

**MediaAgility India Private Limited**  
**Interim Condensed Balance Sheet**

(All amounts are in INR Million, unless stated otherwise)

	Notes	As at September 30, 2024	As at September 30, 2023	As at March 31, 2024
<b>ASSETS</b>				
<b>Non-current assets</b>				
Property, plant and equipment	4	-	0.05	0.03
Deferred tax assets (net)	5	20.78	2.44	18.63
		<b>20.78</b>	<b>2.49</b>	<b>18.67</b>
<b>Current assets</b>				
Financial assets				
- Trade receivables	6	1,190.75	664.83	717.18
- Cash and cash equivalents	7	56.93	486.04	846.96
- Other bank balances	8	368.70	125.52	129.46
- Other financial assets	9	22.59	320.47	326.71
Other current assets	10	335.43	31.53	22.73
Income tax asset (net)	11	8.33	17.32	6.10
		<b>1,982.73</b>	<b>1,645.70</b>	<b>2,049.14</b>
<b>Total Assets</b>		<b>2,003.51</b>	<b>1,648.20</b>	<b>2,067.81</b>
<b>EQUITY AND LIABILITIES</b>				
<b>EQUITY</b>				
Equity share capital	12	32.07	32.07	32.07
Other equity		434.90	240.48	361.21
<b>Total equity</b>		<b>466.97</b>	<b>272.55</b>	<b>393.28</b>
<b>Current liabilities</b>				
Financial liabilities				
- Trade payables				
- Total outstanding dues of micro enterprises and small enterprises	13		-	-
- Total outstanding dues of creditors other than micro enterprises and small enterprises	13	1,415.00	1,334.85	1,613.02
Other current liabilities	14	121.54	40.80	61.51
<b>Total current liabilities</b>		<b>1,536.54</b>	<b>1,375.65</b>	<b>1,674.53</b>
<b>Total equity and liabilities</b>		<b>2,003.51</b>	<b>1,648.20</b>	<b>2,067.81</b>

Summary of material accounting policies and corporate information

1-3

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

4-23

As per our report of even date attached

**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

Dhanashree Bhat  
Director  
DIN: 10477919

Sachin Dewasthalee  
Director  
DIN: 06887975

Place: Pune  
Date: October 19, 2024

Place: India  
Date: October 19, 2024

Place: India  
Date: October 19, 2024

**MediaAgility India Private Limited**  
**Interim Condensed Statement of Profit and Loss**

(All amounts are in INR Million, unless stated otherwise, except earning per share)

	Notes	For the period July 01, 2024 to September 30, 2024	For the period July 01, 2023 to September 30, 2023	For the period April 01, 2024 to September 30, 2024	For the period April 01, 2023 to September 30, 2023	For the year ended March 31, 2024
<b>Income</b>						
Revenue from operations (net)	15	84.93	101.59	194.42	245.27	617.50
Other income	16	4.85	2.54	9.25	4.46	8.40
<b>Total income (A)</b>		<b>89.78</b>	<b>104.13</b>	<b>203.67</b>	<b>249.73</b>	<b>625.90</b>
<b>Expenses</b>						
Depreciation expense	17	-	0.01	0.04	0.38	0.41
Other expenses	18	64.66	118.73	105.15	200.33	402.54
<b>Total expenses (B)</b>		<b>64.66</b>	<b>118.74</b>	<b>105.19</b>	<b>200.72</b>	<b>402.95</b>
<b>Profit/(loss) before tax (A - B)</b>		<b>25.12</b>	<b>(14.61)</b>	<b>98.48</b>	<b>49.01</b>	<b>222.95</b>
<b>Tax expense</b>						
Current tax		7.40	(3.84)	26.93	12.11	72.17
Deferred tax (credit) /charge		(1.08)	0.21	(2.14)	0.27	(15.99)
Prior period tax		-	-	-	-	9.37
<b>Total tax expense</b>		<b>6.32</b>	<b>(3.63)</b>	<b>24.79</b>	<b>12.38</b>	<b>65.55</b>
<b>Profit/(loss) for the period (C)</b>		<b>18.80</b>	<b>(10.98)</b>	<b>73.69</b>	<b>36.63</b>	<b>157.40</b>
<b>Other comprehensive income</b>						
<b>Items that will not be reclassified subsequently to profit or loss (D)</b>						
- Remeasurements of the defined benefit liabilities / asset (net of tax)		-	-	-	-	-
<b>Items that will not be reclassified subsequently to profit or loss (D)</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Items that will be reclassified to profit or loss (E)</b>						
- Effective portion of cash flow hedge (net of tax)		-	-	-	-	-
<b>Items that will be reclassified to profit or loss (E)</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total other comprehensive income, net of tax (D) + (E)</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total comprehensive income for the period (C) + (D) + (E)</b>		<b>18.80</b>	<b>(10.98)</b>	<b>73.69</b>	<b>36.64</b>	<b>157.40</b>
<b>Earnings per equity share</b>						
Equity shares of par value ₹10/- each						
Basic (In ₹)	20	5.86	(3.42)	22.98	11.42	49.07
Diluted (In ₹)	20	5.86	(3.42)	22.98	11.42	49.07
Summary of material accounting policies and corporate informr	1-3					
The accompanying notes form an integral part of the interim condensed financial statements.	4-23					

