

MediaAgility India Private Limited

CONDENSED INTERIM BALANCE SHEET AS AT SEPTEMBER 30, 2022

	Notes	As at September 30, 2022 In ₹ Million	As at April 30, 2022 In ₹ Million
ASSETS			
Non-current assets			
Property, Plant and Equipment	5.1	5.78	8.72
Other Intangible assets	5.2	0.87	1.16
		<u>6.65</u>	<u>9.88</u>
Financial assets			
- Other non current financial assets	6	0.10	0.10
Deferred tax assets (net)	7	12.22	10.39
Other non-current assets			
-Balance with government authorities	8	31.94	30.74
		<u>50.91</u>	<u>51.11</u>
Current assets			
Financial assets			
- Trade receivables (net)	9	977.74	610.04
- Cash and cash equivalents	10	318.32	240.84
- Other bank balances	11	-	20.05
- Other current financial assets	12	265.86	220.96
Other current assets	13	104.74	18.84
		<u>1,666.66</u>	<u>1,110.73</u>
TOTAL		<u><u>1,717.57</u></u>	<u><u>1,161.84</u></u>
EQUITY AND LIABILITIES			
EQUITY			
Equity share capital	4	32.07	32.07
Other equity		339.27	273.62
		<u>371.34</u>	<u>305.69</u>
LIABILITIES			
Non-current liabilities			
Provisions	14	37.32	32.82
		<u>37.32</u>	<u>32.82</u>
Current liabilities			
Financial liabilities			
- Trade payables			
-Dues of micro enterprises and small	15	0.30	-
-Dues of creditors other than micro	15	1,023.77	667.991
enterprises and small enterprises			
- Other financial liabilities	16	6.71	(20.92)
Other current liabilities	17	257.31	163.788
Provisions	18	3.88	-
Current tax liabilities (net)		16.94	12.47
		<u>1,308.91</u>	<u>823.33</u>
TOTAL		<u><u>1,717.57</u></u>	<u><u>1,161.84</u></u>
Summary of significant accounting policies	3		

The accompanying notes are an integral part of the condensed interim financial statements.

As per our report of even date

For Ahuja Valecha & Associates LLP
Chartered Accountants
Firm Registration. No.126791W/W100132

For and on behalf of the Board of Directors of
MediaAgility India Private Limited


Manish Khattar (Oct 17, 2022 15:58 GMT+5.5)


Nirdesh Chahal (Oct 17, 2022 16:03 GMT+5.5)

Ankit Shah
Partner
Membership No.: 118976

Nirdesh Kumar Chahal
Director
DIN: 03594221

Manish Khattar
Director
DIN: 09075257

Place: Pune
Date : October 17, 2022

Place: Gurugram
Date : October 17, 2022

Place: Gurugram
Date : October 17, 2022

MediaAgility India Private Limited

CONDENSED INTERIM STATEMENT OF PROFIT AND LOSS FOR THE PERIOD JULY 01, 2022 TO SEPTEMBER 30, 2022

	Notes	For the period July 01, 2022 to September 30, 2022	For the period April 30, 2022 to September 30, 2022
		In ₹ Million	In ₹ Million
Income			
Revenue from operations (net)	19	286.54	459.99
Other income	20	0.35	1.21
Total income (A)		286.89	461.20
Expenses			
Employee benefits expense	21	192.35	324.59
Depreciation and amortization expense	5.3	1.35	2.27
Other expenses	22	33.09	44.79
Total expenses (B)		226.79	371.65
Profit before tax (A - B)		60.10	89.55
Tax expense			
Current tax		15.06	23.84
Deferred tax charge/ (credit)		(0.24)	(1.83)
Total tax expense		14.82	22.01
Net profit for the period (C)		45.28	67.54
Other comprehensive income			
Items that will not be reclassified to profit or loss (D)			
- Remeasurements of the defined benefit liabilities / asset		0.95	1.86
- Deferred tax on remeasurements of the defined benefit liabilities / asset		-	-
		0.95	1.86
Total other comprehensive income for the period (D) + (E)		0.95	1.86
Total comprehensive income for the period (C) + (D) + (E)		46.23	69.40
Earnings per equity share			
[Nominal value of share ₹10]	23		
Basic (In ₹)		14.12	21.06
Diluted (In ₹)		14.12	21.06
Summary of significant accounting policies	3		

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		For the period July 01, 2022 to September 30, 2022
		In ₹ Million
Cash flows from operating activities		
Profit before tax		60.10
Adjustments for:		
Depreciation and amortization expense		1.35
Provision for doubtful debts (net)		4.26
Remeasurements of the defined benefit liabilities / assets (before tax effects)		(0.95)
(Profit) / loss on sale of Property, Plant and Equipment (net)		(0.03)
Operating profit before working capital changes		64.73
Movements in working capital :		
(Increase) / Decrease in other current financial assets		23.03
Decrease/ (Increase) in other current assets		(9.55)
Decrease/ (Increase) in other non current assets		(1.19)
Decrease/ (Increase) in trade receivables		(354.37)
Increase in trade payables, current liabilities and non current liabilities		255.13
Increase in provisions		3.03
Operating profit after working capital changes		(19.19)
Direct taxes paid (net of refunds)		(12.18)
Net cash generated from operating activities	(A)	(31.37)
Cash flows from investing activities		
Payment towards capital expenditure (including intangible assets, capital advances and capital creditors)		0.86
Proceeds from sale of Property, Plant and Equipment		0.11
Interest received		0.08
Net cash used in investing activities	(B)	1.05
Cash flows from financing activities		
Net cash used in financing activities	(C)	-

		As at September 30, 2022
		In ₹ Million
Net (decrease)/ increase in cash and cash equivalents (A + B + C)		(30.32)
Cash and cash equivalents at the beginning of the period		348.64
Cash and cash equivalents at the end of the period		318.32
Components of cash and cash equivalents		
Cash on hand (refer note 12)		0.01
Balances with banks		
On current accounts (refer note 12)		285.17
On exchange earner's foreign currency accounts (refer note 13)		33.14
Cash and cash equivalents		318.32

Summary of significant accounting policies - Refer note 3

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Place: Gurugram Place: Gurugram
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MediaAgility India Private Limited

CONDENSED INTERIM STATEMENT OF CHANGES IN EQUITY FOR PERIOD JULY 01, 2022 TO SEPTEMBER 30, 2022

A. Equity share capital

(Refer note 4)

(In ₹ Million)		
Balance as at April 30, 2022	Changes in equity share capital during the period	Balance as at June 30, 2022
32.07	-	32.07

(In ₹ Million)		
Balance as at June 30, 2022	Changes in equity share capital during the period	Balance as at September 30, 2022
32.07	-	32.07

B. Other equity

(In ₹ Million)				
Particulars	<u>Reserves and surplus</u>		<u>Items of other comprehensive income</u>	Total
	Capital Reserve	Retained earnings		
Balance as at June 30, 2022	2.47	293.38	(0.91)	294.94
Restated balance as at April 29, 2022				
Net profit for the period	-	45.28	-	45.28
Other comprehensive income for the period	-		(0.95)	(0.95)
Balance as at September 30, 2022	2.47	338.66	(1.86)	339.27

(In ₹ Million)				
Particulars	<u>Reserves and surplus</u>		<u>Items of other comprehensive income</u>	Total
	Capital Reserve	Retained earnings		
Balance as at April 30, 2022	2.47	271.15	-	273.62
Restated balance as at April 29, 2022				
Net profit for the period	-	22.24	-	22.24
Other comprehensive income for the period	-		(0.91)	(0.91)
Balance as at June 30, 2022	2.47	293.39	(0.91)	294.95

Nature and purpose of reserves**a) Capital reserve**

A capital reserve refers to a specific fund or amount set aside to cater for future or unpredictable expenses or losses of a company. It is an account on a company's balance sheet put aside to settle financial emergencies or capital losses that the company might face.

