

MAX MARKETING PRIVATE LIMITED

B-63 GANGA BHAVAN CHS LTD J.P.ROAD CTS NO.1053, 1052-1-22 VERSOVA OPP.
SCRUMPTIOUS RESTAURANT, MUMBAI CITY,MUMBAI, MAHARASHTRA,INDIA,400061
CIN:U74999MH2020PTC337930

DIRECTORS REPORT

To,

The Members,

Your Directors have pleasure in submitting their 5th Annual Report of the Company together with the Audited Statements of Accounts for the year ended 31st March, 2024.

1) FINANCIAL RESULTS

The Company's financial performances for the year under review along with previous year's figures are given hereunder:

Particulars	For the Year ended 31 st March, 2024	For the Year ended 31 st March, 2023
	Amount	Amount
Revenue from Operations	52764764	56145620
Other Income	1930905	746330
Total Income	54695669	56891950
Less: Other Expenses	32169170	28221020
Profit before Depreciation	22526499	28670940
Less: Depreciation	90729	39060
Profit after depreciation and Interest	22435770	28631870
Add: Exceptional Item	0	0
Profit before extraordinary item and Tax	22435770	28631870
Less: Current Income Tax	5636392	-7246090
Add/Less : MAT Credit	0	0
Less/Add: Deferred Tax	11182	490
Net Profit after Tax	16788196	21385290
Dividend (including Dividend Tax)	0	0
Net Profit/(Net Loss) after dividend and Tax	16788196	21385290
Amount transferred to General Reserve	0	0
Balance carried to Balance Sheet	16788196	21385290
Earnings per share (Basic)	0.67	0.86
Earnings per Share(Diluted)	0.67	0.86

2. STATE OF AFFAIRS

During the year, the company had earned a profit after tax of Rs. 1,67,88,196/-.

3. DIRECTORS

There has been no change in the constitution of Board during the year under review i.e. the structure of the Board remains the same.

4. BOARD'S COMMENT ON THE AUDITORS' REPORT

The observations of the Statutory Auditors, when read together with the relevant notes to the accounts and accounting policies are self-explanatory and do not call for any further comment.

5. MEETINGS OF BOARD OF DIRECTORS

4 (Four) Board Meetings were held during the Financial Year ended March 31, 2024 i.e. 24th June 2023, 04th September 2023, 23rd November, 2023 and 18th March, 2024.

6. WEB LINK OF ANNUAL RETURN, IF ANY.

The Company doesn't have any website.

7.MATERIAL CHANGES AND COMMITMENT IF ANY AFFECTING THE FINANCIAL POSITION OF THE COMPANY OCCURRED BETWEEN THE END OF THE FINANCIAL YEAR TO WHICH THIS FINANCIAL STATEMENTS RELATE AND THE DATE OF THE REPORT

No material changes and commitments affecting the financial position of the Company occurred between the end of the financial year to which this financial statement relate on the date of this report

8. DETAILS OF SIGNIFICANT AND MATERIAL ORDERS PASSED BY THE REGULATORS, COURTS AND TRIBUNALS

No significant and material order has been passed by the regulators, courts, tribunals impacting the going concern status and Company's operations in future.

9.DIRECTORS RESPONSIBILITY STATEMENT

In accordance with the provisions of Section 134(5) of the Companies Act, 2013 the Board hereby submit its Responsibility Statement;-

- (a) In the preparation of the annual accounts, the applicable accounting standards had been followed along with proper explanation relating to material departures;
- (b) The Directors had 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 at the end of the financial year and of the Loss of the Company for that period;

(c) The Directors had 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 had prepared the annual accounts on a going concern basis; and

(e) The Directors had laid down internal financial controls to be followed by the Company and that such internal financial controls are adequate and were operating effectively.

(f) The Directors had devised proper systems to ensure compliance with the provisions of all applicable laws and that such systems were adequate and operating effectively.

9. STATUTORY AUDITORS

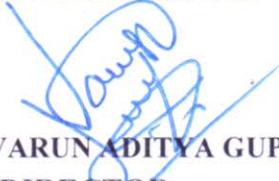
M/s J.S. Bhatia & Co., Chartered Accountants, Mumbai were appointed as Statutory Auditors for a period of 5 years in the Extra Ordinary General Meeting held on 4th September, 2023 till the ensuing Annual general meeting to be held in year 2027. Their continuance of appointment and payment of remuneration are to be confirmed and approved in the ensuing Annual General Meeting. The Company has received a certificate from the above Auditors to the effect that if they are reappointed, it would be in accordance with the provisions of Section 141 of the Companies Act, 2013.

10. ACKNOWLEDGEMENTS

Your Directors place on record their sincere thanks to bankers, business associates, consultants, and various Government Authorities for their continued support extended to your Companies activities during the year under review. Your Directors also acknowledges gratefully the shareholders for their support and confidence reposed on your Company.

**FOR AND ON BEHALF OF THE BOARD OF DIRECTORS
MAX MARKETING PRIVATE LIMITED**


SHILPI VARUN GUPTA
DIRECTOR
DIN:08703762


VARUN ADITYA GUPTA
DIRECTOR
DIN:08703761

Date:02.09.2024

Place: Mumbai

FORM NO. MGT 9
EXTRACT OF ANNUAL RETURN

Pursuant to Section 92 (3) of the Companies Act, 2013 and rule 12(1) of the Company (Management & Administration) Rules, 2014.

