaulter by any bank or financial institution or government or any government authority.

(c) The Company has not taken any term loan during the year and there are no outstanding term loans at the beginning of the year and hence, reporting under clause 3(ix)(c) of the Order is not applicable.

(d) On an overall examination of the financial statements of the Company, funds raised on short-term basis have, prima facie, not been used during the year for long-term purposes by the Company.

(e) The Company has no subsidiaries therefore clause 3(ix)(e) of the Order is not applicable.

(f) The Company has not raised any loans during the year and hence reporting on clause 3(ix)(f) of the Order is not applicable.

(x)

(a) The Company has not raised moneys by way of initial public offer or further public offer (including debt instruments) during the year and hence reporting under clause 3(x)(a) of the Order is not applicable.

(b) During the year, the Company has not made any preferential allotment or private placement of shares or convertible debentures (fully or partly or optionally) and hence reporting under clause 3(x)(b) of the Order is not applicable.

(xi)





- (a) No fraud by the Company and no material fraud on the Company has been noticed or reported during the year.
- (b) No report under sub-section (12) of section 143 of the Companies Act has been filed in Form ADT-4 as prescribed under rule 13 of Companies (Audit and Auditors) Rules, 2014 with the Central Government, during the year and upto the date of this report.
- (c) As per information and explanations provided to us, there is no whistle blower complaints received by the Company during the year. Therefore the said clause of the order is not applicable to the company.
- (xii) The Company is not a Nidhi Company and hence reporting under clause (xii) of the Order is not applicable.
- (xiii) In our opinion, the Company is in compliance with Section 177 and 188 of the Companies Act, 2013 with respect to applicable transactions with the related parties and the details of related party transactions have been disclosed in the financial statements as required by the applicable accounting standards.
- (xiv)
- (a) According to size and nature of the company's business, the internal audit is not applicable to the company. Therefore, this clause is not applicable to the company.
- (b) In consideration with the clause (xiv)(a) of para 3, the said clause of order is not applicable to the company.
- (xv) In our opinion during the year the Company has not entered into any non-cash transactions with its Directors or persons connected with its directors. and hence provisions of section 192 of the Companies Act, 2013 are not applicable to the Company.
- (xvi)
- (a) In our opinion, the Company is not required to be registered under section 45-IA of the Reserve Bank of India Act, 1934. Hence, reporting under clause 3(xvi)(a), (b) and (c) of the Order is not applicable.
- (b) In our opinion, there is no core investment company within the Group (as defined in the Core Investment Companies (Reserve Bank) Directions, 2016) and accordingly reporting under clause 3(xvi)(d) of the Order is not applicable.
- (xvii) The Company has incurred cash losses during the financial year covered by our audit and the immediately preceding financial year respectively Rs. 9.85 Lakhs and Rs. 6.64 Lakhs.
- (xviii) There has been no resignation of the statutory auditors of the Company during the year.
- (xix) On the basis of the financial ratios, ageing and expected dates of realisation of financial assets and payment of financial liabilities, other information accompanying the financial statements and our knowledge of the Board of Directors and Management plans and based on our examination of the evidence supporting the assumptions, nothing has come to our attention, which causes us to believe



that any material uncertainty exists as on the date of the audit report indicating that Company is not capable of meeting its liabilities existing at the date of balance sheet as and when they fall due within a period of one year from the balance sheet date. We, however, state that this is not an assurance as to the future viability of the Company. We further state that our reporting is based on the facts up to the date of the audit report and we neither give any guarantee nor any assurance that all liabilities falling due within a period of one year from the balance sheet date, will get discharged by the Company as and when they fall due.

(xx)

(a) Section 135 of the Act is not applicable to the company. Accordingly, reporting under clause 3(xx)(a) of the Order is not applicable for the year.

(b) Section 135 of the Act is not applicable to the company. Accordingly, reporting under clause 3(xx)(b) of the Order is not applicable for the year.

For D M And Company  
Chartered Accountants  
FRN 022527N

Dheeraj Mehta  
Partner  
M No 504305

Place: Gurgaon  
Date: 6/5/24





## **Annexure - B to the Independent Auditors Report**

### **Report on the Internal Financial Controls under Clause (i) of Sub-section 3 of Section 143 of the Companies Act, 2013 ("the Act")**

We have audited the internal financial controls over financial reporting of PB Marketing and Consulting Private Limited ("the Company") as of March 31, 2024 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**

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**

Our responsibility is to express an opinion on the Company's internal financial controls over financial reporting 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 over financial reporting was established and maintained and if such controls operated effectively in all material respects.

Our audit involves performing procedures to obtain audit evidence about the adequacy of the internal financial controls system over financial reporting and their operating effectiveness. Our audit of internal financial controls over financial reporting included obtaining an understanding of internal financial controls over financial reporting, assessing the risk that a material weakness exists, and testing and evaluating the design and operating effectiveness of internal control based on the assessed risk. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion on the Company's internal financial controls system over financial reporting.



## Meaning of Internal Financial Controls Over Financial Reporting

A company's internal financial control over financial reporting is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles. A company's internal financial control over financial reporting includes those policies and procedures that (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 Over Financial Reporting

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

## Opinion

In our opinion, the Company has, in all material respects, an adequate internal financial controls system over financial reporting and such internal financial controls over financial reporting were operating effectively as at March 31, 2024 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.