Summary of significant accounting policies - Refer note 3

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1 Nature of operations

Mediaagility India Private Limited (the “Company”) is a private company domiciled in India and incorporated under the provisions of the Companies Act, 1956. The Company was incorporated on November 16, 2010. The Company is a digital consulting company with the vision of making work meaningful for all. The Company is a premier Google Cloud partner across Cloud, Maps, G Suite with Google certified specialists on board and the Data Analytics & Location-based Services specialization awarded by Google Cloud, the company is a full spectrum digital consulting firm creating AI and Analytics based innovative solutions, building conversational intelligence and designing powerful operational intelligence and machine learning capabilities for customers.

2 Basis of preparation

The special purpose condensed interim financial statements for the period ended September 30, 2022 of the Company have been prepared solely for the purpose of consolidation with the holding Company. These condensed interim financial statements have been prepared in accordance with the recognition and measurement principle of Ind AS 34, Interim Financial Reporting (Ind AS 34), as issued under Companies (Indian Accounting Standards) Rules 2015 as amended and notified under Section 133 of the Companies Act, 2013 (“the Act”) except for presentation and disclosures requirement as required under the standard and the Act.

The Special purpose condensed interim financial statement has been prepared solely to enable the Company’s management to provide information for the consolidation with the holding Company and for their internal use.

While preparing these special purpose condensed interim financial statements, the Company has presented the following:

- a. Balance Sheet as at September 30, 2022
- b. Statement of Profit and Loss for the period ended July 01 to September 30, 2022
- c. Statement of Cash Flow for the period then ended
- d. Statement of Changes in Equity for the period then ended
- e. Selected explanatory notes

Accordingly, these special purpose condensed interim financial statements include only the disclosure which are required for condensed interim Consolidated Financial Statements of the Holding Company and among other things, do not include notes and disclosures pertaining to Ind AS 24 (Related Party Disclosures), Ind AS 113 (Fair Value Measurement) and Ind AS 107 (Financial Instrument: Disclosures) which are required to be disclosed in accordance with paragraph 15B and paragraph 16A of Ind AS 34. Accordingly, these financial statements may not be suitable for another purpose.

2.1 Historical cost convention and Indian Accounting Standards

The condensed interim financial statements of the Company have been prepared on an accrual basis and under the historical cost convention except for certain financial instruments and equity settled employee stock options which have been measured at fair value. Historical cost is generally based on the fair value of consideration given in exchange of goods and services. The accounting policies are consistently applied by the Company during the period and are consistent with those used in previous year except where a newly issued accounting standard is initially adopted or a revision to an existing accounting standard requires a change in the accounting policy hitherto in use.

These condensed interim financial statements are prepared in accordance with Indian Accounting Standard (Ind AS) 34 Interim Financial Reporting, as prescribed by Section 133 of the Companies Act 2013 (“the Act”) read with Companies (Indian Accounting Standards) Rules, 2015 and guidelines issued by the Securities and Exchange Board of India (SEBI). These condensed interim financial statements do not include all the information required for a complete set of financial statements under the applicable financial reporting framework

2.2 Compliance with Ind AS

These condensed interim financial statements are prepared in accordance with Indian Accounting Standard (Ind AS), the provisions of the Companies Act, 2013 (“the Act”) (to the extent notified) and guidelines issued by the Securities and Exchange Board of India (SEBI). The Ind AS are prescribed under Section 133 of the Act read with Rule 3 of the Companies (Indian Accounting Standards) Rules, 2015 and relevant amendment rules issued thereafter.

2.3 New and amended standards adopted by the Company

The Company has applied the following amendment to Ind AS for the first time in its annual reporting period commencing 1 April 2021:

- Extension of COVID-19 related concessions - amendments to Ind AS 116
- Interest rate benchmark reform – amendments to Ind AS 109, Financial Instruments, Ind AS 107, Financial Instruments: Disclosures, Ind AS 104, Insurance Contracts and Ind AS 116, Leases.

The amendments listed above did not have any impact on the amounts recognised in prior periods and are not expected to significantly affect the current or future periods.

2.4 New amendments issued but not effective

The Ministry of Corporate Affairs has vide notification dated 23 March 2022 notified Companies (Indian Accounting Standards) Amendment Rules, 2022 which amends certain accounting standards, and are effective 1 April 2022. These amendments are not expected to have a material impact on the company in the current or future reporting periods and on foreseeable future transactions.

2.5 Reclassifications consequent to amendments to Schedule III

The Ministry of Corporate Affairs amended the Schedule III to the Companies Act, 2013 on 24 March 2021 to increase the transparency and provide additional disclosures to users of financial statements. These amendments are effective from 1 April 2021.

Consequent to above, the company has changed the classification/presentation of (i) current maturities of long-term borrowings (ii) security deposits, in the current period.

The current maturities of long-term borrowings (including interest accrued) has now been included in the “Current borrowings” line item. Previously, current maturities of long-term borrowings and interest accrued were included in ‘other financial liabilities’ line item.

Further, security deposits (which meet the definition of a financial asset as per Ind AS 32) have been included in ‘other financial assets’ line item. Previously, these deposits were included in ‘loans’ line item.

3 Significant accounting policies**3.1 Use of estimates**

The preparation of the condensed interim financial statements in conformity with Ind AS requires the Management to make estimates, judgments and assumptions. These estimates, judgments and assumptions affect the application of accounting policies and the reported amounts of assets and liabilities, the disclosures of contingent assets and liabilities at the date of the financial statements and reported amounts of revenues and expenses during the period. The application of accounting policies that require critical accounting estimates involving complex and subjective judgments and the use of assumptions in these financial statements have been disclosed appropriately. Accounting estimates could change from period to period. Actual results could differ from those estimates. Appropriate changes in estimates are made as the Management becomes aware of changes in circumstances surrounding the estimates. Changes in estimates are reflected in the condensed interim financial statements in the period in which changes are made and, if material, their effects are disclosed in the notes to the condensed interim financial statements.

3.2 Estimation of uncertainties relating to the global health pandemic from COVID-19:

The Company has considered all possible impacts of COVID-19 in the preparation of these condensed interim financial statements, including but not limited to its assessment of, liquidity and going concern assumption, recoverable values of its financial and non-financial assets, impact on revenue recognition owing to changes in cost budgets of fixed price contracts, impact on leases, impact on effectiveness of its hedges and impact on the recoverable amount of goodwill. The Company has carried out this assessment based on available internal and external sources of information up to the date of approval of these financial statements and believes that the impact of COVID-19 is not material to these financial statements and expects to recover the carrying amount of its assets. The impact of COVID-19 on the condensed interim financial statements may differ from that estimated as at the date of approval of these condensed interim financial statements owing to the nature and duration of COVID-19.

3.3 Critical accounting estimates**a) Revenue recognition**

The Company's contracts with customers include promises to transfer multiple products and services to a customer. Revenues from customer contracts are considered for recognition and measurement when the contract has been approved by the parties to the contract, the parties to the contract are committed to perform their respective obligations under the contract, and the contract is legally enforceable. The Company assesses the services promised in a contract and identifies distinct performance obligations in the contract. Identification of distinct performance obligations to determine the deliverables and the ability of the customer to benefit independently from such deliverables, and allocation of transaction price to these distinct performance obligations involves significant judgment.