1.	CIN	U74999MH2020PTC337930
2.	Registration Date	18/02/2020
3.	Name of the Company	MAX MARKETING PRIVATE LIMITED
4.	Category/Sub-category of the Company	Indian Non-Government Company
5.	Address of the Registered office & contact details	B-63 GANGA BHAVAN CHS LTD J.P.ROAD CTS NO.1053, 1052-1-22 VERSOVA OPP. SCRUMPTIOUS RESTAURANT, MUMBAI CITY,MUMBAI, MAHARASHTRA,INDIA,400061
6.	Whether listed company	NO
7.	Name, Address & contact details of the Registrar & Transfer Agent, if any.	N.A.

S. No.	Name and Description of main products / services	NIC Code of the Product/service	% to total turnover of the company
1	NA	NA	NA

S. No	Name and address of the company	CIN/GLN	Associate Company	% of shares held	Applicable Sections
NA	NA	NA	NA	NA	NA

[illegible]

ii) Individual shareholders holding nominal share capital in excess of Rs 1 lakh	0	0	0	0	0	0	0	0	0
c) Others (specify)	0	0	0	0	0	0	0	0	0
Non -Resident Indians	0	0	0	0	0	0	0	0	0
Overseas Corporate Bodies	0	0	0	0	0	0	0	0	0
Foreign Nationals	0	0	0	0	0	0	0	0	0
Clearing Members									
Trusts	0	0	0	0	0	0	0	0	0
Foreign Bodies - D R	0	0	0	0	0	0	0	0	0
Sub-total (B)(2):-	0	0	0	0	0	0	0	0	0
Total Public Shareholding (B)=(B)(1)+(B)(2)	0	0	0	0	0	0	0	0	0
C. Shares held by Custodian for GDRs & ADRs	0	0	0	0	0	0	0	0	0
Grand Total (A+B+C)	0	10,000	10,000	100	0	10,000	10,000	100	0

B) Shareholding of Promoter-

S N	Shareholder's Name	Shareholding at the beginning of the year			Shareholding at the end of the year			% change in shareholding during the year
		No. of Shares	% of total Shares of the company	%of Shares Pledged / encumbered to total shares	No. of Shares	% of total Shares of the company	%of Shares Pledged / encumbered to total shares	
1	Shilpi Varun Gupta	6,000	24	0	6,000	24	0	0
2	Varun Aditya Gupta	19,000	76	0	19,000	76	0	0
	Total	10,000	100	0	10,000	100	0	0

C) Change in Promoters' Shareholding (please specify, if there is no change)

SN	Particulars	Shareholding at the beginning of the year		Cumulative Shareholding during the year	
		No. of	% of total	No. of	% of total

		shares	shares of the company	shares	shares of the company
	At the beginning of the year	No change in promoter's holding during the year 01/04/2023 to 31/03/2024.			
	Date wise Increase / Decrease in Promoters Shareholding during the year specifying the reasons for increase / decrease (e.g. allotment /transfer / bonus/ sweat equity etc.):				
	At the end of the year				

**D) Shareholding Pattern of top ten Shareholders:
(Other than Directors, Promoters and Holders of GDRs and ADRs):**

SN	For Each of the Top 10 Shareholders	Shareholding at the beginning of the year	Cumulative Shareholding during the Year
		No. of shares	% of total shares of the company
	At the beginning of the year	No change during the year 01/04/2023 to 31/03/2024.	
	Date wise Increase / Decrease in Promoters Shareholding during the year specifying the reasons for increase /decrease (e.g. allotment / transfer / bonus/ sweat equity etc.):		
	At the end of the year		

E) Shareholding of Directors and Key Managerial Personnel:

SN	Shareholding of each Directors and each Key Managerial Personnel	Shareholding at the beginning of the year	Cumulative Shareholding during the Year
		No. of shares	% of total shares of the company
	At the beginning of the year	No change in director's and key managerial personnel's shareholding during the year 01/04/2023 to 31/03/2024.	
	Date wise Increase / Decrease in Promoters Shareholding during the year specifying the reasons for increase /decrease (e.g. allotment / transfer / bonus/ sweat equity etc.):		
	At the end of the year		

F) INDEBTEDNESS -Indebtedness of the Company including interest outstanding/accrued but not due for payment.

	Secured Loans excluding deposits	Unsecured Loans	Deposits	Total Indebtedness
Indebtedness at the beginning of the financial year				
i) Principal Amount	0	39300	0	39300
ii) Interest due but not paid	0	0	0	0
iii) Interest accrued but not due	0	0	0	0
Total (i+ii+iii)	0	39300	0	39300
Change in Indebtedness during the financial year				
* Addition	0	0	0	0
* Reduction	0	19000	0	19000
Net Change	0	0	0	0
Indebtedness at the end of the financial year				
i) Principal Amount	0	20000	0	20000
ii) Interest due but not paid	0	0	0	0
iii) Interest accrued but not due	0	0	0	0
Total (i+ii+iii)	0	20000	0	20000

