

MAX MARKETING PRIVATE LIMITED

Reg. Off:- B-63 GANGA BHAVAN CHS LTD J.P.ROAD CTS NO.1053, 1052-1-22, VERSOVA OPP. SCRUMPTIOUS RESTAURANT, MUMBAI CITY, MAHARASHTRA - 400 061.

CIN: U74999MH2020PTC337930, E-mail: varun@maxmarketing.in

Contact No: +91 9820962779

Director Report

To
The Members,

We have pleasure in presenting our 2nd Annual Report together with the audited statements of account for the period 01st April 2021 to 31st March, 2022.

STATE OF COMPANY'S AFFAIRS:

The Company is engaged rendering marketing services to film producer and media industry.

FINANCIAL SUMMARY:

The Financial Results of the Company are as under:

Particulars	Current Year	Previous Year
Gross Income	2,56,18,109	74,22,006
Profit before interest and depreciation	1,81,80,910	30,27,817
Less: Interest	-	-
Less: Depreciation & Amortization	37,580	4,366
Profit before Taxation	1,81,43,330	30,23,451
Current Tax	45,63,632	7,56,473
Earlier Year Tax		
Deferred Tax	2,533	4,617
Net Profit/Loss after tax	1,35,77,165	22,62,361

DIVIDEND:

The Company has not declared any dividend during the current financial year.

TRANSFER TO RESERVE:

No amount was transferred to the reserves during the financial year ended 31st March, 2022.

WEB LINK OF ANNUAL RETURN, IF ANY:

The company does not have website.

SECRETARIAL STANDARDS:

The Company complies with all applicable secretarial standards.

MEETINGS OF BOARD OF DIRECTORS:

Your Board of Directors met 4 times during the financial year ended 31st March, 2022 and have maintained records as required under the provisions of the Companies Act, 2013.

DIRECTORS:

During the year under review, there is No change in composition of board of directors .

All the directors of the Company have confirmed that they are not disqualified from being appointed as directors in terms of Section 164(1) of the Companies Act, 2013.

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DIRECTOR'S RESPONSIBILITY STATEMENT:

Pursuant to the requirement of Section 134(3)(c) of the Companies Act, 2013" (Act)" with respect to the Director's Responsibility Statement, it is hereby confirmed that:

- a. In the preparation of the annual accounts, for the year ended March 31, 2022 the applicable accounting standards read with the requirements set out under Schedule III to the Act, have been followed and there are no material departures from the same.
- b. The directors have selected such accounting policies and applied them consistently and made judgments and estimates that are reasonable and prudent so as to give a true and fair view of the state of affairs of the company as at March 31, 2022 and the profit/loss of the Company for the year ended on that date.
- c. The directors have taken proper and sufficient care for the maintenance of adequate accounting records in accordance with the provisions of this Act for safeguarding the assets of the company and for preventing and detecting fraud and other irregularities.
- d. The directors have prepared the annual accounts on a going concern basis.
- e. The Company being unlisted, sub clause (e) of section 134 of the Companies Act, 2013 pertaining to laying down internal financial control is not applicable to the Company.

AUDITORS:

M/S. Bhathar & Associates, Chartered Accountants, being eligible, to be appointed as auditor for the 1 year tenure. The Company has received a letter from him informing that his appointment is within the prescribed limits under section 141(3) of the Companies Act, 2013.

LOANS/ GUARANTEES/ INVESTMENTS UNDER SECTION 186:

There were no Loans or Guarantees given or Investments made during the said financial year. Hence, the provision of Section 186 of the Companies Act, 2013 are not applicable to the Company.

CONTRACTS/ARRANGEMENTS UNDER SECTION 188:

There were no transactions with Related Parties during the period under review which were in conflict with the interest of the Company. However, suitable disclosures as required under AS-18 have been made in the Notes to the financial statements.

All related party transactions that were entered into during the financial year were on an arm's length basis and were in the ordinary course of business.

Accordingly, particulars of contracts or arrangements with related parties referred to in Section 188(1) along with the justification for entering into such contract or arrangement in Form AOC-2 does not form part of the report.

DETAILS IN RESPECT OF FRAUD REPORTED BY AUDITOR:

As per auditors' report on financial statement there is no fraud under section 143 (12) of Companies Act, 2013.

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MATERIAL CHANGES AND COMMITMENTS:

No material changes & commitments affecting the financial position of the Company have occurred between the end of the financial year of the Company to which these financial statements relate and the date of this report.

CONSERVATION OF ENERGY: The company has taken reasonable steps for energy savings.