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For and on behalf of the Board of Directors of  
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Ankit Shah  
Partner  
Membership No.: 118976

Dhanashree Bhat  
Director  
DIN: 10477919

Sachin Dewasthalee  
Director  
DIN: 06887975

Place: Pune  
Date: October 19, 2024

Place: India  
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Date: October 19, 2024

**MediaAgility India Private Limited**  
**Interim Condensed Statement of Cash Flow**  
*(All amounts are in INR Million, unless stated otherwise)*

	For the period July 01, 2024 to September 30, 2024	For the period July 01, 2023 to September 30, 2023	For the year ended March 31, 2024
<b>Cash flows from operating activities</b>			
<b>Profit/(loss) before tax</b>	25.12	(14.61)	222.94
Adjustments for:			
Depreciation expense	-	0.01	0.41
Interest Income	(4.85)	(2.54)	(7.82)
Bad debts	-	-	(3.68)
Provision for doubtful debts (net)	96.64	(56.04)	(74.08)
Other non-cash charges	-	-	(1.57)
<b>Operating profit before working capital changes</b>	<b>116.91</b>	<b>(73.18)</b>	<b>136.20</b>
<b>Movements in working capital :</b>			
(Increase) / Decrease in other current financial assets	351.10	(6.46)	(66.84)
Decrease/ (Increase) in other current assets	(293.02)	(1.23)	(20.44)
Decrease/ (Increase) in trade receivables	(637.50)	243.62	92.15
Increase in trade payables, current liabilities and non current liabilities	(33.27)	124.18	710.36
Decrease in other financial liabilities	-	-	(0.28)
<b>Operating (loss)/profit after working capital changes</b>	<b>(495.78)</b>	<b>286.93</b>	<b>851.15</b>
Direct taxes paid (net of refunds)	(12.70)	(25.88)	(87.88)
<b>Net cash (used in) / generated from operating activities</b>	<b>(A) (508.48)</b>	<b>261.06</b>	<b>763.27</b>
<b>Cash flows from investing activities</b>			
<b>Net cash generated from investing activities</b>	<b>(B) -</b>	<b>-</b>	<b>(26.10)</b>
<b>Cash flows from financing activities</b>			
Dividend paid	-	(249.99)	(249.99)
<b>Net cash used in financing activities</b>	<b>(C) -</b>	<b>(249.99)</b>	<b>(249.99)</b>

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**MediaAgility India Private Limited****Interim Condensed Statement of Cash Flow***(All amounts are in INR Million, unless stated otherwise)*