**For D M And Company**

Chartered Accountants

FRN 022527N



Dheeraj Mehta

Partner

No 504305

Place: Gurugram

Date: 06/05/2024



**PB Marketing and Consulting Private Limited**  
**Balance Sheet as at March 31, 2024**

Particulars	Notes	March 31, 2024 (₹ in Lakhs)	March 31, 2023 (₹ in Lakhs)
<b>ASSETS</b>			
<b>Non-current assets</b>			
Financial assets			
(i) Other financial assets	6	533.04	499.50
<b>Total non-current assets</b>		<b>533.04</b>	<b>499.50</b>
<b>Current assets</b>			
Financial assets			
(i) Trade receivables	4	0.00	19.18
(ii) Cash and cash equivalents	5	4.28	2.69
(iii) Other financial assets	6	10.96	48.08
Income Tax Assets (Net)	7	13.55	7.18
Other current assets	8	0.74	0.34
<b>Total current assets</b>		<b>29.53</b>	<b>77.47</b>
<b>Total assets</b>		<b>562.57</b>	<b>576.97</b>
<b>EQUITY AND LIABILITIES</b>			
<b>Equity</b>			
Equity Share capital	9	574.00	574.00
<b>Other Equity</b>			
Reserves and surplus	10	(17.63)	(7.78)
<b>Total equity</b>		<b>556.37</b>	<b>566.22</b>
<b>Liabilities</b>			
<b>Current liabilities</b>			
Financial Liabilities			
(i) Trade payables			
(a) total outstanding dues of micro and small enterprises	11	0.07	0.02
(b) total outstanding other than (i) (a) above	11	6.04	1.83
(ii) Other financial liabilities	12	0.09	5.71
Other current liabilities	13	-	3.19
<b>Total current liabilities</b>		<b>6.20</b>	<b>10.75</b>
<b>Total liabilities</b>		<b>6.20</b>	<b>10.75</b>
<b>Total equity and liabilities</b>		<b>562.57</b>	<b>576.97</b>

See accompanying notes to the unaudited financial results

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 D M And Company

Firm Registration Number: 0225277N

Dheeraj Mehta  
Partner

Membership No. 504305

Place: Gurugram

Date: May 06, 2024

For and on behalf of the Board of Directors

Manoj Sharma  
Director

DIN : 02745526

Place: Gurugram

Date: May 06, 2024

Alok Bansal  
Director

DIN : 01653526

Place: Gurugram

Date: May 06, 2024



**PB Marketing and Consulting Private Limited**  
**Statement of Profit and Loss for the year ended March 31, 2024**

	Notes	Year ended March 31, 2024 (₹ in Lakhs)	Year ended March 31, 2023 (₹ in Lakhs)
Revenue from operations	14	19.90	57.63
Other income	15	37.42	27.97
<b>Total income</b>		<b>57.32</b>	<b>85.60</b>
<b>Expenses:</b>			
Employee benefit expense	16	0.33	66.69
Advertising and promotion expenses	17	56.10	12.30
Other expenses	18	10.72	12.44
Finance costs	19	0.02	0.02
<b>Total expenses</b>		<b>67.17</b>	<b>91.45</b>
<b>(Loss) before tax</b>		<b>(9.85)</b>	<b>(5.85)</b>
<b>Income tax expense :</b>			
Current tax		-	0.79
Taxes relating to earlier years		-	-
<b>Total tax expense</b>		<b>-</b>	<b>0.79</b>
<b>(Loss) for the year</b>		<b>(9.85)</b>	<b>(6.64)</b>
<b>Other comprehensive income</b>			
<b>Items that will not be reclassified to profit or loss</b>			
Remeasurement of post employment benefit obligations [Gain/(Loss)]		-	-
Income tax relating to these items		-	-
<b>Other comprehensive income for the year, net of tax</b>		<b>-</b>	<b>-</b>
<b>Total comprehensive (Loss) for the year</b>		<b>(9.85)</b>	<b>(6.64)</b>
Earnings per equity share: [Nominal value per share ₹10/- (March 31, 2023: ₹10/-)]			
Basic (in ₹)	20	(0.17)	(0.12)
Diluted (in ₹)	20	(0.17)	(0.12)