V. REMUNERATION OF DIRECTORS AND KEY MANAGERIAL PERSONNEL-

A. Remuneration to Managing Director, Whole-time Directors and/or Manager:

SN.	Particulars of Remuneration	Name of MD/WTD/ Manager				Total Amount
		----	----	----	----	
1	Gross salary	0	0	0	0	0
	(a) Salary as per provisions contained in section 17(1) of the Income-tax Act, 1961	0	0	0	0	0
	(b) Value of perquisites u/s 17(2) Income-tax Act, 1961	0	0	0	0	0
	(c) Profits in lieu of salary under section 17(3) Income- tax Act, 1961	0	0	0	0	0
2	Stock Option	0	0	0	0	0
3	Sweat Equity	0	0	0	0	0
4	Commission - as % of profit - others, specify...	0	0	0	0	0
5	Others, please specify	0	0	0	0	0
	Total (A)	0	0	0	0	0
	Ceiling as per the Act					

B. Remuneration to other directors

SN.	Particulars of Remuneration	Name of Directors	Total Amount
-----	-----------------------------	-------------------	--------------

1	Independent Directors	N. A	N. A
	Fee for attending board committee meetings	N. A	N. A
	Commission	N. A	N. A
	Others, please specify	N. A	N. A
	Total (1)		
2	Other Executive Directors	Varun Gupta	N. A
	Fee for attending board committee meetings	0	0
	Commission	0	0
	Others, Remuneration	5480000	5480000
0	Total (2)	5480000	5480000
	Total (B)=(1+2)	5480000	5480000
	Total Managerial Remuneration	5480000	5480000
	Overall Ceiling as per the Act	NA	NA

C. Remuneration to Key Managerial Personnel other than MD/Manager/WTD

SN	Particulars of Remuneration	Key Managerial Personnel			
		CEO	CS	CFO	Total
1	Gross salary	N. A	N. A	N. A	N. A
	(a) Salary as per provisions contained in section 17(1) of the Income-tax Act, 1961	N. A	N. A	N. A	N. A
	(b) Value of perquisites u/s 17(2) Income-tax Act, 1961	N. A	N. A	N. A	N. A
	(c) Profits in lieu of salary under section 17(3) Income-tax Act, 1961	N. A	N. A	N. A	N. A
2	Stock Option	N. A	N. A	N. A	N. A
3	Sweat Equity	N. A	N. A	N. A	N. A
4	Commission	N. A	N. A	N. A	N. A
	- as % of profit	N. A	N. A	N. A	N. A
	others, specify...	N. A	N. A	N. A	N. A
5	Others, please specify	N. A	N. A	N. A	N. A
	Total				

VI. PENALTIES / PUNISHMENT / COMPOUNDING OF OFFENCES:

VI. PENALTIES / PUNISHMENT / COMPOUNDING OF OFFENCES:

During the year under report, there were no instance of any Penalty/punishment/Compounding of offence involving the Company, its Directors, and others officers in default under the provision of Companies Act, 2013.

**FOR AND ON BEHALF OF THE BOARD OF DIRECTORS
MAX MARKETING PRIVATE LIMITED**



**SHILPI VARUN GUPTA
DIRECTOR
DIN:08703762**



**VARUN ADITYA GUPTA
DIRECTOR
DIN:08703761**

Date:02.09.2024

Place: Mumbai

J. S. BHATIA & CO.

CHARTERED ACCOUNTANTS

140-141, 1 Floor, Commercial Entry 3, Moongipa Arcade, Ganesh Chowk, Near D.N. Nagar, Metro Station, D.N. Nagar, Andheri (West), Mumbai - 400 053.
Tel.: 022-2670 1256 / 022-2670 1257 / 022-2670 1258 Mob.: 9820071672 E-mail: jaipalbhatia@yahoo.co.in

INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF MAX MARKETING PRIVATE LIMITED.

Opinion

We have audited the standalone financial statements of **M/s. Max Marketing Private Limited.** ("The Company"), which comprise the balance sheet as at 31st March 2024, and the statement of profit and loss, 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 standalone financial statements give the information required by the Companies Act, 2013 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, 2024, 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 Companies Act, 2013. 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 together with the ethical requirements that are relevant to our audit of the financial statements under the provisions of the Companies Act, 2013 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.

Responsibilities of Management and Those Charged with Governance for the Standalone Financial Statements

The Company's Board of Directors is responsible for the matters stated in Section 134(5) of the Companies Act, 2013 with respect to the preparation of these financial statements that give a true and fair view of the financial position and financial performance of the Company in accordance with the accounting principles generally accepted in India, including the Accounting Standards specified under Section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014.

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; and 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.

Those 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 an 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, 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 Companies Act, 2013, 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.

We 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.

From the matters communicated with those charged with governance, we determine those matters that were of most significance in the audit of the financial statements of the current period and are therefore the key audit matters. We describe these matters in our auditor's report unless law or regulation precludes public disclosure about the matter or when, in extremely rare circumstances, we determine that a matter should not be communicated in our report because the adverse consequences of doing so would reasonably be expected to outweigh the public interest benefits of such communication.

Report on Other Legal and Regulatory Requirements

1. As required by the Companies (Auditor's Report) Order, 2016 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. Hence, the matter specified in the paragraphs 3 and 4 of the said order are not reported.
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 purpose 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, Statement of Profit and Loss dealt with by this Report agree with the books of account maintained.
 - d. In our opinion, the aforesaid financial statements comply with Accounting Standards specified under section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014.