	<b>For the period July 01, 2024 to September 30, 2024</b>	<b>For the period July 01, 2023 to September 30, 2023</b>	<b>For the year ended March 31, 2024</b>
Net (decrease)/ increase in cash and cash equivalents (A + B + C)	(508.48)	11.07	487.18
Cash and cash equivalents at the beginning of the period	565.41	474.97	359.78
Effect of exchange differences on translation of foreign currency cash and cash equivalents			
<b>Cash and cash equivalents at the end of the period</b>	<b>56.93</b>	<b>486.04</b>	<b>846.96</b>
<b>Components of cash and cash equivalents</b>			
Cash on hand (refer note 12)	-	-	-
Balances with banks			
- On current accounts	56.93	477.56	836.52
- On deposit account with maturity of less than three months	-	-	-
- On exchange earner's foreign currency accounts	-	0.28	8.94
Remittance in transit	-	8.20	1.50
<b>Cash and cash equivalents</b>	<b>56.93</b>	<b>486.04</b>	<b>846.96</b>

Summary of material accounting policies and corporate information

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

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As per our report of even date

**For Ahuja Valecha & Associates LLP**

Chartered Accountants

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For and on behalf of the Board of Directors of

**MediaAgility India Private Limited**

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Ankit Shah  
Partner  
Membership No.: 118976Dhanashree Bhat  
Director  
DIN: 10477919Sachin Dewasthalee  
Director  
DIN: 06887975Place: Pune  
Date: October 19, 2024Place: India  
Date: October 19,Place: India  
Date: October 19, 2024

## **MediaAgility India Private Limited**

### **Notes to the Interim Condensed Financial Statements**

*(All amounts are in INR Million, unless stated otherwise)*

#### **1 Corporate information**

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 interim condensed financial statements for the period ended September 30, 2024 of the Company have been prepared solely for the purpose of consolidation with the holding Company. These interim condensed 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 interim condensed 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 interim condensed financial statements, the Company has presented the following:

- a. Interim Condensed Balance Sheet as at September 30, 2024
- b. Interim Condensed Statement of Profit and Loss for the period July 01, 2024 to September 30, 2024
- c. Interim Condensed Statement of Cash Flow for the period July 01, 2024 to September 30, 2024
- d. Interim Condensed Statement of Changes in Equity for the period July 01, 2024 to September 30, 2024

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

##### **2.1 Historical cost convention and Indian Accounting Standards**

The interim condensed 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 interim condensed 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 interim condensed financial statements do not include all the information required for a complete set of interim condensed financial statements under the applicable financial reporting framework.

##### **2.2 Compliance with Ind AS**

These interim condensed 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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### **3 Material accounting policies**

#### **3.1 Use of estimates**

The preparation of the interim condensed 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 interim condensed 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 interim condensed 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 interim condensed financial statements in the period in which changes are made and, if material, their effects are disclosed in the notes to the interim condensed 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 of 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.

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**MediaAgility India Private Limited****Notes to the Interim Condensed Financial Statements**

*(All amounts are in INR Million, unless stated otherwise)*

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.

The company derives revenues primarily from Information Technology 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.

**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.

**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.

**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.

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### **3.3 Summary of material 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 are classified 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) Share capital**

Equity shares are classified as Equity when the Company has an un-conditional right to avoid delivery of cash or another financial asset, that is, when the dividend and repayment of capital are at the sole and absolute discretion of the Company and there is no contractual obligation whatsoever to that effect.

Any incremental costs (net of any related income tax) directly attributable to the issue of Company's Equity shares, are netted-off from Equity. The consideration received from issue of shares is credited to the Share capital (to the extent of nominal value) and balance amount to the Securities premium.

#### **c) Impairment of Non-financial assets**

The Company assesses at each reporting date, if there is any indication of impairment based on internal or 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.

*(This space is intentionally left blank)*



**d) 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.

**(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.

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.

*(This space is intentionally left blank)*

**(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.

**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.

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**MediaAgility India Private Limited****Notes to the Interim Condensed Financial Statements**

*(All amounts are in INR Million, unless stated otherwise)*

**e) 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.

**f) 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.

**g) 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 interim condensed financial statements which are presented together with the interim condensed financial statements.

