



**AUDITORS REPORT**

To,  
The Members of  
**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED**  
Mumbai

**Report on the Financial Statements:**

**Opinion:**

We have audited the accompanying financial statements **BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED** ("the Company"), which comprise the Balance Sheet as at 31st March 2024, and the Statement of Profit and Loss & statement of Cash Flow for the year then ended, and 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 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 (financial position) of the Company as at 31st March 2024 and its Profits and its cash flow for the year ended on that date.

**Basis for Opinion**

We conducted our audit in accordance with the Standards on Auditing specified under section 143(10) of the Companies Act, 2013. Our responsibilities under those Standards are further described in Auditor's Responsibilities for the Audit of the Financial Statements section of our audit 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 Companies Act, 2013 and the Rules made thereunder, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the ICAI's Code of Ethics. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion on the financial statements.





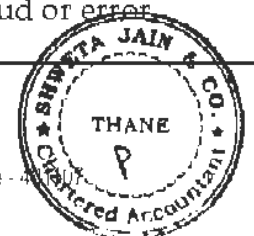
**Information Other than the Financial Statements and Auditors Report Thereon:**

- A. The Company's Board of Directors is responsible for the preparation of the other information. The other information comprises the information included in the Annual Report but does not include the financial statements and our auditors report thereon. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.
- B. In connection with our audit of the standalone financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the standalone financial statements of our knowledge obtained during the course of our audit or otherwise appears to be materially misstated. When we read the Company's annual report, if we conclude that there is a material misstatement therein, we are required to communicate the matter to those charged with governance and take necessary actions, as applicable under the relevant laws and regulations.

**RESPONSIBILITY OF THE MANAGEMENT AND THOSE CHARGED WITH GOVERNANCE FOR THE FINANCIAL STATEMENTS**

- A. 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, financial performance and the cash flow of the Company in accordance with the accounting standard prescribed under Section 133 of the Act, read with relevant rules issued thereunder and the accounting principles generally accepted in India.

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.





- B. In preparing the financial statements, the Board of Directors 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 the management either intends to liquidate the Company or to cease operations, or has no alternative but to do so. The Board of Directors is also responsible for overseeing the Company's financial reporting process.

**Auditor's Responsibilities for the Audit of the Financial Statements**

- A. 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 the Standards on Auditing 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 the users taken on the basis of these standalone financial statement.
- B. As part of an audit in accordance with the Standards on Auditing, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:
- i) Identify and assess the risk 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 frauds may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
  - ii) Obtain an understanding of internal financial 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 control systems in place and the operating effectiveness of such controls.
  - iii) Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the management.





- iv) 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 Standalone 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.
  - v) 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.
- C. Materiality is the magnitude of misstatements in the Standalone Financial Statements that, individually or in aggregate, makes it probable that the economic decisions of a reasonably knowledgeable user of the Standalone Financial Statements may be influenced. We consider quantitative materiality and qualitative factors in
- a) Planning the scope of our audit work and in evaluating the results of our work; and
  - b) To evaluate the effect of any identified misstatements in the Standalone Financial Statements.
- D. 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.
- E. 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.
- F. From the matters communicated with those charged with governance, we determine those matters that were of most significance in the audit of the Standalone 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

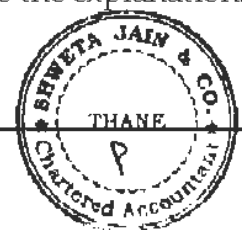




that a matter should not be communicated in our report because the adverse consequences of doing so would reasonably be expected to outweigh the public interest benefits of such communication.

**Report on other Legal and Regulatory Requirements:**

1. As required by the Companies (Auditor's report) Order, 2020 ("the Order") issued by the Central Government of India in terms of sub-section (11) of section 143 of the Act we give in the "Annexure A" a statement on the matters specified in paragraphs 3 and 4 of the Order to the extent applicable.
2. (A) As required by section 143(3) of the Act, based on our audit, 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 accounts as required by law have been kept by the Company so far as appears from our examination of those books.
  - c) The Balance Sheet, Statement of Profit and Loss and Cash Flow Statement dealt with by this Report are in agreement with the books of accounts.
  - d) In our opinion, the Balance Sheet, Statement of Profit and Loss and Cash Flow Statement comply with the Accounting Standards referred to in section 133 of the act read with Rule 7 of Company (Accounts) Rules, 2014.
  - e) On the basis of written representations received from the directors as on 31st March 2024, and taken on record by the Board of Directors, none of the directors are disqualified as on 31st March 2024 from being appointed as a director in terms of section 164(2) of the Act.
  - f) As per the amendment under section 143(3)(i) of the Companies Act 2013, the report on Internal Financial Control is not applicable to the company.
  - g) 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, we report that :



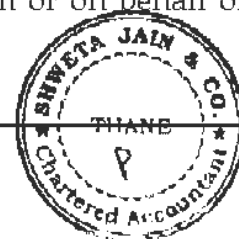




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## CHARTERED ACCOUNTANTS

- a) The Company does not have any pending litigations which would impact its financial position.
- b) The company did not have any long term contracts including derivative contracts for which there were any material foreseeable losses.
- c) There were no amounts which required to be transferred to the investors Education and protection fund by the Company.
- d)
  - (i) The management has represented that, to the best of its knowledge and belief, no funds have been advanced or loaned or invested (either from borrowed funds or share premium or any other sources or kind of funds) by the Company to or in any other persons or entities, including foreign entities ("Intermediaries"), with the understanding, whether recorded in writing or otherwise, that the Intermediary shall :
    - a) directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever ("Ultimate Beneficiaries") by or on behalf of the Company or
    - b) provide any guarantee, security or the like to or on behalf of the Ultimate Beneficiaries.
  - (ii) The management has represented, that, to the best of its knowledge and belief, no funds have been received by the Company from any persons or entities, including foreign entities ("Funding Parties"), with the understanding, whether recorded in writing or otherwise, that the Company shall
    - a) directly or indirectly, lend or invest in other persons or entities identified in any manner whatsoever ("Ultimate Beneficiaries") by or on behalf of the Funding Party or
    - b) provide any guarantee, security or the like from or on behalf of the Ultimate Beneficiaries; and





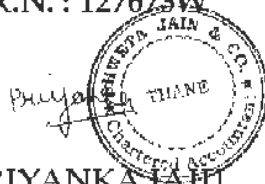
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**CHARTERED ACCOUNTANTS**

- (iii) Based on such audit procedures as considered reasonable and appropriate in the circumstances, nothing has come to our notice that has caused us to believe that the representations under sub clause (d) (i) and (d) (ii) contain any material mis-statement.
- e) No dividend has been declared or paid by the Company during the year.
- f) In respect of Rule 11(g) of the Companies (Audit and Auditors) Rules, 2014 proviso Rule 3(1) of the Companies (Accounts) Rules, 2014 we herewith report that based on our examination which included test checks, the company has used an accounting software for maintaining its books of account which has a feature of recording audit trail (edit log) facility and the same has operated throughout the year for all relevant transactions recorded in the software. Further, during the course of our audit we did not come across any instance of audit trail feature being tampered with.