TECHNOLOGY ABSORPTION:

The Company made efforts towards technology absorption which has benefited to reasonable extent and it has not imported any technology.

FOREIGN EXCHANGE EARNING AND OUTGO:

The Company has following foreign currency transaction during the year under review.

Earnings: 0/-

Outgo: 0/-

RISK MANAGEMENT POLICY:

The Company has identified potential risks and required mitigation measures. The risk management policy is being reviewed to enhance control mechanism for risk evaluation and mitigation and the risk management process.

ORDERS PASSED BY REGULATORS, COURTS OR TRIBUNALS:

During the year under review, no order was passed by any regulatory/ statutory authority or court/ tribunal against the Company.

SUBSIDIARIES, ASSOCIATES AND JOINT VENTURES:

The Company does not have subsidiaries, associates or joint ventures.

DISCLOSURE OF DEPOSITS:

The Company has not accepted any deposits falling under Section 73 to 76 of the Act during the current financial year.

DISCLOSURES AS PER THE SEXUAL HARASSMENT OF WOMEN AT WORKPLACE (PREVENTION, PROHIBITION AND REDRESSAL) ACT, 2013:

The Company provides a conducive work environment in terms of anti-sexual harassment for the women employees and has sufficient checks to provide protection against sexual harassment of women at workplace. Your Directors further states that there were no cases filed with the Company.

PARTICULARS OF EMPLOYEES:

There is no employee employed throughout the financial year who is in receipt of remuneration as specified under Rule 5(2) of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014.

MAX MARKETING PRIVATE LIMITED

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ACKNOWLEDGEMENTS:

The Board wishes to express its gratitude to the shareholders for their continuous support and guidance to the Company and wished to place on record their appreciation for the assistance and co-operation received from various statutory and regulatory authorities, executives, officers and staff of the Company during the year.

For and on behalf of the Board of Directors



Varun Gupta
(Director)
DIN 07738778



Shilpi Gupta
(Director)
DIN 08703762



Date 01.09.2022
Place: Mumbai



BHATHAR & ASSOCIATES

CHARTERED ACCOUNTANTS

Shop No 6-7, Salasar Tower, Phatak Road, Bhayander West, Mumbai -401101
Tel : 022-28146203/9167001147 Email: bhathar5@icai.org

INDEPENDENT AUDITOR'S REPORT

To the Members of **MAX MARKETING PRIVATE LIMITED**

Report on the Audit of the Financial Statements

Opinion

We have audited the financial statements of **MAX MARKETING PRIVATE LIMITED ('the Company')**, which comprise the Balance Sheet as at March 31, 2022, and the Statement of Profit and Loss for the year then ended, and notes to the financial statements, including a summary of significant accounting policies and other explanatory information.

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid financial statements give the information required by the Companies Act, 2013 ('Act') in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India, of the state of affairs of the Company as at March 31, 2022 and its Profit for the year ended on that date.

Basis for Opinion

We conducted our audit in accordance with the Standards on Auditing ('SAs') specified under section 143(10) of the Act. Our responsibilities under those Standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Company in accordance with the Code of Ethics issued by the Institute of Chartered Accountants of India ('ICAI') together with the ethical requirements that are relevant to our audit of the financial statements under the provisions of the Act and the Rules thereunder; and we have fulfilled our other ethical responsibilities in accordance with these requirements and the Code of Ethics. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Key Audit Matters

Reporting of key audit matters as per SA 701, Key Audit Matters are not applicable to the Company as it is an unlisted company.



Information Other than the Financial Statements and Auditor's Report Thereon

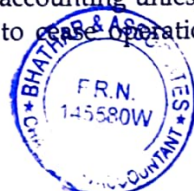
The Company's Board of Directors is responsible for the preparation of the other information, comprising of the information included in the Board's Report including Annexures to Board's Report and such other disclosures related Information, excluding the financial statements and auditor's report thereon ('Other Information'). The other information is expected to be made available to us after the date of this auditors' report. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information when it becomes available and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained during the course of our audit or otherwise appears to be materially misstated.

When we read the other Information and if we conclude that there is a material misstatement therein, we are required to communicate the matter to those charges with governance as required under SA 720 'The Auditor's responsibilities Relating to other Information

Responsibility of Management for Financial Statements

The Company's Board of Directors is responsible for the matters stated in section 134(5) of the Act with respect to the preparation of these financial statements that give a true and fair view of the financial position, financial performance, and cash flows of the Company in accordance with the accounting principles generally accepted in India, including the Accounting Standards specified under section 133 of the Act. This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding of the assets of the Company and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; design, implementation and maintenance of adequate internal financial controls, that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error. In preparing the financial statements, management is responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.



