MediaAgility India Private Limited

BALANCE SHEET AS AT MARCH 31,2023

	Notes	As at March 31, 2023 In ₹ Million
ASSETS		
Non-current assets		
Property, plant and equipment	5.1	2.76
Other intangible assets	5.2	-
		2.76
Financial assets		
Deferred tax assets (net)	6	2.65
		2.65
Current assets		
Financial assets		
- Trade receivables	7	729.26
- Cash and cash equivalents	8	359.78
- Other bank balances	9	95.53
- Other current financial assets	10	259.87
Other current assets	11	2.30
		1,446.74
TOTAL		**1,452.15**
EQUITY AND LIABILITIES		
EQUITY		
Equity share capital	4	32.07
Other equity	4	453.81
		485.88
Current liabilities		
Financial liabilities		
- Trade payables		
-Dues of micro enterprises and small enterprises	12	-
-Dues of creditors other than micro enterprises and small enterprises	12	899.73
- Other financial liabilities	13	0.28
Current tax liabilities (net)	14	0.24
Other current liabilities	15	66.02
		966.27
TOTAL		**1,452.15**
Summary of significant accounting policies		

The accompanying notes are an integral part of the IND-AS 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
U72200HR2010PTC041548

Ankit Shah
Partner
Membership No.: 118976

Place:India
Date : April 22, 2023

Nirdesh Kumar Chahal
Director
DIN: 03594221

Place: India
Date : April 22, 2023

Manish Khattar
Director
DIN: 09075257

Place: India
Date : April 22,2023

MediaAgility India Private Limited

STATEMENT OF PROFIT AND LOSS

	Notes	For the period January 01, 2023 to March 31, 2023 In ₹ Million	For the period April 30, 2022 to March 31, 2023 In ₹ Million
Income			
Revenue from operations (net)	16	140.51	939.58
Other income	17	1.29	2.66
Total income (A)		**141.80**	**942.24**
Expenses			
Employee benefits expense	18	1.30	507.80
Depreciation and amortization expense	5.3	2.50	6.08
Other expenses	19	83.00	161.48
Total expenses (B)		**86.80**	**675.36**
Profit before tax (A - B)		**55.00**	**266.88**
Tax expense			
Current tax		14.94	70.71
Deferred tax charge		10.11	7.74
Total tax expense		**25.05**	**78.45**
Net profit for the period (C)		**29.95**	**188.43**
Other comprehensive income			
Items that will not be reclassified to profit or loss (D)			
- Remeasurements of the defined benefit liabilities / asset (net of tax)		-	1.70
- Deferred tax on temeasurements of the defined benefit liabilities / asset		-	-
		-	**1.70**
Total other comprehensive income for the period (D) + (E)		**-**	**1.70**
Total comprehensive income for the period (C) + (D) + (E)		**29.95**	**186.73**
Earnings per equity share **[Nominal value of share ₹10]**	20		
Basic (In ₹)		9.34	58.75
Diluted (In ₹)		9.34	58.75
Summary of significant accounting policies	3		

The accompanying notes are an integral part of the IND-AS financial statements.

As per our report of even date

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For and on behalf of the Board of Directors of
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Date : April 22,2023

MediaAgility India Private Limited

CASH FLOW STATEMENT FOR PERIOD APRIL 30, 2022 TO MARCH 31, 2023

		For the period April 30, 2023 to March 31, 2023 In ₹ Million
Cash flows from operating activities		
Profit before tax		**266.88**
Adjustments for:		-
Depreciation and amortization expense		6.08
Interest Income		(0.70)
Bad debts		1.00
Provision for doubtful debts (net)		14.08
(Profit) / loss on sale of Property, Plant and Equipment (net)		(0.27)
Remeasurements of the defined benefit liabilities / assets (before tax effects)		(1.70)
Other non-cash charges (specify)		-
Operating profit before working capital changes		**285.37**
Movements in working capital :		
(Increase) / Decrease in other current financial assets		(258.83)
Decrease/ (Increase) in other current assets		290.12
Decrease/ (Increase) in trade receivables		(134.31)
Decrease/ (Increase) in Other bank balances		(95.53)
Increase in trade payables, current liabilities and non current liabilities		98.77
Other Financial Liabilities		21.18
Increase in provisions		(32.81)
Operating profit after working capital changes		**173.96**
Direct taxes paid (net of refunds)		(77.19)
Net cash generated from operating activities	**(A)**	**96.77**
Cash flows from investing activities		
Payment towards capital expenditure (including intangible assets, capital advances and capital creditors)		1.57
Proceeds from sale of Property, Plant and Equipment		(0.27)
Proceeds from sale of other current investments		0.10
Interest received		0.76
Net cash generated in investing activities	**(B)**	**2.16**
Cash flows from financing activities		**-**
Net cash used in financing activities	**(C)**	**-**