Revenue from fixed price maintenance type contracts is recognized rateably on a straight-line basis when services are performed through an indefinite number of repetitive acts over a specified period. Revenue from fixed-price maintenance type contracts is recognised rateably using a percentage-of-completion method when the pattern of benefits from the services rendered to the customer and the Company's costs to fulfil the contract is not even through the period of the contract because the services are generally discrete in nature and not repetitive. The use of a method to recognise such revenues requires judgment and is based on the promises in the contract and nature of the deliverables.

The Company uses the percentage-of-completion method in accounting for its other fixed-price contracts. Use of the percentage-of-completion method requires the Company to estimate the efforts or costs expended to date as a proportion of the total efforts or costs to be expended. Efforts or costs expended have been used to measure progress towards completion. Provisions for estimated losses, if any, on uncompleted contracts are recorded in the period in which such losses become probable based on the expected contract estimates at the reporting date.

Further, the Company uses significant judgement while determining the transaction price allocated to performance obligations using the expected cost plus margin approach.

In respect of the contracts where the transaction price is payable as revenue share at pre-defined percentage of customer revenue and bearing in mind, the time gap between the close of the accounting period and availability of the revenue report from the customer, the Company is required to use its judgement to ascertain the income from revenue share on the basis of historical trends of customer revenue.

b) Income taxes

The Company's major tax jurisdiction is India, though the Company also files tax returns in other overseas jurisdictions. Significant judgements are involved in determining the provision for income taxes.

Management evaluates if the deferred tax assets will be realised in future considering the historical taxable income, scheduled reversals of deferred tax liabilities, projected future taxable income and tax-planning strategies. While the Management believes that the Company will realise the deferred tax assets, the amount of deferred tax asset realisable, could be reduced in the near term if estimates of future taxable income during the carry forward period are reduced.

c) Property, plant and equipment

Property, plant and equipment represent a significant proportion of the asset base of the Company. The charge in respect of depreciation is derived after determining an estimate of an asset's expected useful life and the expected residual value at the end of its life. The useful lives and residual values of Company's assets are determined by management at the time the asset is acquired and reviewed periodically. The lives are based on historical experience with similar assets as well as anticipation of future events, which may impact their life, such as changes in technology.

d) Leases

Ind AS 116 requires lessees to determine the lease term as the non-cancellable period of a lease adjusted with any option to extend or terminate the lease, if the use of such option is reasonably certain. The Company makes an assessment on the expected lease term on a lease-by-lease basis and thereby assesses whether it is reasonably certain that any options to extend or terminate the contract will be exercised. In evaluating the lease term, the Company considers factors such as any significant leasehold improvements undertaken over the lease term, costs relating to the termination of the lease and the importance of the underlying asset to the Company's operations taking into account the location of the underlying asset and the availability of suitable alternatives. The lease term in future periods is reassessed to ensure that the lease term reflects the current economic circumstances. After considering current and future economic conditions, the Company has concluded that no changes are required to lease periods relating to the existing lease contracts.

3.4 Summary of significant accounting policies**a) Current versus non-current classification**

All assets and liabilities have been classified as current or non-current as per the Company's operating cycle and other criteria set out in the Schedule III of the Companies Act, 2013 (the "Act"). Operating cycle is the time between the acquisition of resources / assets for processing and their realisation in cash and cash equivalents. Based on the nature of products/ services and the time between the acquisition of assets for processing and their realisation in cash and cash equivalents, the Company has ascertained its operating cycle as 12 months.

b) Property, Plant and Equipment

Property, Plant and Equipment are stated at cost, less accumulated depreciation and accumulated impairment losses, if any. Capital work-in-progress includes cost of Property, Plant and Equipment that are not ready to be put to use and is stated at cost. The cost comprises the purchase price and directly attributable costs of bringing the asset to its working condition for its intended use, cost of replacing part of the property, plant and equipment, cost of asset retirement obligations and borrowing costs for long term construction projects if the recognition criteria are met. Any trade discounts and rebates are deducted in arriving at the purchase price.

Subsequent expenditure related to an item of Property, Plant and Equipment is added to its original cost only if it is probable that future economic benefits associated with the item will flow to the Company. All other expenses on existing Property, Plant and Equipment, including day-to-day repair and maintenance expenditure and cost of replacing parts, are charged to the statement of profit and loss for the period during which such expenses are incurred.

Gains or losses arising from disposal of Property, Plant and Equipment are measured as the difference between the net disposal proceeds and the carrying amount of the asset and are recognized in the statement of profit and loss when the asset is disposed.

c) Intangible assets

Intangible assets including software licenses of enduring nature and contractual rights acquired separately are measured on initial recognition at cost. The cost of intangible assets acquired in a business combination is their fair value at the date of acquisition. Following initial recognition, intangible assets are carried at cost less accumulated amortization and accumulated impairment losses, if any. Cost comprises the purchase price and any directly attributable cost of bringing the asset to its working condition for its intended use.

Gains or losses arising from disposal of an intangible asset are measured as the difference between the net disposal proceeds and the carrying amount of the asset and are recognized in the statement of profit and loss when the asset is disposed.

Research and development cost

Research costs are expensed as incurred. Development expenditure incurred on an individual project is recognized as an intangible asset when the Company can demonstrate:

- technical feasibility of completing the intangible asset so that it will be available for use or sale;
- its intention to complete the asset;
- its ability to use or sell the asset;
- how the asset will generate probable future economic benefits;
- the availability of adequate resources to complete the development and to use or sell the asset; and
- the ability to measure reliably the expenditure attributable to the intangible asset during development.

Such development expenditure, until capitalization, is reflected as intangible assets under development.

Following the initial recognition, internally generated intangible assets are carried at cost less accumulated amortization and accumulated impairment losses, if any. Amortization of internally generated intangible asset begins when the development is complete and the asset is available for use.

d) Depreciation and amortization

Depreciation on Property, Plant and Equipment is provided using the Written down value method ('WDV') over the useful lives of the assets estimated by the management.

The management estimates the useful lives for the Property, Plant and Equipment as follows:

Assets	Useful ives
Computers	3 years
Mobile phones	5 years
Office equipments	5 years
Leasehold improvements	3 years
Furniture and fixtures	10 years
Computer software	3 years

*For these classes of assets, based on a technical evaluation, the management believes that the useful lives as given above best represent the period over which the management expects to use these assets.

Leasehold improvements are amortized over the period of lease or useful life, whichever is lower.

Intangible assets are amortized on a written down value basis over their estimated useful lives ranging from 3 to 6 years from the day the asset is made available for use.

Where cost of a part of the asset ("asset component") is significant to total cost of the asset and useful life of that part is different from the useful life of the remaining asset, useful life of that significant part is determined separately and such asset component is depreciated over its separate useful life.

Depreciation methods, useful lives and residual values are reviewed periodically.

e) Borrowing costs

Borrowing cost includes interest and amortization of ancillary costs incurred in connection with the arrangement of borrowings.

Borrowing costs directly attributable to the acquisition, construction or development of an asset that necessarily takes a substantial period of time to get ready for its intended use or sale are capitalized as part of the cost of the respective asset. All other borrowing costs are expensed in the period in which they occur.

f) Leases

The Company assesses at the inception of contract whether a contract is or contains a lease. A contract is, or contains, a lease if the contract conveys the right to control the use of an identified asset for a period of time in exchange for consideration.