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

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements, as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with SAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, to design and perform audit procedures responsive to those risks and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under section 143(3)(i) of the Act, we are also responsible for expressing our opinion on whether the Company has adequate internal financial controls system in place and the operating effectiveness of such controls.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management. Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.



- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit. We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

Report on Other Legal and Regulatory Requirements

- 1) The provisions of the Companies (Auditor's Report) Order, 2016 ("the Order"), issued by the Central Government of India in terms of sub-section (11) of section 143 of the Companies Act, 2013 is not applicable to the Company since
 - (a) It is not a subsidiary or holding company of a public company;
 - (b) Its paid-up capital and reserves and surplus are not more than Rs.1 Crores as at the balance sheet date;
 - (c) Its total borrowings from banks and financial institutions are not more than Rs.1 Crores at any time during the year; and
 - (d) Its turnover for the year is not more than Rs.10 Crores during the year.
- 2) As required by section 143(3) of the Act, we report that:
 - a. We have sought and obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of our audit.
 - b. In our opinion, proper books of account as required by law have been kept by the Company so far as it appears from our examination of those books
 - c. The Balance Sheet, the Statement of Profit and Loss dealt with by this Report are in agreement with the books of account.



- d. In our opinion, the aforesaid financial statements comply with the Accounting Standards specified under section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014.
- e. On the basis of the written representations received from the directors as on March 31, 2022, taken on record by the Board of Directors, none of the directors is disqualified as on March 31, 2022 from being appointed as a director in terms of section 164 (2) of the Act.
- f. Since the Company's turnover as per last audited financial statements is less than Rs.50 Crores and its borrowings from banks and financial institutions at any time during the year is less than Rs.25 Crores, the Company is exempted from getting an audit opinion with respect to the adequacy of the internal financial controls over financial reporting of the company and the operating effectiveness of such controls vide notification dated June 13, 2017; and
- a. With respect to the other matters to be included in the Auditor's Report in accordance with Rule 11 of the Companies (Audit and Auditors) Rules, 2014, in our opinion and to the best of our information and according to the explanations given to us:
- (i) The Company does not have any pending litigations which would impact its financial position.
 - (ii) The Company did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses.
 - (iii) There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Company.

Bhathar & Associates
Chartered Accountants

Bhathar

Hemant Bhathar
Proprietor

M. No. : 169608

Firm Regn No. 145580W

Place : Mumbai

Dated : 01th SEP, 2022

UDIN : **22169608BBFONT5127**



MAX MARKETING PVT LTD
CIN : U74999MH2020PTC337930

Regd. Address : B-63 GANGA BHAVAN CHS LTD J.P.ROAD CTS NO.1053, 1052-1-22 VERSOVA OPP. SCRUMPTIOUS
RESTAURANT MUMBAI Mumbai City MH 400061 IN

Audited Balance Sheet as at 31st March, 2022

INR in '000

Particulars	Note No.	At the end of 31 March, 2022	At the end of 31 March, 2021
EQUITY AND LIABILITIES			
<u>Shareholder's Funds</u>			
Share Capital	1	250.00	250.00
Reserves and Surplus	2	15,839.53	2,262.36
<u>Non Current liability</u>			
Long Term Borrowing	3	0.00	0.00
Deferred Tax Liability	4	7.15	4.62
<u>Current Liabilities</u>			
Short Term Borrowing	5	39.30	740.00
Trade Payables	6	807.81	1,128.53
Provision	7	2,400.79	64.75
Other Current Liability	8	6,086.13	1,074.03
Total Equity & Liabilities		25,430.71	5,524.29
ASSETS			
<u>Non-Current Assets</u>			
Property, plant and equipment and Intangible assets			
<u>Tangible Assets</u>	9	301.73	290.63
Non Current Investment	10	0.00	0.00
Long term loans and advances	11	0.00	0.00
<u>Current Assets</u>			
Trade Receivables	12	3,058.18	105.00
Cash and Cash Equivalents	13	17,457.05	4,264.69
Short-term Loans and Advances	14	4,613.75	863.96
Total Assets		25,430.71	5,524.29

Significant Accounting Policies
Notes on Financial Statements
As per Report of even date attached

A-C

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For Bhathar & Associates
Chartered Accountants

Hemant Bhathar
Proprietor

M. No. 169608

Firm Reg. No.: 145580W

Place: Mumbai

Dated: 01.09.2022



MAX MARKETING PVT LTD

Varun Gupta
(Director)