**h) Trade receivables**

Trade receivables are amounts due from customers for services rendered in the Company's ordinary course of business. They are initially recognised at fair value, generally being the invoiced amounts towards the services rendered.

An allowance for impairment of Trade receivables is based upon the Company's past credit-loss experience and evaluation of potential losses in the current scenario. The amount of the said provision is recognised in the Statement of Profit and Loss within Other expenses.

Trade receivables are de-recognised from the Balance Sheet, when the amounts due are received, or rights to receive cash flows have expired, or have been transferred and the Company has transferred substantially all risks and rewards of ownership. Moreover, when the Management believes that a particular Trade receivable balance is un-collectible, it is written off against the corresponding allowance account to the extent available, and any remaining balance is adjusted against the relevant Trade receivable balance. Any subsequent recoveries of amounts previously written off are credited in the Statement of Profit and Loss within Other income.

**i) Trade payables**

Trade payables are obligations to pay vendors for goods or services that have been acquired from them in the Company's ordinary course of business. Trade payables are initially recognised at fair value, generally being the invoiced amount towards the goods or services purchased.

Trade payables are classified under current liabilities if payment is due within twelve months; otherwise they are classified as non-current liabilities.

**j) 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 interim condensed financial statements by the Board of Directors.

**k) 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.

**MediaAgility India Private Limited**

**Notes to the Interim Condensed Financial Statements**

*(All amounts are in INR Million, unless stated otherwise)*

**l) 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.

**m) 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.

**n) Cash flow statement**

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

**o) 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 Property, plant and equipment

	Computers	Mobile phones	Office equipment's	Leasehold improvements	Furniture and fixtures	Total
<b>Gross block</b>						
<b>As at March 31, 2023</b>	<b>17.83</b>	<b>0.58</b>	<b>0.72</b>	<b>0.67</b>	<b>2.12</b>	<b>21.92</b>
Additions	-	-	-	-	-	-
Disposals	13.66	0.44	0.26	-	-	14.36
<b>As at September 30, 2023</b>	<b>4.17</b>	<b>0.14</b>	<b>0.46</b>	<b>0.67</b>	<b>2.12</b>	<b>7.56</b>
Additions	-	-	-	-	-	-
Disposals	-	-	-	-	-	-
<b>As at March 31, 2024</b>	<b>4.17</b>	<b>0.14</b>	<b>0.46</b>	<b>0.67</b>	<b>2.12</b>	<b>7.56</b>
Additions	-	-	-	-	-	-
Disposals	-	-	-	-	-	-
<b>As at September 30, 2024</b>	<b>4.17</b>	<b>0.14</b>	<b>0.46</b>	<b>0.67</b>	<b>2.12</b>	<b>7.56</b>
<b>Accumulated depreciation</b>						
<b>As at March 31, 2023</b>	<b>15.18</b>	<b>0.51</b>	<b>0.69</b>	<b>0.67</b>	<b>2.12</b>	<b>19.17</b>
Charge for the period	0.38	0.01	0.00	-	-	0.39
Disposals	11.45	0.38	0.23	-	-	12.06
<b>As at September 30, 2023</b>	<b>4.11</b>	<b>0.14</b>	<b>0.46</b>	<b>0.67</b>	<b>2.12</b>	<b>7.50</b>
Charge for the period	0.02	-	-	-	-	0.02
Disposals	-	-	-	-	-	-
<b>As at March 31, 2024</b>	<b>4.13</b>	<b>0.14</b>	<b>0.46</b>	<b>0.67</b>	<b>2.12</b>	<b>7.52</b>
Charge for the period	0.04	-	-	-	-	0.04
Disposals	-	-	-	-	-	-
<b>As at September 30, 2024</b>	<b>4.17</b>	<b>0.14</b>	<b>0.46</b>	<b>0.67</b>	<b>2.12</b>	<b>7.56</b>
<b>Net block</b>						
<b>As at September 30, 2023</b>	<b>0.06</b>	-	-	-	-	<b>0.05</b>
<b>As at March 31, 2024</b>	<b>0.04</b>	-	-	-	-	<b>0.03</b>
<b>As at September 30, 2024<sup>2</sup></b>	-	-	-	-	-	-

<sup>2</sup>Transaction aggregating less than Rs.0.01 million as at Sep 30, 2024.