	For the period April 30, 2023 to March 31, 2023 In ₹ Million
Net (decrease)/ increase in cash and cash equivalents (A + B + C)	98.93
Cash and cash equivalents at the beginning of the period	260.85
Cash and cash equivalents at the end of the period	**359.78**

MediaAgility India Private Limited

CASH FLOW STATEMENT FOR PERIOD APRIL 30, 2022 TO MARCH 31, 2023

Components of cash and cash equivalents	
On current accounts (refer note 8)	333.70
On exchange earner's foreign currency accounts (refer note 8)	9.96
Remittance in transit (refer note 8)	10.02
Balance in deposit accounts(with original maturity of less than 3 months) (refer note 8)	6.10
Cash and cash equivalents	**359.78**

Summary of significant accounting policies - Refer note 3

The accompanying notes are an integral part of the IND-AS financial statements.

As per our report of even date

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

Ankit Shah
Partner
Membership No.: 118976

Place: India
Date : April 22, 2023

For and on behalf of the Board of Directors of
MediaAgility India Private Limited
U72200HR2010PTC041548

Nirdesh Kumar Chahal
Director
DIN: 03594221

Place: India
Date : April 22,2023

Manish Khattar
Director
DIN: 09075257

Place: India
Date : April 22,2023

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 AL and Analytics based innovative solutions, building conversational intelligence and designing powerful operational intelligence and machine learning capabilities for customers.

2 Basis of preparation

The IND-AS financial statements for the period ended March 31, 2023 of the Company have been prepared solely for the purpose of consolidation with the holding Company. The financial statements of the Company comply in all material aspects with Indian Accounting Standards (Ind AS) notified under Section 133 of Companies Act, 2013 (the Act) [Companies (Indian Accounting Standards) Rules, 2015] and other relevant provisions of the Act.

The IND-AS 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 IND-AS IND-AS financial statements, the Company has presented the following:
a. Balance Sheet as at March 31, 2023
b. Statement of Profit and Loss for the period April 30, 2022 to March 31, 2023
c. Statement of Profit and Loss for the period January 01,2023 to March 31,2023
d. Statement of Cash Flow for the period April 30, 2022 to March 31, 2023
e. Statement of Changes in Equity for the period January 01, 2023 to March 31, 2023
f. Statement of Changes in Equity for the period April 30, 2022 to March 31, 2023
g. Selected explanatory notes

2.1 Historical cost convention and Indian Accounting Standards

The IND-AS 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 IND-AS 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 IND-AS financial statementsdo not include all the information required for a complete set of IND-AS financial statements under the applicable financial reporting framework.

2.2 Compliance with Ind AS

These IND-AS 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.

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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 it's annual reporting period commencing 1 April

-Interest rate benchmark reform – amendments to Ind AS 109, Financial Instruments, Ind AS 107, Financial Instruments: Disclosures 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 IND-AS 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 IND-AS 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 IND-AS 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 IND-AS 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 IND-AS financial statements in the period in which changes are made and, if material, their effects are disclosed in the notes to the IND-AS financial statements.

3.2 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 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 under Ind AS 115 to account for 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 the 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 the amount collected from the customer.

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

Unearned revenue represents the billing in respect of contracts for which the revenue is not recognized.The Company collects Goods and service tax (GST) on behalf of the government and, therefore, these are not economic benefits flowing to the Company. Hence, they are excluded from 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.

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3.3 Summary of significant accounting policies

a) Current versus non-current classification

The Company presents assets and liabilities in the balance sheet based on current/non-current classification.

An asset is current when it is:

· Expected to be realised or intended to be sold or consumed in the normal operating cycle;

· Held primarily for the purpose of trading;

· Expected to be realised within twelve months after the reporting period; or

· Cash and cash equivalents unless restricted from being exchanged or used to settle a liability for at least twelve months after the reporting period.

All other assets are classified as non-current assets.

A liability is current when:

· It is expected to be settled in the normal operating cycle;

· It is held primarily for the purpose of trading;

· It is due to be settled within twelve months after the reporting period; or there is no unconditional right to defer the settlement of the liability for at least twelve months after the reporting period.

All other liabilities as non-current liabilities.

Deferred tax assets and liabilities are classified as non-current assets and liabilities.
The operating cycle of an entity is the time between the acquisition of assets for processing and their realization in the form of cash or cash equivalents. Where the entity's normal operating cycle is not clearly identifiable, its duration is assumed to be 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.

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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:

Asset	Depreciation Rate
Computer, hardware & software	63.16%
Office equipment	25.89%-45.07%
Mobile phones	25.89%-45.07%
Furniture & Fixtures	63.16%
Leasehold Improvements	63.16%
Softwares	63.16%

*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

Borrowings are initially recognised at fair value, net of transaction costs incurred. Borrowings are subsequently measured at amortised cost. Any difference between the proceeds (net of transaction costs) and the redemption amount is recognised in profit or loss over the period of the borrowings using the effective interest method. Borrowings are classified as current liabilities unless the Company has an unconditional right to defer settlement of the liability for at least 12 months after the reporting period.

