MediaAgility UK Ltd.
Interim Condensed Balance Sheet
(all amounts in ₹ Million, unless stated otherwise)

	Notes	As at September 30, 2024	As at September 30, 2023	As at March 31, 2024
Assets				
Non-current assets				
Property, plant and equipment	5	-	0.01	-
Deferred tax assets (net)	6	1.97	0.51	1.77
		1.97	**0.52**	**1.77**
Current assets				
Financial assets				
- Trade receivables	7	7.07	23.46	8.84
- Cash and cash equivalents	8	32.78	45.49	80.09
- Other financial assets	9	-	6.28	-
		39.85	**75.23**	**88.93**
Total		**41.82**	**75.75**	**90.70**
Equity and liabilities				
Equity				
Equity share capital	10	0.10	0.10	0.10
Other equity		(15.85)	(15.68)	(14.48)
		(15.75)	**(15.58)**	**(14.38)**
Current liabilities				
Financial liabilities				
- Borrowings	11	45.87	38.91	41.64
- Trade payables	12	10.55	48.03	62.44
Other current liabilities	13	1.15	4.39	1.00
		57.57	**91.33**	**105.08**
Total		**41.82**	**75.75**	**90.70**
Summary of significant accounting policies	1-3			
The accompanying notes are an integral part of interim condensed financial statements	4-20			

As per our report of even date attached

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

Ankit Shah
Partner
Membership No.: 118976

Place: Pune
Date : October 19, 2024

For and on behalf of the Board of Directors of
Media Agility UK Ltd.

Rajesh Abhyankar
Director

Place: India
Date : October 19, 2024

MediaAgility UK Ltd.
Interim Condensed Statement of Profit and Loss
(all amounts in ₹ Million, unless stated otherwise, except earnings 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 period April 01, 2023 to March 31, 2024
Income						
Revenue from operations	14	-	8.49	0.01	20.56	22.93
Other income	15	1.56	1.27	3.05	1.60	5.32
Total income (A)		**1.56**	**9.76**	**3.06**	**22.16**	**28.25**
Expenses						
Depreciation expense	16	-	0.01	-	0.02	0.02
Finance costs	17	0.71	0.71	1.46	1.37	2.80
Other expenses	18	1.46	7.79	2.06	22.27	26.31
Total expenses (B)		**2.17**	**8.51**	**3.52**	**23.66**	**29.12**
Profit / (loss) before tax (A - B)		**(0.61)**	**1.25**	**(0.46)**	**(1.50)**	**(0.87)**
Tax expense						
Current tax						
Deferred tax charge / (credit)		(0.10)	0.25	(0.08)	(0.50)	(1.48)
Total tax expense		**(0.10)**	**0.25**	**(0.08)**	**(0.50)**	**(1.48)**
Net profit / (loss) after tax for the period (C)		**(0.51)**	**1.00**	**(0.38)**	**(1.00)**	**0.61**
Other comprehensive income						
Items that may be reclassified to profit or loss						
- Exchange differences in translating the financial statements of foreign operations		(1.00)	0.33	(0.97)	(0.30)	(0.48)
Total other comprehensive income for the period (D)		**(1.00)**	**0.33**	**(0.97)**	**(0.30)**	**(0.48)**
Total comprehensive income for the period (C) + (D)		**(1.51)**	**1.33**	**(1.35)**	**(1.30)**	**0.13**
Earnings per equity share	20					
[Nominal value of share GBP 1,000]						
Basic (In ₹)		(5,09,260.48)	10,00,357.98	(3,83,908.17)	(10,02,271.18)	6,05,160.29
Diluted (In ₹)		(5,09,260.48)	10,00,357.98	(3,83,908.17)	(10,02,271.18)	6,05,160.29
Summary of significant accounting policies	1-3					
The accompanying notes are an integral part of interim condensed financial	4-20					

As per our report of even date attached

For Ahuja Valecha & Associates LLP	For and on behalf of the Board of Directors of
Chartered Accountants	**Media Agility UK Ltd.**
Firm Reg. No.126791W/W100132	
Ankit Shah	Rajesh Abhyankar
Partner	Director
Membership No.: 118976	
Place: Pune	Place: India
Date : October 19, 2024	Date : October 19, 2024