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 D M And Company

Firm Registration Number: 022527N

Dheeraj Mehta

Partner

Membership No. 504305

Place: Gurugram

Date: May 06, 2024



For and on behalf of the Board of Directors

*Manoj Sharma*

Manoj Sharma

Director

DIN : 02745526

Place: Gurugram

Date: May 06, 2024



*Alok Bansal*

Alok Bansal

Director

DIN : 01653526

Place: Gurugram

Date: May 06, 2024

*V*



**PB Marketing and Consulting Private Limited**  
**Statement of cash flows for the year ended March 31, 2024**

Particulars	March 31, 2024 (₹ in Lakhs)	March 31, 2023 (₹ in Lakhs)
<b>A. Cash flow from operating activities</b>		
Profit/(Loss) before Income tax	(9.85)	(5.85)
Finance costs	0.02	0.02
Interest Income	(37.42)	(27.97)
<b>Change in operating assets and liabilities</b>		
(Increase)/Decrease in trade receivables	19.18	19.27
Increase/(Decrease) in trade payables	4.25	(22.71)
Increase/(Decrease) in other current liabilities	(3.19)	2.64
(Increase)/Decrease in other current assets	(0.40)	(0.01)
(Increase)/Decrease in other current financial assets	(0.00)	(27.99)
(Increase)/Decrease in current tax assets	-	(7.18)
Increase/(Decrease) in current tax liabilities	-	(0.79)
Increase/(Decrease) in other financial liabilities	(5.62)	5.70
<b>Cash inflow/(outflow) from operations</b>	<b>(33.03)</b>	<b>(64.87)</b>
Income taxes paid(net of refund)	(6.37)	(7.43)
<b>Net cash inflow/(outflow) from operating activities (A)</b>	<b>(39.40)</b>	<b>(72.30)</b>
<b>B. Cash flows from investing activities</b>		
Refund of Capital contribution	499.50	-
Investment in bank deposits	(1,085.50)	-
Proceeds from maturity of bank deposits	554.50	-
Interest received	72.49	27.97
<b>Net cash inflow/(outflow) from investing activities (B)</b>	<b>40.99</b>	<b>27.97</b>
<b>C. Cash flows from financing activities</b>	-	-
<b>Net cash inflow/(outflow) from financing activities (C)</b>	-	-
<b>Net increase in cash and cash equivalents (A+B+C)</b>	<b>1.59</b>	<b>(44.33)</b>
Cash and cash equivalents at the beginning of the year	2.69	47.02
<b>Cash and cash equivalents at end of the year</b>	<b>4.28</b>	<b>2.69</b>



**Reconciliation of cash and cash equivalents as per cash flow statement****Cash and cash equivalents as per above comprise of the following**

	March 31, 2024 (₹ in Lakhs)	March 31, 2023 (₹ in Lakhs)
Balances with Bank	4.28	2.69
Cash on hand	-	0.00
<b>Balances per statement of cash flows</b>	<b>4.28</b>	<b>2.69</b>

**Notes:**

1. 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"].
2. The above Statement of Cash Flows should be read in conjunction with the accompanying notes.
3. Figures in brackets indicate cash outflow.

The above cash flow statement should be read in conjunction with the accompanying notes.

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

For D M And Company  
Firm Registration Number: 022527N

Dheeraj Mehta  
Partner  
Membership No. 504303



Place: Gurugram  
Date: May 06, 2024

For and on behalf of the Board of Directors

Manoj Sharma

Manoj Sharma  
Director  
DIN : 02745526



Place: Gurugram  
Date: May 06, 2024

Alok Bansal

Alok Bansal  
Director  
DIN : 01653526

Place: Gurugram  
Date: May 06, 2024



**PB Marketing And Consulting Private Limited**  
Statement of Changes in Equity for the year ended March 31, 2024

**I) Equity share capital**

	As at March 31, 2024		As at March 31, 2023	
	Number of Shares (₹ in Lakhs)	Amount (₹ in lakhs)	Number of Shares (₹ in Lakhs)	Amount (₹ in lakhs)
Balance at the beginning of the year	57,40,000	574.00	57,40,000	574.00
Increase in shares on account of new issue	-	-	-	-
Shares outstanding at the end of the year	57,40,000	574.00	57,40,000	574.00

**II) Other equity**

**Reserves and surplus**

Particulars	Notes	(₹ in lakhs) Retained earnings
Balance as at April 01, 2022		(1.13)
(loss) for the year	10	(6.64)
Other comprehensive income	10	-
<b>Total comprehensive income / (loss) for the year</b>		<b>(6.64)</b>
<b>Balance as at March 31, 2023</b>		<b>(7.78)</b>
Balance as at April 01, 2023		(7.78)
(loss) for the year	10	(9.85)
Other comprehensive income	10	-
<b>Total comprehensive income / (loss) for the year</b>		<b>(9.85)</b>
<b>Balance as at March 31, 2024</b>		<b>(17.63)</b>

The above statement of changes of 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 D M And Company  
Firm Registration Number 022527N

Dheeraj Mehta  
Partner  
Membership No. 504305

Place: Gurugram  
Date: May 06, 2024

For and on behalf of the Board of Directors

Manoj Sharma  
Director  
DIN : 02745526

Place: Gurugram  
Date: May 06, 2024

Alok Bansal  
Director  
DIN : 01653526

Place: Gurugram  
Date: May 06, 2024



**PB Marketing and Consulting Private Limited**  
**Notes forming part of the financial statements for year ended March 31, 2024**

**1. General Information**

PB Marketing and Consulting Private Limited ("the Company") is a private limited company and incorporated under the provisions of the Companies Act, 1956. The Company is engaged in the business of Online, Offline and Direct marketing. The company was incorporated on November 19, 2008 and is wholly owned subsidiary of PB Fintech Limited.

**2. Summary of Material Accounting Policies**

**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) 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.

**2.2 Revenue Recognition**

The Company earns revenue significantly from following sources viz.