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**MediaAgility India Private Limited**  
**Notes to the Interim Condensed Financial Statements**  
*(All amounts are in INR Million, unless stated otherwise)*

**4.3 Other intangible assets**

	Software	Total
<b>Gross block</b>		
<b>As at March 31, 2023</b>	<b>10.58</b>	<b>10.58</b>
Additions	-	-
Disposals	-	-
<b>As at September 30, 2023</b>	<b>10.58</b>	<b>10.58</b>
Additions	-	-
Disposals	-	-
<b>As at March 31, 2024</b>	<b>10.58</b>	<b>10.58</b>
Additions	-	-
Disposals	-	-
<b>As at September 30, 2024</b>	<b>10.58</b>	<b>10.58</b>
<b>Accumulated amortization</b>		
<b>As at March 31, 2023</b>	<b>10.58</b>	<b>10.58</b>
Charge for the period	-	-
<b>As at September 30, 2023</b>	<b>10.58</b>	<b>10.58</b>
Charge for the period	-	-
<b>As at March 31, 2024</b>	<b>10.58</b>	<b>10.58</b>
Charge for the period	-	-
<b>As at September 30, 2024</b>	<b>10.58</b>	<b>10.58</b>
<b>Net block</b>		
<b>As at March 31, 2024</b>	-	-
<b>As at September 30, 2023</b>	-	-
<b>As at September 30, 2024</b>	-	-

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**MediaAgility India Private Limited****Notes to the Interim Condensed Financial Statements***(All amounts are in INR Million, unless stated otherwise)***5 Deferred tax assets (net)**

	As at September 30, 2024	As at September 30, 2023	As at March 31, 2024
<b>Deferred tax assets:</b>			
Provision for doubtful debt and advances	20.78	-	18.64
Differences in book values and tax base values of block of Property, plant and equipment and other intangible assets	-	2.44	-
<b>Deferred tax assets</b>	<b>20.78</b>	<b>2.44</b>	<b>18.64</b>
<b>Deferred tax liabilities:</b>			
Differences in book values and tax base values of block of Property, plant and equipment and other intangible assets	-	-	0.01
<b>Deferred tax liabilities</b>	<b>-</b>	<b>-</b>	<b>0.01</b>
<b>Deferred tax assets (net)</b>	<b>20.78</b>	<b>2.44</b>	<b>18.63</b>

**6 Trade receivables**

	As at September 30, 2024	As at September 30, 2023	As at March 31, 2024
<b>Others</b>			
Unsecured, considered good	1,190.75	664.83	717.18
Unsecured, credit impaired	96.64	72.37	88.16
	1,287.39	737.20	805.33
Less : Allowance for expected credit loss	(96.64)	(72.37)	(88.16)
	<b>1,190.75</b>	<b>664.83</b>	<b>717.18</b>

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MediaAgility India Private Limited

Notes to the Interim Condensed Financial Statements

(All amounts are in INR Million, unless stated otherwise)

**7 Cash and cash equivalents**

	As at September 30, 2024	As at September 30, 2023	As at March 31, 2024
<b>Cash and cash equivalents as presented in cash flow statement</b>			
Balances with banks -			
- On current accounts	56.93	477.56	836.52
- On exchange earner's foreign currency accounts	-	0.28	8.94
Remittance in transit	-	8.20	1.50
<b>Total</b>	<b>56.93</b>	<b>486.04</b>	<b>846.96</b>