- e. On the basis of written representations received from the directors as on March 31, 2024 taken on record by the Board of Directors, none of the directors is disqualified as on March 31, 2024 from being appointed as a director in terms of Section 164(2) of the Act.
- f. Based on our examination, which included test checks, the Company has used accounting software throughout the year for maintaining its books of account, which has a feature of recording audit trail (edit log) facility and the same was regularly implemented by the Company for all relevant transactions recorded in the software. Further, the accounting software maintains proper books of accounts and states true and fair affairs of the company as required by Sec 128(1) of The Companies Act, 2013.
- g. With respect to the adequacy of the internal financial controls over financial reporting of the Company and the operating effectiveness of such controls is not applicable as per notification no. G.S.R. 464(E) dated 5th June, 2015 as amended by notification no. G.S.R. 583(E) dated 13th June, 2017 issued by the Ministry of Corporate affairs.

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 has disclosed the impact of any pending litigations in note no. 20(g) in notes to accounts which would impact its financial position.
- ii) The Company does not have any long-term contracts requiring a provision for material foreseeable losses.
- iii) There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Company.

For J.S. Bhatia & Co.
(Chartered Accountants)
Firm's Registration No.118806W



J.S.Bhatia
Proprietor
M. No. 034290
UDIN:- 24034290BKDAGZ4330
Place :- Mumbai
Date :- 02/09/2024



MAX MARKETING PRIVATE LIMITED
CIN:U74999MH2020PTC337930
BALANCE SHEET AS AT 31ST MARCH 2024

(Figures : INR in Lakhs)

Particulars	Note No	Figures as at the end of current reporting period	Figures as at the end of previous reporting period
EQUITY AND LIABILITIES			
Shareholder's Funds			
Share Capital	1	2.50	2.50
Reserves and Surplus	2	541.74	373.85
Non-Current Liabilities			
Long-term borrowings	3	0.20	0.39
Current Liabilities			
<u>Trade payables</u>			
Due to Micro, Small and Medium Enterprises	4	11.01	45.77
Due to Others			
Other current liabilities	5	5.53	11.67
Short-term provisions	6	56.36	72.46
Total		617.34	506.65
Assets			
Non-current assets			
<u>Fixed assets</u>			
Property, Plant, Equipment and Intangible Asset	7	11.35	2.63
Deferred tax assets (net)	8	-0.19	-0.08
Long term loans and advances	9	0.00	0.00
Other Non Current Assets	10	383.79	214.72
Current assets			
Current investments	11	2.00	2.00
Cash and Bank Balances	12	89.37	122.41
Short-term loans and advances	13	1.91	85.80
Trade Receivables	14	46.53	70.17
Other current assets	15	82.59	9.01
Total		617.34	506.65
Significant Accounting Policies	20		

Note 1 to 20 forms an integral part of the financial statements
As per our attached report of even date

J. S. Bhatia & Co.
Chartered Accountants
Firm's Registration No. 118806W

Bhatia

J.S. Bhatia
Proprietor,
M. No :-034290
Place :- Mumbai
UDIN:- 24034290BKDAGZ4330
Date :- 02/09/2024

For and on behalf of the Board of
Max Marketing Pvt. Ltd.

Varun Gupta
Varun Gupta
Director
DIN: 08703761
Place :- Mumbai

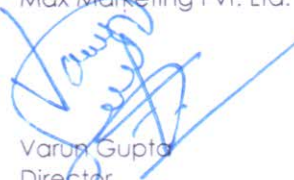
Date :- 02/09/2024

Shilpi Gupta

Shilpi Gupta
Director
DIN: 08703762
Place :- Mumbai

Date :- 02/09/2024



MAX MARKETING PRIVATE LIMITED			
CIN:U74999MH2020PTC337930			
STATEMENT OF PROFIT AND LOSS FOR THE YEAR ENDED 31ST MARCH 2024			
(Figures : INR in Lakhs)			
Particulars	Note No	Figures as at the end of current reporting period	Figures as at the end of previous reporting period
INCOME			
I. Revenue from operations	16	527.65	561.46
II. Other Income	17	19.31	7.46
Total Income		546.96	568.92
EXPENDITURE			
Employee Benefit Expense	18	131.97	74.81
Depreciation	7	0.91	0.39
Other Expenses	19	189.72	205.79
Total Expenses		322.60	280.99
Profit before tax		224.36	287.93
Tax Expenses			
Current tax		56.36	72.46
Less: Minimum Credit Entitlement		0.00	0.00
Net Current Tax		56.36	72.46
Deferred tax		-0.11	0.00
Profit for the year		167.88	215.46
Earning Per Equity Share of F.V. of Rs.100 Each			
Basic		671.53	861.84
Diluted		671.53	861.84
Note 1 to 20 forms an integral part of the financial statements			
As per our attached report of even date			
J. S. Bhatia & Co. Chartered Accountants Firm's Registration No. 118806W		For and on behalf of the Board of Max Marketing Pvt. Ltd.	
			