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f) Leases
As a lessee

Leases are recognised as a right-of-use asset and a corresponding liability at the date at which the leased asset is available for use by the Company.
Assets and liabilities arising from a lease are initially measured on a present value basis. Lease liabilities include the net present value of the following lease payments:
• fixed payments (including in-substance fixed payments), less any lease incentives receivable
• variable lease payments that are based on an index or a rate, initially measured using the index or rate as at the commencement date
• amounts expected to be payable by the company under residual value guarantees
• the exercise price of a purchase option if the company is reasonably certain to exercise that option, and
• payments of penalties for terminating the lease, if the lease term reflects the company exercising that option.
lease payments to be made under reasonably certain extension options are also included in the measurement of the liability. The lease payments are discounted using the interest rate implicit in the lease. If that rate cannot be readily determined, which is generally the case for leases in the company, the lessee's incremental borrowing rate is used, being the rate that the company would have to pay to borrow the funds necessary to obtain an asset of similar value to the right-of-use asset in a similar economic environment with similar terms, security and conditions.

To determine the incremental borrowing rate, the Company:
• where possible, uses recent third-party financing received by the individual lessee as a starting point, adjusted to reflect changes in financing conditions since third party financing was received
• uses a build-up approach that starts with a risk-free interest rate adjusted for credit risk for leases held by company, which does not have recent third party financing
• makes adjustments specific to the lease, e.g. term, country, currency and security.

If a readily observable amortising loan rate is available to the individual lessee (through recent financing or market data) which has a similar payment profile to the lease, 'then the Company uses that rate as a starting point to determine the incremental borrowing rate.
When adjustments to lease payments based on an index or rate take effect, the lease liability is reassessed and adjusted against the right-of-use asset.

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

Right-of-use assets are measured at cost comprising the following

•the amount of the initial measurement of lease liability
•any lease payments made at or before the commencement date
•any initial direct costs
•restoration cost
Right-of-use assets are generally depreciated over the shorter of the asset's useful life and the lease term on a straight-line basis. If the Company is reasonably certain to exercise a purchase option, the right- of-use asset is depreciated over the underlying asset's useful life.
Payments associated with short-term leases are recognised on a straight-line basis as an expense in profit or loss. Short-term leases are leases with a lease term of 12 months or less.

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g) Impairment of Non-financial assets

The Company asesses 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

(a) 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 or loss), and

• those to be measured at amortised cost.

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

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For assets measured at fair value, gains and losses will either be recorded in profit or loss or other comprehensive income. For investments in equity instruments that are not held for trading, this will depend on whether the Company has made an irrevocable election at the time of initial recognition to account for the equity investment at at Fair value through other comprehensive income (FVOCI).

The Company reclassifies debt investments when and only when its business model for managing those assets changes.

(b) Recognition

Regular way purchases and sales of financial assets are recognised on trade-date, being the date on which the Company commits to purchase or sale the financial asset.

(c) Measurement

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.

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. The Company classifies its debt instruments into the following categories:

- **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. Interest income from these financial assets is included in Other Income using the effective interest rate method. Any gain or loss arising on derecognition is recognised directly in profit or loss and presented in other income/expenses. Impairment losses are presented as separate line item in the statement of profit and loss.
- **Fair value through profit or loss:** Assets that do not meet the criteria for amortised cost are measured at fair value through profit or loss. A gain or loss on a debt investment that subsequently measured at fair value through profit or loss is recognised in profit or loss and presented net in the statement of profit and loss in the period in which it arises. Interest income from these financial assets is included in other income.

(d) Impairment of financial assets

The Company assesses on a forward-looking basis the expected credit loss associated with its assets carried at amortised cost. The impairment methodology applied depends on whether there has been a significant increase in credit risk. Note 25 details how the Company determines whether there has been a significant increase in credit risk.

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

A financial asset is derecognised 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 entity 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 entity has not transferred substantially all risks and rewards of ownership of the financial asset, the financial asset is not derecognised.

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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.

Income from software licenses

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.

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 tranferred 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.

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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.

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.

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.

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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 IND-AS financial statements which are presented together with the standalone IND-AS 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 IND-AS 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.

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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.

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4. Share Capital

	In ₹ Million As at March 31, 2023
Authorized shares (No. in absolute)	
32,60,000 equity shares of ₹10 each	32.60
	32.60
Issued, subscribed and fully paid-up shares (No. in absolute)	
32,07,490 (Previous year: 32,07,490) equity shares of ₹10 each	32.07
Issued, subscribed and fully paid-up share capital	**32.07**

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

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

	(In Million) As at March 31, 2023 No of Shares
Number of shares at the beginning of the period	32,07,490
Less: Changes during the period	-
Number of shares at the end of the period	**32,07,490**

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 prefrential amounts exist currently.