**8 Other bank balances**

	As at September 30, 2024	As at September 30, 2023	As at March 31, 2024
Deposits with banks(Maturing after 3 months but less than 12 months)	351.10	121.10	121.10
Add: Interest accrued but not due on deposits with banks	17.60	4.42	8.36
<b>Total</b>	<b>368.70</b>	<b>125.52</b>	<b>129.46</b>

**9 Other current financial assets**

	As at September 30, 2024	As at September 30, 2023	As at March 31, 2024
Contract assets	22.59	320.47	326.71
Security deposits	-	-	-
	<b>22.59</b>	<b>320.47</b>	<b>326.71</b>

**10 Other current assets**

	As at September 30, 2024	As at September 30, 2023	As at March 31, 2024
<b>(Unsecured, considered good)</b>			
Advances recoverable in cash or kind or for value to be received	-	0.08	0.05
Advance to related parties	0.05	-	0.04
Prepayments	178.44	22.17	9.13
Balance with government authorities (includes GST)	156.94	9.28	13.51
	<b>335.43</b>	<b>31.53</b>	<b>22.73</b>

**11 Income tax asset- current**

	As at September 30, 2024	As at September 30, 2023	As at March 31, 2024
Advance tax (net of provision)	8.33	17.33	6.10
	<b>8.33</b>	<b>17.33</b>	<b>6.10</b>

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12 Share Capital

	As at September 30, 2024	As at September 30, 2023	As at March 31, 2024
<b>Authorized shares</b>			
32,60,000 equity shares of ₹10 each	32.60	32.60	32.60
	<b>32.60</b>	<b>32.60</b>	<b>32.60</b>
<b>Issued, subscribed and fully paid-up shares</b>			
32,07,490 (Previous year: 32,07,490) equity shares of ₹10 each	32.07	32.07	32.07
<b>Issued, subscribed and fully paid-up share capital</b>	<b>32.07</b>	<b>32.07</b>	<b>32.07</b>

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:

	As at September 30, 2024		As at September 30, 2023		As at March 31, 2024	
	No of Shares	Amount	No of Shares	Amount	No of Shares	Amount
	Number of shares at the beginning of the period	32,07,490	32.07	32,07,490	32.07	32,07,490
Less: Changes during the period	-	-	-	-	-	-
<b>Number of shares at the end of the period</b>	<b>32,07,490</b>	<b>32.07</b>	<b>32,07,490</b>	<b>32.07</b>	<b>32,07,490</b>	<b>32.07</b>

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 September 30, 2024		As at September 30, 2023		As at March 31, 2024	
	No of Shares	% Holding	No of Shares	% Holding	No of Shares	% Holding
	Persistent Systems Limited	32,07,484	99.99%	32,07,484	99.99%	32,07,484

\* 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

Name of the shareholder	As at September 30, 2024		As at September 30, 2023		As at March 31, 2024	
	No of Shares	% Holding	No of Shares	% Holding	No of Shares	% Holding
	Persistent Systems Limited	32,07,484	99.99%	32,07,484	99.99%	32,07,484
Mr. Sunil Sapre (Beneficial owner on behalf of Persistent Systems Limited)	1	-	1	-	1	-
Mr. Sameer Bendre (Beneficial owner on behalf of Persistent Systems Limited)	1	-	1	-	1	-
Mr. Narasinha Upadhye (Beneficial owner on behalf of Persistent Systems Limited)	1	-	1	-	1	-
Mr. Nitinchandra Shende (Beneficial owner on behalf of Persistent Systems Limited)	1	-	1	-	1	-
Mr. Saket Rajurkar (Beneficial owner on behalf of Persistent Systems Limited)	1	-	1	-	1	-
Mr. Shekhar Patankar (Beneficial owner on behalf of Persistent Systems Limited)	1	-	1	-	1	-

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**MediaAgility India Private Limited****Notes to the Interim Condensed Financial Statements***(All amounts are in INR Million, unless stated otherwise)***13 Trade payable**

	As at September 30, 2024	As at September 30, 2023	As at March 31, 2024
Trade payables for goods and services			
-Total outstanding dues of micro enterprises and small enterprises	-	-	-
-Total outstanding dues of creditors other than micro enterprises and small enterprises	1,415.00	1,334.85	1,613.02
	<b>1,415.00</b>	<b>1,334.85</b>	<b>1,613.02</b>

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.