DIN 08703761



For Max Marketing Private Limited
Shilpi B
Director / Authorized Signatory

Shilpi Gupta
(Director)

DIN 08703762

MAX MARKETING PVT LTD
CIN : U74999MH2020PTC337930

Regd. Address : B-63 GANGA BHAVAN CHS LTD J.P.ROAD CTS NO.1053, 1052-1-22 VERSOVA OPP. SCRUMPTIOUS RESTAURANT
MUMBAI Mumbai City MH 400061 IN

Statement of Profit & Loss for the period 01-04-2021 to 31-03-2022

INR in '000

Particulars	Note No.	At the end of 31 March, 2022	At the end of 31 March, 2021
Income:			
Revenue from operations	15	25,618.11	7,420.63
Other Income	16	0.00	1.37
Total		25,618.11	7,422.01
Expenses:			
Cost of Services	17	2,861.81	1,686.39
Employee Benefit Expense	18	3,617.53	2,188.90
Depreciation and Amortization Expense	19	37.58	4.37
Other Expenses	20	957.86	518.90
Expenses		7,474.78	4,398.56
Profit before exceptional and extraordinary items and tax		18,143.33	3,023.45
Exceptional Items		0.00	0.00
Profit before extraordinary items and tax		18,143.33	3,023.45
Extraordinary Items		0.00	0.00
Profit before tax		18,143.33	3,023.45
Tax expense:			
(1) Current tax		4,563.63	756.47
(2) Deferred Tax Liability / (Asset)		2.53	4.62
(3) MAT credit			
(4) Tax adjustment prior year			
Profit(Loss) from the period from continuing operations		13,577.16	2,262.36
Profit/(Loss) from discontinuing operations		0.00	0.00
Tax expense of discounting operations		0.00	0.00
Profit/(Loss) from Discontinuing operations		0.00	0.00
Profit/(Loss) for the period		13,577.16	2,262.36
Earning per equity share:			
(1) Basic		0.54	0.08
(2) Diluted		0.54	0.08

Significant Accounting Policies

A-C

Notes on Financial Statements

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As per Report of even date attached

For Bhathar & Associates
Chartered Accountants



Hemant Bhathar

Proprietor

M. No. 169608

Firm Reg. No.: 145580W

Place: Mumbai

Dated: 01.09.2022

MAX MARKETING PVT LTD

Varun Gupta
(Director)

DIN 08703761



For Max Marketing Private Limited
Director / Authorized Signatory

Shilpi Gupta

(Director)

DIN 08703762

MAX MARKETING PVT LTD
Notes forming part of the financial statements

Note	Particulars
A Corporate information	Company was incorporated on 18th February, 2020. The registered office of the Company is at Mumbai. The Company is engaged in business of providing Advertising & Publicity Services.
B Addition regulatory informations:	
i	The Company does not own any benami properties. Further, there are not any proceeding which have been initiated or pending against the company for holding any benami property under the benami transactions (Prohibition) Act 1988 (45 of 1988) and rules made thereunder.
ii.	During the current and previous period, the company has not traded or invested in Crypto Currency or Virtual Currency.
iii	There was no scheme of arrangement entered by the company during the current and previous, which required approval from the Competent Authority in term of section 230 to 237 of Companies Act 2013
iv	The Company does not have any holding or subsidiary company.
C Significant accounting policies	
1.1 Basis of accounting and preparation of financial statements	The financial statements have been prepared in accordance with Indian Generally Accepted Accounting Principles (GAAP) to comply with the Accounting Standards specified under Section 133 of the Companies Act, 2013 ('Act') read with Rule 7 of the Companies (Accounts) Rules, 2015, and the relevant provisions of the Companies Act, 2013 as applicable. The financial statements have been prepared on accrual basis under the historical cost convention. The accounting policies adopted in the preparation of the financial statements are consistent with those followed in the previous year. The financial statements are presented in Indian Rupee (₹). The Company is a Small and Medium Sized Company (SMC) as defined in the General Instructions in respect of Accounting Standards notified under the Companies Act, 2013 read with section 133 of the Companies Act, 2013 and Rule 7 of the Companies (Accounts) Rules, 2014. Accordingly, the Company has complied with the Accounting Standards as applicable to a Small and Medium Sized Company. Further, the Company by virtue of being a SMC, is required to comply with the recognition and measurement principles of all accounting standards, but is given a relaxation in respect of certain disclosure related standards and certain disclosure requirements prescribed by other accounting standards.
1.2 Use of estimates	The preparation of the financial statements in conformity with Indian GAAP requires the Management to make estimates and assumptions considered in the reported amounts of assets and liabilities (including contingent liabilities) and the reported income and expenses during the year. The Management believes that the estimates used in preparation of the financial statements are prudent and reasonable. Future results could differ due to these estimates and the differences between the actual results and the estimates are recognised in the periods in which the results are known / materialise. Any revision to accounting estimates is recognized prospectively in the current and future periods.
1.3 Inventory	Inventories are valued at lower of cost Or Net realisation value, cost is calculated based on First In First Out method.
1.4 Revenue recognition	Revenue from Advertising & Publicity is recognised on accrual basis.
1.5 Fixed Assets and depreciation	Fixed Assets are stated at cost of acquisition, inclusive of freight, duties, taxes & other put to use expenses. Fixed Assets are classified as per the decision taken by the management and followed consistently. Depreciation is provided using Straight Line Method at rates and in the manner specified in Schedule II of the Companies Act, 2013. Depreciation on Addition during the year is provided on pro-rata Basis from the date of addition. Depreciation is provided on depreciable assets value excluding 5% residual value.
1.6 Retirement benefits	In the opinion of Directors, there is no accrued liability for Gratuity. The Company has no formal system of leave encashment on retirement.
1.7 Deferred Revenue Expenditure:	Preliminary expenses and share issue expense are amortized over a period of 5 years.