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

Name of the shareholder*	**As at March 31, 2023**	
	No of Shares	**% Holding**
Persistent System Limited	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.

d) Details of shares held by promoters	**No. of shares at the beginning of the period**	**Change during the period**	**No. of shares at the end of the year**	**% of Total Shares**	**% change during the year**
MediaAgility Inc	32,07,484	(32,07,484)	-	-	100%
Persistent System Limited	-	32,07,484	32,07,484	100%	100%

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MediaAgility India Private Limited

STATEMENT OF CHANGES IN EQUITY FOR PERIOD April 30, 2022 TO MARCH 31, 2023

A. Equity share capital

(Refer note 4)

(In ₹ Million)

Balance as at December 31, 2022	Changes in equity share capital during the period	Balance as at March 31, 2023
32.07	-	32.07

Balance as at April 30, 2022	Changes in equity share capital during the period	Balance as at March 31, 2023
32.07	-	32.07

B. Other equity

(In ₹ Million)

Particulars	Reserves and surplus		Items of other comprehensive income	Total
	Capital Reserve	Retained earnings		
Balance as at December 31, 2022	2.47	423.09	(1.70)	423.86
Net profit for the period	-	29.95	-	29.95
Other comprehensive income for the period	-			-
Balance as at March 31, 2023	**2.47**	**453.04**	**(1.70)**	**453.81**

Particulars	Reserves and surplus		Items of other comprehensive income	Total
	Capital Reserve	Retained earnings		
Balance as at April 30, 2022	2.47	264.61	-	267.08
Net profit for the period	-	188.43	-	188.43
Other comprehensive income for the period	-		(1.70)	(1.70)
Balance as at March 31, 2023	**2.47**	**453.04**	**(1.70)**	**453.81**

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

The accompanying notes are an integral part of the IND-AS financial statements.

As per our report of even date

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

Ankit Shah
Partner
Membership No.: 118976

Place: India
Date : April 22, 2023

For and on behalf of the Board of Directors of
MediaAgility India Private Limited
U72200HR2010PTC041548

Nirdesh Kumar Chahal
Director
DIN: 03594221

Place: India
Date : April 22, 2023

Manish Khattar
Director
DIN: 09075257

Place: India
Date : April 22, 2023

5.1(a) Property, plant and equipment

(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	31.15
Additions	-	0.03	-	-	-	0.03
Disposals	1.93	0.21	0.51	3.73	2.89	9.27
As at March 31, 2023	**17.83**	**0.58**	**0.72**	**0.67**	**2.12**	**21.92**
Accumulated depreciation						
As at April 30, 2022	12.95	0.63	1.07	4.18	3.57	22.40
Charge for the period	4.03	0.06	0.07	0.04	0.73	4.93
Disposals	1.81	0.18	0.45	3.55	2.18	8.17
As at March 31, 2023	**15.17**	**0.51**	**0.69**	**0.67**	**2.12**	**19.16**
Net block						
As at March 31, 2023	**2.66**	**0.07**	**0.03**	**-**	**-**	**2.76**
As at April 30, 2022	**6.80**	**0.13**	**0.16**	**0.22**	**1.44**	**8.75**

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5.1(b) Property, plant and equipment

(In ₹ Million)

	Computers	Mobile phones	Office equipments	Leasehold improvements	Furniture and fixtures	Total
Gross block (at cost)						
As at December 31, 2022	17.83	0.58	0.72	0.67	2.12	21.92
Additions	-	-	-	-	-	-
Disposals	-	-	-	-	-	-
As at March 31, 2023	**17.83**	**0.58**	**0.72**	**0.67**	**2.12**	**21.92**
Accumulated depreciation						
As at December 31, 2022	14.00	0.49	0.65	0.64	1.59	17.36
Charge for the period	1.17	0.02	0.04	0.03	0.53	1.80
Disposals	-	-	-	-	-	-
As at March 31, 2023	**15.17**	**0.51**	**0.69**	**0.67**	**2.12**	**19.16**
Net block						
As at March 31, 2023	**2.66**	**0.07**	**0.03**	**- 0.00**	**- 0.00**	**2.76**
As at December 31, 2022	**3.83**	**0.09**	**0.07**	**0.03**	**0.53**	**4.56**
As at April 30, 2022	**6.80**	**0.13**	**0.16**	**0.22**	**1.44**	**8.75**

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5.2 (a) Other intangible assets

(In ₹ Million)

	Software	Total
Gross block		
As at December 31, 2022	10.58	10.58
Additions	-	-
Disposals	-	-
As at March 31, 2023	**10.58**	**10.58**
Accumulated amortization		
As at December 31, 2022	9.88	9.88
Charge for the period	0.70	0.70
As at March 31, 2023	**10.58**	**10.58**
Net block		
As at March 31, 2023	**-**	**-**
As at December 31, 2022	**0.70**	**0.70**

5.3 Depreciation and amortization expense

(In ₹ Million)

	For the period January 01, 2022 to March 31, 2023
On Property, plant and equipment	1.80
On Other intangible assets	0.70
	2.50