**14 Other current liabilities**

	As at September 30, 2024	As at September 30, 2023	As at March 31, 2024
Contract liabilities	0.20	11.19	0.20
Advance from customers	2.75	0.52	0.04
Statutory liabilities	66.42	28.88	59.27
GST payable	52.17	-	-
Advances from related parties	-	0.21	-
Payable to ex employee's	-	-	2.00
	<b>121.54</b>	<b>40.80</b>	<b>61.51</b>

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15 Revenue from operations (net)

	For the period July 01, 2024 to September 30, 2024	For the period July 01, 2023 to September 30, 2023	For the period April 01, 2024 to September 30, 2024	For the period April 01, 2023 to September 30, 2023	For the year ended March 31, 2024
Software licenses	65.92	78.81	167.99	178.78	479.68
Software services	19.01	22.78	26.43	66.49	137.82
	<b>84.93</b>	<b>101.59</b>	<b>194.42</b>	<b>245.27</b>	<b>617.50</b>

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 July 01, 2024 to September 30, 2024	For the period July 01, 2023 to September 30, 2023	For the period April 01, 2024 to September 30, 2024	For the period April 01, 2023 to September 30, 2023	For the year ended March 31, 2024
<b>Revenue by industry segments</b>					
Technology Companies and Emerging Verticals	84.93	101.59	194.42	245.27	617.50
<b>Total</b>	<b>84.93</b>	<b>101.59</b>	<b>194.42</b>	<b>245.27</b>	<b>617.50</b>
<b>Timing of revenue</b>					
Over a period of time	-	-	-	-	617.50
At point of time	84.93	101.59	194.42	245.27	-
<b>Total</b>	<b>84.93</b>	<b>101.59</b>	<b>194.42</b>	<b>245.27</b>	<b>617.50</b>

16 Other income

	For the period July 01, 2024 to September 30, 2024	For the period July 01, 2023 to September 30, 2023	For the period April 01, 2024 to September 30, 2024	For the period April 01, 2023 to September 30, 2023	For the year ended March 31, 2024
<b>Interest income</b>					
On deposits carried at amortised cost	4.85	2.54	9.25	4.19	8.13
<b>Other non-operating income</b>					
Miscellaneous income	-	-	-	0.27	0.27
	<b>4.85</b>	<b>2.54</b>	<b>9.25</b>	<b>4.46</b>	<b>8.40</b>

17 Depreciation expense

	For the period July 01, 2024 to September 30, 2024	For the period July 01, 2023 to September 30, 2023	For the period April 01, 2024 to September 30, 2024	For the period April 01, 2023 to September 30, 2023	For the year ended March 31, 2024
Property, plant and equipment	-	0.01	0.04	0.38	0.41
	<b>-</b>	<b>0.01</b>	<b>0.04</b>	<b>0.38</b>	<b>0.41</b>

18 Other expenses

	For the period July 01, 2024 to September 30, 2024	For the period July 01, 2023 to September 30, 2023	For the period April 01, 2024 to September 30, 2024	For the period April 01, 2023 to September 30, 2023	For the year ended March 31, 2024
Legal and professional fees (Audit fees refer note 20)	30.04	9.90	55.89	46.40	224.42
Software expenses	3.93	-	9.27	-	9.65
Provision for doubtful debts (net)	4.28	56.06	8.48	58.30	74.08
Rates and taxes	0.35	-	3.98	-	0.03
Foreign exchange loss (net)	6.33	4.81	6.85	8.19	10.86
Miscellaneous expenses	0.15	2.55	0.34	5.46	1.58
Books, memberships and subscriptions	2.65	0.52	3.40	3.44	4.33
Rent	-	0.06	0.01	0.07	0.08
Outsource charges	-	30.42	-	56.43	-
Marketing Expense	16.93	14.41	16.93	22.04	70.04
Bad debts	-	-	-	-	3.69
Corporate social responsibility expenditure	-	-	-	-	3.78
	<b>64.66</b>	<b>118.73</b>	<b>105.15</b>	<b>200.33</b>	<b>402.54</b>

