

**INDEPENDENT AUDITORS REPORT**

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

**Report on the Audit of the Standalone Financial Statements**

**Opinion:**

We have audited the accompanying financial statements of **BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED** ("the Company"), which comprise the Balance Sheet as at 31<sup>st</sup> March, 2025, and the Statement of Profit and Loss ended & statement of Cash Flow for the year then ended and notes to the financial statements and a summary of material 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 of the Company as at 31<sup>st</sup> March, 2025 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 (SAs) as 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 :**

The Company's management and Board of Directors are responsible for the preparation of the other information. The other information comprises the information included in the Board of Director's Report including Annexures to Board's Report, Management Discussion and Analysis, Business Responsibility and Sustainability Report, Corporate Governance and Shareholder's Information for the year ended but does not include the financial statements and our auditors report thereon. The integrated annual report is expected to be made available to us after the date of this auditor's report.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the 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 or our knowledge obtained during the course of our audit or otherwise appears to be materially misstated.

When we read the Company's report on the year ended financial statement, 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 management and Board of Directors are 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.

The Company's management and Board of Directors of the Company are also responsible for the 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 for the year ended, 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**

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 statements.

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.

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 Standalone Financial Statements of the current year 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 31<sup>st</sup> March, 2025 and taken on record by the Board of Directors, none of the directors are disqualified as on 31<sup>st</sup> March, 2025 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 :
  - 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, as disclosed in the notes to the Standalone Financial Statements, 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 whether 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 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, as disclosed in the notes to the Standalone Financial Statements, 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 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 provide any guarantee, security or the like from or on behalf of the Ultimate Beneficiaries; and
- (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 (i) & (ii) of Rules 11(e) as provided under (a) and (b) above, contain any material misstatement.
- 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 reporting 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 JAIN**

(Partner)

Membership No. : 416197

Place : Mumbai

Date : 27<sup>th</sup> June 2025

UDIN : 25416197BMJHBJ1679

**ANNEXURE "A" TO THE INDEPENDENT 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, 2025) 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.
  - 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.
- ii. The company is in service industry and does not have any inventory. Further the company has not been sanctioned any 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) 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 are not applicable.
- iv. According to the information and explanations given to us and on the basis of our examination of the records, the Company has not given any loans or provided any guarantee or security as specified under Section 185 of the Companies Act, 2013 and the Company has not provided any guarantee or security as specified under Section 186 of the Companies Act, 2013. Further, the Company has complied with the provisions of Section 186 of the Companies Act, 2013 in respect of the loans and investments made and guarantees and security provided by it, wherever applicable.
- 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. Accordingly, clause 3(v) of the Order is not applicable
- 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 explanation given to us and on the basis of our examination of the records of the Company, in our opinion the company is generally regular in depositing the undisputed statutory dues in respect of Provident Fund, Employees State Insurance, Income tax, Sales tax, GST, Custom duty, Income Tax, TDS and any other material statutory dues as applicable with the appropriate authorities.
  - b) According to the information and explanations given to us, no undisputed amounts payable in respect of the aforesaid dues were in arrears as at 31 March 2025 for a period of more than six months from the date they became payable.
  - c) According to the information & explanations given to us there are no Statutory dues as referred in sub clause (a), 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, there are no transactions in the books of account that have been surrendered or disclosed as income during the year, in the tax assessments under the Income Tax Act, 1961, which has not been recorded in the books of account.
- 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.
  - c) As the company has not availed any loans or borrowings therefore the other clauses of clause 3 (ix) are not applicable.
- x.
- 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.
- 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 year nor have we been informed of any such case by the Management.
  - 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, the Company has not received any complaints from whistle-blower during the year. Accordingly, reporting under clause 3(xi) (c) of the Order is not applicable to the Company.
- 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 20** to the standalone financial statements as required by the applicable 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) In our opinion according to the information and explanations given to us, 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 Finance activities and is not required to be registered under Section 45-IA of the Reserve Bank of India Act, 1934. 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 been no resignation of the statutory auditors during the year. Accordingly, clause 3(xviii) of the Order is not applicable
- 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 year 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 year of one year from the balance sheet date, will get discharged by the Company as and when they fall due.