- Revenue from IT Services

Revenue is recognised as the related services are rendered/performed in accordance with the specific terms of the contracts with the customers and no significant uncertainty exists regarding the amount of consideration that will be derived from rendering the services.

Earnings in excess of billing are classified as unbilled revenue.

The above stream of revenue is shown net of applicable tax.

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## **PB Marketing and Consulting Private Limited**

**Notes forming part of the financial statements for year ended March 31, 2024**

### **2.3 Employee Benefits**

#### **i) Provident Fund**

Contribution towards provident fund for employees is made to the regulatory authorities, where the Company has no further obligations. Such benefits are classified as Defined Contribution Schemes as the Company does not carry any further obligations, apart from the contributions made on a monthly basis.

#### **ii) Gratuity**

The Company provides for gratuity, a defined benefit plan (the "Gratuity Plan") covering eligible employees in accordance with the Payment of Gratuity Act, 1972. The Gratuity Plan provides a lump sum payment to vested employees at retirement, death, incapacitation or termination of employment, of an amount based on the respective employee's salary and the tenure of employment. 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.

#### **iii) Compensated Absences:**

Accumulated compensated absences, which are expected to be availed or encashed within 12 months from the end of the year are treated as short term employee benefits. The obligation towards the same is measured at the expected cost of accumulating compensated absences as the additional amount expected to be paid as a result of the unused entitlement as at the year end.

Accumulated compensated absences, which are expected to be availed or encashed beyond 12 months from the end of the year are treated as other long term employee benefits. 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.

### **2.4 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.



**PB Marketing and Consulting Private Limited****Notes forming part of the financial statements for year ended March 31, 2024**

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.

Minimum Alternate Tax (MAT) credit is recognised as an asset only when and to the extent there is convincing evidence that the company will pay normal income tax during the specified period. Such asset is reviewed at each Balance Sheet date and the carrying amount of the MAT credit asset is written down to the extent there is no longer a convincing evidence to the effect that the Company will pay normal income tax during the specified period.

**2.5 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 period/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.

**2.6 Provisions and Contingencies****Provisions**

Provisions are recognised when there is a present obligation as a result of a past event, it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation and there is a reliable estimate of the amount of the obligation. Provisions are measured at the best estimate of the expenditure required to settle the present obligation at the balance sheet date and are not discounted to its present value.

**Contingent Liabilities**

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.

**2.7 Other Income****Interest Income**



**PB Marketing and Consulting Private Limited****Notes forming part of the financial statements for year ended March 31, 2024**

Interest income from financial assets at fair value through profit or loss is disclosed as interest income within other income. Interest income on financial assets at amortised cost and financial assets at FVOCI is calculated using the effective interest method is recognised in the statement of profit and loss as part of other income.

Interest income is calculated by applying the effective interest rate to the gross carrying amount of a financial asset except for financial assets that subsequently become credit-impaired. For credit-impaired financial assets the effective interest rate is applied to the net carrying amount of the financial asset (after deduction of the loss allowance).

**2.8 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 changes in value.

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

**2.8 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.



## PB Marketing and Consulting Private Limited

Notes forming part of the financial statements for year ended March 31, 2024

### 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.

### 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 income statement. 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.





## **PB Marketing and Consulting Private Limited**

**Notes forming part of the financial statements for year ended March 31, 2024**

- **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.

### **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.

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.

### **De-recognition 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.



**PB Marketing and Consulting Private Limited**  
**Notes forming part of the financial statements for year ended March 31, 2024**

**2.10 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 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.

**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.

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**PB Marketing and Consulting Private Limited**

**Notes forming part of the financial statements for year ended March 31, 2024**

**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**

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.

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Note 4 : Trade receivables

Trade receivables  
- Billed  
- Unbilled  
Less: Allowance for doubtful debts  
Total receivables  
Current portion  
Non- Current portion

As at March 31, 2024 (₹ in Lakhs)	As at March 31, 2023 (₹ in Lakhs)
0.00	19.18
-	-
-	-
0.00	19.18
0.00	19.18
-	-

Break-up of security details

Trade receivables considered good- Unsecured  
Total  
Allowance for doubtful debts  
Total trade receivables

As at March 31, 2024 (₹ in Lakhs)	As at March 31, 2023 (₹ in Lakhs)
0.00	19.18
0.00	19.18
-	-
0.00	19.18

As at March 31, 2024

Particulars	Outstanding for following periods from due date of payment							Total
	Unbilled	Not due	Less than 6 months	6 months- 1 years	1-2 years	2-3 years	More than 3 years	
(i) Undisputed Trade receivables- considered good	-	-	-	-	-	-	-	-
(ii) Undisputed Trade Receivables- which have significant increase in credit risk	-	-	-	-	-	-	-	-
(iii) Undisputed Trade Receivables- credit impaired	-	-	-	-	-	-	-	-
(iv) Disputed Trade Receivables considered good	-	-	-	-	-	-	-	-
(v) Disputed Trade Receivables – which have significant increase in credit risk	-	-	-	-	-	-	-	-
(vi) Disputed Trade Receivables – credit impaired	-	-	-	-	-	-	-	-
Total	-	-	-	-	-	-	-	-