MediaAgility UK Ltd.
Interim Condensed Statement of Cash Flow
(all amounts in ₹ 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 period April 01, 2023 to March 31, 2024
Cash flow from operating activities			
(Loss)/Profit before tax	**(0.61)**	**1.25**	**(0.87)**
Adjustments for:			
Finance cost	0.71	0.71	2.80
Depreciation and amortization expense	-	0.01	-
Provision for doubtful receivables/ (provision for doubtful receivables written back) (net)	-	-	(0.34)
Currency translation reserve	2.10	0.35	(0.48)
Operating profit before working capital changes	**2.20**	**2.32**	**1.14**
Movements in working capital :			
(Increase)/Decrease in trade receivables	2.53	21.84	42.31
(Increase)/ Decrease in other current assets (including financial assets)	-	(4.17)	2.37
Increase/(Decrease) in trade payables and current liabilities	51.06	10.75	22.62
Operating profit after working capital changes	**55.79**	**30.73**	**68.43**
Direct taxes paid (net of refunds)	0.12	-	0.03
Net cash generated from operating activities (A)	**55.91**	**30.73**	**68.46**
Cash flows from investing activities	-	-	-
Net cash generated from investing activities (B)	**-**	**-**	**-**
Cash flows from financing activities			
Interest paid	(0.71)	(0.71)	-
Net cash (used in) financing activities (C)	**(0.71)**	**(0.71)**	**-**
Net (Decrease)/ increase in cash and cash equivalents (A + B + C)	(55.20)	30.02	68.46
Cash and cash equivalents at the beginning of the year	87.98	15.47	11.63
Cash and cash equivalents at the end of the period	**32.78**	**45.49**	**80.09**
Components of cash and cash equivalents			
Balances with banks			
On current accounts	32.78	45.49	80.09
Cash and cash equivalents as per note 8	**32.78**	**45.49**	**80.09**

Summary of significant accounting policies 1-3

The accompanying notes are an integral part of interim condensed financial statements 4-20

As per our report of even date attached

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

Ankit Shah
Partner
Membership No.: 118976

Place: Pune
Date : October 19, 2024

For and on behalf of the Board of Directors of
Media Agility UK Ltd.

Rajesh Abhyankar
Director

Place: India
Date : October 19, 2024

MediaAgility UK Ltd.
Interim Condensed Statement of Changes in Equity
(all amounts in ₹ Million, unless stated otherwise)

Equity Share Capital (Refer note 10)

Balance as at April 01, 2023	Changes in Equity Share Capital due to prior period errors	Changes in equity share capital during the year	Balance as at September 30, 2023
0.10	-	-	**0.10**

Balance as at September 30, 2023	Changes in Equity Share Capital due to prior period errors	Changes in equity share capital during the year	Balance as at March 31, 2024
0.10	-	-	**0.10**

Balance as at March 31, 2024	Changes in Equity Share Capital due to prior period errors	Changes in equity share capital during the year	Balance as at September 30, 2024
0.10	-	-	**0.10**

Other equity

Particulars	Reserves and surplus	Items of other comprehensive income	Total
	Retained earnings	Foreign currency translation reserve	
Balance as at March 31, 2023	**(13.69)**	**(0.92)**	**(14.61)**
Net profit for the period	(1.10)		(1.10)
Other comprehensive income for the period	-	0.03	0.03
Balance as at September 30, 2023	**(14.79)**	**(0.88)**	**(15.68)**
Net profit for the period	1.71	-	1.71
Other comprehensive income for the period	-	(0.52)	(0.52)
Balance as at March 31, 2024	**(13.08)**	**(1.40)**	**(14.48)**
Net profit for the period	0.06	-	0.06
Foreign currency translation difference	(0.08)	0.03	(0.05)
Balance as at June 30, 2024	**(13.10)**	**(1.37)**	**(14.47)**
Net profit for the period	(0.51)	-	(0.51)
Foreign currency translation difference	0.13	(1.00)	(0.87)
Balance as at September 30, 2024	**(13.48)**	**(2.37)**	**(15.85)**

Nature and purpose of reserves

a) Foreign currency translation reserve
The exchange differences arising from the translation of financial statements of foreign operations with functional currency other than Indian rupees is recognised in other comprehensive income and is presented under equity in the foreign currency translation reserve.

Summary of significant accounting policies 1-3

The accompanying notes are an integral part of interim condensed financial statements 4-20

As per our report of even date attached

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

Ankit Shah
Partner
Membership No.: 118976

Place: Pune
Date : October 19, 2024

For and on behalf of the Board of Directors of
Media Agility UK Ltd.

Rajesh Abhyankar
Director

Place: India
Date : October 19, 2024

1. Nature of operations

MediaAgility UK Limited (a UK based wholly owned subsidiary of MediaAgility Inc.). 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 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 have been prepared on an accrual basis and under the historical cost convention except for certain financial instruments 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 year 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.