1.8	Earnings per share The basic earnings per share is computed by dividing the net profit attributable to the equity shareholders for the period by the weighted average number of equity shares outstanding during the reporting period.
1.9	Taxes on income Tax on Income for the current period is determined on the basis of taxable income and tax credits computed in accordance with the provision of the Income tax 1961, and based on expected outcome of assessment, appeals. Deferred tax is recognized on timing differences between the accounting income and the taxable income for the year, and quantified using the tax rates and laws enacted or substantively enacted as on the balance sheet date. Deferred tax assets are recognized and carried forward to the extent there is reasonable certainty that sufficient future taxable income will be available against which such deferred tax assets can be realized.
2.0	Impairment of assets The Company has adopted an accounting policy on 'Impairment of Assets' as stated at para 1(n) above in compliance with Accounting Standard -28 issued by the Institute of Chartered Accountants of India. In the opinion of the board and the management, none of the Assets / Cash generating unit are required to be impaired.
2.1	Provisions and contingencies A provision is recognised when the Company has a present obligation as a result of past events and it is probable that an outflow of resources will be required to settle the obligation in respect of which a reliable estimate can be made. Provisions (excluding retirement benefits) are not discounted to their present value and are determined based on the best estimate required to settle the obligation at the balance sheet date. These are reviewed at each balance sheet date and adjusted to reflect the current best estimates. A disclosure for a contingent liability is made where there is a possible or present obligation that may, but probably will not require an outflow of resources. When there is a possible obligation in respect of which the likelihood of outflow of resources is remote, no provision or disclosure is required.
2.2	Material Events occurring after Balance Sheet date are taken into cognizance
2.3	<u>Expense</u> Expenditure item having material bearing on the financial statement are recognized on accrual basis.
2.4	In the opinion of the board and to the best of their knowledge and belief all the current assets, loan and advances have value on realization at least of an amount at which they are stated in balance sheet.
2.5	This is First Year of Operation therefore Previous year Figure not applicable

MAX MARKETING PVT LTD
Notes on Financial Statements as at 31 March, 2022

(Rs in ' 000)

Note 1 Share capital

Particulars	Current Year		Previous year	
	Number of shares	Rupees	Number of shares	Rupees
(a) Authorised 50000 Equity shares of Rs. 10 each with voting rights	0.01	500.00	0.01	500.00
(b) Issued, Subscribed and paid up 50000 Equity shares of Rs. 10 each, fully paid-up, with voting rights	0.01	250.00	0.01	250.00
Total	0.01	250.00	0.01	250.00

Notes:

(i) As there is no movement in shares, reconciliation has not been provided.