**FOR SHWETA JAIN & CO.**

**CHARTERED ACCOUNTANTS**

**F.R.N. : 127673W**



**PRIYANKA JAJU**

**(Partner)**

**Membership No. : 416197**

**Place : Mumbai**

**Date : 2<sup>nd</sup> September, 2024**

**UDIN : 24416197BKAUTL8295**



**ANNEXURE " A "REFERRED TO IN THE AUDITORS REPORT:**

(As referred to in Paragraph 1 under "Report on Other Legal and Regulatory Requirements" of our report to the members of **BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED** on the accounts as at and for the year ended 31<sup>st</sup> March, 2024)  
) to the best of our informations and according to the explanations provided to us by the company and the books of accounts and records examined by us in the normal course of audit, we state that :

- i. In respect of the company's Property, Plant and Equipment and Intangible Assets :
  - a)
    - i) The company has maintained proper records, showing full particulars including quantitative details and situations of all Property, Plant & Equipment.
    - ii) The Company is not holding any Intangible assets during the year.
  - b) According to the information and explanations given to us and on the basis of our examination of the records of the Company, the Company has a regular programme of physical verification of its Property, plant and equipment by which all Property, plant and equipment are verified in a phased manner, which in our opinion are reasonable, having regard to size of the company and nature of its assets. As explained to us, no material discrepancies were noticed on such verifications.
  - c) The company is not holding any immovable property at the year ended. Accordingly, Clause 3 (ii) (a), (b), & (c) of the order are not applicable.
  - d) According to the information and explanations given to us and on the basis of our examination of the records of the Company, the Company has not revalued its Property, plant and equipment (including Right-of-use assets) or Intangible assets or both during the year.
  - e) According to the information and explanations given to us and on the basis of our examination of the records of the Company, there are no proceedings initiated or pending against the Company for holding any benami property under the Prohibition of Benami Property Transactions Act, 1988 and rules made thereunder.







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- ii. The company is in service industry and does not have any inventory. Further the company has not been sanctioned working capital limit in excess of rupees five crores, in aggregate, from banks or financial institutions on the basis of security of current assets. Accordingly, Clause 3 (ii) (a), (b), & (c) of the order are not applicable.
- iii. According to the information and explanations given to us and on the basis of our examination of the records of the Company, the Company has not made any investments, provided guarantee or security or granted any advances in the nature of loans, secured or unsecured, to companies, firms, limited liability partnerships or any other parties during the year . Accordingly, clause 3(iii) (a) to (f) of the Order is not applicable.
- iv. As per information & explanations given to us, the Company has not given loans, guarantees or securities nor made any investments under the provisions of section 185 and 186 of the Companies Act 2013. Further the company has complied with the provisions of section 186 of the companies Act, 2013 in relation to the loans given and investments made.
- v. As per information & explanations given to us, the Company has not accepted any deposits within the provisions of section 73 to 76 and as per directives issued by the Reserve Bank of India or other relevant provisions of the Companies Act 2013. Therefore clauses (v) of paragraph 3 of the said order are not applicable to the company.
- vi. Accordingly, to the information & explanations given to us, maintenance of the cost records as specified by the Central Government under sub section (1) of section 148 of the Companies Act & rules there under are not applicable to the company. Accordingly, Clause 3 (vi) of the order is not applicable.
- vii. (a) According to the information and explanations given to us and on the basis of our examination of the records, The company is regular in depositing the undisputed statutory dues including Goods and Services Tax ('GST'), Provident fund, Employees' State Insurance, Income-tax, Duty of Customs, Cess and other statutory dues to the appropriate authorities.

According to the information and explanations given to us, there is no undisputed amounts payable in respect of GST, Provident fund, Employees' State Insurance, Income-tax, Duty of Customs, Cess and other material statutory dues were in arrears as at 31 March 2024 for a period of more than six months from the date they became payable.





(b) According to the information & explanations given to us there are no dues of Provident Fund, Employees State Insurance, Income Tax, Goods & Service Tax, Custom Duty, Cess & Other Material Statutory dues applicable to it, which have not been deposited with appropriate authorities on account of any dispute.

viii. According to the information and explanations given to us and on the basis of our examination of the records of the Company, the Company has not surrendered or disclosed any transactions, previously unrecorded as income in the books of account, in the tax assessments under the Income-tax Act, 1961 as income during the year.

ix.

a) According to the information and explanations given to us and on the basis of our examination of the records of the Company, the Company has not defaulted in the repayment of loans or other borrowings or in the payment of interest thereon to any lender.

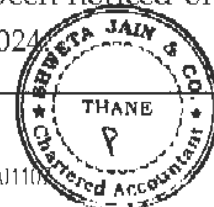
b) According to the information and explanations given to us and on the basis of our examination of the records of the Company, the Company has not been declared a willful defaulter by any bank or financial institution or government or government authority. Therefore other clauses of clause 3 (ix) is not applicable.

x. According to the records of the company examined by us and the information and explanations given to us, we hereby report that the company has not raised money by way of initial or further public offer. The company has not taken any term loan during the year.

a) The Company has not raised any moneys by way of initial public offer or further public offer (including debt instruments). Accordingly, clause 3(x)(a) of the Order is not applicable.

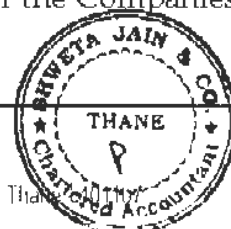
b) According to the information and explanations given to us and on the basis of our examination of the records of the Company, the Company has not made any preferential allotment or private placement of shares or fully or partly convertible debentures during the year. Accordingly, clause 3(x)(b) of the Order is not applicable.

xi. Based upon the audit procedures performed and information and explanation given by the management, we report that no fraud on or by the company has been noticed or reported during the course of our audit for the year ended 31<sup>st</sup> March 2024.





- a) Based on examination of the books and records of the Company and according to the information and explanations given to us, considering the principles of materiality outlined in Standards on Auditing, we report that no fraud by the Company or on the Company has been noticed or reported during the course of the audit.
- b) According to the information and explanations given to us, no report under sub-section (12) of Section 143 of the Companies Act, 2013 has been filed by the auditors in Form ADT-4 as prescribed under Rule 13 of Companies (Audit and Auditors) Rules, 2014 with the Central Government.
- c) According to the information and explanations given to us, there are no complaints received by the Company, raised by the whistle blower during the year while determining the nature, timing and extent of our audit procedures
- xii. According to the information and explanations given to us, the Company is not a Nidhi Company. Accordingly, clause 3(xii) of the Order is not applicable.
- xiii. In our opinion and according to the information and explanations given to us, the transactions with related parties are in compliance with Sections 177 and 188 of the Companies Act, 2013, wherever applicable, and the details of the related party transactions have been disclosed in the **Note No 21** to the standalone financial statements as required by the applicable Indian Accounting Standards.
- xiv.
- a) Based on information and explanations provided to us and our audit procedures, in our opinion, the Company has an adequate internal audit system commensurate with the size and nature of its business.
- b) No formal Internal auditor has been appointed by the company as the same is not applicable to the company therefore there is no specific internal audit reports of the Company. The company has an adequate internal audit system commensurate with the size and nature of its business.
- xv. In our opinion and according to the information and explanations given to us, the Company has not entered into any non-cash transactions with its directors or persons connected to its directors and hence, provisions of Section 192 of the Companies Act, 2013 are not applicable to the Company.





xvi.