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5.2 (b) Other intangible assets

(In ₹ Million)

	Software	Total
Gross block		
As at April 30, 2022	10.58	10.58
Additions	-	-
Disposals	-	-
As at March 31, 2023	**10.58**	**10.58**
Accumulated amortization		
As at April 30, 2022	9.43	9.43
Charge for the period	1.15	1.15
As at March 31, 2023	**10.58**	**10.58**
Net block		
As at March 31, 2023	**-**	**-**
As at April 30, 2022	**1.15**	**1.15**

5.3 Depreciation and amortization expense

(In ₹ Million)

	For the period April 30, 2022 to March 31, 2023
On Property, plant and equipment	4.93
On Other intangible assets	1.15
	6.08

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6. Deferred tax assets (net)

	As at March 31, 2023 In ₹ Million
Deferred tax assets	
Differences in book values and tax base values of block of Property, plant and equipment and other intangible assets	2.65
Others	-
Deferred tax assets (net)	**2.65**

7. Trade receivables

	As at March 31, 2023 In ₹ Million
Others	
Unsecured, considered good	729.26
Unsecured, credit impaired	14.08
	743.34
Less : Allowance for expected credit loss	(14.08)
	729.26

*Includes dues from related parties (refer note 27)
For trade receivables ageing refer note 21.

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8. Cash and cash equivalents

	As at March 31, 2023 In ₹ Million
Cash and cash equivalents as presented in cash flow statement	
Balances with banks	
On current accounts	333.70
On exchange earner's foreign currency accounts	9.96
Deposit with banks with maturity of less than three months	6.10
Remittance in transit	10.02
	359.78

9. Bank balances other than cash and cash equivalents

	As at March 31, 2023 In ₹ Million
Deposits with banks with maturity more than three months but less than twelve months	95.00
Add: Interest accrued but not due on deposits with banks	0.53
Deposits with banks (carried at amortised cost)	**95.53**

10. Other current financial assets

	As at March 31, 2023 In ₹ Million
Unbilled revenue	259.83
Security deposits	0.05
	259.87

11. Other current assets

	As at March 31, 2023 In ₹ Million
Advances to suppliers (Unsecured, considered good)	
Advances recoverable in cash or kind or for value to be received	1.28
Prepayments	1.02
	2.30

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12. Trade payables

	As at March 31, 2023 In ₹ Million
Trade payables for goods and services	
-Dues of micro enterprises and small enterprises	-
-Dues of creditors other than micro enterprises and small enterprises	899.73
	899.73

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.

13. Other current financial liabilities

	As at March 31, 2023 In ₹ Million
Accrued employee liabilities	0.28
	0.28

14. Short term provisions

	As at March 31, 2023 In ₹ Million
Provision for income tax (net of advance tax)	0.24
	0.24

15. Other current liabilities

	As at March 31, 2023 In ₹ Million
Advance from customers	2.00
Other payables	
- GST payables	64.02
	66.02

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16. Revenue from operations (net)

	For the period January 01, 2023 to March 31, 2023 In ₹ Million	For the period April 30, 2022 to March 31, 2023 In ₹ Million
Software licenses	123.76	438.95
Software services	16.75	500.63
	140.51	**939.58**

The table below presents disaggregated revenues from contracts with customers by segments, geography and timing . The Company believes that this disaggregation best depicts how the nature, amount, timing and uncertainty of our revenues and cash flows are affected by industry, market and other economic factors.

	For the period January 01, 2023 to March 31, 2023 In ₹ Million	For the period April 30, 2022 to March 31, 2023 In ₹ Million
Revenue by industry segments		
Technology Companies and Emerging Verticals	140.51	939.58
Total	**140.51**	**939.58**
Timing of revenue recognition		
Point in time	-	-
Over time	140.51	939.58
Total	**140.51**	**939.58**

17. Other income

	For the period January 01, 2023 to March 31, 2023 In ₹ Million	For the period April 30, 2022 to March 31, 2023 In ₹ Million
Interest income		
On deposits carried at amortised cost	0.53	0.70
Other non-operating income		
Profit on sale of property, plant and equipment (net)	-	0.27
Miscellaneous income	0.76	1.69
	1.29	**2.66**

18. Employee benefits expenses

	For the period January 01, 2023 to March 31, 2023 In ₹ Million	For the period April 30, 2022 to March 31, 2023 In ₹ Million
Salaries, wages and bonus	0.94	490.80
Contribution to provident and other funds	0.25	9.64
Gratuity expenses	-	6.29
Staff welfare and benefits	0.11	1.08
	1.30	**507.80**