(ii) Details of shares held by each shareholder holding more than 5% shares:

Class of shares / Name of shareholder	Current Year		Previous year	
	Number of shares held	% holding in that class of shares	Number of shares held	% holding in that class of shares
Equity shares with voting rights				
Varun Gupta	19.00	76%	19.00	76%
Shilpi Gupta	6.00	24%	6.00	24%
Total	25.00	100%	25.00	100%

(ii) Details of shareholding by Promoters

Shares held by promoters at the end of the year		Current Year			Previous Year		
S. No.	Promoter Name	No. of Shares	% of Total Shares	% Change during the year	No. of Shares	% of Total Shares	% Change during the year
1	Varun Gupta	19.00	76%	0	19.00	76%	0
2	Shilpi Gupta	6.00	24%	0	6.00	24%	0
	Total	25.00	100%	0	25.00	100%	0

MAX MARKETING PVT LTD
Notes on Financial Statements as at 31 March, 2022

Note : 2 Reserve & Surplus

INR in '000

Sr. No	Particulars	Current Year	Previous Year
1	Balance brought forward from previous year	2,262.36	0.00
2	Add: Profit for the period	13,577.16	2,262.36
	Total	15,839.53	2,262.36

Note : 3 Long Term Borrowing

Sr. No	Particulars	Current Year	Previous Year
1	Loans and Advances	0.00	0.00
	Total	0.00	0.00

Note : 4 Deferred Tax liability

Sr. No	Particulars	Current Year	Previous Year
1	Deferred Tax Liability B/f	4.62	0.00
	Add: Deferred Tax Asset / (Liability) for the year	2.53	4.62
	Total	7.15	4.62

Note : 5 short Term Borrowings

Sr. No	Particulars	Current Year	Previous Year
1	Loans (Note: 5.1)	39.30	740.00
	Total	39.30	740.00

Note : 5.1 Loans

Sr. No	Particulars	Current Year	Previous Year
1	From - Director	39.30	740.00
	Total	39.30	740.00

Note : 6 Trade Payable

Sr. No	Particulars	Current Year	Previous Year
1	Sundry Creditors		
	Sundry Creditors - MSME		
	a) Disputed		
	Less Than 1 year		
	1-2 year		
	2-3 Year		
	More than 3 year		
	Total		
	b) Undisputed creditor- MSME		
	Less Than 1 year		
	1-2 year		
	2-3 Year		
	More than 3 year		
	Total		
	Total payable to MSME creditors		
2	Creditor other than MSME		
	a) Disputed		
	Less Than 1 year		
	1-2 year		
	2-3 Year		
	More than 3 year		
	Total		
	b) Undisputed creditor		
	Less Than 1 year	781.08	1,128.53
	1-2 year	26.73	
	2-3 Year		
	More than 3 year		
	Total		
	Total payable to Other than MSME creditors		
	Total	807.81	1,128.53

MAX MARKETING PVT LTD
Notes on Financial Statements as at 31 March, 2022

Note : 7 Provision

Sr. No	Particulars	Current Year	Previous Year
1	Audit Fees Payable	76.50	64.75
2	Salary Payable	2,324.29	
	Total	2,400.79	64.75

Note : 8 Other Current Liability

Sr. No	Particulars	Current Year	Previous Year
1	GST Payable	773.55	89.66
2	TDS Payable	205.96	126.40
3	Advance from customer	556.00	100.00
4	Professional Tax	1.20	1.50
5	Provision for income tax	4,549.42	756.47
	Total	6,086.13	1,074.03

Note : 10 Other Non-Curren Asset

Sr. No	Particulars	Current Year	Previous Year
1	Misc Expense Not written off	0.00	0.00
	Total	0.00	0.00

Note : 11 Long Term Loans & Advance

Sr. No	Particulars	Current Year	Previous Year
1	Other loans & advances	0.00	0.00
	Total	0.00	0.00

Note : 12 Trade Receivable

Sr. No	Particulars	Current Year	Previous Year
1	Sundry Debtor		
	<u>Undisputed Trade receivables</u>		
	(a) considered good		
	<i>Less than 6 month</i>	3,058.18	105.00
	<i>6 month to One Year</i>		
	<i>One Year to Two Year</i>		
	<i>Two Year to Three Year</i>		
	<i>More Than 3 Year</i>		
	(b) considered doubtful		
	<i>Less than 6 month</i>		
	<i>6 month to One Year</i>		
	<i>One Year to Two Year</i>		
	<i>Two Year to Three Year</i>		
	<i>More Than 3 Year</i>		
2	<u>Disputed Trade receivables</u>		
	(a) considered good		
	<i>Less than 6 month</i>		
	<i>6 month to One Year</i>		
	<i>One Year to Two Year</i>		
	<i>Two Year to Three Year</i>		
	<i>More Than 3 Year</i>		
	(b) considered doubtful		
	<i>Less than 6 month</i>		
	<i>6 month to One Year</i>		
	<i>One Year to Two Year</i>		
	<i>Two Year to Three Year</i>		
	<i>More Than 3 Year</i>		
	Total	3,058.18	105.00