Statement of compliance

These interim condensed financial statements have been prepared in accordance with Ind AS 34 Interim Financial Reporting for the period ended July 01, 2024 to September 30, 2024 as notified under the Companies (Indian Accounting Standards) Rules, 2015 read with Section 133 of the Companies Act, 2013.

3. Summary of significant accounting policies

(a) Accounting year

The accounting year of the Company is from April 01, 2024 to March 31, 2025.

(b) Functional currency

The Company's functional currency is Great Britain Pound (GBP)

(c) Use of estimates

The preparation of the interim condensed financial statements in conformity with Ind AS requires the management to make judgements, estimates and assumptions that affect the reported amounts of revenue, expenses, assets and liabilities and disclosure of contingent liabilities at the end of year. Although these estimates are based on the management's best knowledge of current events and actions, uncertainty about these assumptions and estimates could result in the outcomes requiring a material adjustment to the carrying amounts of assets or liabilities in future periods.

(d) 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 or cash equivalent 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.

Critical accounting estimates

i) Revenue recognition

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

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

ii) Income taxes

The Company's tax jurisdictions is in UK. Significant judgements are involved in determining the provision for income taxes.

(e) Property, plant and equipment

Property, plant and equipment are stated at cost, less accumulated depreciation and accumulated impairment losses, if any. The cost comprises the purchase price and directly attributable costs of bringing the asset to its working condition for its intended use. Any trade discounts and rebates are deducted in arriving at the purchase price. Capital work-in-progress includes cost of Property, plant and equipment that are not ready to be put to use.

Subsequent expenditure related to an item of property, plant and equipment is added to its book value 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.

(f) Intangible assets

Intangible assets including software licenses of enduring nature and contractual rights acquired separately are measured on initial recognition at cost. 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.

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.

(g) Depreciation

Depreciation on Property, plant and equipment is provided using the Straight Line Method ('SLM') over the useful lives of the assets estimated by the management

The management estimates the useful lives for the property, plant and equipment as follows:

Assets	**Useful lives**
Computers	3 years
Mobiles	5 years
Office Equipments	5 years

*For these classes of assets, based on internal assessment and independent technical evaluation carried out by external valuers the management believes that the useful lives as given above best represent the period over which the management expects to use these Property, plant and equipment.

(h) Expected credit loss:

The Company has considered the current and anticipated future economic conditions relating to industries the Company deals with and the countries where it operates. In calculating expected credit loss, the Company has also considered related credit information for its customers to estimate the probability of default in future using the forward-looking approach as prescribed by Ind AS 109.

(i) Intangible assets

Intangible assets including software licenses of enduring nature and contractual rights acquired separately are measured on initial recognition at cost. 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.

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.

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(j) Financial Instruments

i) Financial assets

Initial recognition and measurement

Financial assets are initially measured at fair value. Transaction costs that are directly attributable to the acquisition of financial assets (other than financial assets at fair value through profit or loss) are added to the fair value of the financial assets on initial recognition. Transaction costs directly attributable to the acquisition of financial assets at fair value through profit or loss are recognised immediately in profit or loss.

Subsequent measurement

For the purpose of subsequent measurement, financial assets are classified as :

- **Financial assets at amortized cost**

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

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

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

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

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

Derecognition

The Company derecognizes a financial asset when the contractual rights to the cash flows from the asset expire, or when it transfers the financial asset and substantially all the risks and rewards of ownership of the asset to another party.
On derecognition of a financial asset in its entirety, the difference between the asset's carrying amount and the sum of the consideration received and receivable and the cumulative gain or loss that had been recognised in other comprehensive income and accumulated in equity , if any, is recognised in profit or loss .

ii) Financial liabilities

Initial recognition and measurement

Financial liabilities are initially measured at fair value. Transaction costs that are directly attributable to issue of financial liabilities (other than financial assets and financial liabilities at fair value through profit or loss) are deducted from the fair value of the financial liabilities on initial recognition. Transaction costs directly attributable to the issue of financial liabilities at fair value through profit or loss are recognised immediately in profit or loss.

Subsequent measurement

For the purpose of subsequent measurement , financial liabilities are classified as:

- **Financial liabilities at amortized cost**

Financial liabilities such as loans and borrowings are subsequently measured at amortized cost using the effective interest rate method. The change in measurements are recognized as finance costs in the statement of profit and loss .