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19. Other expenses

	For the period January 01, 2023 to March 31, 2023 In ₹ Million	For the period April 30, 2022 to March 31, 2023 In ₹ Million
Legal and professional fees*	51.51	65.87
Marketing Expense	12.06	20.72
Travelling and conveyance	0.61	14.84
Books, memberships, subscriptions	3.25	14.77
Provision for doubtful debts (net)	5.59	14.08
Foreign exchange loss (net)	3.05	10.50
Rent	0.00	5.80
Rates and taxes	1.14	1.94
Bad debts	-	1.00
Auditors' remuneration	0.18	0.70
Corporate social responsibility expenditure	2.11	2.11
Miscellaneous expenses	3.50	9.15
	83.00	**161.48**

*** Includes expenses incurred with related parties (refer note 27)**

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20. Earnings per share

		For the period January 01, 2023 to March 31, 2023	For the period April 30, 2022 to March 31, 2023
Numerator for Basic and Diluted EPS			
Net profit after tax (In ₹ Million)	(A)	29.95	188.43
Denominator for Basic EPS			
Weighted average number of equity shares	(B)	32,07,490	32,07,490
Denominator for Diluted EPS			
Number of equity shares	(C)	32,07,490	32,07,490
Basic earnings per share of face value of ₹ 10 each (In ₹)	(A/B)	**9.34**	**58.75**
Diluted earnings per share of face value of ₹ 10 each (In ₹)	(A/C)	**9.34**	**58.75**

	For the period January 01, 2023 to March 31, 2023	For the period April 30, 2022 to March 31, 2023
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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21. Trade receivables ageing as at March 31, 2023

	Outstanding for following periods from due date of payment						
	Current but not due	Less than 6 Months	6 months – 1 year	1-2 years	2-3 years	More than 3 years	Total
Undisputed Trade Receivables – considered good	344.28	346.04	34.97	3.97	-	-	729.25
Undisputed Trade receivables – which have significant increase in credit risk	-	-	-	-	-	-	-
Undisputed Trade receivable – credit impaired	-	-	9.74	3.72	-	0.62	14.08
Disputed Trade receivables - considered good	-	-	-	-	-	-	-
Disputed Trade receivables – which have significant increase in credit risk	-	-	-	-	-	-	-
Disputed Trade receivables – credit impaired	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
	344.28	**346.04**	**44.71**	**7.69**	**-**	**0.62**	**743.34**

22. Trade payables ageing as at March 31, 2023

	Outstanding for following periods from due date of payment					
	Not Due	Less than 1 year	1-2 years	2-3 years	More than 3 years	Total
Undisputed						
-Total outstanding dues of micro enterprises and small enterprises	-	-	-	-	-	-
-Total outstanding dues of creditors other than micro enterprises and small enterprises	568.42	330.87	-	-	0.61	899.90
Disputed						
-Total outstanding dues of micro enterprises and small enterprises	-	-	-	-	-	-
-Total outstanding dues of creditors other than micro enterprises and small enterprises	-	-	-	-	-	-
	568.42	**330.87**	**-**	**-**	**0.61**	**899.90**

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23. Income taxes

The reconciliation of estimated income tax expense at Indian statutory income tax rate to income tax expense reported in statement of profit and loss is as follows:

Particulars	For the Period ended March 31, 2023 In ₹ million
Profit before tax	266.88
Enacted tax rate in India	25.17%
Computed tax expense at enacted tax rate	67.17
Effect of timing differences	10.59
Effect of non-deductible expenses	0.72
Effect of different tax rates for different heads of income	(0.02)
Others	(0.01)
Income tax expense	**78.45**

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24. Financial assets and liabilities

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

Financial assets/ Financial liabilities	March 31, 2023			
	FVTPL	FVTOCI	Amortised Cost	Cost
Financial assets:				
Deposit with banks and financial institutions (including interest accrued but not due on deposits with banks)	-	-	95.00	-
Cash and cash equivalents (including unpaid dividend)	-	-	359.78	-
Trade receivables (net)	-	-	729.26	-
Unbilled revenue	-	-	259.83	-
Other current financial assets	-	-	259.87	-
Total financial assets	**-**	**-**	**1,703.73**	**-**
Financial liabilities:				
Trade payables	-	-	899.73	-
Other financial liabilities (excluding borrowings)	-	-	0.28	-
Total financial liabilities	**-**	**-**	**900.01**	**-**

***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.

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25.Financial risk management

Financial risk factors and risk management objectives

The Company's activities expose it to a variety of financial risks: market risk, credit risk and liquidity risk. The Company's focus is to foresee the unpredictability of financial markets and seek to minimize potential adverse effects on its financial performance. The primary market risk to the Company is credit risk. The Company's exposure to credit risk is mainly for receivables that are overdue for more than 180 days.

Market risk

Market risk is the risk that the fair value of future cash flows of a financial instrument will fluctuate because of changes in market prices. Such changes in the values of financial instruments may result in interest rate risk and exchange rate risk. Financial instruments affected by market risk include receivables, payables and other financial instruments.

The following table analyses unhedged foreign currency risk from financial instruments as of March 31, 2023.