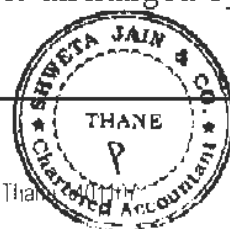
- a) The Company is not required to be registered under Section 45-IA of the Reserve Bank of India Act, 1934. Accordingly, clause 3(xvi)(a) of the Order is not applicable
- b) The Company has not conducted any Non-Banking Financial or Housing activities. Accordingly, clause 3(xvi)(b) of the Order is not applicable.
- c) The Company is not a Core Investment Company (CIC) as defined in the regulations made by the Reserve Bank of India. Accordingly, clause 3(xvi)(c) of the Order is not applicable.
- d) According to the information and explanations provided to us during the course of audit, the Group does not have any CIC. Accordingly, the requirements of clause 3(xvi)(d) are not applicable

xvii. The Company has not incurred cash losses in the current financial year and in the immediately preceding financial year.

xviii. There has change in the statutory auditors during the year due to vacancy on resignation of the earlier auditor. There are no issues, objections or concerns raised by the outgoing statutory auditor.

xix. According to the information and explanations given to us and on the basis of the financial ratios, ageing and expected dates of realization of financial assets and payment of financial liabilities, other information accompanying the financial statements, our knowledge of the Board of Directors and management plans and based on our examination of the evidence supporting the assumptions, nothing has come to our attention, which causes us to believe that any material uncertainty exists as on the date of the audit report that the Company is not capable of meeting its liabilities existing at the date of balance sheet as and when they fall due within a period of one year from the balance sheet date. We, however, state that this is not an assurance as to the future viability of the Company.

We further state that our reporting is based on the facts up to the date of the audit report and we neither give any guarantee nor any assurance that all liabilities falling due within a period of one year from the balance sheet date, will get discharged by the Company as and when they fall due.





**SHWETA JAIN & CO.**  
**CHARTERED ACCOUNTANTS**

- xx. In our opinion and according to the information and explanations given to us, Section 135 of the Companies Act, 2013 is not applicable to the company. Accordingly, clauses 3(xx)(a) and 3(xx)(b) of the Order are not applicable.
- xxi. This report is for the standalone Financial statement of the company. Accordingly, clauses 3(xxi) of the Order is not applicable.

**FOR SHWETA JAIN & CO.**

**CHARTERED ACCOUNTANTS**

**F.R.N. : 127673W**



**PRIYANKA JAJU**

**(Partner)**

**Membership No. : 416197**

**Place : Mumbai**

**Date : 2<sup>nd</sup> September, 2024**

**UDIN : 24416197BKAUTL8295**

**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED****( CIN NO : U74140MH2008PTC353045 )****BALANCE SHEET AS AT 31ST MARCH, 2024****( ` In Thousand's )**

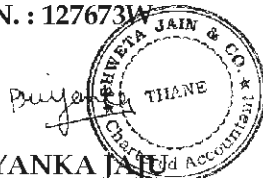
PARTICULARS	Note No	As at 31.03.2024 AMOUNT (₹)	As at 31.03.2023 AMOUNT (₹)
<b>I. EQUITY AND LIABILITIES</b>			
<b>A. Shareholder's Funds</b>			
Share Capital	"2"	900	900
Reserves and Surplus	"3"	30,600	27,663
<b>B. Current Liabilities</b>			
Long term Provision	"4"	678	700
<b>C. Current Liabilities</b>			
Trade Payables			
- Dues of Micro & Small Enterprises	"5"	-	-
- Dues to Others	"5"	5,114	8,810
Other Current Liabilities	"6"	500	4,468
Short term Provision	"7"	20,634	34,391
<b>TOTAL</b>		<b>58,426</b>	<b>76,932</b>
<b>II. ASSETS</b>			
<b>D. Non-Current Assets</b>			
Property, Plant, Equipment & Intangible Assets			
- Tangible Assets	"8"	50	97
Deferred tax Assets	"9"	4,037	5,150
<b>E. Current Assets</b>			
Trade Receivables	"10"	43,168	60,695
Cash and Cash Equivalents	"11"	1,753	2,179
Other Current Assets	"12"	9,418	8,810
<b>TOTAL</b>		<b>58,426</b>	<b>76,932</b>

**Significant Accounting Policies****1 to 27****Notes on Financial Statement****As Per Our Report of even date****For and on behalf of the Board****FOR SHWETA JAIN & CO.****CHARTERED ACCOUNTANTS****F.R.N. : 127673W****PRIYANKA JAIN****(Partner)****Membership No : 416197****Place: Mumbai****Date : 2nd September 2024****UDIN No : 24416197BKAUTL8295****SUDHIR MENON****(Director)****DIN No. 02487658****ATUL HEGDE****(Director)****DIN No. 02699927**



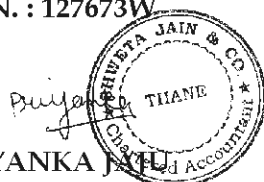
**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED****( CIN NO : U74140MH2008PTC353045 )****STATEMENT OF PROFIT AND LOSS FOR THE YEAR ENDED 31ST MARCH 2024****( ` In Thousand's )**

PARTICULARS	Note No	For the year ended 31.03.2024 AMOUNT (₹)	For the year ended 31.03.2023 AMOUNT (₹)
<b>REVENUES:</b>			
Revenue From Operations	"13"	52,200	77,785
Other Income	"14"	65	271
	<b>TOTAL</b>	<b>52,265</b>	<b>78,056</b>
<b>EXPENSES:</b>			
Direct Cost	"15"	44,147	65,521
Employee Benefit Expenses	"16"	2,796	3,002
Depreciation and Amortization Expenses	"8"	2	12
Other Expenses	"17"	638	607
	<b>TOTAL</b>	<b>47,583</b>	<b>69,142</b>
Profit/ (Loss) Before Tax		4,682	8,913
EBITDA		<b>4,684</b>	<b>8,925</b>
Tax expense:			
(1) Current Tax		77	700
(2) Deferred Tax		1,113	(2,504)
(3) Taxation of Earlier year		555	-
Net Profit/(Net Loss) for the year		<b>2,937</b>	<b>10,717</b>
Earning Per Share:	"18"	32.63	119.08

**Significant Accounting Policies**  
**Notes on Financial Statement****1 to 27****As Per Our Report of even date****For and on behalf of the Board****FOR SHWETA JAIN & CO.****CHARTERED ACCOUNTANTS****F.R.N. : 127673W****PRIYANKA JAIN****(Partner)****Membership No : 416197****Place: Mumbai****Date : 2nd September 2024****UDIN No : 24416197BKAUTL8295****SUDHIR MENON**  
**(Director)****DIN No. 02487658****ATUL HEGDE**  
**(Director)****DIN No. 02699927**

**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED****( CIN NO : U74140MH2008PTC353045)****CASH FLOW STATEMENT FOR THE YEAR ENDED 31ST MARCH 2024****( ` In Thousand's )**