- 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. : 1276724

  
PRIYANKA JAIN

(Partner)

Membership No. : 416197

Place : Mumbai

Date : 27<sup>th</sup> June 2025

UDIN : 25416197BMJHBJ1679

**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED****( CIN NO : U74140MH2008PTC353045)****BALANCE SHEET AS AT 31ST MARCH, 2025****( ₹ In Thousand's )**

PARTICULARS	Note No	As at 31.03.2025 AMOUNT (₹)	As at 31.03.2024 AMOUNT (₹)
<b>I. EQUITY AND LIABILITIES</b>			
<b>A. Shareholder's Funds</b>			
Share Capital	"2"	900	900
Reserves and Surplus	"3"	38,945	30,600
<b>B. Non Current Liabilities</b>			
Long term Provision	"4"	355	678
<b>C. Current Liabilities</b>			
Trade Payables			
- Dues of Micro & Small Enterprises	"5"	-	-
- Dues to Others	"5"	2,108	5,114
Other Current Liabilities	"6"	1,211	500
Short term Provision	"7"	75	20,634
<b>TOTAL</b>		<b>43,593</b>	<b>58,426</b>
<b>II. ASSETS</b>			
<b>D. Non-Current Assets</b>			
Property, Plant, Equipment & Intangible Assets			
- Tangible Assets	"8"	50	50
Deferred tax Assets	"9"	2,352	4,037
<b>E. Current Assets</b>			
Trade Receivables	"10"	34,162	43,168
Cash and Cash Equivalents	"11"	245	1,753
Other Current Assets	"12"	6,785	9,418
<b>TOTAL</b>		<b>43,593</b>	<b>58,426</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 JAJU**  
**(Partner)****Membership No : 416197****Place: Mumbai****Date : 27th June 2025****UDIN : 25416197BMJHBJ1679****For and on behalf of the Board****SUDHIR MENON**  
**(Director)****DIN No. 02487658****Date : 27th June 2025****ATUL HEGDE**  
**(Director)****DIN No. 02699927****Date : 27th June 2025**

**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED****( CIN NO : U74140MH2008PTC353045)****STATEMENT OF PROFIT AND LOSS FOR THE YEAR ENDED 31ST MARCH 2025****( ₹ In Thousand's )**

PARTICULARS	Note No	For the year ended 31.03.2025 AMOUNT (₹)	For the year ended 31.03.2024 AMOUNT (₹)
<b>REVENUES:</b>			
Revenue From Operations	"13"	63,642	52,200
Other Income	"14"	53	65
	<b>TOTAL</b>	<b>63,695</b>	<b>52,265</b>
<b>EXPENSES:</b>			
Direct Expenses	"15"	46,204	44,147
Employee Benefit Expenses	"16"	5,618	2,796
Depreciation and Amortization Expenses	"8"	-	2
Other Expenses	"17"	722	638
	<b>TOTAL</b>	<b>52,544</b>	<b>47,583</b>
Profit/ (Loss) Before Tax		11,152	4,682
Tax expense:			
(1) Current Tax		1,118	77
(2) Deferred Tax		1,685	1,113
(3) Taxation of Earlier year		4	555
Net Profit/(Net Loss) for the year		<b>8,345</b>	<b>2,937</b>
Earning Per Share:	"18"	92.72	32.63

**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 JAJU****(Partner)****Membership No : 416197****Place: Mumbai****Date : 27th June 2025****UDIN : 25416197BMJHBJ1679****SUDHIR MENON**  
(Director)**DIN No. 02487658****Date : 27th June 2025****ATUL HEGDE**  
(Director)**DIN No. 02699927****Date 27th June 2025**

**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED****( CIN NO : U74140MH2008PTC353045 )****CASH FLOW STATEMENT FOR THE YEAR ENDED 31ST MARCH 2025****( ₹ In Thousand's )**

PARTICULARS	For the year ended 31.03.2025 AMOUNT (₹)	For the year ended 31.03.2024 AMOUNT (₹)
<b>A. CASH FLOW FROM OPERATING ACTIVITIES</b>		
Net Profit/(Loss) before Tax	11,152	4,682
Add : Depreciation	-	2
Less : Provision for Tax	1,118	77
Less : Taxation of Earlier Year	4	555
<b>Operating Profit before working capital changes</b>	<b>10,030</b>	<b>4,052</b>
Adjustments for :		
(Increase)/Decrease in trade and other receivables	9,007	17,527
(Increase)/Decrease in Other Non current Assets	-	-
(Increase)/Decrease in Short Term Loans & Advances	-	-
(Increase)/Decrease in Other Current Assets	2,633	(608)
Increase/(Decrease) in trade Payables	(3,006)	(3,696)
(Increase)/Decrease in Long Term Provisions	(323)	(22)
Increase/(Decrease) in other current liabilities & provisions	(19,849)	(17,725)
	<b>(11,538)</b>	<b>(4,524)</b>
<b>Net Cash Flow from Operating Activities</b>	<b>(1,508)</b>	<b>(472)</b>
<b>B. CASH FLOW FROM INVESTING ACTIVITIES</b>		
Deduction/(Addition) to Fixed Assests	-	46
<b>Net Cash Flow from Investing Activities</b>	<b>-</b>	<b>46</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>(1,508)</b>	<b>(426)</b>
Cash and Cash Equivalents at the beginning of the year	1,753	2,179
Cash & Cash Equivalents at the end of the Year	245	1,753
<b>Net Increase in Cash &amp; Cash Equivalents Year ended 31.03.2025</b>	<b>(1,508)</b>	<b>(426)</b>