As at March 31, 2023

Particulars	Outstanding for following periods from due date of payment							Total
	Unbilled	Not due	Less than 6 months	6 months- 1 years	1-2 years	2-3 years	More than 3 years	
(i) Undisputed Trade receivables- considered good	-	19.18	-	-	-	-	-	19.18
(ii) Undisputed Trade Receivables- which have significant increase in credit risk	-	-	-	-	-	-	-	-
(iii) Undisputed Trade Receivables- credit impaired	-	-	-	-	-	-	-	-
(iv) Disputed Trade Receivables considered good	-	-	-	-	-	-	-	-
(v) Disputed Trade Receivables – which have significant increase in credit risk	-	-	-	-	-	-	-	-
(vi) Disputed Trade Receivables – credit impaired	-	-	-	-	-	-	-	-
Total	-	19.18	-	-	-	-	-	19.18

Note 5 : Cash and cash equivalents

Bank Balances  
-in current accounts  
Cash on hand  
Total Cash and cash equivalents

As at March 31, 2024 (₹ in Lakhs)	As at March 31, 2023 (₹ in Lakhs)
4.28	2.69
-	0.00
4.28	2.69

Note 6 : Other financial assets

Non-Current  
Capital contribution in equity instruments pending allotment\* ( w.e.f. July 15, 2021 deposited in fixed deposits held with IndusInd Bank)  
Balances in fixed deposit accounts with original maturity more than 12 months\*  
  
Current  
Interest accrued but not due  
Total other financial assets

As at March 31, 2024 (₹ in Lakhs)	As at March 31, 2023 (₹ in Lakhs)
-	499.50
533.04	-
533.04	499.50
10.96	48.08
10.96	48.08

Note 7 : Income Tax Assets

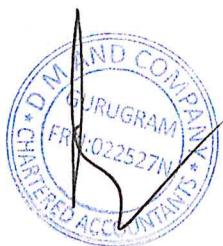
Advance income tax

As at March 31, 2024 (₹ in Lakhs)	As at March 31, 2023 (₹ in Lakhs)
13.55	7.18
13.55	7.18

Note 8 : Other current assets

Advance to vendors  
Balance with Government Authorities  
Total

As at March 31, 2024 (₹ in Lakhs)	As at March 31, 2023 (₹ in Lakhs)
0.04	0.34
0.70	-
0.74	0.34



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Note 9: Equity

Equity share capital

Authorised equity share capital

	Number of shares	Amount (₹ in Lakhs)
As at March 31, 2022	60,00,000	600.00
Increase during the year	1,00,00,000	1,000.00
As at March 31, 2023	1,60,00,000	1,600.00
Increase during the year	-	-
As at March 31, 2024	1,60,00,000	1,600.00

(i) Movements in equity share capital

Issued, Subscribed and Paid up capital

	Number of shares	Amount (₹ in Lakhs)
As at March 31, 2022	57,40,000	574.00
Add: Shares issued during the year	-	-
As at March 31, 2023	57,40,000	574.00
Add: Shares issued during the year	-	-
As at March 31, 2024	57,40,000	574.00

(ii) Shares of the company held by holding / ultimate holding company

	March 31, 2024		March 31, 2023	
	Number of shares	Amount (₹ in Lakhs)	Number of shares	Amount (₹ in Lakhs)
PB Fintech Limited (the Holding Company)	57,40,000	574.00	57,40,000	574.00
	57,40,000	574.00	57,40,000	574.00

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

	March 31, 2024		March 31, 2023	
	Number of shares	Amount (₹ in Lakhs)	Number of shares	% holding
PB Fintech Limited (the Holding Company)	57,40,000	100%	57,40,000	100%
	57,40,000		57,40,000	

(iv) Details of shareholding of promoters:

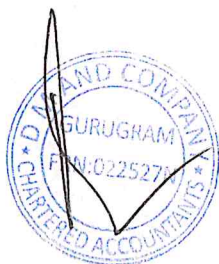
Disclosure of shareholding of promoters as at March 31, 2024 is as follows:

	March 31, 2024		March 31, 2023		% change during the year
Name of the promoter	Number of shares	% of total shares	Number of shares	% of total shares	
PB Fintech Limited (the Holding Company)	57,40,000	100.00%	57,40,000	100.00%	0.00%
Total	57,40,000	100.00%	57,40,000	100.00%	0.00%

Disclosure of shareholding of promoters as at March 31, 2023 is as follows:

	March 31, 2023		March 31, 2022		% change during the year
Name of the promoter	Number of shares	% of total shares	Number of shares	% of total shares	
PB Fintech Limited (the Holding Company)	57,40,000	100.00%	57,40,000	100.00%	0.00%
Total	57,40,000	100.00%	57,40,000	100.00%	0.00%

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I PB Marketing And Consulting Private Limited  
Notes to the financial statements for the year ended March 31, 2024

9 Note 10: Other Equity

Reserve and surplus

Particulars	March 31, 2024	March 31, 2023
Retained earnings	(17.63)	(7.78)
<b>Total reserves and surplus</b>	<b>(17.63)</b>	<b>(7.78)</b>