<b>PARTICULARS</b>	<b>For the year ended 31.03.2024 AMOUNT ( ` )</b>	<b>For the year ended 31.03.2023 AMOUNT ( ` )</b>
<b>A. CASH FLOW FROM OPERATING ACTIVITIES</b>		
Net Profit/(Loss) before Tax	4,682	8,913
Add : Depreciation	2	12
Less : Provision for Tax	77	700
Less : Taxation of Earllier Year	555	-
<b>Operating Profit before working capital changes</b>	<b>4,052</b>	<b>8,225</b>
Adjustements for :		
(Increase)/Decrease in trade and other receivables	17,527	(39,705)
(Increase)/Decrease in Other Non current Assets	-	-
(Increase)/Decrease in Short Term Loans & Advances	-	-
(Increase)/Decrease in Other Current Assets	(608)	1,777
Increase/(Decrease) in trade Payables	(3,696)	(2,574)
(Increase)/Decrease in Long Term Provisions	(22)	(29)
Increase/(Decrease) in other current liabilities & provisions	(17,725)	33,927
	<b>(4,524)</b>	<b>(6,605)</b>
<b>Net Cash Flow from Operatiing Activities</b>	<b>(472)</b>	<b>1,619</b>
<b>B. CASH FLOW FROM INVESTING ACTIVITIES</b>		
Deduction/(Addition) to Fixed Assests	46	17
<b>Net Cash Flow from Investing Activities</b>	<b>46</b>	<b>17</b>
<b>C. CASH FLOW FROM FINANCEING ACTIVITIES</b>		
Proceeds from Short term borrowings	-	-
<b>Net Cash Flow from Financing activities</b>	<b>-</b>	<b>-</b>
<b>Net Increase in Cash &amp; Cash Equivalents ( A+B+C)</b>	<b>(426)</b>	<b>1,637</b>
Cash and Cash Equivalents at the beginning of the year	2,179	542
Cash & Cash Equivalents at the end of the Year	1,753	2,179
<b>Net Increase in Cash &amp; Cash Equivalents Year ended 31.03.2024</b>	<b>(426)</b>	<b>1,637</b>

**Significant Accounting Policies****Notes on Financial Statement****1 to 27****As Per Our Report of even date****FOR SHWETA JAIN & CO.****CHARTERED ACCOUNTANTS****F.R.N. : 127673W****PRIYANKA JAIN****(Partner)****Membership No : 416197****Place: Mumbai****Date : 2nd September 2024****UDIN No : 24416197BKAUTL8295****For and on behalf of the Board****SUDHIR MENON****(Director)****DIN No. 02487658****ATUL HEGDE****(Director)****DIN No. 02699927**

# **BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED**

## **( CIN NO : U74140MH2008PTC353045)**

**NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31<sup>st</sup> MARCH 2024**

### **NOTE 1: SIGNIFICANT ACCOUNTING POLICIES**

**a) Corporate Information:**

BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED ("the Company") is a Private Limited Company domiciled in India, incorporated under the provisions of Companies act 2013. The company is engaged in the business of providing influencers activity for digital campaign, Branding, advertising and other related services to its client.

**b) Basis of Preparation of financial Statement:**

The financial statements are prepared under the historical cost convention, in accordance with generally accepted accounting principles in India (GAAP), the Companies (Accounts) Rules, 2014 and relevant provisions of the Companies act 2013 as adopted consistently by the company. The accounting is on the basis of a going concern concept and the accounting policies adopted in the preparation of financial statements are consistent with those of the previous year unless otherwise specified.

All the assets and liabilities have been classified as current or non-current as per the company's normal operating cycle of twelve months and other criteria set out in Schedule III to the Companies Act, 2013. Based on the nature of products and services provided and the time between the acquisition of assets for processing and rendition of services and their realization in cash and cash equivalents, the Company has ascertained its operating cycle as up to twelve months for the purpose of current/non-current classification of assets and liabilities.

**c) Use of Estimates**

The Preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets, liabilities, income and expenses and the disclosure of contingent liabilities at the date of the financial statement. Differences between the actual results and estimates are recognized in the year in which the results are known/materialized.

**d) Functional and Presentation currency:**

These financial statement are presented in Indian rupees (INR) which is also the functional currency of the company. All amounts have been rounded off to the nearest thousand rupees, the upward and downward wherever required unless otherwise indicated.

**e) Property, Plant & Equipment:**

Property, Plant & Equipment are stated at cost of acquisition less accumulated depreciation. As per schedule II of the Companies Act 2013, fixed assets whose useful life is expired, has been shown at residual value @ 5% of Cost except intangible assets, if any.

**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED**  
**( CIN NO : U74140MH2008PTC353045)**

**NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31<sup>st</sup> MARCH 2024**

**f) Depreciation:**

Depreciation on the Property, Plant & Equipment is charged on straight line method. Depreciation has been charged over the estimated useful lives of the assets as specified in schedule II of the companies Act, 2013 and as per the actual useful life of the assets & present conditions of that assets.

**g) Provisions and Contingent Liabilities**

Provision is recognized when there is a present obligation as a result of past event. It is probable that an outflow of resources will be required to settle the obligation and in respect of which reliable estimate can be made. Provision is not discounted to its present value and is determined based on the best estimate required to settle the obligation at the balance sheet date. These are reviews at each balance sheet and adjusted to reflect the vest current estimate.

Contingencies are disclosed by way of notes to the balance sheet. Provision is made in the books for those contingencies which are likely to materialized into liabilities after the year end till the finalization of accounts and having material effect on position stated in the balance sheet.

**h) Taxation:**

Current Tax is determined as per the tax payable in respect of taxable income for the year. The deferred tax for the year is recognized on timing difference; being the difference between taxable Income & accounting income that originate in one period and are capable of reversal in one or more subsequent periods.

Deferred Tax assets and liabilities are measured using the tax rates and tax laws that have been enacted or substantially enacted at the balance sheet date. Deferred tax assets and liabilities are recognized only if there is reasonable/virtual certainty of its realization.

**i) Revenue Recognition:**

Income & Expenditures are accounted on accrual basis as and when income or expenses incurred. Other Items of revenue are recognized in accordance with the accounting Standard (AS-9). Advance revenue received & advance amount paid towards expenses are accounted under advances and the same is transferred to income & expenditure when the actually services provided or expenses incurred.

**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED**  
**( CIN NO : U74140MH2008PTC353045)**

**NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31<sup>st</sup> MARCH 2024**

**j) Foreign Currency Transactions :**

Transactions in foreign currency are recorded at the exchange rates prevailing on the date of the transactions. The exchange difference, if any between the rate prevailing on the date of transaction and on the date of settlement are recognized as income or expenses, as the case may be on the date of settlement. Current assets and current liabilities are translated at the year ended rates.