J.S. Bhatia Proprietor M. No :-034290 Place :- Mumbai UDIN:- 24034290BKDAGZ4330 Date :- 02/09/2024		Varun Gupta Director DIN: 08703761 Place :- Mumbai Date :- 02/09/2024	
			
		Shilpi Gupta Director DIN: 08703762 Place :- Mumbai Date :- 02/09/2024	



MAX MARKETING PRIVATE LIMITED

CIN:U74999MH2020PTC337930

Notes to Account forming part of Balance Sheet as at 31/03/2024

Note No.

(Figures : INR in Lakhs)

1	Particulars	As at 31 March 2024		As at 31 March 2023	
		Number	Amount	Number	Amount
a	Authorized Share Capital Equity shares of Rs. 10 each.	50,000	5.00	50,000	5.00
b	Issued, subscribed & fully paid up share capital Equity shares of Rs.10 each fully paid-up	25,000	2.50	25,000	2.50
	Total	25,000	2.50	25,000	2.50

c Par Value per share is Rs. 10 each

d Reconciliation of Number of Equity shares outstanding as at the beginning and at the end of the reporting period.

Particulars	As at 31 March 2024		As at 31 March 2023	
	Number	Amount	Number	Amount
Shares outstanding at the beginning of the year	25,000	2.50	25,000	2.50
Shares Issued during the year	-	-	-	-
Shares outstanding at the end of the year	25,000	2.50	25,000	2.50

e Rights, Preference and restrictions attached to the shares

The Company has only one class of shares referred to as equity shares having a par value of Rs. 100 per share. Each holder of equity shares is entitled to one vote per share.

In the event of liquidation of the company, the holders of equity shares will be entitled to receive any of the remaining asset 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.

f Details of shareholders holding more than 5% shares in the company

Sr. No.	Name of Shareholder	As at 31 March 2024		As at 31 March 2023	
		No. of Shares held	% of Holding	No. of Shares held	% of Holding
1	Varun Gupta	19,000	76.00%	19,000	76.00%
2	Shilpi Gupta	6,000	24.00%	6,000	24.00%

g Details of share held by promoters at the end of year

Sr.	Name of the promoters	No. of Shares	% of total	% Changes
1	Varun Gupta	19,000.00	76.00%	-
2	Shilpi Gupta	6,000.00	24.00%	-

h Bonus Shares/Buy Back/Shares for consideration other than cash issued during the period of five years immediately preceding the financial year ended 31st March 2024.

i Aggregate number of equity shares allotted as fully paid up pursuant to contracts without payment being received in cash : Nil

ii Aggregate number of equity shares allotted as fully paid by way of Bonus Shares:-Nil

iii Aggregate number of equity shares bought back:Nil



MAX MARKETING PRIVATE LIMITED

CIN:U18101MH1961PTC012063

Notes to Account forming part of Balance Sheet

(Figures : INR in Lakhs)

Note No.		31.03.2024	31.03.2023
2	Reserve & Surplus		
	General Reserve		
	Balance as per the last financial statements	373.85	158.40
	Add: Transferred from surplus/(deficit) in the statement of profit and loss	167.88	215.46
	Closing Balance	541.74	373.85
	Surplus/Deficit in the statement of profit & Loss		
	Net Profit During The Year	167.88	215.46
	Less: Transferred To General Reserve	-167.88	-215.46
	Closing Balance	0.00	0.00
	Total of Reserve & Surplus	541.74	373.85
	Non-Current Liabilities		
3	Long-term borrowings		
	Unsecured Loan		
	From Director and Relatives of Directors	0.20	0.39
		0.20	0.39
	Current Liabilities		
4	Trade payables (refer Note 5A)		
	Due to Others	11.01	45.77
	Due to MSME	0.00	0.00
		11.01	45.77
5	Other current liabilities		
	TDS Payable on Profesional Fees (194J)	0.18	1.88
	TSD Payable on Salary (192B)	1.22	1.38
	TDS Payable at the Time of Finalisation	2.37	0.00
	TDS on Rent	0.05	0.05
	TDS on Commission	1.50	0.00
	Professional Tax Payable	0.21	0.02
	TDS on contract	0.00	1.17
	GST Payable	0.00	4.54
	Advance from Debtors	0.00	2.64
		5.53	11.67
6	Short-term provisions		
	Provision for Tax (Net of advance tax) of Current year	56	72
		56	72
8	Deferred tax assets/liabilities (net)		
	Deferred tax assets		
	On Business Loss	-	-
	On Depreciation	-0.19	-0.08



		-0.19	-0.08
		-0.19	-0.08
9	Long term loans and advances (Unsecured, Consider good) MAT Credit Entitlements Advance Income Tax(Net of Provisions) of Earlier Years	-	-
10	Other non current assets HDFC FD Security Deposits	383.79	214.72
		383.79	214.72
11	Current Investment A-904 LA REVIRIA Office Deposit -Surendra Singh FD with Bank of Baroda	2.00	2.00
		2.00	2.00
12	Cash and Bank Balances Cash and cash equivalents Cash In Hand Balances With Banks	- 89.37	- 122.41
		89.37	122.41
13	Short Term Loan and Advances (Unsecured,Consider Doubtful) TDS Receivable F.Y.2022-23 Not in 26AS Inter-Corporate Loan	1.91	85.80
		1.91	85.80
14	Trade Receivables - (refer Note 14A)	46.53	70.17
		46.53	70.17
15	Other current assets Balance with Income Tax Authorities	82.59	9.01
		82.59	9.01