**Significant Accounting Policies****1 to 27****Notes on Financial Statement****As Per Our Report of even date****FOR SHWETA JAIN & CO.****CHARTERED ACCOUNTANTS****F.R.N. : 127673W****PRIYANKA JAJU****(Partner)****Membership No : 416197****Place: Mumbai****Date : 27th June 2025****UDIN : 25416197BMJHBJ1679****For and on behalf of the Board****SUDHIR MENON**  
**(Director)****DIN No. 02487658****Date : 27th June 2025****ATUL HEGDE**  
**(Director)****DIN No. 02699927****Date 27th June 2025**

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

**NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31<sup>ST</sup> MARCH 2025**

**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. The company is subsidiary of YAAP DIGITAL LIMITED (Formerly Known as : Yaap Digital Private Limited) which is holding 100% equity of the company.

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

The accompanying financial statements have been prepared and presented under the historical cost convention, on the accrual basis of accounting in accordance with the accounting principles generally accepted in India ('Indian GAAP') and comply with the Accounting standards prescribed in the Companies (Accounting Standards) Rules, 2021 issued by the Central Government which continue to apply under Section 133 of the Companies Act, 2013 ('the Act') and other relevant provisions of the Companies Act, to the extent notified and applicable. 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.

**c) Operating Cycle**

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.

**d) Use of Estimates**

The preparation of financial statements in conformity with Indian GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent liabilities as of the date of financial statements, and the reported amount of revenue and expenses during the reporting period. The estimates and assumptions used in the accompanying financial statements are based upon Management's evaluation of the relevant facts and circumstances as of the date of the financial statements. Actual results may differ from those estimates used in preparing the accompanying financial statements. Differences between the actual results and estimates are recognized in the period in which the results are known / materialized.

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

**NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31<sup>ST</sup> MARCH 2025**

**e) 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.

**f) Current / non-current classification**

Schedule III to the Act requires assets and liabilities to be classified as either Current or Non-current. The company presents assets and liabilities in the balance sheet based on current/ non-current classification. An asset is classified as current when it is :

- i) Expected to be realized or intended to be sold or consumed in normal operating cycle.
- ii) Held primarily for the purpose of trading, or
- iii) Expected to be realized within twelve months after the reporting period. or
- iv) Cash or cash equivalent unless restricted from being exchanged or used to settle a liability for at least twelve months after the reporting period.

A liability is classified current when :

- i) It is expected to be settled in normal operating cycle;
- ii) Held primarily for the purpose of trading, or
- iii) It is due to be settled within twelve months after the reporting period; or
- iv) There is no unconditional right to defer the settlement of the liability for at least twelve months after the reporting period.

All other assets and liabilities are classified as non-current assets and liabilities.

Deferred tax assets and liabilities are classified as non-current assets and liabilities respectively.

The operating cycle is the time between the acquisition of assets for processing and their realization in cash and cash equivalents. The Company has identified twelve months as its operating cycle.

Further the management of the company provide the inputs related to the particular assets & liability whether the same is recoverable & payable within the operating cycle and to be considered as current assets & liabilities or the same is recoverable or payable after the said operating cycle and to be considered as non current. The classification of current & non current has further been made based on the prudence of the same as given by the management.

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

**NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31<sup>ST</sup> MARCH 2025**

**g) Property, Plant & Equipment ( PPE) :**

- i) The cost of PPE is recognized as an asset only if it is probable that future economic benefits associated with the item will flow to the Company and the cost of the item can be measured reliably. After initial recognition, the Company follows cost model. PPE are carried at cost of acquisition or construction less accumulated depreciation/amortization and/or accumulated impairment loss, if any. The cost of an item of PPE comprises its purchase price, levies and any directly attributable cost of bringing the asset to its working condition for its intended use, any trade discounts and rebates are deducted in arriving at the purchase price.
- ii) Subsequent expenditures related to an item of PPE are added to its book value only if they increase the future benefits from the existing asset beyond its previously assessed standard of performance.
- iii) PPE under construction/development which are not ready for use at the Balance Sheet date are disclosed as capital work-in-progress.
- iv) A PPE is eliminated from the financial statements on disposal or when no further benefit is expected from its use and disposal.
- v) Losses arising from retirement and gains or losses arising from disposal of the PPE are measured as the difference between the net disposal proceeds and the carrying amount of the asset and are recognized in the statement of profit and loss.
- vi) Advance paid for acquisition/construction of PPE which are not ready for their intended use at each Balance Sheet date are disclosed under loans and advances as advances on capital account.