**k) Earnings Per Share:**

Basic earnings per share is calculated by dividing the net profit or loss for the year attributable to equity shareholders, by the weighted average number of equity shares outstanding during the year. For the purpose of calculating diluted earnings per share, the net profit or loss for the year attributable to equity shareholders and weighted average number of shares outstanding during the year is adjusted for the effects of all dilutive potential equity shares

**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED****( CIN NO : U74140MH2008PTC353045)****NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31ST MARCH 2024****( ` In Thousand's )****NOTE 2 : SHARE CAPITAL****a) SHARE DETAILS**

PARTICULARS	As at 31 March 2024		As at 31 March 2023	
	No. of Shares	AMOUNT ( ` )	No. of Shares	AMOUNT ( ` )
<b><u>Authorised Share Capital</u></b>				
Equity Shares of ` 10/- each	1,00,000	1,000	1,00,000	1,000
	<b>1,00,000</b>	<b>1,000</b>	<b>1,00,000</b>	<b>1,000</b>
<b><u>Issued, Subscribed &amp; Paid up</u></b>				
Equity Shares of ` 10/- each	90,000	900	90,000	900
<b>TOTAL</b>	<b>90,000</b>	<b>900</b>	<b>90,000</b>	<b>900</b>

**b) Reconciliation of Number of shares :**

PARTICULARS	As at 31 March 2024		As at 31 March 2023	
	No. of Shares	Amount	No. of Shares	Amount
Shares outstanding at the beginning of the year	90,000	900	90,000	900
Shares Issued during the year	NIL	NIL	NIL	NIL
Shares bought back during the year	NIL	NIL	NIL	NIL
Shares outstanding at the end of the year	90,000	900	90,000	900

**c) Name of the shareholders holding more than 5% shares in the company:**

Name of Shareholder	As at 31 March 2024		As at 31 March 2023	
	No. of Shares	% of Holding	No. of Shares	% of Holding
Yaap Digital Private Limited	89,999	99.999%	89,999	99.999%
Atul Jeevandharkumar Hegde	1	0.001%	1	0.001%

**d) Shareholding of Promoters at the end of the year:**

Name of Shareholder	As at 31 March 2024		As at 31 March 2023		Change during the year
	No. of Shares	% of Holding	No. of Shares	% of Holding	
Yaap Digital Private Limited	89,999	99.999%	89,999	99.999%	-
Atul Jeevandharkumar Hegde	1	0.001%	1	0.001%	-



**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED****( CIN NO : U74140MH2008PTC353045)****NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31ST MARCH 2024****( ` In Thousand's )**

<b>PARTICULARS</b>	<b>As at 31.03.2024 AMOUNT (₹)</b>	<b>As at 31.03.2023 AMOUNT (₹)</b>
<b><u>NOTE 3 : RESERVE &amp; SURPLUS</u></b>		
<b><u>General reserve</u></b>		
General reserve	5,569	5,569
<b>Total A</b>	<b>5,569</b>	<b>5,569</b>
<b><u>Share Premium</u></b>		
Equity Shares Premium	3,700	3,700
<b>Total B</b>	<b>3,700</b>	<b>3,700</b>
<b><u>Profit &amp; Loss Account</u></b>		
Opening Balance	18,394	7,677
(+) Net Profit/(Net Loss)	2,937	10,717
<b>Total C</b>	<b>21,331</b>	<b>18,394</b>
<b>TOTAL (A+B+C)</b>	<b>30,600</b>	<b>27,663</b>
<b><u>NOTE 4 : LONG TERM PROVISIONS</u></b>		
Provision for Gratuity	678	700
<b>TOTAL</b>	<b>678</b>	<b>700</b>

**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED**  
**( CIN NO : U74140MH2008PTC353045)**

**NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31ST MARCH, 2024**

**NOTE 5 : TRADE PAYABLE**  
**( ` In Thousand's )**

SR NO	PARTICULARS	Outstanding for following periods from due date of payment					Outstanding for following periods from due date of payment				
		Less than 1 year	1-2 years	2-3 years	More than 3 years	Total	Less than 1 year	1-2 years	2-3 years	More than 3 years	Total
		INR Amount	INR Amount	INR Amount	INR Amount	INR Amount	INR Amount	INR Amount	INR Amount	INR Amount	INR Amount
i)	Total outstanding dues of micro enterprises and small enterprises	-	-	-	-	-	-	-	-	-	-
ii)	Total outstanding dues of creditors other than micro enterprises and small enterprises	4,996	118	-	-	5,114	8,810	-	-	-	8,810
iii)	Disputed dues of micro enterprises and small enterprises	-	-	-	-	-	-	-	-	-	-
iv)	Disputed dues of creditors other than micro enterprises and small enterprises	-	-	-	-	-	-	-	-	-	-
		4,996	118	-	-	5,114	8,810	-	-	-	8,810

Note : There are no unbilled and Not due trade payables, hence the same are not disclosed in the ageing schedule

**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED****( CIN NO : U74140MH2008PTC353045)****NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31ST MARCH 2024****( ` In Thousand's )**

<b>PARTICULARS</b>	<b>As at 31.03.2024 AMOUNT (₹)</b>	<b>As at 31.03.2023 AMOUNT (₹)</b>
<b><u>NOTE 6 : OTHER CURRENT LIABILITIES</u></b>		
Statutory Liabilities	500	4,468
<b>TOTAL</b>	<b>500</b>	<b>4,468</b>
<b><u>NOTE 7 : SHORT TERM PROVISIONS</u></b>		
Provision for employee benefits.	17	9
Provision for Expenses	20,618	34,370
Provision for Gratuity	-	12
<b>TOTAL</b>	<b>20,634</b>	<b>34,391</b>

**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED**  
**( CIN NO : U74140MH2008PTC353045)**

**NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31ST MARCH 2024**

**NOTE 8 : PROPERTY, PLANT & EQUIPMENT**

( ` In Thousand's )

PARTICULARS	Gross Block				Accumulated Depreciation				Net Block	
	As at 01-04-2023	Additions	Deletions	As at 31-03-2024	As at 01-04-2023	Provided For the year	Adjusted during the year	As at 31-03-2024	As at 31-03-2024	As at 31-03-2023
<b><u>Tangible Assets</u></b>										
Computer & Software	3,509		1,001	2,508	3,422	-	958	2,464	44	88
Furniture & Fixtures	2,059		18	2,041	2,052	2	16	2,038	3	7
Office Equipment	458			458	455	-	-	455	2	2
<b>TOTAL</b>	<b>6,026</b>	<b>-</b>	<b>1,019</b>	<b>5,007</b>	<b>5,929</b>	<b>2</b>	<b>974</b>	<b>4,957</b>	<b>50</b>	<b>97</b>
<b>Previous Year</b>	<b>6,026</b>	<b>-</b>	<b>-</b>	<b>6,026</b>	<b>5,917</b>	<b>12</b>		<b>5,929</b>	<b>97</b>	<b>109</b>

**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED****( CIN NO : U74140MH2008PTC353045)****NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31ST MARCH 2024****( ` In Thousand's )**

<b>PARTICULARS</b>	<b>As at 31.03.2024 AMOUNT (₹)</b>	<b>As at 31.03.2023 AMOUNT (₹)</b>
<b><u>NOTE 9 : DEFERRED TAX ASSETS/(LIABILITIES)</u></b>		
Opening Balances	5,150	2,646
<b>Add:</b> Impact of difference between tax depreciation and accounting depreciation	(71)	(85)
<b>Add:</b> Impact of expenditure charged to statement of profit & loss in the current year but allowed for tax purpose on payment basis	1,550	2,593
<b>Add:</b> Impact of Deferred tax assets on Carry forwarded loss and unabsorbed depreciation		-
<b>Less:</b> Reversal of Timing Difference for allowable Expenses	(2,593)	(4)
<b>Net Deferred Tax Assets/(Liability)</b>	<b>4,037</b>	<b>5,150</b>