19 Auditors' remuneration

	For the period July 01, 2024 to September 30, 2024	For the period July 01, 2023 to September 30, 2023	For the period April 01, 2024 to September 30, 2024	For the period April 01, 2023 to September 30, 2023	For the year ended March 31, 2024
As auditor:					
- Audit fee	0.20	0.18	0.40	0.35	0.70
In other capacity:					
- Other services	-	-	-	-	-
Reimbursement of expenses	-	-	-	-	0.50
	<b>0.20</b>	<b>0.18</b>	<b>0.40</b>	<b>0.35</b>	<b>1.20</b>

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MediaAgility India Private Limited

Notes to the Interim Condensed Financial Statements

(All amounts are in INR Million, unless stated otherwise)

20 Earnings per share

		For the period July 01, 2024 to September 30,	For the period July 01, 2023 to September 30, 2023	For the period April 01, 2024 to September 30, 2024	For the period April 01, 2023 to September 30, 2023	For the year ended March 31, 2024
<b>Numerator for Basic and Diluted EPS</b>						
Net profit after tax	(A)	18.80	(10.98)	73.69	36.64	157.40
<b>Denominator for Basic EPS</b>						
Weighted average number of equity shares	(B)	32,07,490	32,07,490	32,07,490	32,07,490	32,07,490
<b>Denominator for Diluted EPS</b>						
Number of equity shares	(C)	32,07,490	32,07,490	32,07,490	32,07,490	32,07,490
Basic earnings per share of face value of ₹ 10 each	(A/B)	5.86	(3.42)	22.98	11.42	49.07
Diluted earnings per share of face value of ₹ 10 each	(A/C)	5.86	(3.42)	22.98	11.42	49.07
<hr/>						
		For the period July 01, 2024 to September 30,	For the period July 01, 2023 to September 30, 2023	For the period April 01, 2024 to September 30, 2024	For the period April 01, 2023 to September 30, 2023	For the year ended March 31, 2024
Number of shares considered as basic weighted average shares outstanding		32,07,490	32,07,490	32,07,490	32,07,490	32,07,490
Add: Effect of dilutive issues of stock options		-	-	-	-	-
<b>Number of shares considered as weighted average shares</b>		<b>32,07,490</b>	<b>32,07,490</b>	<b>32,07,490</b>	<b>32,07,490</b>	<b>32,07,490</b>

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**MediaAgility India Private Limited**  
**Notes to the Interim Condensed Financial Statements**  
*(All amounts are in INR Million, unless stated otherwise)*

**21 Contingent liability**

<b>a) Claims against the company not acknowledged as debt*</b>	<b>For the period ended September 30, 2024</b>	<b>For the period ended September 30, 2023</b>	<b>For the period ended March 31, 2024</b>
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	5.99	5.99
(iii) AY 2021-22, matter in CIT(A) (Section 154 & 156)	0.21	0.09	0.21
(iv) AY 2016-17, matter in DCIT (TDS)	0.04	-	0.04
(v) AY 2017-18, matter in DCIT (TDS)	0.10	-	0.10
<b>Totals</b>	<b>6.34</b>	<b>18.95</b>	<b>6.34</b>

\* 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.

22 Previous year's figure have been regrouped where necessary to conform to current year'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**  
U72200HR2010PTC041548

Ankit Shah  
Partner  
Membership No.: 118976

Dhanashree Bhat  
Director  
DIN: 10477919

Sachin Dewasthalee  
Director  
DIN: 06887975

Place: Pune  
Date: October 19, 2024

Place: India  
Date: October 19, 2024

Place: India  
Date: October 19, 2024