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

Financial liabilities include financial liabilities held for trading and financial liabilities designated upon initial recognition as at fair value through profit or loss if the recognition criteria as per Ind AS 109 are satisfied. Gains or losses on liabilities held for trading are recognized in statement of profit and loss. Fair value gains or losses on liabilities designated as FVTPL attributable to changes in own credit risk are recognized in other comprehensive income. All other changes in fair value of liabilities designated as FVTPL are recognized in the statement of profit and loss. The Company has not designated any financial liability as at FVTPL.

Derecognition

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

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iii) Impairment

i) 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.

ii) Non-financial assets

The carrying amounts of property, plant and equipment and Goodwill are reviewed at each balance sheet date or whenever 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. An impairment loss is recognised in the statement of profit and loss.

Recoverable amount of intangible under development that is not yet available for use is estimated at least at each financial year end even if there is no indication that the asset is impaired.

An impairment loss is recognized wherever the carrying amount of an asset exceeds 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.

(k) Revenue recognition

Revenue is measured at the fair value of the consideration received or receivable taking into account the amount of any trade discounts and volume rebates allowed by the Company. Revenue is recognized to the extent it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured. The following specific recognition criteria must also be met before revenue is recognized:

(i) Income from software services and products

The Company derives revenues primarily from sale of computer hardware, accessories and computer software.

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.

(ii) Interest

Interest income is recognized on a time proportion basis taking into account the carrying amount and the effective interest rate. Interest income is included under the head 'Other income' in the statement of profit and loss.

(iii) Dividend

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

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(l) Foreign currency translation

i) Foreign currency transactions and balances Initial recognition

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

ii) Conversion

The transactions are in GBP, which are converted for reporting in Indian currency on the following basis. The equity share capital is translated on the date of transaction and fixed assets are translated at the closing rate as at the date of the balance sheet. All current assets and current liabilities are translated at the closing rate as at the date of the balance sheet. All Income and Expense items are converted at weighted average of Inter Bank Selling Rate for the period.

The exchange difference arising out of the period / year end conversion is translated to Currency Translation Reserve and the said amount is shown under the head "Other equity".

iii) Exchange Difference

Revenue and expenses denominated in foreign currencies are translated using the exchange rate in effect on the date of the transaction. Transaction gains or losses realized upon settlement of foreign currency transactions are included in determining net profit or loss for the period in which the transaction is settled.

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

(m) Leave encashment

Accumulated leave, which is expected to be utilized within the next twelve months, is treated as short-term employee benefit. The Company measures the expected cost of such absences as the additional amount that it expects to pay as a result of the unused entitlement that has accumulated at the reporting date.

The Company presents the entire leave encashment liability as a current liability in the balance sheet, since it does not have an unconditional right to defer its settlement for twelve months after the reporting date.

Expense on non-accumulating compensated absences is recognized in the period in which the absences occur.

(n) 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 HM Revenue and Customs. 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 the 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.

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.

(o) Earnings per share (EPS)

Basic earnings per share are calculated by dividing the net profit for the period / year attributable to equity shareholders by the weighted average number of equity shares outstanding during the period / year. The weighted average number of equity shares outstanding during the 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/ year attributable to the equity shareholders and the weighted average number of equity shares outstanding during the period / year, are adjusted for the effects of all dilutive potential equity shares.

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

(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 required to settle the obligation at the reporting date. If the effect of time value of money is material, provisions are discounted using a current pre-tax rate that reflects the risks specific to the liability. These estimates are reviewed at each balance sheet date and adjusted to reflect the current best estimates.

(q) Contingent liabilities

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

(r) Cash and cash equivalents

Cash comprises cash on hand and demand deposits with banks. Cash equivalents are short-term balances (with an original maturity of three months or less from the date of acquisition), highly liquid investments that are readily convertible into known amounts of cash and which are subject to insignificant risk of changes in value.

(s) 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.

4 Going Concern

The Company had accumulated losses of Rs.13.48 Millions (Previous year Rs.13.08 Millions) against an equity of Rs. 0.10 Millions (Previous year Rs. 0.10 Millions) as at the balance sheet date, resulting in a complete erosion of the Company's Net Worth. Additionally, as at the balance sheet date, the financial statements disclose a net current liabilities over current assets of Rs. 17.71 Millions (Previous year net current liabilities of Rs. 16.15 Millions).

The Company has no intention of curtailing materially the scale of operations. Further, the Company has been able to meet its obligations in the ordinary course of business through sales of Google products and as per the support letter provided by the holding Company, it will support the Company for any working capital requirement which may arise for the next one year. Accordingly the financial statements have been prepared assuming that the Company will continue as a going concern.