To assess whether a contract conveys the right to control the use of an identified asset, the Company assesses whether:

- (i) the contract involves the use of an identified asset
- (ii) the Company has substantially all of the economic benefits from use of the asset through the period of the lease and
- (iii) the Company has the right to direct the use of the asset

Where the Company is a lessee

The Company accounts for each lease component within the contract as a lease separately from non-lease components of the contract and allocates the consideration in the contract to each lease component on the basis of the relative stand-alone price of the lease component and the aggregate stand-alone price of the non-lease components.

The Company recognises right-of-use asset representing its right to use the underlying asset for the lease term at the lease commencement date. The cost of the right-of-use asset measured at inception shall comprise of the amount of the initial measurement of the lease liability adjusted for any lease payments made at or before the commencement date less any lease incentives received, plus any initial direct costs incurred and an estimate of costs to be incurred by the lessee in dismantling and removing the underlying asset or restoring the underlying asset or site on which it is located.

The right-of-use assets is subsequently measured at cost less any accumulated depreciation, accumulated impairment losses, if any and adjusted for any remeasurement of the lease liability. The right-of-use assets is depreciated using the straight-line method from the commencement date over the shorter of lease term or useful life of right-of-use asset. The estimated useful lives of right-of use assets are determined on the same basis as those of property, plant and equipment.

Right-of-use assets are tested for impairment whenever there is any indication that their carrying amounts may not be recoverable. Impairment loss, if any, is recognised in the statement of profit and loss.

The Company measures the lease liability at the present value of the lease payments that are not paid at the commencement date of the lease. The lease payments are discounted using the interest rate implicit in the lease, if that rate can be readily determined. If that rate cannot be readily determined, the Company uses incremental borrowing rate.

The lease payments shall include fixed payments, variable lease payments based on an index or rate, residual value guarantees, exercise price of a purchase option where the Company is reasonably certain to exercise that option and payments of penalties for terminating the lease, if the lease term reflects the lessee exercising an option to terminate the lease.

The lease liability is subsequently remeasured by increasing the carrying amount to reflect interest on the lease liability, reducing the carrying amount to reflect the lease payments made and remeasuring the carrying amount to reflect any reassessment or lease modifications or to reflect revised in-substance fixed lease payments.

When the lease liability is remeasured, the corresponding adjustment is reflected in the right-of-use asset, or statement of profit and loss if the right-of-use asset is already reduced to zero.

The Company has elected not to apply the requirements of Ind AS 116 to short-term leases of all assets that have a lease term of 12 months or less and leases for which the underlying asset is of low value. The lease expenses associated with these leases are recognized in the statement of profit and loss on a straight line basis.

Company as a lessor

At the inception of the lease, the Company classifies each of its leases as either an operating lease or a finance lease. Whenever the terms of the lease transfer substantially all the risks and rewards of ownership to the lessee, the contract is classified as a finance lease. All other leases are classified as operating leases. The Company recognises lease payments received under operating leases as income over the lease term on a straight line basis.

g) Impairment of Non-financial assets

The Company assesses at each reporting date, if there is any indication of impairment based on internal/external factors. If any indications exist, the Company estimates the asset's recoverable amount unless the asset does not generate cash flows that are largely independent of those from other assets.

In such cases, the recoverable amount is determined for the Cash Generating Unit (CGU) to which the asset belongs. If the recoverable amount of an asset (or CGU) is estimated to be less than its carrying amount, the carrying amount of the asset (or CGU) is reduced to its recoverable amount. The recoverable amount is the greater of the asset's fair value and its value in use. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and risks specific to the asset.

h) 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.

Initial recognition and measurement

The Company recognizes financial assets and financial liabilities when it becomes a party to the contractual provisions of the instrument. All financial assets and liabilities are recognized at fair value on initial recognition, except for trade receivables which are initially measured at transaction price. Transaction costs that are directly attributable to the acquisition or issue of financial assets and financial liabilities, which are not at fair value through profit or loss, are added to the fair value on initial recognition.

The classification of financial assets at initial recognition depends on the financial asset's contractual cash flow characteristics and the Company's business model for managing them. The Company's business model refers to how it manages its financial assets to generate cash flows. The business model determines whether the cash flows will result from collecting contractual cash flows, selling the financial assets, or both.

Non-derivative financial instruments***Subsequent measurement*****Financial assets****Financial assets at amortized cost**

Financial assets that are held within a business model whose objective is to hold assets for collecting contractual cash flows and whose contractual terms give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding are subsequently measured at amortized cost using the effective interest rate method. The change in measurements are recognized as finance income in the statement of profit and loss.

Financial assets at fair value through other comprehensive income (FVTOCI)

Financial assets that are held within a business model whose objective is achieved both by collecting contractual cash flows and selling the financial assets and the assets' contractual cash flows represent solely payments of principal and interest on the principal amount outstanding are subsequently measured at fair value. Fair value movements are recognized in other comprehensive income.

Financial assets at fair value through profit or loss (FVTPL)

Any financial asset which does not meet the criteria for categorization as financial asset at amortized cost or at FVTOCI, is classified as financial asset at FVTPL. Financial assets except derivative contracts included within the FVTPL category are subsequently measured at fair value with all changes recognized in the statement of profit and loss.

Financial liabilities**Financial liabilities at amortised cost**

Financial liabilities are subsequently carried at amortized cost using the effective interest method, except for contingent consideration recognized in a business combination which is subsequently measured at fair value through profit or loss. For trade and other payables maturing within one year from the Balance Sheet date, the carrying amounts approximate fair value due to the short maturity of these instruments.

Financial liabilities at fair value through profit or loss (FVTPL)

Financial liabilities include financial liabilities held for trading and financial liabilities designated upon initial recognition at fair value through profit or loss if the recognition criteria as per Ind AS 109 – “Financial Instruments” are satisfied. Gains or losses on liabilities held for trading are recognized in statement of profit and loss.

Fair value gains or losses on liabilities designated as FVTPL attributable to changes in own credit risk are recognized in other comprehensive income. All other changes in fair value of liabilities designated as FVTPL are recognized in the statement of profit and loss. The Company has not designated any financial liability as FVTPL.

Investments in subsidiaries, associates and joint ventures

Investment in subsidiaries, associates and joint ventures are carried at cost.

Derivative financial instruments

The Company uses derivatives for economic hedging purposes. At the inception of hedging relationship, the Company documents the hedging relationship between the hedging instrument and hedged item including whether the changes in cash flows of the hedging instruments are expected to offset the changes in cash flows of the hedged items. The Company documents its objective and strategy for undertaking its hedging transactions.

Derivatives are initially recognised at fair value on the date a derivative contract is entered and are subsequently re-measured at fair value at each reporting date.

For cash flow hedges that qualify for hedge accounting, the effective portion of fair value of derivatives are recognised in cash flow hedging reserve within equity.

Gains or losses relating to the ineffective portion is immediately recognised in profit or loss.

Amounts accumulated in equity are reclassified to profit or loss in the period when the hedged item affects profit and loss or hedged future cash flows are no longer expected to occur.

Derivatives which do not qualify for hedge accounting are accounted as fair value through profit or loss.

Derecognition

The Company derecognizes a financial asset when the contractual rights to the cash flows from the financial asset expire or it transfers the financial asset and the transfer qualifies for derecognition under Ind AS 109. A financial liability (or a part of a financial liability) is derecognized from the Company's Balance Sheet when the obligation specified in the contract is discharged or cancelled or expires. On derecognition of a financial asset in its entirety, the difference between the asset's carrying amount and the sum of the consideration received and receivable and the cumulative gain or loss that had been recognised in other comprehensive income and accumulated in equity, if any, is recognised in profit or loss, except in case of equity instruments classified as FVOCI, where such cumulative gain or loss is not recycled to statement of profit and loss.