(In ₹ million)

	USD	GBP	Other currencies	Total
Trade receivables	38.59	1.57	0.00	40.17
Trade and other payables	253.32	-	-	253.32
Bank balances	9.96	-	-	9.96
	291.92	**1.57**	**0.00**	**293.49**

Foreign currency sensitivity analysis

The fluctuation in foreign currency exchange rate may have potential impact on the statement of profit or loss and other comprehensive income and equity, where any transaction references more than one currency or where assets and liabilities are denominated in a currency other than the functional currency of the Company. The Company evaluates the impact of foreign exchange rate fluctuations by assessing its exposure to exchange rate risks.

Credit risk

Credit risk refers to the risk of default on its obligation by the counterparty resulting in a financial loss. The maximum exposure to the credit risk at the reporting date is primarily from trade receivables amounting to ₹ 743.33 million as at March 31, 2023 respectively. Trade receivables are typically unsecured and are derived from revenue earned from customers primarily located in the India. On account of adoption of Ind AS 109, the Company uses expected credit loss model to assess the impairment loss. The Company uses a provisioning policy approved by the management to compute the expected credit loss allowance for trade receivables. The policy takes into account available external and internal credit risk factors and the Company's historical experience for customers.

Credit risk is perceived mainly in case of receivables overdue for more than 180 days. The following table gives details of risk concentration in respect of percentage of receivables overdue for more than 180 days:

	As at March 31, 2023
Receivables overdue for more than 180 days (₹ million)*	53.02
Total receivables (gross) (₹ million)	743.34
Overdue for more than 180 days as a % of total receivables	7.1%

Ageing of trade receivables

(In ₹ million)

	As at March 31, 2023
Within the credit period	344.28
1 to 30 days past due	99.38
31 to 60 days past due	82.65
61 to 90 days past due	59.94
91 to 120 days past due	37.19
121 and above past due	119.89
Less: Expected credit loss	(14.08)
Net trade receivables	**729.26**

Movement in expected credit loss allowance

(In ₹ million)

	As at March 31, 2023
Opening balance	-
Movement in expected credit loss allowance	(14.08)
Translation differences	-
Closing balance	**(14.08)**

Liquidity risk

The Company's principal sources of liquidity are cash and cash equivalents and the cash flow that is generated from operations. The Company has no bank borrowings. The Company believes that the working capital is sufficient to meet its current fund requirements. Accordingly, no liquidity risk is perceived. As at March 31, 2023, the Company had a working capital of ₹ 480.07 million including cash and cash equivalents and current fixed deposits of ₹ 101.63 million.

The table below provides details regarding the contractual maturities of significant financial liabilities:

(In ₹ million)

	As at March 31, 2023	
	Less than 1 year	More than 1 year
Trade payables and deferred payment liabilities	899.29	0.61
Other financial liabilities (excluding borrowings)	0.28	-

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26. Un-hedged foreign currency exposures

(i) Details of un-hedged foreign currency exposures at the end of the year:

	As at March 31, 2023		
	In ₹ million	Foreign currency (In million)	Conversion rate (₹)
Trade and other payables	253.32	USD 3.08	82.16
Trade receivables	38.59	USD 0.47	82.16
	1.57	GBP 0.01	101.64
Bank balances	9.96	USD 0.12	82.16

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MediaAgility India Private Limited

NOTES FORMING THE PART OF IND-AS FINANCIAL STATEMENTS

27. Related party disclosures

(i) Names of related parties and related party relationship

Related parties where control exists	
Holding company	Persistent Systems Limited- India
Fellow subsidiaries	Persistent Systems Inc- USA MediaAgility Inc-USA MediaAgility Pte Limited- Singapore Digitalagility S. DE R.L. de C.V -Mexico MediaAgility UK Limited- UK
Key management personnel	Nirdesh Kumar Chahal Manish Khattar

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(ii)Summary of transactions

Nature of transactions	As at March 31, 2023
Sale of services	382.95
Purchase - Google Maps	17.31
Reimbursement	0.84
Legal and professional fees	54.58
Total	**455.69**

(iii) Transactions during the period

Transaction entered into	Name of the related party and nature of relationship	As at March 31, 2023
Sale of services	**Fellow subsidiaries**	
	MediaAgility Inc	322.14
	MediaAgility Pte Limited	1.45
	MediaAgility UK Limited	24.78
	Persistent Systems Inc	34.57
		382.94
	Holding company	
	Persistent Systems Limited	0.01
		382.95
Purchase - Google Maps	**Fellow subsidiaries**	
	MediaAgility Pte Limited	17.31
		17.31
Managerial Remuneration	**Key Managerial Personnel**	
	Nirdesh Kumar Chahal	6.95
	Manish Khattar	14.97
		21.91
Reimbursement	**Fellow subsidiaries**	
	MediaAgility Inc	0.84
		0.84
Legal and professional fees	**Holding company**	
	Persistent Systems Limited	54.58
		54.58