**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED**

**( CIN NO : U74140MH2008PTC353045)**

**NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31ST MARCH, 2024**

**NOTE 10 : TRADE RECEIVABLES**

**( ` In Thousand's )**

SR NO	PARTICULARS	Outstanding for following periods from due date of payment					TOTAL	Outstanding for following periods from due date of payment					TOTAL
		Less than 6 Months	6 months – 1 year	1-2 years	2-3 years	More than 3 years		Less than 6 Months	Less than 1 year	1-2 years	2-3 years	More than 3 years	
		INR (Amount )	INR Amount	INR Amount	INR Amount	INR Amount		INR Amount	INR Amount	INR Amount	INR Amount	INR Amount	
i)	Undisputed Trade Receivables – considered good	43,168	-	-	-	-	43,168	60,695	-	-	-	-	60,695
ii)	Undisputed Trade Receivables – which have significant increase in credit risk	-	-	-	-	-	-	-	-	-	-	-	-
iii)	Undisputed Trade receivable – credit impaired	-	-	-	-	-	-	-	-	-	-	-	-
iv)	Disputed Trade receivables - considered good	-	-	-	-	-	-	-	-	-	-	-	-
v)	Disputed Trade receivables – which have significant increase in credit risk	-	-	-	-	-	-	-	-	-	-	-	-
vi)	Disputed Trade receivables – credit impaired	-	-	-	-	-	-	-	-	-	-	-	-
	<b>TOTAL</b>	<b>43,168</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>43,168</b>	<b>60,695</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>60,695</b>



**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED****( CIN NO : U74140MH2008PTC353045)****NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31ST MARCH 2024****( ` In Thousand's )**

<b>PARTICULARS</b>	<b>As at 31.03.2024 AMOUNT (₹)</b>	<b>As at 31.03.2023 AMOUNT (₹)</b>
<b><u>NOTE 11 : CASH &amp; CASH EQUIVALENTS</u></b>		
(i) Cash in Hand	-	-
(ii) Balance with Banks		
- Kotak Mahindra Bank Ltd	1,753	2,179
<b>TOTAL</b>	<b>1,753</b>	<b>2,179</b>
<b><u>NOTE 12 : OTHER CURRENT ASSETS</u></b>		
Advance Tax & TDS ( Net of Provisions)	3,893	4,430
Prepaid Expenses	3,301	1
GST sett off (Unutilised C/f)	2,173	788
Advance Against Expenses	51	3,530
Advance Against Salary	-	61
<b>TOTAL</b>	<b>9,418</b>	<b>8,810</b>

**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED****( CIN NO : U74140MH2008PTC353045)****NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31ST MARCH 2024****( ` In Thousand's )**

<b>PARTICULARS</b>	<b>As at 31.03.2024 AMOUNT (₹)</b>	<b>As at 31.03.2023 AMOUNT (₹)</b>
<b><u>NOTE 13 : INCOME FROM OPERATIONS</u></b>		
Digital Receipt	47,700	73,285
Retainership Fee	4,500	4,500
<b>TOTAL</b>	<b>52,200</b>	<b>77,785</b>
<b><u>NOTE 14 : OTHER INCOME</u></b>		
Interest on IT Refund	65	179
Misc. Income	-	92
Balance Written Back	-	0
<b>TOTAL</b>	<b>65</b>	<b>271</b>
<b><u>NOTE 15 : DIRECT EXPENSES</u></b>		
Digital Charges	44,147	65,521
<b>TOTAL</b>	<b>44,147</b>	<b>65,521</b>
<b><u>NOTE 16 : EMPLOYEES BENEFITS</u></b>		
Salary, Wages, Bonus and Other Benefits	2,735	2,915
Contribution to Provident Fund, ESIC and other funds	53	87
Staff welfare expenses	9	0
<b>TOTAL</b>	<b>2,796</b>	<b>3,002</b>
<b><u>NOTE 17 : OTHER EXPENSES</u></b>		
Professional Fees Paid	103	120
Conveyance Exp	201	12
Office Rent	60	223
Auditors Remuneration	105	55
Misc. Exp	81	82
Telephone & Internet Exp	38	67
Duties & Taxes	5	32
Impairment of Fixed Assets	46	-
Balance W/off	-	17
<b>TOTAL</b>	<b>638</b>	<b>607</b>

**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED****( CIN NO : U74140MH2008PTC353045)****NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31ST MARCH 2024****( ` In Thousand's )**

<b>PARTICULARS</b>	<b>As at 31.03.2024 AMOUNT (₹)</b>	<b>As at 31.03.2023 AMOUNT (₹)</b>
<b><u>NOTE 17.1 : PAYMENT TO AUDITORS</u></b>		
- Statutory Audit Fees	105.00	55.00
<b>TOTAL</b>	<b>105.00</b>	<b>55.00</b>
<b><u>NOTE 18 : EARNING PER SHARE</u></b>		
Net profit after taxation for the year	2,937	10,717
Number of Equity shares for Basic /Diluted EPS	90,000	90,000
Nominal Value of Equity Shares	10	10
		-
<b>Basic /Diluted earnings per Equity Share</b>	<b>32.63</b>	<b>119.08</b>

**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED**  
**( CIN NO : U74140MH2008PTC353045)**

**NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31<sup>st</sup> MARCH 2024**

**NOTE 19 : RATIO ANALYSIS :**

Sr. No.	Ratios	Numerator	Denominator	Ratio Analysis		Variation in %	Reason for variation above 25% as compared to previous year
				Ratio	Ratio		
1	Current Ratio	Current Assets	Current Liabilities	2.07	1.50	37.67	Due to Better Management of the cash flow & other current assets as compared to current liabilities
2	Debt- Equity Ratio	Borrowing + Interest Accrued	Total Equity	-	-	-	NA
3	Debt Service Coverage Ratio	Earning for Debt Service = Net Profit after taxes + Non Cash operating expenses like Depreciation and other amortization + Interest + other adjustments like loss on sale of fixed assets etc	Debt Service = Interest & Lease Payments + Principal Repayments	-	-	-	NA
4	Return on Equity Ratio	Net Profit After Taxes	Average's Shareholders Equity	0.10	0.46	-78.82	Due to Decrease in Net profits for the year
5	Inventory Turnover ratio	Cost of Goods Sold OR Sales	Average Inventory Average inventory is (Opening+Closing balance)/2	-	-	-	NA
6	Trade Receivable Turnover Ratio	Net Credit Sales	Average Trade Receivable	1.01	1.90	-47.22	Due to slow recovery from Trade receivables
7	Trade Payable Turnover Ratio	Net Credit Purchases	Average Trade Payables	6.82	6.83	-0.21	NA
8	Net Capital Turnover Ratio	Net Sales	Average Working Capital	2.00	3.91	-48.72	Due to slow recovery from Trade receivables
9	Net Profit ratio	Net Profit	Net Sales	5.63	13.78	59.16	Due to Decrease in Net profits & Turnover for the year
10	Return on Capital Employed	Earnings Before Interest & Tax	Capital Employed	14.86	31.21	52.36	Due to Decrease in Net profits for the year
11	Return on Investment	$\{MV(T1) - MV(T0) - \text{Sum}[C(t)]\}$	$\{MV(T0) + \text{Sum}[W(t) * C(t)]\}$	-	-	-	NA

Note : As the business advances are forming part of the schedule of loans & Advances therefore the same has been considered as borrowing for ratio analysis purposes.