MAX MARKETING PRIVATE LIMITED
CIN:U18101MH1961PTC012063

Note No.	Statement of Profit & Loss	31.03.2024	31.03.2023
16	Revenue form operation		
	Sales Accounts	527.65	561.46
	Interest Income		
		527.65	561.46
17	Other Income		
	Interest on FDR	18.97	7.46
	Interest on IT Refund	0.34	0.00
		19.31	7.46
18	Employee benefit expense		
	Salary, Wages, Bonus etc	131.78	74.77
	Staff Welfare	0.19	0.04
		131.97	74.81
19	Other Expenses		
	For Statutory Audit Fees	1.75	1.50
	Bank Charges	0.00	0.01
	Business Promotion	1.85	0.00
	Advertising Exp	31.20	106.84
	Commission Given	30.00	0.00
	Editing Fees	0.39	0.00
	Writer Fee	0.99	0.00
	Professional Fees	21.36	79.79
	Contract Fees Paid	6.94	0.00
	Office Rent	6.12	5.76
	GST Interest on Late Payment	0.07	0.00
	GST Late Fee	0.01	0.00
	Interest on TDS	0.02	0.00
	Director Food and Travel	0.31	2.04
	GST Dues Paid with GSTR 9	1.27	0.00
	Guest Appearance Fees Paid	12.00	0.00
	Guest House Exp	0.35	0.00
	Ineligible CGST	0.37	0.00
	Ineligible SGST	0.37	0.00
	Interior Works	12.26	0.00
	Labour Charges	9.00	0.00
	Membership	1.63	0.48
	Mobile Exp	0.18	0.11
	Office Expenses	1.00	0.25
	Petrol & Fuel Expenses	0.56	0.56
	Repair & Maintenance	9.39	0.00
	Round Off	0.00	0.00
	Travelling Expense	7.38	3.76
	CGST Input - Not in 2A	0.00	0.00
	Gst Expenses	0.00	0.32
	IGST Interest	0.00	0.01
	CGST Interest	0.00	0.01
	Sales Promotion	0.00	0.19
	Security Service	0.00	0.20
	SGST Input - Not in 2A	0.00	0.00
	SGST Interest	0.00	0.01
	ROC Filing Fees Paid	0.00	0.09
	Professional Tax Exp	0.00	0.05
	Income Tax Expense	0.00	0.59
	Sundry Balance W/off	32.71	3.11
	Vehicle Expense	0.24	0.12
		189.72	205.79



Note No. 5A

Ageing schedule for Trade Payables due for payment.

(Figures : INR in Lakhs)

Sr. No.	Particulars	Less than 1 year	1-2 years	2-3 years	More than 3 years	Total
(i)	Due to Micro, Small & Medium Enterprises**	4.71	0.00	0.00	0.00	4.71
(ii)	Due to Others	6.31	0.00	0.00	0.00	6.31
(iii)	Disputed Dues - Micro, Small & Medium Enterprises**	-	-	-	-	-
(iv)	Disputed Dues - Others	-	-	-	-	-

	**Based on information available with the Company in respect in respect of Micro, Small Enterprises (as defined in 'The Micro, Small and Medium Enterprises Development Act, 2006') The Company is generally regular in making payments of dues to such enterprises. Hence the question of payments of interest or provisio therefore towards belated payments does					
i	Total outstanding dues of Micro, Small Enterprises. The amount remaining unpaid to micro and small supplier as at the end of the year	4.71	-	-	-	4.71
-	Principal	-	-	-	-	-
-	Interest	-	-	-	-	-
ii	The amount of interest paid by the buyer in terms of section 16 of the Micro, Small and Medium Enterprises Development Act, 2006 .		-		-	
iii	The amount of the payment made to the supplier beyond the appointed day during each accounting year.		-		-	
iv	The amount of interest due and payable for the period of delay in making payment but without adding interest specified under the Micro, Small and Medium Enterprises Development Act, 2006.		-		-	
v	The amount of interest accrued and remaining unpaid at the end of each accounting year and		-		-	
vi	The amount of further interest remaining due and payable even in succeeding years, until such date when the interest dues above are actually paid to the small enterprise, for the purpose of disallowance of a deductible expenditure under section 23 of the Micro, Small and Medium Enterprises Development Act, 2006.		-		-	
		4.71	-	-	-	4.71



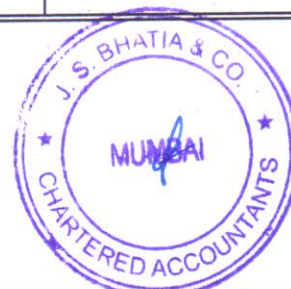
Note No: 07

MAX MARKETING PRIVATE LIMITED

Property, Plant and Equipment
F.Y 2023-24

(Figures : INR in Lakhs)