**h) Depreciation and Amortisation**

- a) 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 as estimated by the management. The following is the useful life adopted :

Asset Description	Useful Life (Years)
Computer & Printers	3 Years
Furniture & Fixtures	10 Years
Office Equipment	5 Years

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

**NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31<sup>ST</sup> MARCH 2025**

- b) As per schedule II of the Companies Act 2013, fixed assets whose useful life has been expired, are shown at residual value @ 5% of cost except intangible assets, if any.
- c) Depreciation is provided on a pro-rata basis i.e. from the date on which asset is ready for use.
- d) The Intangible assets comprising of Computer Software are amortized on straight line method over useful life estimated by the management as 5 Years.
- e) The residual value, useful lives and method of depreciation are reviewed by the management at each financial year-end and revised, if appropriate. In case of a revision, the unamortized depreciable amount is charged over the revised remaining useful life.

**i) Impairment of assets**

- a) PPE and intangible assets are reviewed at each reporting date to determine if there is any indication of impairment. For assets in respect of which any such indication exists at the reporting date, the asset's recoverable amount is estimated.
- b) For the purpose of impairment testing, assets are grouped together into the smallest group of assets (cash generating unit or CGU) that generates cash inflows from continuing use that are largely independent of the cash inflows of other assets or CGUs.
- c) The recoverable amount of an asset or CGU is the greater of its value in use and its net selling price. Value in use is the present value of the estimated future cash flow expected to arise from the continuing use of an asset and from its disposal at the end of the useful life.
- d) If such recoverable amount of the asset or the recoverable amount of the CGU to which the asset belongs is less than its carrying amount, the carrying amount is reduced to its recoverable amount. The reduction is treated as an impairment loss and is recognized in the statement of profit and loss. If at the Balance Sheet date there is an indication that if a previously assessed impairment loss no longer exists, the recoverable amount is reassessed and the asset is reflected at the recoverable amount subject to a maximum of amortized historical cost.

**j) 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

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

**NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31<sup>ST</sup> MARCH 2025**

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 of 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.

**k) 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.

**l) Revenue Recognition:**

Revenue is recognized to the extent that it is probable that the economic benefits will flow to the company and the revenue can be reliably measured. In case of revenue from operations, the revenue is recognized as and when services are provided. Income & Expenditures are accounted on accrual basis as and when income accrues or expenses incurred. Other Items of revenue are recognized in accordance with the accounting Standard (AS-9). Further the expenses payable towards the revenue accounted, has been provided in the books under the provisions for expenses.

**m) Cash and Cash Equivalents**

Cash and cash equivalents consist of cash on hand, demand deposits and short term, highly liquid investments that are readily convertible into cash and which are subject to insignificant risk of changes in value. For this purpose, "short term" means investments having original maturity of three months or less from the date of investment or which can be readily liquidated with cash availability from the same.

The balances laying in the bank in current account at the year ended are forming part of cash & cash equivalents. Demand deposits with banks due to mature within 12 months from the Balance Sheet date.

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

**NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31<sup>ST</sup> MARCH 2025**

**n) Cash Flow Statement**

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

**o) Employee Benefits :**

**Short-term Employee Benefits:**

All employee Benefits such as Salaries, wages and short term compensated absences including non-monetary benefits that are expected to be settled wholly within 12 months after the end of the year in which the employees render the related service are recognized in respect of employees' services up to the end of the year and are measured at the amounts expected to be paid when the liabilities are settled. The liabilities are presented as current employee benefit obligations in the balance sheet.

**Post-employment benefits**

**a) Defined contribution plans**

The Company makes defined contributions to Employee Provident Fund, Employee Pension Fund, which are defined contribution schemes. The contribution paid/payable under these schemes is recognized during the period in which the employee renders the related services which are recognized in the Statement of Profit and Loss on accrual basis during the year in which the employee renders the services."

**Provident fund:** The employees of the Company are entitled to receive benefits in respect of provident fund, a defined contribution plan, in which both employees and the Company make monthly contributions at a specified percentage of the covered employees' salary (currently 12% of employees' salary). The contributions as specified under the law are made to the provident fund and pension fund administered by the Regional Provident Fund Commissioner. The Company recognizes such contributions as an expense when incurred.

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

**NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31<sup>ST</sup> MARCH 2025**

**b) Defined benefit plans**

The defined benefit obligation recognized in the balance sheet represents the actual deficit or surplus in the Company's defined benefit plans. Any surplus resulting from this calculation is limited to the present value of any economic benefits available in the form of refunds from the plans or reductions in future contributions to the plans.