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5. Plant, property and equipment

	Computer Equipment	Mobile	Office Equipments	Total
Gross block (at cost)				
As at September 30, 2023	**0.33**	**0.02**	**0.04**	**0.39**
Additions	-	-	-	-
Disposals	-	-	-	-
Effect of foreign currency translation from functional currency to reporting currency	-	-	-	-
As at March 31, 2024	**0.33**	**0.02**	**0.04**	**0.39**
Additions	-	-	-	-
Disposals	-	-	-	-
Effect of foreign currency translation from functional currency to reporting currency	-	-	-	-
As at September 30, 2024	**0.33**	**0.02**	**0.04**	**0.39**
Accumulated depreciation				
As at September 30, 2023	**0.33**	**0.02**	**0.03**	**0.38**
Charge for the period	-	-	0.01	0.01
Disposals	-	-	-	-
Effect of foreign currency translation from functional currency to reporting currency	-	-	-	-
As at March 31, 2024	**0.33**	**0.02**	**0.04**	**0.39**
Charge for the period	-	-	-	-
Disposals	-	-	-	-
Effect of foreign currency translation from functional currency to reporting currency	-	-	-	-
As at September 30, 2024	**0.33**	**0.02**	**0.04**	**0.39**
Net Block				
As at September 30, 2023	-	-	**0.01**	**0.01**
As at March 31, 2024	-	-	-	-
As at September 30, 2024	-	-	-	-

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6. Deferred tax assets (net)

	As at September 30, 2024	As at September 30, 2023	As at March 31, 2024
Deferred tax assets			
Others	1.97	0.51	1.77
Deferred tax liabilities			
Others	-	-	-
	1.97	**0.51**	**1.77**

7. Trade receivables

	As at September 30, 2024	As at September 30, 2023	As at March 31, 2024
Unsecured, considered good	7.07	23.46	8.84
Unsecured, considered doubtful	0.43	0.20	0.17
	7.49	**23.66**	**9.01**
Less: Allowance for credit impairment	0.43	0.20	0.17
	7.07	**23.46**	**8.84**

8. Cash and cash equivalents

	As at September 30, 2024	As at September 30, 2023	As at March 31, 2024
Cash and cash equivalents			
Balances with banks			
- On current accounts	32.78	45.49	80.09
	32.78	**45.49**	**80.09**

9. Other financial assets

	As at September 30, 2024	As at September 30, 2023	As at March 31, 2024
Current			
Unbilled revenues	-	6.28	-
	-	**6.28**	**-**

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10. Share capital

	As at September 30, 2024	As at September 30, 2023	As at March 31, 2024
Authorised (In GBP)			
1 Ordinary Share of GBP 1,000 each	GBP 1,000	GBP 1,000	GBP 1,000
	GBP 1,000	**GBP 1,000**	**GBP 1,000**
Issued, subscribed and paid-up (in million)			
1 Ordinary Share of GBP 1,000 each	0.10	0.10	0.10
Issued, Subscribed and fully paid-up share capital	**0.10**	**0.10**	**0.10**

*** All the Shares are held by MediaAgility Inc**

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

	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 reporting period	1	0.10	1	0.10	1	0.10
Add : Additional Shares issued during the period	-	-	-	-	-	-
Number. of shares at the end of the reporting period	**1**	**0.10**	**1**	**0.10**	**1**	**0.10**

b) Terms / rights attached to equity shares

The Company has only one class of equity shares having a par value of GBP 1000 per share. Each holder of equity share is entitled to one vote per share. In the event of liquidation of 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 the proportion to the number of equity shares held by shareholders

c) Details of shares held by promoters

As at September 30, 2024

	No of shares held at the beginning of the period	Changes during the period	No of shares at the end of the period	% of Total Shares	% Change during the period
MediaAgility Inc.	1	-	1	100%	-

As at September 30, 2023

	No of shares held at the beginning of the period	Changes during the period	No of shares at the end of the period	% of Total Shares	% Change during the period
MediaAgility Inc.	1	-	1	100%	-

As at March 31, 2024

	No of shares held at the beginning of the period	Changes during the period	No of shares at the end of the period	% of Total Shares	% Change during the period
MediaAgility Inc.	1	-	1	100%	-