The Company derecognizes financial liabilities when the Company's obligations are discharged, cancelled or have expired. The difference between the carrying amount of the financial liability derecognized and the consideration paid and payable is recognised in statement of profit or loss.

Financial guarantee contracts

Financial guarantee contracts issued by the Company are those contracts that require a payment to be made to reimburse the holder for a loss it incurs because the specified debtor fails to make a payment when due in accordance with the terms of a debt instrument. Financial guarantee contracts are recognised initially as a liability at fair value, adjusted for transaction costs that are directly attributable to the issuance of the guarantee. Subsequently, the liability is measured at the higher of the amount of loss allowance determined as per impairment requirements of Ind AS 109 and the amount recognised less cumulative amortisation.

Fair value of financial instruments

In determining the fair value of its financial instruments, the Company uses a variety of methods and assumptions that are based on market conditions and risks existing at each reporting date. The methods used to determine fair value include discounted cash flow analysis, available quoted market prices, dealer quotes.

For equity instruments of unlisted companies, in limited circumstances, insufficient more recent information is available to measure fair value, or if there are a wide range of possible fair value measurements and cost represents the best estimate of fair value within that range. The Company recognises such equity instruments at cost, which is considered as appropriate estimate of fair value.

All methods of assessing fair value result in general approximation of value, and such value may never actually be realized. Refer to the table on financial instruments by category below for the disclosure on carrying value and fair value of financial assets and liabilities. For financial assets and liabilities maturing within one year from the Balance Sheet date and which are not carried at fair value, the carrying amounts approximate fair value due to the short maturity of these instruments.

Impairment of financial assets

The Company applies Expected Credit Loss (ECL) model for measurement and recognition of impairment loss on financial assets measured at amortized cost and financial assets that are debts instruments and are measured at fair value through other comprehensive income (FVTOCI). ECL is the difference between contractual cash flows that are due and the cash flows that the Company expects to receive, discounted at the original effective interest rate.

For trade receivables, the Company recognizes impairment loss allowance based on lifetime ECL at each reporting date, right from its initial recognition. For other financial assets, the Company determines whether there has been a significant increase in the credit risk since initial recognition. If credit risk has not increased significantly, 12 month ECL is used to provide for impairment loss. However, if credit risk has increased significantly, lifetime ECL is used.

i) Revenue recognition

Revenues from customer contracts are considered for recognition and measurement when the contract has been approved by the parties to the contract, the parties to the contract are committed to perform their respective obligations under the contract, and the contract is legally enforceable. Revenue is recognized upon transfer of control of promised products or services ("performance obligations") to customers in an amount that reflects the consideration the Company has received or expects to receive in exchange for these products or services ("transaction price"). When there is uncertainty as to collectability, revenue recognition is postponed until such uncertainty is resolved. The Company assesses the services promised in a contract and identifies distinct performance obligations in the contract. The Company allocates the transaction price to each distinct performance obligation based on the relative standalone selling price. The price that is regularly charged for an item when sold separately is the best evidence of its standalone selling price. In the absence of such evidence, the primary method used to estimate standalone selling price is the expected cost plus a margin, under which the Company estimates the cost of satisfying the performance obligation and then adds an appropriate margin based on similar services. The Company's contracts may include variable consideration including rebates, volume discounts and penalties. The Company includes variable consideration as part of transaction price when there is a basis to reasonably estimate the amount of the variable consideration and when it is probable that a significant reversal of cumulative revenue recognized will not occur when the uncertainty associated with the variable consideration is resolved.

Income from software services and products

The company derives revenues primarily from IT services comprising of software development and related services and from the licensing of software products.

Revenue is recognized upon transfer of control of promised products or services to customers in an amount that reflects the consideration expected to receive in exchange for those products or services.

Arrangements with customers for software related services are either on a time-and-material or a fixed-price basis.

Revenue on time-and-material contracts are recognized as and when the related services are performed. Revenue from fixed-price contracts, where the performance obligations are satisfied over time and where there is no uncertainty as to measurement or collectability of consideration, is recognized as per the percentage-of-completion method. When there is uncertainty as to measurement or ultimate collectability, revenue recognition is postponed until such uncertainty is resolved.

Revenue from licenses where the customer obtains a "right to use" the licenses is recognized at the time the license is made available to the customer. Revenue from licenses where the customer obtains a "right to access" is recognized over the access period.

The company has applied the principles of IND AS 115 to account for the revenues from these performance obligations.

When support services are provided in conjunction with the licensing arrangement and the license and the support services have been identified as two separate performance obligations, the transaction price for such contracts are allocated to each performance obligation of the contract based on their relative standalone selling prices. Maintenance revenue is recognized proportionately over the period in which the services are rendered.

In case of reselling agreements, the revenue is recognized on a net basis i.e amount paid to the vendor for reselling the products or services as reduced by amount collected from customer.

Unbilled revenue (Contract Asset) represents revenue recognized in relation to work done until the balance sheet date for which billing has not taken place.

Unearned revenue (Contract Liability) represents the billing in respect of contracts for which the revenue is not recognized.

Interest

Interest income is recognized on a time proportion basis taking into account the carrying amount and the effective interest rate.

Dividend

Dividend income is recognized when the Company's right to receive dividend is established. Dividend income is included under the head 'Other income' in the statement of profit and loss.

Contract balances***Contract assets***

A contract asset is the right to consideration in exchange for services or products transferred to the customer. If the Company provides services or transfers products to the customer before the customer pays consideration or before the payment is due, a contract asset is recognised for the earned consideration that is conditional.

Contract liabilities

A contract liability is the obligation to provide services or transfer products to a customer for which the Company has received consideration (or an amount of consideration is due) from the total consideration. If the Company receives the consideration from the customer before the Company provides services or transfers products to the customer, a contract liability is recognised for the received consideration that is conditional.

j) Government grants

Government grants are recognised at fair value when there is reasonable assurance that the Company will comply with the conditions attaching to them and the grants will be received. Grants related to purchase of assets are treated as deferred income and allocated to income statement over the useful lives of the related assets while grants related to expenses are deducted in reporting the related expenses in the income statement.

k) Foreign currency translation***Foreign currency transactions and balances******Initial recognition***

Foreign currency transactions are recorded in the functional currency of the Company, by applying to the foreign currency amount the exchange rate between the functional currency and the foreign currency at the date of the transaction.

Conversion

Foreign currency monetary items are converted using the exchange rate prevailing at the reporting date. Non-monetary items, which are measured in terms of historical cost denominated in a foreign currency are reported using the exchange rate at the date of the transaction. Non-monetary items which are carried at fair value or other similar valuation denominated in a foreign currency are reported using the exchange rates at the date when the values were determined.

Exchange differences

Exchange differences arising on conversion / settlement of foreign currency monetary items and on foreign currency liabilities relating to Property, Plant and Equipment acquisition are recognized as income or expenses in the period in which they arise.

Translation of foreign operations

The assets and liabilities of a foreign operation are translated into the reporting currency (INR) at the exchange rate prevailing at the reporting date.

l) Retirement and other employee benefits**Provident fund**

Provident fund is a defined contribution plan covering eligible employees. The Company and the eligible employees make a monthly contribution to the provident fund maintained by the Regional Provident Fund Commissioner equal to the specified percentage of the eligible salary of the entitled employees as per the scheme. The contributions to the provident fund are charged to the statement of profit and loss for the period when the contributions are due. The Company has no obligation, other than the contribution payable to the provident fund.