The obligations are presented as current liabilities in the balance sheet if the entity does not have an unconditional right to defer settlement for at least twelve months after the reporting year, regardless of when the actual settlement is expected to occur.

**Gratuity :** The Company's liability under Payment of Gratuity Act has been determined on the basis of actuarial valuation made by the registered actuarial valuer during the year. The company has identified the gratuity liability every year ended and provision has been accounted for the liability till the end of the year. The total gratuity liability has been calculated at the calendar year ended using the projected unit credit method. The obligation is measured at the present value of the estimated future cash flows using a discount rate based on the market yield on government securities where the terms of government securities are consistent with the estimated terms of the defined benefit obligations at the Balance Sheet date. The Company recognizes the net obligation of a defined benefit plan in its Balance Sheet as an liability.

**p) 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 exchange rates only if there is material change in the exchange rates. For small variations in the exchange rates

**q) 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 2025****( ₹ In Thousand's )****NOTE 2 : SHARE CAPITAL****a) SHARE DETAILS**

PARTICULARS	As at 31st March 2025		As at 31st March 2024	
	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 31st March 2025		As at 31st March 2024	
	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 31st March 2025		As at 31st March 2024	
	No. of Shares	% of Holding	No. of Shares	% of Holding
Yaap Digital Ltd (Formerly Known as : Yaap Digital Pvt Ltd)	89,999	99.999%	89,999	99.999%
Atul Jeevandharkumar Hegde (Nominee Shareholder of Yaap Digital Limited)	1	0.001%	1	0.001%

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

Name of Shareholder	As at 31st March 2025		As at 31st March 2024		Change during the year
	No. of Shares	% of Holding	No. of Shares	% of Holding	
Yaap Digital Ltd (Formerly Known as : Yaap Digital Pvt Ltd)	89,999	99.999%	89,999	99.999%	-
Atul Jeevandharkumar Hegde (Nominee Shareholder of Yaap Digital Limited)	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 2025****( ₹ In Thousand's )**

<b>PARTICULARS</b>	<b>As at 31.03.2025 AMOUNT (₹)</b>	<b>As at 31.03.2024 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	21,331	18,394
(+) Net Profit/(Net Loss)	8,345	2,937
<b>Total C</b>	<b>29,676</b>	<b>21,331</b>
<b>TOTAL (A+B+C)</b>	<b>38,945</b>	<b>30,600</b>
<b><u>NOTE 4 : LONG TERM PROVISIONS</u></b>		
Provision for Gratuity	355	678
<b>TOTAL</b>	<b>355</b>	<b>678</b>

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

**NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31ST MARCH, 2025**

**NOTE 5 : TRADE PAYABLE**

( ₹ In Thousand's )

SR NO	PARTICULARS	Outstanding for following Year from due date of payment 31st March 2025					Outstanding for following years from due date of payment 31st March 2024				
		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	1,990	-	118	-	2,108	4,996	118	-	-	5,114
iii)	Disputed dues of micro enterprises and small enterprises	-	-	-	-	-	-	-	-	-	-
iv)	Disputed dues of creditors other than micro enterprises and small enterprises	-	-	-	-	-	-	-	-	-	-
		1,990	-	118	-	2,108	4,996	118	-	-	5,114

**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 2025****( ₹ In Thousand's )**

<b>PARTICULARS</b>	<b>As at 31.03.2025 AMOUNT (₹)</b>	<b>As at 31.03.2024 AMOUNT (₹)</b>
<b><u>NOTE 6 : OTHER CURRENT LIABILITIES</u></b>		
Statutory Liabilities	1,211	500
<b>TOTAL</b>	<b>1,211</b>	<b>500</b>
<b><u>NOTE 7 : SHORT TERM PROVISIONS</u></b>		
Provision for employee benefits.	-	17
Provision for Expenses	75	20,618
<b>TOTAL</b>	<b>75</b>	<b>20,634</b>

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

NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31ST MARCH, 2025

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

( ₹ In Thousand's )

PARTICULARS	Gross Block				Accumulated Depreciation				Net Block	
	As at 01-04-2024	Additions	Deletions	As at 31-03-2025	As at 01-04-2024	Provided For the year	Adjusted during the year	As at 31-03-2025	As at 31-03-2025	As at 31-03-2024
<b><u>Tangible Assets</u></b>										
Computer & Software	2,508	-	-	2,508	2,464	-	-	2,464	44	44
Furniture & Fixtures	2,041	-	-	2,041	2,038	-	-	2,038	3	3
Office Equipment	458	-	-	458	455	-	-	455	2	2
TOTAL	5,007	-	-	5,007	4,957	-	-	4,957	50	50
Previous Year	6,026	-	1,019	5,007	5,929	2	974	4,957	50	97