(iv) Balances outstanding at period end

Transaction entered into	Name of the related party and nature of relationship	As at March 31, 2023
Trade payables	**Fellow subsidiaries**	
	MediaAgility Pte Limited	1.88
	Holding company	
	Persistent Systems Limited	103.66
		105.54
Trade receivables	**Fellow subsidiaries**	
	MediaAgility Inc	1.48
	MediaAgility Pte Limited	1.67
	MediaAgility UK Limited	10.17
		13.32
	Total	**622.26**

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28 Contingent liabilities

(In ₹ Million)

Sr. No	**Particulars**	**As at March 31, 2023**
a)	**Claims against the company not acknowledged as debt***	
1	Income tax demands disputed in appellate proceedings.	9.48
	(i) AY 2012-13, matter in CIT(A) (Section 27 (1)(c)	3.39
	(ii) AY 2016-17, matter in CIT(A)	5.99
	(iii) A Y 2021-22, matter in CIT(A) (Section 154)	0.09

*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 IND-AS financial statements.

29 Details of Corporate Social Responsibility expenditure

(In ₹ Million)

		For the year ended March 31, 2023
a)	Gross amount required to be spent by the Company during the year	2.11
b)	Amount of Expenditure incurred	
	(i) Construction/acquisition of any asset	-
	(ii) On purposes other than (i) above	-
c)	Shortfall at the end of year	**2.11**
f)	Total of previous year shortfall	**-**
e)	Reason for shortfall	NA
g)	Nature of CSR Activity	Donation given to the following entities: a. Persistent Foundation
f)	Details of related party transactions	
	Donation given to Persistent Foundation	2.11
h)	Details of provision made for liability incurred by entering into a contractual obligation	-

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30 Ratios

Ratio	Denomination	Numerator	Denominator	March 31, 2023
(a) Current Ratio	Number	Current Assets	Current Liabilties	1.50
(b) Debt-Equity Ratio	%	Debt	Shareholder's Equity	NA
(c) Debt Service Coverage Ratio	Number	Earnings available for debt service	Current debt liability	NA
(d) Return on Equity Ratio	%	Net Profit after tax	Average Shareholder's Equity	0.35
(e) Trade Receivables turnover ratio	Number	Revenue from operations	Average Trade receivables	0.96
(f) Trade payables turnover ratio	Number	Cost of Professionals+other expenses±Other non cash adjustments	Average Trade payables	0.60
(g) Net capital turnover ratio	Number	Revenue from operations	Working Capital	1.96
(h) Net profit ratio	%	Net Profit after tax	Revenue	0.20
(i) Return on Capital employed	%	Profit before Interest and taxes	Average capital employed	0.49
(j) Return on investment	%	Income generated from treasury investments	Average invested funds in treasury investments	NA

Note 1 : No variances has been calculated as there is no comprative period.

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31 Auditors' remuneration

	For the period April 30, 2022 to March 31, 2023 In ₹ Million
As auditor:	
- Audit fee	0.70
In other capacity:	
- Other services	0.12
Reimbursement of expenses	0.25
	1.07

32 Details of dues to micro and small enterprises as defined under MSMED Act, 2006
There are no defaults and overdue amounts payable to suppliers, who have intimated about their status as Micro and Small Enterprises as per the provisions of Micro, Small and Medium Enterprises Development Act, 2006 (MSMED Act, 2006).

33 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.

34 There are no capital commitment as at year end. (Previous period: Nil)

35 The Company does not have any Benami property, where any proceeding has been initiated or pending against the Company for holding any Benami property.

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

37 The Company has no transactions with struck off companies (as defined in Companies Act) during the financial year.

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

39 The Company has not entered into any scheme of arrangement which has an accounting impact for the years ended March 31, 2023.

40 There is no income 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.

41 The company has not received any funds from any person(s) or entity(ies), including foreign entities ('Funding Parties'), with the understanding, whether recorded in writing or otherwise, that the Company shall, directly or indirectly, lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Funding Party ('Ultimate Beneficiaries') or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries.

42 The Company has not traded or invested in crypto currency or virtual currency during the years ended March 31, 2023.

43 The employees are been transferred to holding company viz. Persistent Systems Ltd. as on January 01 , 2023. Accordingly, no provision is made for gratuity and leave encahsment in the books of account.

44 The IND-AS Financial statementsare presented in ₹ Million and decimal thereof except for per share information or as otherwise stated.

45 This being the first year of acqusition, the accounts have been prepared for a period commencing from April 30, 2022 (date of acquisition) to March 31, 2023 and there are no corresponding previous year's figures.

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

Ankit Shah
Partner
Membership No.: 118976

Place: India
Date : April 22, 2023

For and on behalf of the Board of Directors of
MediaAgility India Private Limited
U72200HR2010PTC041548

Nirdesh Kumar Chahal
Director
DIN: 03594221

Place: India
Date : April 22, 2023

Manish Khattar
Director
DIN: 09075257

Place: India
Date : April 22,2023