11. Borrowings

	As at September 30, 2024	As at September 30, 2023	As at March 31, 2024
Current			
Borrowings from related parties			
Term loans			
- Inter company loan from MediaAgility LLC	45.87	38.91	41.64
(Repayment terms : On demand)			
	45.87	**38.91**	**41.64**

12. Trade payables

	As at September 30, 2024	As at September 30, 2023	As at March 31, 2024
Trade payables for goods and services	10.55	48.03	62.44
	10.55	**48.03**	**62.44**

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 liabilities

	As at September 30, 2024	As at September 30, 2023	As at March 31, 2024
Other payables			
- Statutory liabilities	0.63	4.19	0.79
Intercompany advances payable	0.52	0.20	0.21
	1.15	**4.39**	**1.00**

MediaAgility UK Ltd.
Notes to the Interim Condensed Financial Statements
(all amounts in ₹ Million, unless stated otherwise)

14. Revenue from operations

	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 period April 01, 2023 to March 31, 2024
Revenue from services and softwares	-	8.49	0.01	20.56	22.93
	-	**8.49**	**0.01**	**20.56**	**22.93**
The revenue consists of:					
Software licence	-	1.16	0.01	2.06	2.79
Software services	-	7.33	-	18.50	20.14
	-	**8.49**	**0.01**	**20.56**	**22.93**

The table below presents disaggregated revenues from contracts with customers by segments 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 period April 01, 2023 to March 31, 2024
Revenue by industry segments					
Technology Companies and Emerging	-	8.49	0.01	20.56	22.93
Total	**-**	**8.49**	**0.01**	**20.56**	**22.93**
Timing of revenue recognition					
At point of time		-	-	-	-
Over a period of time	-	8.49	0.01	20.56	22.93
Total	**-**	**8.49**	**0.01**	**20.56**	**22.93**

15. 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 period April 01, 2023 to March 31, 2024
Provision no longer required (written back)	-	-	-	-	0.34
Miscellaneous income	1.44	1.20	3.05	1.60	4.98
Foreign exchange gain (net)	0.12	0.07	-	-	0.00
	1.56	**1.27**	**3.05**	**1.60**	**5.32**

16. Depreciation and amortization

	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 period April 01, 2023 to March 31, 2024
Depreciation and amortization expense	-	0.01	-	0.02	0.02
	-	**0.01**	**-**	**0.02**	**0.02**

17. Finance Cost

	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 period April 01, 2023 to March 31, 2024
Interest expense	0.71	0.71	1.46	1.37	2.80
	0.71	**0.71**	**1.46**	**1.37**	**2.80**

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 period April 01, 2023 to March 31, 2024
Legal and professional fees	0.06	7.42	0.19	20.22	23.69
Travelling and conveyance	-	0.04	-	0.06	0.07
Provision for doubtful receivables (net)*	0.00	-	0.23	-	-
Foreign exchange loss (net)	-	-	0.11	1.40	1.94
Miscellaneous expenses	1.39	0.33	1.54	0.58	0.60
	1.46	**7.79**	**2.06**	**22.27**	**26.31**

*Transaction aggregating less than Rs.0.01 million as at September 30, 2024.

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MediaAgility UK Ltd.
Notes to the Interim Condensed Financial Statements
(all amounts in ₹ Million, unless stated otherwise, except earnings per share)

19. Earnings per share

		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 period April 01, 2023 to March 31, 2024
Numerator for Basic and Diluted EPS						
Net profit / (loss) after tax	(A)	(0.51)	1.00	(0.38)	(1.00)	0.61
Denominator for Basic EPS						
Weighted average number of equity shares	(B)	1	1	1	1	1
Denominator for Diluted EPS						
Number of equity shares	(C)	1	1	1	1	1
Basic Earnings per share of face value of GBP 1 each (In ₹)	(A/B)	**(5,09,260.48)**	**10,00,357.98**	**(3,83,908.17)**	**(10,02,271.18)**	**6,05,160.29**
Diluted Earnings per share of face value of GBP 1 each (In ₹)	(A/C)	**(5,09,260.48)**	**10,00,357.98**	**(3,83,908.17)**	**(10,02,271.18)**	**6,05,160.29**

20. The Company does not have any contingent liability as at September 30, 2024.

Summary of significant accounting policies 1-3

The accompanying notes are an integral part of interim condensed financial statements 4-20

As per our report of even date attached

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

Ankit Shah
Partner
Membership No.: 118976

Place: Pune
Date : October 19, 2024

For and on behalf of the Board of Directors of
Media Agility UK Ltd.

Rajesh Abhyankar
Director

Place: India
Date : October 19, 2024