**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED****( CIN NO : U74140MH2008PTC353045)****NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31ST MARCH 2025****( ₹ In Thousand's )**

<b>PARTICULARS</b>	<b>As at 31.03.2025 AMOUNT (₹)</b>	<b>As at 31.03.2024 AMOUNT (₹)</b>
<b><u>NOTE 9 : DEFERRED TAX ASSETS/(LIABILITIES)</u></b>		
Opening Balances	4,037	5,150
<b>Add:</b> Impact of difference between tax depreciation and accounting depreciation	(59)	(71)
<b>Add:</b> Impact of expenditure charged to statement of profit & loss in the current year but allowed for tax purpose on payment basis	11	1,550
<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	(1,637)	(2,593)
<b>Net Deferred Tax Assets/(Liability)</b>	<b>2,352</b>	<b>4,037</b>

**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED**

**( CIN NO : U74140MH2008PTC353045)**

**NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31ST MARCH, 2025**

**NOTE 10 : TRADE RECEIVABLES**

**( ₹ In Thousand's )**

SR NO	PARTICULARS	Outstanding for following periods from due date of payment 31st March 2025					TOTAL	Outstanding for following periods from due date of payment 31st March 2024					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	34,162	-	-	-	-	34,162	43,168	-	-	-	-	43,168
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>34,162</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>34,162</b>	<b>43,168</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>43,168</b>

**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED****( CIN NO : U74140MH2008PTC353045)****NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31ST MARCH 2025****( ₹ In Thousand's )**

<b>PARTICULARS</b>	<b>As at 31.03.2025 AMOUNT (₹)</b>	<b>As at 31.03.2024 AMOUNT (₹)</b>
<b><u>NOTE 11 : CASH &amp; CASH EQUIVALENTS</u></b>		
(i) Cash in Hand	-	-
(ii) Balance with Banks		
- Kotak Mahindra Bank Ltd	245	1,753
<b>TOTAL</b>	<b>245</b>	<b>1,753</b>
<b><u>NOTE 12 : OTHER CURRENT ASSETS</u></b>		
Advance Tax & TDS (Net of Provision for Tax)	3,081	3,893
GST sett off (Unutilised C/f)	2,578	2,173
Advance to Staff	1,127	-
Prepaid Expenses	-	3,301
Advance Against Expenses	-	51
<b>TOTAL</b>	<b>6,785</b>	<b>9,418</b>

**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED****( CIN NO : U74140MH2008PTC353045)****NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31ST MARCH 2025****( ₹ In Thousand's )**

<b>PARTICULARS</b>	<b>As at 31.03.2025 AMOUNT (₹)</b>	<b>As at 31.03.2024 AMOUNT (₹)</b>
<b><u>NOTE 13 : INCOME FROM OPERATIONS</u></b>		
Digital Receipt	59,142	47,700
Retainership Fee	4,500	4,500
<b>TOTAL</b>	<b>63,642</b>	<b>52,200</b>
<b><u>NOTE 14 : OTHER INCOME</u></b>		
Interest on IT Refund	53	65
<b>TOTAL</b>	<b>53</b>	<b>65</b>
<b><u>NOTE 15 : DIRECT EXPENSES</u></b>		
Digital Charges	46,204	44,147
<b>TOTAL</b>	<b>46,204</b>	<b>44,147</b>
<b><u>NOTE 16 : EMPLOYEES BENEFITS</u></b>		
Salary, Wages, Bonus and Other Benefits	5,503	2,735
Contribution to Provident Fund, ESIC and other funds	47	53
Staff welfare expenses	68	9
<b>TOTAL</b>	<b>5,618</b>	<b>2,796</b>
<b><u>NOTE 17 : OTHER EXPENSES</u></b>		
Professional Fees Paid	308	103
Conveyance Exp	133	201
Office Rent	60	60
Auditors Remuneration	131	105
Misc. Exp	10	81
Telephone & Internet Exp	5	38
Duties & Taxes	75	5
Impairment of Fixed Assets	-	46
<b>TOTAL</b>	<b>722</b>	<b>638</b>

**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED****( CIN NO : U74140MH2008PTC353045)****NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31ST MARCH 2025****( ₹ In Thousand's )**

<b>PARTICULARS</b>	<b>As at 31.03.2025 AMOUNT (₹)</b>	<b>As at 31.03.2024 AMOUNT (₹)</b>
<b><u>NOTE 17.1 : PAYMENT TO AUDITORS</u></b>		
- Statutory Audit Fees	131.25	105.00
<b>TOTAL</b>	<b>131.25</b>	<b>105.00</b>
<b><u>NOTE 18 : EARNING PER SHARE</u></b>		
Net profit after taxation for the year	8,345	2,937
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>92.72</b>	<b>32.63</b>