Gratuity

Gratuity is a defined benefit obligation plan operated by the Company for its employees covered under Company Gratuity Scheme. The cost of providing benefit under gratuity plan is determined on the basis of actuarial valuation using the projected unit credit method at the reporting date and are charged to the statement of profit and loss, except for the remeasurements, comprising of actuarial gains and losses which are recognized in full in the statement of other comprehensive income in the reporting period in which they occur. Remeasurements are not reclassified to profit and loss subsequently.

Superannuation

Superannuation is a defined contribution plan covering eligible employees. The contribution to the superannuation fund managed by the insurer is equal to the specified percentage of the basic salary of the eligible employees as per the scheme. The contribution to this scheme is charged to the statement of profit and loss on an accrual basis. There are no other contributions payable other than contribution payable to the respective fund.

Leave encashment

The expected cost of accumulating leave encashment is determined by actuarial valuation performed by an independent actuary at each Balance Sheet date using projected unit credit method on the additional amount expected to be paid / availed as a result of the unused entitlement that has accumulated at the Balance Sheet date. Expense on non-accumulating leave encashment is recognized in the period in which the absences occur.

Long service awards

Long service awards are other long term benefits to all eligible employees, as per Company's policy. The cost of providing benefit under long service awards scheme is determined on the basis of actuarial valuation using the projected unit credit method at the reporting date. Remeasurements, comprising of actuarial gains and losses are recognized in full in the statement of profit and loss.

m) Income taxes

Tax expense comprises of current and deferred tax. Current income tax is measured at the amount expected to be paid to the tax authorities in accordance with the Income Tax Act, 1961 enacted in India and tax laws prevailing in the respective tax jurisdictions where the Company operates. The tax rates and tax laws used to compute the amount are those that are enacted or substantively enacted, at the reporting date. Current income tax relating to items recognized directly in equity is recognized in equity and not in statement of profit and loss.

Deferred income taxes reflect the impact of temporary differences between tax base of assets and liabilities and their carrying amounts. Deferred tax is measured based on the tax rates and the tax laws enacted or substantively enacted at the reporting date.

Deferred tax liabilities are recognized for all taxable temporary differences, except deferred tax liability arising from initial recognition of goodwill or an asset or liability in a transaction that is not a business combination and, affects neither accounting nor taxable profit/ loss at the time of transaction. Deferred tax assets are recognized for all deductible temporary differences, the carry forward of unused tax credits and any unused tax losses, except deferred tax assets arising from initial recognition of goodwill or an asset or liability in a transaction that is not a business combination and, affects neither accounting nor taxable profit/ loss at the time of transaction. Deferred tax assets are recognized only to the extent that sufficient future taxable income will be available against which such deferred tax assets can be realized.

In the situations where the Company is entitled to a tax holiday under the Income-tax Act, 1961 enacted in India or tax laws prevailing in the respective tax jurisdictions where it operates, no deferred tax (asset or liability) is recognized in respect of temporary differences which reverse during the tax holiday period, to the extent the Company's gross total income is subject to the deduction during the tax holiday period. Deferred tax in respect of temporary differences which reverse after the tax holiday period is recognized in the period in which the temporary differences originate.

The carrying amount of deferred tax asset is reviewed at each reporting date and reduced to the extent that it is no longer probable that sufficient taxable profit will be available against which such deferred tax assets can be realized.

Deferred tax assets and deferred tax liabilities are offset, if a legally enforceable right exists to set off current tax assets against current tax liabilities and the deferred tax assets and deferred tax liabilities relate to the same taxable entity and the same taxation authority.

Deferred tax relating to items recognized outside the statement of profit and loss is recognized in co-relation to the underlying transaction either in other comprehensive income or directly in equity.

n) Segment reporting

In accordance with para 4 of Notified Indian Accounting Standard 108 (Ind AS-108) "Operating Segments" the Company has disclosed segment information only in consolidated financial statements which are presented together with the standalone financial statements.

o) Earnings per share (EPS)

Basic earnings per share are calculated by dividing the net profit for the period attributable to equity shareholders by the weighted average number of equity shares outstanding during the period. The weighted average number of equity shares outstanding during the reporting period is adjusted for events such as bonus issue, bonus element in a rights issue, share split, and reverse share split (consolidation of shares), if any occurred during the reporting period, that have changed the number of equity shares outstanding, without a corresponding change in resources.

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

The number of shares and potential dilutive equity shares are adjusted retrospectively for all periods presented for any bonus shares issues including for changes effected prior to the approval of the condensed interim financial statements by the Board of Directors.

p) Provisions

A provision is recognized when the Company has a present obligation as a result of past event; it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation, in respect of which a reliable estimate can be made. Provisions are determined based on the best estimate of the amount required to settle the obligation at the reporting date. If the effect of time value of money is material, provisions are discounted using a current pre-tax rate that reflects the risks specific to the liability. These estimates are reviewed at each balance sheet date and adjusted to reflect the current best estimates.

q) Contingent liabilities

A contingent liability is a possible obligation that arises from past events whose existence will be confirmed by the occurrence or non-occurrence of one or more uncertain future events beyond the control of the Company or a present obligation that is not recognized because it is not probable that an outflow of resources will be required to settle the obligation. A contingent liability also arises in extremely rare cases where there is a liability that cannot be recognized because it cannot be measured reliably.

r) Cash and cash equivalents

Cash and cash equivalents in the cash flow statement comprises of cash at bank, cash in hand and short term deposits with an original maturity period of three months or less.

s) Equity

Ordinary shares are classified as equity share capital. Incremental costs directly attributable to the issuance of new ordinary shares, share options and buyback are recognized as a deduction from equity, net of any tax effects.

t) Dividend

Final dividend on shares are recorded as a liability on the date of approval by the shareholders and interim dividends are recorded as a liability on the date of declaration by the Company's Board of Directors.

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MediaAgility India Private Limited**Notes forming part of Condensed Interim Financial Statements****4. Share Capital**

	As at September 30, 2022 In ₹ Million	As at April 30, 2022 In ₹ Million
Authorized shares (No. in absolute)		
32,60,000 equity shares of ₹10 each	32.60	32.60
	32.60	32.60
Issued, subscribed and fully paid-up shares (No. in absolute)		
3,20,749 (Previous year: 3,20,749) equity shares of ₹10 each	32.07	32.07
Issued, subscribed and fully paid-up share capital	32.07	32.07

a) Reconciliation of the shares outstanding at the beginning and at the end of the year

The reconciliation of the number of shares outstanding and the amount of share capital is set out below:

	(In Million)		(In Million)	
	As at		As at	
	September 30, 2022	April 30, 2022	September 30, 2022	April 30, 2022
	No of Shares	Amount ₹	No of Shares	Amount ₹
Number of shares at the beginning of the year	32,07,490	32.07	32,07,490	32.07
Less: Changes during the year	-	-	-	-
Number of shares at the end of the year	32,07,490	32.07	32,07,490	32.07

b) Terms / rights attached to equity shares

The Company has only one class of equity shares having a par value of ₹10 per share. Each holder of equity shares is entitled to one vote per share. The Company declares and pays dividends in Indian rupees. The dividend proposed by the Board of Directors is subject to the approval of the shareholders in the ensuing Annual General Meeting.

In the event of liquidation of the Company, the holders of equity shares will be entitled to receive remaining assets of the Company, after distribution of all preferential amounts. The distribution will be in proportion to the number of equity shares held by the shareholders. However, no such preferential amounts exist currently.