Particulars	Office Equipments	Furniture	Motor car	Total
<u>Gross Block</u>				
As at 1 April,2022	0.74	0.00	2.70	3.44
Additions	0.00	0.00	0.00	0.00
Deletions	0.00	0.00	0.00	0.00
As at 31 March 2023	0.74	0.00	2.70	3.44
AS at 1 April, 2023	0.74	0.00	2.70	3.44
Additions	2.54	7.09	0.00	9.63
Deletions	0.00	0.00	0.00	0.00
As at 31 March 2024	3.28	7.09	2.70	13.07
<u>Accumulated Deprecation</u>				
As at 1 April,2022	0.06	0.00	0.36	0.42
For the year	0.07	0.00	0.32	0.39
Deletions	0.00	0.00	0.00	0.00
As at 31 March 2023	0.13	0.00	0.68	0.81
As at 1 April,2023	0.13	0.00	0.68	0.81
For the year	0.22	0.37	0.32	0.91
Deletions	0.00	0.00	0.00	0.00
As at 31 March 2024	0.35	0.37	1.00	1.72
Net Block as at As at 31 March 2023	0.61	0.00	2.02	2.63
Net Block as at As at 31 March 2024	2.93	6.72	1.70	11.35



Note No. 14A

Trade Receivable ageing schedule.

(Figures : INR in Lakhs)

Sr. No.	Particulars	Less than 6 months	6 months to 1 year	1-2 years	2-3 years	More than 3 years	Total
(i)	Undisputed Trade Receivable - considered good	47	-	-	-	-	47
(ii)	Undisputed Trade Receivable - considered doubtful	-	-	-	-	-	-
(iii)	Disputed Trade Receivable - considered good	-	-	-	-	-	-
(iv)	Disputed Trade Receivable - considered doubtful	-	-	-	-	-	-

The Company did not have any unbilled dues as on 31st March'2024.



M/s. Max Marketing Private Limited.

Notes No. 1

I BASIS OF PREPERATION OF FINANCIAL STATEMENTS

- a) These financial statements have been prepared to comply with Generally Accepted Accounting Principles in India (Indian GAAP), including the Accounting Standard notified under the relevant provisions of the Companies Act, 2013.
- b) The Company follows the mercantile system of accounting and recognizes income and expenditure on an accrual basis except those with significant uncertainties.
- c) Financial statements are based on historical cost. These costs are not adjusted to reflect the impact of the changing value in the purchasing power of money.
- d) Use of Estimates: The preparation of financial statement in conformity with accounting principles generally accepted in India requires the management to make judgments, estimates and assumptions that affect the reported amounts of revenue, expenses, assets and liabilities and disclosure of contingent liabilities at the end of the reporting period

II SIGNIFICANT ACCOUNTING POLICIES

A) Revenue Recognition

- i) Domestic Sales are accounted on dispatch of products to customers and export sale are accounted on the basis of dates of Bill of lading.
- ii) Interest & Rent Income is recognized on time proportion basis.

B) Fixed Assets

Tangible Asset:

Tangible Asset are stated at cost less depreciation. Cost comprises of purchase price (net of rebates and discounts), import duties, levies (net of CENVAT and VAT) and any directly attributable cost of bringing the assets to its working condition for its intended use.

Depreciation is provided on a pro-rata basis, from the date the assets have been installed and put to use, on a straight line method based on the useful life of the assets as prescribed in Schedule II to the Companies Act, 2013.



- (a) The title deeds of Immovable Properties owned by the company and included in Property, Plant, Equipment and Intangible assets are held in the name of the company.
- (b) The company has not revalued any of its Property, Plant and Equipment and Intangible Assets during the year.
- (c) The company did not have any Capital Work in Progress as on 31st March, 2024.
- (d) The company did not have any Intangible asset under development as on 31st March, 2024.
- (e) No proceedings have been initiated or pending against the company for holding any Benami property under the Benami Transactions (Prohibition) Act, 1988 (45 of 1988) and the rules made thereunder.

C) Investments

Long term investments are valued at their acquisition cost, less provision for diminution in value, other than temporary.

D) Inventories

Inventories are valued at lower of cost and net realizable value. The methods of determination of cost of various categories of inventories are as follows:

- i) Raw material, Packaging Materials, Stores and spares, stock in Progress are valued at cost or net realizable value whichever is less.
- ii) Cost is determined on FIFO basis.

E) Foreign Currency Transactions

Monetary items denominated in foreign currency are translated at the exchange rate prevailing on the last date of the accounting year. Foreign Currency transactions are accounted at the rate prevailing on the date of the transaction. Gain or Loss arising out of transaction / conversion is taken credit for or charged to the Profit and Loss account.

F) Taxation

Income tax expenses comprises current tax, deferred tax charge or credit. Provision For Current Income tax is made with reference to taxable income computed for the accounting year, for which financial statements are prepared by applying the tax rates as applicable. Deferred tax liability reflects the impact of current year timing differences between taxable income and accounting



income. Deferred tax liability is recognized using prevailing enacted or substantively enacted tax rates. Deferred tax assets/ liabilities are reviewed as at each balance sheet date.

G) Provisions :

Provision is recognized in the accounts when there is a present obligation as a result of past event(s) and it is probable that an outflow of resources will be required to settle the obligation and a reliable estimate can be made. Provision are not discounted at the reporting date. These estimates are reviewed at each reporting date and adjusted to reflect the current best estimates.

H) Earnings Per Share:

The Basic and Diluted Earnings per share ("EPS") is computed by dividing the profit after tax for the year by weighted average number of equity shares outstanding during the year.

I) Cash and Cash Equivalents:

Cash and cash equivalents include cash and cheques in hand, bank balances, demand deposits with banks and other short term highly liquid investments where the original maturity is three months or less.