Retained earnings

Particulars	March 31, 2024	March 31, 2023
Opening balance	(7.78)	(1.13)
Net (Loss) for the year	(9.85)	(6.64)
<b>Total reserves and surplus</b>	<b>(17.63)</b>	<b>(7.78)</b>

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Note 11 : Trade payables

Current

Trade payables - micro and small enterprises [Refer note 21]

Trade payables - others

Total trade payables

As at March 31, 2024 (₹ in Lakhs)	As at March 31, 2023 (₹ in Lakhs)
0.07	0.02
6.04	1.83
<b>6.11</b>	<b>1.85</b>

As at March 31, 2024

Particulars	Outstanding for following periods from due date of payment						Amount (₹ in Lakhs)
	Unbilled	Not due	Less than 1 year	1-2 year	2-3 year	More than 3 year	Total
(i) Undisputed dues - Micro enterprises and small enterprises	-	0.07	-	-	-	-	0.07
(ii) Undisputed dues - Others	5.79	-	0.08	-	-	0.17	6.04
(iii) Disputed dues- Micro enterprises and small enterprises	-	-	-	-	-	-	-
(iv) Disputed dues- Others	-	-	-	-	-	-	-
<b>Total</b>	<b>5.79</b>	<b>0.07</b>	<b>0.08</b>	<b>-</b>	<b>-</b>	<b>0.17</b>	<b>6.11</b>

As at March 31, 2023

Particulars	Outstanding for following periods from due date of payment						Amount (₹ in Lakhs)
	Unbilled	Not due	Less than 1 year	1-2 year	2-3 year	More than 3 year	Total
(i) Undisputed dues - Micro enterprises and small enterprises	-	-	0.02	-	-	-	0.02
(ii) Undisputed dues - Others	0.47	0.37	0.46	-	-	0.27	1.83
(iii) Disputed dues- Micro enterprises and small enterprises	-	-	-	-	-	-	-
(iv) Disputed dues- Others	-	-	-	-	-	-	-
<b>Total</b>	<b>0.47</b>	<b>0.37</b>	<b>0.48</b>	<b>-</b>	<b>-</b>	<b>0.27</b>	<b>1.85</b>

Note 12 : Other financial liabilities

Current

Employee related payables

Total

As at March 31, 2024 (₹ in Lakhs)	As at March 31, 2023 (₹ in Lakhs)
0.09	5.71
<b>0.09</b>	<b>5.71</b>

Note 13 : Other current liabilities

Statutory dues

Total

As at March 31, 2024 (₹ in Lakhs)	As at March 31, 2023 (₹ in Lakhs)
-	3.19
<b>-</b>	<b>3.19</b>

*[Handwritten signature]*



*[Handwritten signature]*



**PB Marketing And Consulting Private Limited**  
**Notes to the financial statements for the year ended March 31, 2024**

**Note 14 : Revenue from operations**

**Sale of services**

Online marketing and consulting

**Total**

Year ended March 31, 2024 (₹ in lakhs)	Year ended March 31, 2023 (₹ in lakhs)
19.90	57.63
<b>19.90</b>	<b>57.63</b>

**Note 15 : Other income**

Interest Income

- On bank deposits

- On income tax refund

**Total**

Year ended March 31, 2024 (₹ in lakhs)	Year ended March 31, 2023 (₹ in lakhs)
36.92	27.97
0.50	-
<b>37.42</b>	<b>27.97</b>

**Note 16 : Employee benefit expense**

Salaries, wages and bonus

Contributions to Provident and Other funds

Compensated absences

Staff welfare expenses

**Total**

Year ended March 31, 2024 (₹ in lakhs)	Year ended March 31, 2023 (₹ in lakhs)
0.32	63.52
0.01	2.27
-	0.27
-	0.63
<b>0.33</b>	<b>66.69</b>

**Note 17 : Advertising and promotion expenses**

Marketing Expense

Year ended March 31, 2024 (₹ in lakhs)	Year ended March 31, 2023 (₹ in lakhs)
56.10	12.30
<b>56.10</b>	<b>12.30</b>

**Note 18 : Other expenses**

Legal and professional charges

Rates and taxes

Payment to auditors

As Auditor:

Audit fee

Bank Charges

Miscellaneous expense

**Total**

Year ended March 31, 2024 (₹ in lakhs)	Year ended March 31, 2023 (₹ in lakhs)
1.18	1.04
0.05	9.49
2.30	1.80
0.07	0.11
7.12	-
<b>10.72</b>	<b>12.44</b>

**Note 19 : Finance costs**

Interest expenses - MSME

**Total**

Year ended March 31, 2024 (₹ in lakhs)	Year ended March 31, 2023 (₹ in lakhs)
0.02	0.02
<b>0.02</b>	<b>0.02</b>





**Note 20 : Related Party Disclosures:**

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

**(a) Names of Related Parties and nature of relationship:**

- where control exists

**(i) Holding Company:**

PB Fintech Limited

**(ii) Key Management Personnel\*:**

Mr. Yashish Dahiya, Director

Mr. Alok Bansal, Director

Mr. Manoj Sharma, Director

Note: No Transactions occurred with any related party during current financial year

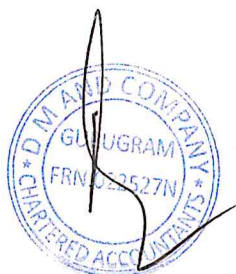
\*Mr. Yashish Dahiya, Mr. Alok Bansal and Mr. Manoj Sharma do not take any remuneration from the company.