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

Name of the shareholder*	As at		As at	
	September 30, 2022		April 30, 2022	
	No of Shares	% Holding	No of Shares	% Holding
Persistent System India Limited	32,07,484	99.99%	32,07,484	99.99%

* The shareholding information is based on legal ownership of shares and has been extracted from the records of the Company including register of shareholders / members.

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5.1 Property, plant and equipment

(In ₹ Million)

	Computers	Mobile phones	Office equipments	Leasehold improvements	Furniture and fixtures	Total
Gross block (at cost)						
As at June 30, 2022	18.96	0.76	1.23	4.40	5.01	30.37
Additions	-	0.03	-	-	-	0.03
Disposals	1.03	0.21	0.14	3.73	2.33	7.44
As at September 30, 2022	17.93	0.59	1.09	0.67	2.68	22.96
Accumulated depreciation						
As at June 30, 2022	12.93	0.64	1.08	4.18	3.64	22.47
Charge for the period	1.06	0.02	0.01	-	0.10	1.18
Disposals	0.96	0.18	0.13	3.55	1.66	6.48
As at September 30, 2022	13.03	0.47	0.97	0.64	2.07	17.18
Net block						
As at June 30, 2022	6.03	0.13	0.15	0.22	1.37	7.90
As at September 30, 2022	4.90	0.12	0.12	0.03	0.61	5.78

(In ₹ Million)

	Computers	Mobile phones	Office equipments	Leasehold improvements	Furniture and fixtures	Total
Gross block (at cost)						
As at April 30, 2022	19.75	0.76	1.23	4.40	5.01	31.16
Disposals	0.79	-	-	-	-	0.79
As at June 30, 2022	18.96	0.76	1.23	4.40	5.01	30.37
Accumulated depreciation						
As at April 30, 2022	12.98	0.63	1.07	4.18	3.57	22.44
Charge for the period	0.72	0.01	0.01	-	0.06	0.80
Disposals	0.75	-	-	-	-	0.75
As at June 30, 2022	12.95	0.64	1.08	4.18	3.64	22.49
Net block						
As at April 30, 2022	6.77	0.14	0.16	0.22	1.44	8.72
As at June 30, 2022	6.01	0.13	0.15	0.22	1.37	7.88

MediaAgility India Private Limited**Notes forming part of Condensed Interim Financial Statements****5.2 Other intangible assets**

	(In ₹ Million)	
	Software	Total
Gross block		
As at June 30, 2022	10.58	10.58
As at September 30, 2022	10.58	10.58
Accumulated amortization		
As at June 30, 2022	9.54	9.54
Charge for the period	0.17	0.17
As at September 30, 2022	9.71	9.71
Net block		
As at June 30, 2022	1.04	1.04
As at September 30, 2022	0.87	0.87

	(In ₹ Million)	
	Software	Total
Gross block		
As at April 30, 2022	10.58	10.58
As at June 30, 2022	10.58	10.58
Accumulated amortization		
As at April 30, 2022	9.43	9.43
Charge for the period	0.12	0.12
As at June 30, 2022	9.54	9.54
Net block		
As at April 30, 2022	1.16	1.16
As at June 30, 2022	1.04	1.04

5.3 Depreciation and amortization expense

	(In ₹ Million)	
	For the period July 01, 2022 to September 30, 2022	
On Property, plant and equipment		1.18
On Other intangible assets		0.17
		1.35
	(In ₹ Million)	
	For the period April 30, 2022 to September 30, 2022	
On Property, plant and equipment		1.99
On Other intangible assets		0.28
		2.27

MediaAgility India Private Limited**Notes forming part of Condensed Interim Financial Statements****6. Other non-current financial assets**

	As at September 30, 2022 In ₹ Million	As at April 30, 2022 In ₹ Million
Carried at amortised cost		
Non-current bank balances (refer note 13)	0.10	0.10
	0.10	0.10

7. Deferred tax assets (net)

	As at September 30, 2022 In ₹ Million	As at April 30, 2022 In ₹ Million
Deferred tax liabilities	-	
Deferred tax assets		
Provision for leave encashment	4.58	3.17
Provision for gratuity	5.32	4.72
Differences in book values and tax base values of block of Property, plant and equipment and other intangible assets	2.32	2.51
Others	-	
	12.22	10.39
Deferred tax assets (net)	12.22	10.39

8. Other non-current assets

	As at September 30, 2022 In ₹ Million	As at April 30, 2022 In ₹ Million
Other advances (Unsecured, considered good)		
Balance with government authorities	31.94	30.74
	31.94	30.74

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MediaAgility India Private Limited**Notes forming part of Condensed Interim Financial Statements****9. Trade receivables**

	As at September 30, 2022 In ₹ Million	As at April 30, 2022 In ₹ Million
Unsecured, considered good	977.74	610.04
Unsecured, credit impaired	4.26	-
	982.00	610.04
Less : Allowance for expected credit loss	(4.26)	-
	977.74	610.04
	977.74	610.04

10. Cash and cash equivalents

	As at September 30, 2022 In ₹ Million	As at April 30, 2022 In ₹ Million
Cash and cash equivalents as presented in cash flow statement		
Cash on hand	0.01	0.01
Balances with banks		
On current accounts	285.17	223.24
On exchange earner's foreign currency accounts	33.14	17.59
	318.32	240.83

11. Bank balances other than cash and cash equivalents

	As at September 30, 2022 In ₹ Million	As at April 30, 2022 In ₹ Million
Deposits with banks	0.10	20.10
Add: Interest accrued but not due on deposits with banks	-	0.05
Deposits with banks (carried at amortised cost)	0.10	20.15
Less: Deposit with maturity more than twelve months from the balance sheet date disclosed under non-current financial assets (refer note 8)	(0.10)	(0.10)
	-	20.05

12. Other current financial assets

	As at September 30, 2022 In ₹ Million	As at April 30, 2022 In ₹ Million
Unbilled revenue	264.81	219.91
Security deposits	1.05	1.05
	265.86	220.96

13. Other current assets

	As at September 30, 2022 In ₹ Million	As at April 30, 2022 In ₹ Million
Advances to suppliers (Unsecured, considered good)		
Advances recoverable in cash or kind or for value to be received	0.17	0.17
Prepayments	98.07	15.34
Advances to employees (Unsecured, considered good)	3.31	1.34
Other advances (Unsecured, considered good)		
GST receivable (net)	3.20	1.99
	3.20	1.99
	104.74	18.84

14. Non current liabilities : Provisions

	As at September 30, 2022 In ₹ Million	As at April 30, 2022 In ₹ Million
Provision for employee benefits		
- Gratuity	21.60	19.96
- Leave encashment	15.72	12.85
	37.32	32.81

15. Trade payables

	As at September 30, 2022 In ₹ Million	As at April 30, 2022 In ₹ Million
Trade payables for goods and services		
-Dues of micro enterprises and small enterprises	0.30	-
-Dues of creditors other than micro enterprises and small enterprises	1,023.77	667.99
	1,024.07	667.99

Disclosure of payable to vendors as defined under the "Micro, Small and Medium Enterprise Development Act, 2006" is based on the information available with the Company regarding the status of registration of such vendors under the said Act, as per the intimation received from them on requests made by the Company. There are no overdue principal amounts / interest payable amounts for delayed payments to such vendors at the Balance Sheet date. There are no delays in payment made to such suppliers during the period or for any earlier years and accordingly there is no interest paid or outstanding interest in this regard in respect of payment made during the period or on balance brought forward from previous year.