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

**NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31<sup>st</sup> MARCH 2025**

**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	12.14	2.07	486.35	Due to Better Management of the cash flow
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	0.23	0.10	139.20	Due to Increase in Net profits for the year as compared to previous 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	1.65	1.01	63.75	Due to better recovery from Trade receivables
7	Trade Payable Turnover Ratio	Net Credit Purchases/Total Exp.	Average Total Trade Payables	14.52	6.82	112.88	Due to better cash flow planning & payments towards trade payables
8	Net Capital Turnover Ratio	Net Sales	Average Working Capital	1.93	2.00	-3.58	NA
9	Net Profit ratio	Net Profit	Net Sales	13.11	5.63	133.05	Due to increase in Net profits & Turnover for the year
10	Return on Capital Employed	Earnings Before Interest & Tax	Capital Employed	27.99	14.86	88.28	Due to Increase in Net profits for the year as compared to previous year
11	Return on Investment	{MV(T1) - MV(T0) - Sum[C(t)]}	{MV(T0) + Sum[W(t) * C(t)]}	-	-	-	NA

**BRAND PLANET CONSULTANTS INDIA PRIVATE LIMITED****( CIN NO : U74140MH2008PTC353045)****NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31ST MARCH 2025****Note 20. Related party disclosures :****Related parties where control exists**

Holding Company

Yaap Digital Limited (Formerly Known As : Yaap Digital Pvt Ltd)

Fellow subsidiaries

Intnt Asia Pacific Pte Ltd  
FFC Information Solution Pvt Ltd  
Oplifi Digital Private Limited  
Yaap Digital FZE  
Yaap Digital FZ LLC

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

Dorf Ketal Chemicals FZE  
Dorf Ketal Chemicals Pte Ltd  
Dorf Ketal Chemicals India Pvt Ltd  
Dorf Ketal Chemicals LLC

Key management personnel or their relatives

Mr. Anjan 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, 2025	March 31, 2024	March 31, 2025	March 31, 2024	March 31, 2025	March 31, 2024	March 31, 2025	March 31, 2024
<b>(A) Transactions</b>								
<b>Creative &amp; Designing Fee ( Net of GST)</b>								
Yaap Digital Limited (Formerly Known As : Yaap Digital Pvt Ltd)	59,142	47,700	-	-	-	-	59,142	47,700
Oplifi Digital Private Limited	-	-	-	-	-	-	-	-
Dorf Ketal Chemicals LLC	-	-	-	-	-	-	-	-
Dorf Ketal Chemicals FZE	-	-	-	-	-	-	-	-
Dorf Ketal Chemicals Pte Ltd	-	-	-	-	-	-	-	-
Dorf ketal chemicals India Pvt.Ltd	-	-	-	-	-	-	-	-
Yaap Digital FZ LLC	-	-	-	-	-	-	-	-
<b>Directors Remuneration</b>								
Anjay Roy	4,484	-	-	-	-	-	4,484	-
<b>Travelling Expense</b>								
Yaap Digital Limited (Formerly Known As : Yaap Digital Pvt Ltd)	-	-	-	-	-	-	-	-
<b>Rent Paid</b>								
Mr. Sudhir Menon	-	-	-	-	30	30	30	30
Mr. Subhodh Menon	-	-	-	-	30	30	30	30
<b>Reimbursement of Insurance Expense</b>								
Yaap Digital Limited (Formerly Known As : Yaap Digital Pvt Ltd)	-	-	-	-	-	-	-	-
Yaap Digital FZ LLC	-	-	-	-	-	-	-	-
<b>(B) Outstanding balances at the year end</b>								
<b>Trade Receivable</b>								
Yaap Digital Limited (Formerly Known As : Yaap Digital Pvt Ltd)	33,352	42,021	-	-	-	-	33,352	42,021
FFC Information Solution Pvt Ltd	-	-	-	-	-	-	-	-
Intnt Asia Pacific Pte Ltd	-	-	-	-	-	-	-	-
Oplifi Digital Private Limited	-	-	-	-	-	-	-	-
Dorf Ketal Chemicals LLC	-	-	-	-	-	-	-	-
Dorf Ketal Chemicals FZE	-	-	-	-	-	-	-	-
Yaap Digital FZ LLC	-	-	-	-	-	-	-	-
<b>Trade Payable</b>								
Yaap Digital Limited (Formerly Known As : Yaap Digital Pvt Ltd)	-	-	-	-	-	-	-	-
FFC Information Solution Pvt Ltd	-	-	-	-	-	-	-	-
Intnt Asia Pacific Pte Ltd	-	-	-	-	-	-	-	-
Oplifi Digital Private Limited	-	-	-	-	-	-	-	-
Yaap Digital 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 2025**

**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. 52,875/- (Previous year Rs. 86,625/-) 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 31ST March, 2025 (based on projected Unit Credit Method), the Company has not made the Actuarial Valuation from the period from April 2024 to March 2025. The Details given are based on the previous year figures and actual amounts paid or provided during the current year.