**Note 21 : Dues to micro, small and medium enterprises**

According to the information available with the management and 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, 2024 (₹ in Lakhs)	As at March 31, 2023 (₹ in Lakhs)
Principal amount due to suppliers registered under the MSMED Act and remaining unpaid as at year end. [Refer note 11]	0.03	-
Interest due to suppliers registered under MSMED Act and remaining unpaid as at year end. [Refer note 11]	0.04	0.02
Principal amounts paid to suppliers registered under the MSMED Act, beyond the appointed day during the year	0.10	0.89
Interest paid, other than under Section 16 of MSMED Act, to suppliers registered under the MSMED Act, beyond the appointed day during the year	-	-
Interest paid, 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	0.00	0.02
Interest accrued and remaining unpaid at the end of each accounting year	0.00	0.02
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	0.04	0.02

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**PB Marketing And Consulting Private Limited**

**Notes to the financial statements for the year ended March 31, 2024**

**Note 22: Earnings per share**

Particulars		Year ended	Year ended
		March 31, 2024	March 31, 2023
Basic and diluted			
(Loss) attributable to Equity Shareholders( ₹ in Lakhs)	A	(9.85)	(6.64)
Weighted average number of shares of ₹ 10 each outstanding	B	57,40,000	57,40,000
Basic Earnings per share (in ₹)	A/B	(0.17)	(0.12)
Diluted Earnings per share (in ₹)	A/B	(0.17)	(0.12)

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

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**PB Marketing And Consulting Private Limited**  
**Notes to the financial statements for the year ended March 31, 2024**

**Note 23: Deferred Tax Assets**

**a) Deferred tax assets (Net)**

	As at March 31, 2024 (₹ in Lakhs)	As at March 31, 2023 (₹ in Lakhs)
<b>Particulars</b>		
Deferred tax liability	-	-
Deferred tax assets	-	-
Net deferred tax asset / (liability)	-	-

**b) Components of deferred tax assets**

	As at March 31, 2024 (₹ in Lakhs)	As at March 31, 2023 (₹ in Lakhs)
<b>Particulars</b>		
Tax losses	2.47	-
<b>Total</b>	2.47	-

**c) Unused tax losses and unrecognised temporary differences:**

	As at March 31, 2024 (₹ in Lakhs)	As at March 31, 2023 (₹ in Lakhs)
<b>Particulars</b>		
Unused tax losses	9.83	-
<b>Total</b>	9.83	-
Potential tax benefit @ 25.168%	2.47	-

**Expiry dates for unused tax losses :**

- March 31, 2032	9.83	-
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**Note:** The Company is having ₹9.83 lakhs accumulated business losses (Previous year - Nil) as on March 31, 2024 as per the provisions of the Income Tax Act, 1961. The unabsorbed business losses are available for offset for maximum period of eight years from the incurrence of loss.

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Note 24 : Ratio Analysis and its elements

Ratios	Numerator		Denominator		Ratio		Variance	Reason for Variance
	March 31, 2024	March 31, 2023	March 31, 2024	March 31, 2023	March 31, 2024	March 31, 2023		
Current Ratio (in times) = Current assets / Current liabilities	29.53	77.47	6.18	10.75	4.78	7.21	-33.70%	During the year ended March 31, 2024 current assets has been decreased with greater proportion as compared to decrease in current liabilities
Debt- Equity Ratio (in times) = Total Debt / Shareholder's equity	NA	NA	NA	NA	NA	NA	NA	Not Applicable
Debt Service Coverage ratio (in times) = Earnings available for debt service / Debt Service	NA	NA	NA	NA	NA	NA	NA	Not Applicable
Return on Equity ratio (in percentage) = Net Profit / Average Shareholder's Equity	(9.85)	(6.64)	561.29	569.54	(1.76)%	(1.17)%	-50.65%	During the year ended March 31, 2024 net profit has been decreased due to decrease in revenue from operations which leads to decrease in the ratio
Trade Receivable Turnover Ratio (in times) = Total sale of services / Average trade receivables	19.90	57.63	9.59	28.82	2.07	2.00	3.70%	Not Applicable
Trade Payable Turnover Ratio (in times) = Total Purchases / Average trade payables	66.82	24.74	3.98	13.19	16.81	1.88	795.94%	During the year ended March 31, 2024 total purchase has been increased however average trade payable has been decreased which leads to increase in ratio
Net Capital Turnover Ratio (in times) = Total sale of services / Working capital	19.90	57.63	23.35	66.72	0.85	0.86	-1.36%	Not Applicable
Net Profit ratio (in percentage) = Net Profit / Revenue from operations	(9.85)	(6.64)	19.90	57.63	(49.51)%	(11.51)%	-330.01%	During the year ended March 31, 2024 net profit has been decreased with greater proportion as compared to decrease in revenue from operations
Return on Capital Employed (in percentage) = Earning before interest and taxes / Capital Employed	(9.83)	(5.83)	556.37	566.22	(1.77)%	(1.03)%	-71.49%	During the year ended March 31, 2024 EBIT has been decreased with greater proportion as compared to decrease in capital employed
Return on Investment (in percentage) = Income generated from invested funds / Average invested funds	36.92	27.97	545.79	533.58	6.77%	5.24%	29.04%	During the year ended March 31, 2024 the income from investment has been increased with greater proportion as compared to increased in average invested funds.