**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED**

**( CIN NO : U74140MH2008PTC353045)**

**NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31ST MARCH 2024**

**Note 20. Related party disclosures :**

**Related parties where control exists**

Holding Company	YAAP Digital Private Limited
Fellow subsidiaries	Intnt Asia Pacific Pte Ltd FFC Information Solution Pvt Ltd Oplifi Digital Private Limited Yaap Digital FZE Yaap Digital FZ LLC Yaap Digital FZ LLC (Formerly Known as : Crayons Global FZ LLC)

Enterprises over which Key Managerial Personnel are able to exercise significant influence.

DorfKetal Chemicals FZE  
DorfKetal Chemicals Pte Ltd  
DorfKetal Chemicals India Pvt Ltd  
DorfKetal Chemicals LLC

Key management personnel or their relatives

Mr. Arjan Roy (Director)  
Mr. Atul Hegde (Director)  
Mr. Sudhir Menon (Director)  
Mr. Subhodh Menon (Director)

**Related party transactions**

The following table provides the total amount of transactions that have been entered into with related parties for the relevant financial year:

(Amt in '000)

Particulars	Holding company		Fellow subsidiaries		Key management personnel or their relatives		Total	
	March 31, 2024	March 31, 2023	March 31, 2024	March 31, 2023	March 31, 2024	March 31, 2023	March 31, 2024	March 31, 2023
<b>(A) Transactions</b>								
<b>Creative &amp; Designing Fee</b>								
YAAP Digital Private Limited	47,700	73,285	-	-	-	-	47,700	73,285
Oplifi Digital Private Limited	-	-	-	-	-	-	-	-
DorfKetal Chemicals LLC	-	-	-	-	-	-	-	-
DorfKetal Chemicals FZE	-	-	-	-	-	-	-	-
DorfKetal Chemicals Pte Ltd	-	-	-	-	-	-	-	-
Dorf ketal chemicals India Pvt Ltd	-	-	-	-	-	-	-	-
Yaap Digital FZ LLC (Formerly Known as : Crayons Global FZ LLC)	-	-	-	-	-	-	-	-
<b>Export Sales</b>								
DorfKetal Chemicals LLC	-	-	-	-	-	-	-	-
Yaap Digital FZ LLC (Formerly Known as : Crayons Global FZ LLC)	-	-	-	-	-	-	-	-
<b>Business Advisory Services</b>								
Intnt Asia Pacific Pte Ltd	-	-	-	-	-	-	-	-
FFC Information Solution Pvt Ltd	-	-	-	-	-	-	-	-
Yaap Digital FZ LLC (Formerly Known as : Crayons Global FZ LLC)	-	-	-	-	-	-	-	-
<b>Rent Paid</b>								
Mr. Sudhir Menon	-	-	-	-	30	-	30	-
Mr. Subhodh Menon	-	-	-	-	30	-	30	-
<b>Reimbursement of Insurance Expense</b>								
YAAP Digital Private Limited	-	21	-	-	-	-	-	21
Yaap Digital FZ LLC (Formerly Known as : Crayons Global FZ LLC)	-	-	-	-	-	-	-	-
<b>Recovery of Expense</b>								
YAAP Digital Private Limited	-	1,077	-	-	-	-	-	1,077
Intnt Asia Pacific Pte Ltd	-	-	-	-	-	-	-	-
FFC Information Solution Pvt Ltd	-	-	-	-	-	-	-	-
Oplifi Digital Private Limited	-	-	-	163	-	-	-	163
Yaap Digital FZ LLC (Formerly Known as : Crayons Global FZ LLC)	-	-	-	-	-	-	-	-
<b>Creative &amp; Designing Charges</b>								
YAAP Digital Private Limited	-	-	-	-	-	-	-	-
Intnt Asia Pacific Pte Ltd	-	-	-	-	-	-	-	-
FFC Information Solution Pvt Ltd	-	-	-	-	-	-	-	-
Oplifi Digital Private Limited	-	-	-	-	-	-	-	-
Yaap Digital FZ LLC (Formerly Known as : Crayons Global FZ LLC)	-	-	-	-	-	-	-	-
<b>(B) Outstanding balances at the year end</b>								
<b>Trade Receivable</b>								
YAAP Digital Private Limited	42,021	59,376	-	-	-	-	42,021	59,376
FFC Information Solution Pvt Ltd	-	-	-	-	-	-	-	-
Intnt Asia Pacific Pte Ltd	-	-	-	-	-	-	-	-
Oplifi Digital Private Limited	-	-	-	104	-	-	-	104
DorfKetal Chemicals LLC	-	-	-	-	-	-	-	-
DorfKetal Chemicals FZE	-	-	-	-	-	-	-	-
Yaap Digital FZ LLC (Formerly Known as : Crayons Global FZ LLC)	-	-	-	-	-	-	-	-
<b>Trade Payable</b>								
YAAP Digital Private Limited	-	-	-	-	-	-	-	-
FFC Information Solution Pvt Ltd	-	-	-	-	-	-	-	-
Intnt Asia Pacific Pte Ltd	-	-	-	-	-	-	-	-
Oplifi Digital Private Limited	-	-	-	-	-	-	-	-
Yaap Digital FZ LLC (Formerly Known as : Crayons Global FZ LLC)	-	-	-	-	-	-	-	-

Note : The above said figures are based on the records as maintained by the Company and as certified by the management and the above transactions are on arm's length basis in accordance with section 188 of the companies act, 2013

**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED**  
**( CIN NO : U74140MH2008PTC353045)**

NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31ST MARCH 2024

**Note 21**

**Employee retirement benefits : Disclosure required as per AS-15 is as under :**

(i) Defined contribution Plan :

Contribution to defined contribution plan, which relates to the company's provident fund under which an amount of Rs.1,14,750/- (Previous year Rs. 1,14,750/-) of employers' contribution to provident fund has been recognized in the statement of profit and loss account during the year.

(ii) Defined benefit plans

Gratuity- As per actuarial valuation as on March 31, 2023 (based on projected Unit Credit Method)

**I Reconciliation of Opening and Closing balances of Defined Benefit Plan**

Particulars	(Amt in '000)	(Amt in '000)
	As At 31st March 2024	As At 31st March 2023
Present Value of Defined Benefit Obligation - Opening	712	740
Interest Cost	52	54
Current Service cost	61	88
Benefits Paid		
Actuarial (gain)/loss on obligation	-148	-169
<b>Present Value of Defined Benefit Obligation - Closing</b>	<b>678</b>	<b>712</b>

**II Opening Net Assets / (Liability) recognised in balance sheet**

Particulars	(Amt in '000)	(Amt in '000)
	As At 31st March 2024	As At 31st March 2023
Present Value of Defined Benefit Obligation	678	684
Fair Value of plan assets	-	-
<b>Net asset/ (Liability) remained to be recognised in balance sheet</b>	<b>-678</b>	<b>-684</b>

**III Component of employer's expenses**

Particulars	(Amt in '000)	(Amt in '000)
	As At 31st March 2024	As At 31st March 2023
Current service cost	61	88
Interest Cost	52	54
Expected return on plan asset	-	-
<b>Net Actuarial (Gain) or Loss</b>	<b>-148</b>	<b>-169</b>
<b>Expenses recognised in Statement of Profit and Losses</b>	<b>-34</b>	<b>-28</b>

**IV Actuary Gain/(Loss)**

Particulars	(Amt in '000)	(Amt in '000)
	As At 31st March 2024	As At 31st March 2023
Present value of defined benefit obligation	678	684
Fair Value of plan assets	-	-
Experience adjustment on plan Liabilities (loss)/ gain	162	157
<b>Experience adjustment on plan Assets (loss)/ gain</b>	<b>-</b>	<b>-</b>

**V Actuarial assumptions**

Particulars	As At 31st March 2024	As At 31st March 2023
Mortality Table	IALM (2006 - 08)	IALM (2006 - 08)
Discount Rate	7.22%	7.36%
Salary escalation	8.00%	8.00%

Under the gratuity plan, every employee who has completed at least five years of service gets a gratuity on departure as per the Gratuity Act.