16. Other current financial liabilities

	As at September 30, 2022 In ₹ Million	As at April 30, 2022 In ₹ Million
Accrued employee liabilities	6.71	(20.92)
	6.71	(20.92)

17. Other current liabilities

	As at September 30, 2022 In ₹ Million	As at April 30, 2022 In ₹ Million
Unearned revenue	202.46	117.01
Advance from customers	1.22	2.06
Other payables		
- Statutory liabilities	53.63	44.71
	257.31	163.79

18. Current liabilities : Provisions

	As at September 30, 2022 In ₹ Million	As at April 30, 2022 In ₹ Million
Provision for employee benefits		
- Gratuity	1.41	-
- Leave encashment	2.47	-
	3.88	-

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MediaAgility India Private Limited

Notes forming part of Condensed Interim Financial Statements

19. Revenue from operations (net)

	For the period July 01, 2022 to September 30, 2022	For the period April 30, 2022 to September 30, 2022
	In ₹ Million	In ₹ Million
Software licenses	131.02	192.40
Software services	155.52	267.59
	286.54	459.99

20. Other income

	For the period July 01, 2022 to September 30, 2022	For the period April 30, 2022 to September 30, 2022
	In ₹ Million	In ₹ Million
Interest income		
On deposits carried at amortised cost	0.03	0.17
Other non-operating income		
Foreign exchange gain (net)	-	0.01
Miscellaneous income	0.32	1.03
	0.35	1.21

21. Employee benefits expenses

	For the period July 01, 2022 to September 30, 2022	For the period April 30, 2022 to September 30, 2022
	In ₹ Million	In ₹ Million
Salaries, wages and bonus	182.12	306.65
Contribution to provident and other funds	3.57	5.95
Gratuity expenses	2.24	3.66
Leave compensation	3.88	7.49
Staff welfare and benefits	0.54	0.84
	192.35	324.59

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MediaAgility India Private Limited**Notes forming part of Condensed Interim Financial Statements****22. Other expenses**

	For the period July 01, 2022 to September 30, 2022	For the period April 30, 2022 to September 30, 2022
	In ₹ Million	In ₹ Million
Travelling and conveyance	7.78	10.08
Books, memberships, subscriptions	4.57	7.06
Rent	2.47	4.18
Legal and professional fees	1.92	3.51
Auditors' remuneration	0.38	1.30
Recruitment expenses	0.01	0.04
Rates and taxes	0.04	0.05
Bad debts	-	1.00
Insurance	0.52	0.94
Foreign exchange gain (net)	4.61	4.61
Electricity expenses (net)	0.19	0.54
Communication expenses	0.35	0.66
Office expenses	0.13	0.25
Provision for doubtful debts (net)	4.26	4.26
Security expenses	0.18	0.31
Software expenses	0.14	0.15
Repairs and maintenance		
- Others	0.64	0.65
Miscellaneous expenses	4.91	5.19
	33.09	44.79

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23. Earnings per share

		For the period July 01, 2022 to September 30, 2022	For the period April 30, 2022 to September 30, 2022
<u>Numerator for Basic and Diluted EPS</u>			
Net profit after tax (In ₹ Million)	(A)	45.28	67.54
<u>Denominator for Basic EPS</u>			
Weighted average number of equity shares	(B)	32,07,490	32,07,490
<u>Denominator for Diluted EPS</u>			
Number of equity shares	(C)	32,07,490	32,07,490
Basic earnings per share of face value of ₹ 10 each (In ₹)	(A/B)	14.12	21.06
Diluted earnings per share of face value of ₹ 10 each (In ₹)	(A/C)	14.12	21.06

	As at September 30, 2022	As at April 30, 2022
Number of shares considered as basic weighted average shares outstanding	32,07,490	32,07,490
Add: Effect of dilutive issues of stock options	-	-
Number of shares considered as weighted average shares and potential shares outstanding	32,07,490	32,07,490

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24. Financial assets and liabilities

The carrying values of financial instruments by categories are as follows:

Financial assets/ Financial liabilities	September 30, 2022		April 30, 2022	
	Amortised Cost	Cost	Amortised Cost	Cost
Financial Assets:				
Deposit with banks and financial institutions (including interest accrued but not due on deposits with banks)	0.10	-	0.10	-
Cash and cash equivalents (including unpaid dividend)	318.32	-	240.83	-
Trade receivables (net)	977.74	-	610.04	-
Other current financial assets	265.86	-	220.96	-
Total Financial Assets	1,562.01	-	1,071.93	-
Financial Liabilities:				
Trade payables	1,024.07	-	667.99	-
Lease liabilities	-	-	-	-
Other financial liabilities (excluding borrowings)	6.71	-	20.92	-
Total Financial Liabilities	1,030.78	-	647.08	-

***Fair value hierarchy:**

The fair value hierarchy is based on inputs to valuation techniques that are used to measure fair value that are either observable or unobservable and consists of the following three levels:

Level 1 — Inputs are quoted prices (unadjusted) in active markets for identical assets or liabilities.

Level 2 — Inputs are other than quoted prices included within Level 1 that are observable for the asset or liability, either directly (i.e. as prices) or indirectly (i.e. derived from prices).

Level 3 — Inputs are not based on observable market data (unobservable inputs). Fair values are determined in whole or in part using a valuation model based on assumptions that are neither supported by prices from observable current market transactions in the same instrument nor are they based on available market data. In respect of equity instruments of unlisted companies, in limited circumstances, insufficient more recent information is available to measure fair value, or if there are a wide range of possible fair value measurements and cost represents the best estimate of fair value within that range. The Company recognises such equity instruments at cost, which is considered as appropriate estimate of fair value.

25. Contingent liabilities

Sr. No	Particulars	As at September 30, 2022	As at April 30, 2022
a)	Claims against the company not acknowledged as debt*		
1	Income tax demands disputed in appellate proceedings.	9.18	9.18
	(i) AY 2012-13, matter in CIT(A) (Section 27 (1)(c))	3.18	3.18
	(ii) AY 2016-17, matter in CIT(A)	5.99	5.99

*The Company, based on independent legal opinions and judgments in favour of the Company in the earlier years, believes that the liabilities with respect to the above matters is not likely to arise and therefore, no provision is considered necessary in the financial statements.

26 The Indian Parliament has approved the Code on Social Security, 2020 which would impact the contributions by the company towards Provident Fund and Gratuity. The Ministry of Labour and Employment has released draft rules for the Code on Social Security, 2020 on November 13, 2020, and has invited suggestions from stakeholders which are under active consideration by the Ministry. The Company will assess the impact and its evaluation once the subject rules are notified and will give appropriate impact in its financial statements in the period in which, the Code becomes effective and the related rules to determine the financial impact are published.

27 The condensed interim financial statements are presented in ₹ Million and decimal thereof except for per share information or as otherwise stated.

28 The Comparative period's figures have been regrouped where necessary to confirm to this period's classification

For Ahuja Valecha & Associates LLP
Chartered Accountants
Firm Registration. No.126791W/W100132

For and on behalf of the Board of Directors of
MediaAgility India Private Limited


Nirdesh Chahal (Oct 17, 2022 16:03 GMT+5.5)


Manish Khattar (Oct 17, 2022 15:58 GMT+5.5)

Ankit Shah
Partner
Membership No.: 118976

Nirdesh Kumar Chahal
Director
DIN: 03594221

Manish Khattar
Director
DIN: 09075257

Place: Pune
Date : October 17, 2022

Place: Gurugram
Date : October 17, 2022

Place: Gurugram
Date : October 17, 2022