Notes:

Average shareholder equity = Average of opening and closing total equity

Earnings available for debt service = Net Profit after taxes + Non-cash operating expenses like depreciation and other amortizations + Interest + other adjustments like loss on sale of Fixed assets etc

Net Profit = (Loss) / Profit for the year

Total Purchases = Advertising and promotion expenses + Network and internet expenses + Other expenses - Provision for doubtful debts - Loss on sale of property, plant and equipment - Loss on property, plant and equipment written off - Vendor advances written off - Net loss on foreign currency transaction and translations

Working Capital = Current assets - Current liabilities

Earning before interest and tax = (Loss) / Profit before tax + Finance Cost

Capital Employed = Total equity - intangible assets + lease liabilities

Income generated from invested funds = Interest Income on fixed deposits

Average Investment = Amount invested in Deposits



**Note 25 : Additional regulatory information required by Schedule III**

**(i) Details of Benami Property held**

No proceedings have been initiated on or are pending against the Company for holding benami property under the Benami Transactions (Prohibition) Act, 1988 (45 of 1988) and Rules made thereunder.

**(ii) Borrowing secured against current assets**

The Company has no borrowings from any banks or financial institutions during the current financial year.

**(iii) Wilful defaulter**

The Company has not been declared wilful defaulter by any bank or financial institution or government or any government authority.

**(iv) Relationship with struck off companies**

The Company has no balances outstanding/ transactions with companies struck off under section 248 of the Companies Act, 2013 or section 560 of the Companies Act, 1956 as at and for the year ended March 31, 2024 (March 31, 2023 - Nil).

**(v) Compliance with number of layers of companies**

The Company has complied with the number of layers prescribed under the Companies Act, 2013.

**(vi) Compliance with approved scheme(s) of arrangements**

The Company has not entered into any scheme of arrangement which has an accounting impact on current or previous financial year.

**(vii) Undisclosed income**

There is no amount surrendered or disclosed as income during the current or previous year in the tax assessments under the Income Tax Act, 1961, that has not been recorded in the books of account.

**(viii) Details of crypto currency or virtual currency**

The Company has not traded or invested in crypto currency or virtual currency during the current or previous year.

**(ix) Valuation of PP&E, intangible asset and investment property**

The Company has not revalued its property, plant and equipment (including right-of-use assets) or intangible assets or both during the current or previous year.

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Note 26: Financial risk and Capital management

A) Financial risk management framework

The company's activities expose it to 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, credit rating	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

(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 customer.

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 factor.

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.

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.

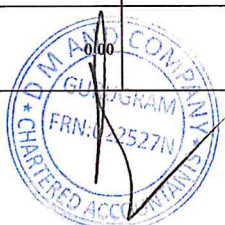
Provision for expected credit losses

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

Category	Description of category	Basis for recognition of expected credit loss provision
		Trade receivables
High quality assets, negligible credit risk	Assets where the counter-party has strong capacity to meet the obligations and where the risk of default is negligible or nil	Lifetime expected credit losses
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	

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

Year ended March 31, 2024							(₹ 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- Trade receivable	0.00	-	-	-	-	-	0.00
Gross carrying amount- Unbilled revenue	-	-	-	-	-	-	-
Expected loss rate	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	-
Expected credit losses (Loss allowance provision)-Unbilled revenue	-	-	-	-	-	-	-
Carrying amount of trade receivables (net of impairment)	0.00	-	-	-	-	-	0.00



Year ended March 31, 2023

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

(₹ 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- Trade receivable	19.18	-	-	-	-	-	19.18
Gross carrying amount- Unbilled revenue	-	-	-	-	-	-	-
Expected loss rate	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Expected credit losses (Loss allowance provision)-Unbilled revenue	-	-	-	-	-	-	-
Carrying amount of trade receivables (net of impairment)	19.18	-	-	-	-	-	19.18

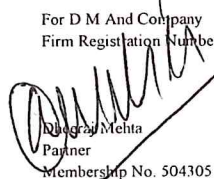
(b) Liquidity risk

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.

Note 27: Segment information

An operating segment is the 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's business activities fall within a single business segment as the Company is engaged in the business of online insurance aggregation. As the company has a single reportable segment, the segment wise disclosure requirements of Ind AS 108 on Operating segment is not applicable.

For D M And Company  
Firm Registration Number: 022527N

  
Rishabh Mehta  
Partner  
Membership No. 504305

Place: Gurugram  
Date: May 06, 2024



For and on behalf of the Board of Directors

  
Manoj Sharma  
Director  
DIN : 02745526

Place: Gurugram  
Date: May 06, 2024

Alok Bansal  
Director  
DIN : 01653526

Place: Gurugram  
Date: May 06, 2024