J) Contingent Liabilities

No Contingent Liability arose during the year.

K) Loans and Advances to Related Parties:

The company has not granted any Loans or Advances in the nature of loans to any of its Promoters, Directors, Key Managerial Personnel and Related Parties as defined under the Companies Act, 2013.

L) Borrowings against Security:

In respect of the borrowings from Bank on the basis of security of Current assets, the quarterly returns or statements of current assets filed by the Company with the banks are in agreement with its books of accounts.

M) Willful Defaulter:

The company has not been declared as a "Willful Defaulter" by any bank, financial institution or other lender.

N) Relationship with Struck Off Companies:

The company has not entered into any transaction with any company struck off under section 248 of the Companies Act, 2013 or section 560 of Companies Act, 1956.

O) Registration or Satisfaction of Charge with Registrar of Companies:

There are no unregistered charges or satisfaction of the company.



- P) Compliance with Number of Layers of Companies:**
The company has not formed any layers as prescribed under clause (87) of section 2 of the Act read with Companies (Restriction on number of Layers) Rules, 2017.
- Q) Compliance with approved Scheme of Arrangement:**
The Company has not entered into any Scheme of Arrangement in terms of section 230 to 237 of the Companies Act 2013.
- R) Utilization of Borrowed funds and Share Premium:**
The company has not advanced or loaned or invested funds, either out of borrowed funds or from share premium or from any other sources or kind of funds to any other person(s) or entity(ies), including foreign entities (Intermediaries) with the understanding, whether recorded in writing or otherwise, that the Intermediary shall:
(i) directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the company (Ultimate Beneficiaries) or
(ii) provide any guarantee, security or the like to or on behalf of the Ultimate Beneficiaries.
- S) Utilization of funds received:**
The company has not received any funds from any person(s) or entity(ies), including foreign entities (Funding Party) with the understanding, whether recorded in writing or otherwise, that the company shall:
(i) directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Funding Party (Ultimate Beneficiaries) or
(ii) provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries.
- T) Undisclosed income:**
The company has not entered into any transaction which has not been recorded in the books of accounts and has been surrendered or disclosed as income during the year in the tax assessments under the Income Tax Act, 1961 (such as, search or survey or any other relevant provisions of the Income Tax Act, 1961).
- U) Corporate Social Responsibility:**
The provisions relating to Corporate Social Responsibility covered under section 135 of the Companies Act, 2013 are not applicable to the company.
- V) Details of Crypto Currency or Virtual Currency:**
The company has not traded or invested in Crypto Currency or Virtual Currency during the financial year.



W) Ratio: Following are analytical ratios for year ending March'24 and March'23:

Sr no.	RATIO	Numerator	Denominator	Mar'24	Mar'23	Variance	%
1	CURRENT RATIO	222.40	72.91	3.05	2.23	0.82	37
2	DEBT EQUITY RATIO	0.20	544.24	0.0004	0.0010	-0.0007	(64.81)
4	RETURN ON EQUITY RATIO	167.88	2.50	67.15	86.1838	-19.03	(22)
6	TRADE RECEIVABLES TURNOVER RATIO	527.65	58.35	9.04	11.1811	-2.14	(19)
8	NET CAPITAL TURNOVER RATIO	527.65	149.49	3.53	3.5205	0.01	0
9	NET PROFIT RATIO	167.88	527.65	0.32	0.3838	-0.07	(17)
10	RETURN ON CAPITAL EMPLOYED	224.36	544.62	41.19	76.41	-35.21	(46.1)

Reasons for Ratios not included above :

1. DEBT SERVICE COVERAGE RATIO - Loans borrowed are interest free, hence the denominator of this ratio i.e DEBT SERVICE is 0 and this ratio is NIL.
2. INVENTORY TURNOVER RATIO - The company is a service provider and does not hold any inventories, hence this ratio is NIL.
3. TRADE PAYABLE TURNOVER RATIO - Being a service provider the company does not purchase any goods and has creditors only towards expense hence this ratio is NIL.
4. RETURN ON INVESTMENTS - Company does not hold any investments. Hence Return on investment is NIL.

Reasons for variance of more than 25% :

1. Current Ratio – when compared with previous year, the current liabilities of the company have reduced significantly. Hence this ratio has varied by more than 25%.
2. Debt Equity Ratio – The shareholder's equity has increased by more than 50% resulting to a variance of about 64% in this ratio.



3. Net Capital Turnover Ratio - Since the turnover of the company has more than doubled when compared with previous year, this ratio has varied by about 46%.

X) Previous period's figures have been regrouped / restated wherever necessary to make them comparable with current year's figures.

For J.S. Bhatia & Co.
Chartered Accountants
Firm's Registration No.118806W

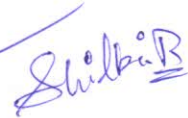


J.S.Bhatia
M. No. 034290
UDIN :- 24034290BKDAGZ4330
Place :- Mumbai
Date :- 02/09/2024

For and on behalf of the board
Max Marketing Private Limited



Varun Gupta
Director
DIN: 08703761



Shilpi Gupta
Director
DIN: 08703762

Place :- Mumbai Place :-Mumbai
Date : 02/09/2024 Date :02/09/2024.