MAX MARKETING PVT LTD
Notes on Financial Statements as at 31 March, 2022

Note : 13 Cash & Bank balances

Sr. No	Particulars	Current Year	Previous Year
1	Bank Balance IN Current Account	17,457.05	4,264.69
2	Cash-in-Hand	0.00	0.00
	Total [A + B]	17,457.05	4,264.69

Note : 14 Short Terms Loans and Advances

Sr. No	Particulars	Current Year	Previous Year
	Unsecured, Considered good <i>Advance Recoverable in cash or in kind</i>		
1	Other Loans Advances (Note: 14.1)	63.08	9.50
2	Balance With Revenue Authorities (Taxes) (Note: 14.2)	4,550.67	854.46
	Total	4,613.75	863.96

Note : 14.1 Other Loans & Advances

Sr. No	Particulars	Current Year	Previous Year
1	Advance to supplier	63.08	9.50
	Total	63.08	9.50

Note : 14.2 Balance with Revenue Authorities

Sr. No	Particulars	Current Year	Previous Year
1	GST	104.54	66.41
2	Advance Tax	2,280.00	350.00
3	Prepaid PTEC	5.00	10.00
4	TDS	2,161.14	428.05
	Total	4,550.67	854.46

Note : 15. Revenue form operation

Sr. No	Particulars	Current Year	Previous Year
1	Professional Fees	16,402.11	3,000.63
2	Professional Fees-OMS	9,216.00	4,420.00
	Total	25,618.11	7,420.63

Note : 16. Other Income

Sr. No	Particulars	Current Year	Previous Year
1	Discount & Rebate	0.00	1.37
	Total	0.00	1.37

Note : 17 Cost of Services

Sr. No	Particulars	Current Year	Previous Year
1	Advertising Expenses	2,861.81	1,686.39
	Total	2,861.81	1,686.39

Note : 18 Employment Benefit Expenses

Sr. No	Particulars	Current Year	Previous Year
1	Salary	2,408.06	966.50
2	Director Remuneration	1,200.00	1,200.00
3	Staff Welfare Expenses	9.48	22.40
	Total	3,617.53	2,188.90

Note : 19 Depreciation & Amortised Cost

Sr. No	Particulars	Current Year	Previous Year
1	Depreciation	37.58	4.37
	Total	37.58	4.37

Note : 20 Other Expenses

Sr. No	Particulars	Current Year	Previous Year
1	Commission & Sales promotion Expense	12.62	160.00
2	Audit Fees	85.00	70.00
3	Bank Charges	0.19	0.10
4	Director Food and Travel	48.37	0.00
5	Electricity Expenses	5.58	0.00
6	General Office Expenses	29.39	81.20
7	Interst and late fees	1.07	0.10
8	Mobile Exp	6.04	8.49
9	Professional Fees Paid	255.75	186.43
10	Professional Tax Exp	10.88	5.00
11	Office rent	360.00	0.00
12	ROC Filing Fees Paid	7.00	0.40
13	Round Off	0.01	0.00
14	Sundry Balance Written Off	16.95	4.00
15	Travelling & Conveyance Expenses	119.01	3.18
	Total	957.86	518.90

MAX MARKETING PVT LTD

Notes on Financial Statements as at 31 March,2022

Note : 9 Fixed Asset

INR in '000

Sr. No	Particulars	Gross Block				Depreciation				Net Block	
		Opening	Addition during the year	Deduction during the year	Closing	Opening	Addition during the year	Deduction during the year	Closing	Closing WDV	Opening WDV
I	Tangible Assets										
1	Car	270.00		0.00	270.00	4.22	32.06	0.00	36.28	233.72	265.78
2	Office Equipment	25.00			25.00	0.15	2.38		2.53	22.48	24.85
3	Air Conditionar		48.68		48.68		3.14		3.14	45.54	
		295.00	48.68	0.00	343.68	4.37	37.58	0.00	41.95	301.73	290.63
	(Previous Year)	0.00			295.00	0.00		0.00	4.37	290.63	0.00

i) Title deeds of Immovable Property not held in name of the Company : NA

Relevant line item in Balance Sheet	Description of	Gross	Title deeds held in the name	Whether title deed holder is a promoter,	Property held	Reasons for not being held in
PPE Investment property PPE retired from active use and held Others						

ii) Capital-Work-in Progress (CWIP) / Intangible assets under development (ITAUD) : NA

CWIP/ITAUD	Amount in CWIP for a period of				
	Less than 1	1-2 years	2-3 years	More than 3	Total
Projects in progress	0	0	0	-	-
Projects temporarily suspended	0	0	0	-	-

iii) Capital-Work-in Progress (CWIP)/ITAUD whose completion is overdue

CWIP/ITAUD	Amount in CWIP for a period of		
	1-2 years	2-3 years	More than 3
Project 1			
Project 2			

MAX MARKETING PVT LTD

Notes forming part of the financial statements

Note 21 Disclosures under Accounting Standards (contd.)