The above information is certified by actuary



**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED****( CIN NO : U74140MH2008PTC353045)****NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31ST MARCH 2024****Note 22****Details of dues to micro,small and medium enterprises as defined under the MSMED Act, 2006**

The Amount due to Micro and small Enterprises as defined in the "The Micro, Small and Medium Enterprises Development Act, 2006" has been determined to the extent such parties have been identified on the basis of information available with the Company. The disclosures relating to Micro and Small Enterprises as at 31st March 2024 are as under:

	(Amt in '000)	(Amt in '000)
	31st March 2024	31st March 2023
Description	(Rupees)	(Rupees)
(i) Principal amount remaining unpaid as on 31st March, 2024	-	-
(ii) Interest due thereon as on 31st March, 2023	-	-
(iii) Interest paid by the Company in terms of Section 16 of Micro, Small and Medium Enterprises Development Act, 2006, along with the amount of the payment made to the supplier beyond the appointed day during the year	-	-
(iv) Interest due and payable for the period of delay in making payment (which have been paid but beyond the appointed day during the year) but without adding the interest specified under Micro, Small and Medium Enterprises Development Act, 2006	-	-
(v) Interest accrued and remaining unpaid as at 31st March, 2024	-	-
(vi) Further Interest remaining due and payable even in the succeeding years, until such date when the interest dues as above are actually paid to the small enterprise	-	-
	-	-

**Note 23****Earnings in foreign currency**

	(Amt in '000)	(Amt in '000)
	31st March 2024	31st March 2023
	(Rupees)	(Rupees)
Exports of Services	-	-
	-	-

**Note 24****Expenditure in foreign currency (accrual basis)**

	(Amt in '000)	(Amt in '000)
	31st March 2024	31st March 2023
	(Rupees)	(Rupees)
a. Travelling Expenses		
b. Software Expenses	2	2
c. Creative and Designing	-	-
	2	2

**Note 25. Unhedged foreign currency exposure**

The Company does not use derivative financial instruments such as forward exchange contracts or options to hedge its risks associated with fluctuations or for trading/speculation purpose.

	(Amt in '000)		(Amt in '000)	
	31st March 2024		31st March 2023	
	Foreign Currency	INR	Foreign Currency	INR
Trade Receivable	USD	-	USD	-
	AED	-	AED	-
	EURO	-	EURO	-
Trade Payable		-	-	-

**Note 26****Segmental Reporting**

The Company is engaged in the business of Branding and Advertising. As the Company operates in a single business and geographical segment, the reporting requirement for primary and secondary segment disclosure prescribed by Accounting Standard 17 – Segment reporting have not been provided in these financial statements.

**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED**  
**( CIN NO : U74140MH2008PTC353045)**

**NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31<sup>st</sup> MARCH 2024**

**NOTE 27 :**

- I. In the opinion of the Board of Directors, the current assets are approximately of the value stated if realized in the ordinary course of business. The provisions for all known liabilities are adequate and are not in excess of the amount considered in the ordinary course of business.
- II. Additional liability if any, arising pursuant to respective assessment under various fiscal statutes, shall be accounted for in the year of assessment. Also interest liability for the delay payment of the statutory dues has been accounted for in the year in which the same are being paid.
- III. Balances of Debtors & Creditors & loans & Advances taken & given are subject to confirmation and are subject to consequential adjustments, if any.
- IV. Disclosure in accordance with Section 22 of Micro, Small and Medium Enterprises Development Act, 2006, based on the information in possession with the Company, we have been informed by the company that there is no supplier which has been identified as being covered under Micro, Small & Medium Enterprises Development Act, 2006 and whose balance is outstanding at the year ended. Accordingly, there are no dues outstanding as on 31st March 2024 which has been identified as relating to Micro and Small Enterprises referred to in the said Act.
- V. The Company have Debtors balances outstanding of ` NIL (PY ` NIL ) for more than six months.
- VI. Contingent Liabilities are neither recognized nor provided in books of account during the year. We have been informed that there is no contingent liability identified for the year ended.
- VII. The company has not traded or invested in crypto currency or virtual currency during the financial year.
- VIII. As per informations available, the company has no transactions which are not recorded in the books of accounts and which are surrendered or disclosed as income during the year in the tax assessment or in search or survey or under any other relevant provisions of the Income Tax Act, 1961.

**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED**  
**( CIN NO : U74140MH2008PTC353045)**

**NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31<sup>st</sup> MARCH 2024**

- IX. The company is not covered under the requirements of Section 135 of the Companies Act, 2013, with respect to the CSR activities.
- X. The company is not holding any immovable property under ownership at the year ended.
- XI. The company do not hold any benami property and no proceedings has been initiated or pending against the company for holding any benami property under Benami Transactions (Prohibition) Act 1988 and rules made there under.
- XII. The company has not been declared as willful defaulter by any bank or financial Institution or any other lender during the year.
- XIII. The company do not had any transactions during the year with the companies which are struck off under section 248 of the companies Act 2013 or section 560 of the companies Act 1956.
- XIV. The company has registered due charge which is required to be registered with ROC for availing term loan from bank for the purchasing of the vehicle during the year under the terms of the loans & liabilities.
- XV. Current Tax is determined as the tax payable in respect of taxable income for the year as per Income Tax Act, 1961. In Accordance with the accounting standard 22 on "Accounting for taxes on income" (AS-22) issued by the Institute of Chartered Accountant of India, deferred tax assets and liability should be recognized for all timing difference in accordance with the said standard.

The Company is entitled to create deferred tax as at 31<sup>st</sup> March, 2024 and the same has been accounted in view of the requirement of certainty/virtual certainty on the ground of prudence as stated in the Accounting Standard 22 (AS-22) "Accounting for taxes on income" and the same has been provided for the year.

- XVI. As per the informations & details available on records and the disclosure given by the management, the company has complied with the number of layers prescribed under clause (87) of section 2 of the companies Act read with the Companies (Restriction on number of layers) Rules 2017.

**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED**  
**( CIN NO : U74140MH2008PTC353045)**

**NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31<sup>st</sup> MARCH 2024**

XVII. Previous year's figures have been regrouped/reclassified wherever necessary to correspond with the current year's classification/disclosure.

Notes from "1 " to " 27 " form an integral part of the Accounts.

As per our Report of even date attached

**For SHWETA JAIN & CO.**

CHARTERED ACCOUNTANTS

F.R.N. : 127673W



**PRIYANKA JAIN**

Partner

Membership No : 416197

Place : Mumbai

Dated : 2<sup>nd</sup> September, 2024

UDIN No : 24416197BKAUTL8295

For and on behalf of the Board

**SUDHIR MENON**

Director

DIN- 02487658

**ATUL HEGDE**

Director

DIN- 02699927