Note	Particulars				
21.1	Related party transactions				
21.1.a	Details of related parties:				
	Description of relationship	Names of related parties			
	Key Management Personnel (KMP)	Varun Gupta (Director) Shilpi Gupta (Director)			
	Relatives of Key Management Personnel	Aditya Gupta (Father of Director) Rajjo Devi Gupta (Mother of Director)			
	Entities in which KMP / relatives of KMP have significant influence	Max Marketing (Director is propreitor)			
	Note: Related parties have been identified by the Management.				
	Details of related party transactions during the year ended 31 March, 2022 and balances outstanding as at 31 March, 2022:				INR in '000
21.1.b		Associates	KMP	Relatives of KMP	Total
	Directors Remuneration	-	1,200.00		1,200.00
	Directors Remuneration (PY)		1,200.00		1,200.00
	Salary	-		870.00	870.00
	Salary (PY)			561.70	561.70
	Office rent			360.00	360.00
	Office rent (PY)			-	-
	Outstanding balance as on date	-	-	-	-
	Unsecured Loans : 31.3.22	-	39.30	-	39.30
	Unsecured Loans : 31.3.21	-	740.00	-	740.00
	Balance payable as on 31.03.2022	-	2,030.50	444.57	2,475.07
	Balance payable as on 31.03.2021	-	950.00	32.07	982.07

MAX MARKETING PVT LTD

Notes forming part of the financial statements

Note 21 Disclosures under Accounting Standards (contd.)

Note	Particulars	Cuurent Year	Previous Year
		₹ in 000	₹ in 000
21.2	Earnings per share		
	<u>Basic</u>		
21.2a	<u>Total operations</u>		
	Net profit / (loss) for the year	13,577.16	2,262.36
	Less: Preference dividend and tax thereon	0.00	0.00
	Net profit / (loss) for the year attributable to the equity shareholders	13,577.16	2,262.36
	Total Number of Shares	25.00	25.00
	Weighted average number of equity shares	25.00	27.88
	Par value per share	0.01	0.01
	<u>Earnings per share - Basic</u>	0.54	0.08
	<u>Earnings per share - Diluted</u>	0.54	0.08
21.2b	As there has been no additional shares being issued during the year, diluted EPS is not applicable.	0.00	0.00

Note	Particulars	Cuurent Year	Previous Year
			₹
21.3	Deferred tax liabilities		0.00
	<u>Tax effect of items constituting deferred tax liabilities</u>		
	On difference between book balance and tax balance of fixed assets	7.15	4.62
	Net deferred tax liability	7.15	4.62

Note	Particulars	Cuurent Year	Previous Year
			₹
21.4	Payment to Auditors		
	Statutory audit	50.00	40.00
	Tax Audit	35.00	30.00
	Taxation and Advisory Services		0.00
		85.00	70.00

Note	Particulars	Cuurent Year	Previous Year
21.5	Ratios		
a	Debt Equity Ratio (in %)	0.00	0.03
	Total Loan Fund	39.30	740.00
	Total Owned Fund	16,089.53	2,512.36
b	Debt Service coverage ratio	NA	NA
	(Not applicable as Debt is interest and EMI free)		
c	Return on Equity Ratio (In %)	0.08	0.09
	Net profit after tax	13,577.16	2,262.36
	Avg Shareholder Equity	16,089.53	2,512.36
d	Inventory Turnover Ratio	NA	NA
	Not applicable as no inventory / Turnover		
e	Trade Receivables turnover (Days)	0.02	0.00
	Sales	25,618.11	7,420.63
	Avg Debtors	1,581.59	52.50
f	Trade payables turnover ratio	NA	NA
	Credit Purchase		
	Avg Creditors		
g	Net capital turnover ratio (Times)	0.00	0.00
	Sales	25,618.11	7,420.63
	Net Working Capital	15,794.94	2,226.35
j	Return on investment (in %)	NA	NA
	Net profit on investment	NIL	NIL
	Investment made Avg	NA	NA