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

Particulars	(Amt in '000)	(Amt in '000)
	As At 31st March 2025	As At 31st March 2024
Present Value of Defined Benefit Obligation - Opening	678	712
Interest Cost	49	52
Current Service cost	25	61
Benefits Paid	-344	
Actuarial (gain)/loss on obligation	-54	-148
<b>Present Value of Defined Benefit Obligation - Closing</b>	<b>355</b>	<b>678</b>

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

Particulars	(Amt in '000)	(Amt in '000)
	As At 31st March 2025	As At 31st March 2024
Present Value of Defined Benefit Obligation	355	678
Fair Value of plan assets	-	-
<b>Net asset/ (Liability) remained to be recognised in balance sheet</b>	<b>-355</b>	<b>-678</b>

**III Component of employer's expenses**

Particulars	(Amt in '000)	(Amt in '000)
	As At 31st March 2025	As At 31st March 2024
Current service cost	25	61
Interest Cost	49	52
Expected return on plan asset	0	0
<b>Net Actuarial (Gain) or Loss</b>	<b>-54</b>	<b>-148</b>
<b>Expenses recognised in Statement of Profit and Losses</b>	<b>20</b>	<b>-34</b>

**IV Actuary Gain/(Loss)**

Particulars	(Amt in '000)	(Amt in '000)
	As At 31st March 2025	As At 31st March 2024
Present value of defined benefit obligation	355	678
Fair Value of plan assets	0	0
Experience adjustment on plan Liabilities (loss)/ gain	54	148
<b>Experience adjustment on plan Assets (loss)/ gain</b>	<b>0</b>	<b>0</b>

**V Actuarial assumptions**

Particulars	As At 31st March 2025	As At 31st March 2024
Mortality Table	IALM (2006 - 08)	IALM (2006 - 08)
Discount Rate	7.28%	7.22%
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 2025

### 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 2025 are as under :

	(Amt in '000)	(Amt in '000)
	31st March 2025	31st March 2024
Description	(Rupees)	(Rupees)
(i) Principal amount remaining unpaid as on 31st March 2025	-	-
(ii) Interest due thereon as on 31st March 2025	-	-
(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 2025	-	-
(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 2025	31st March 2024
	(Rupees)	(Rupees)
Exports of Services	-	-
	-	-

### Note 24

#### Expenditure in foreign currency (accrual basis)

	(Amt in '000)	(Amt in '000)
	31st March 2025	31st March 2024
	(Rupees)	(Rupees)
a. Travelling Expenses	-	-
b. Software Expenses	-	2
c. Creative and Designing	-	-
	0	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)			
	31st March 2025		31st March 2024	
	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 2025**

**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 necessary 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, there is no supplier whose balance is overdue outstanding at the year ended which has been identified, as being covered under Micro, Small & Medium Enterprises Development Act, 2006. We have been informed that all the outstanding balances of the parties covered under Micro and Small Enterprises referred to in the said Act has been paid within the due time and there are no reportable outstanding amount of such parties at the year ended.
- V. The Company has debtors balances outstanding for ₹ 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 2025**

- 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 not availed any loan from any bank or financial institutions or any lender for which the company need to register due charges with ROC.
- XV. The Key employee of the company has been allotted equity shares of the holding company “ Yaap Digital Limited under the ESOP 2016 Policy of the Group. The beneficial employee of the company has paid the face value of the equity share to Yaap employee Welfare Trust ( A special vehicle of the group for the ESOP Purposes) which has made the payment to the holding company towards the allotment of the equity shares. The amount payable over and above the face value of the equity shares ie the security premium (as per the then valuation of the equity shares of the holding company) has been taken as part of the perquisites of that employee and paid to the holding company directly by the company. During the year Rs 44.84 lakhs has been paid as employee compensation towards the issue of the equity shares by the holding company.
- XVI. Current Tax has been 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.

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

**NOTES TO FINANCIAL STATEMENT FOR THE YEAR ENDED 31<sup>ST</sup> MARCH 2025**

The Company is entitled to create deferred tax as at 31<sup>st</sup> March 2025 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.

XVII. 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.

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

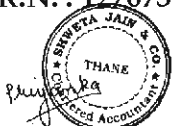
Notes from "1 " to " 27 " form an integral part of the Accounts.

As per our Report of even date attached

**For SHWETA JAIN & CO.**

CHARTERED ACCOUNTANTS

F.R.N. : 127673W



**PRIYANKA JAJU**

(Partner)

Membership No : 416197

Place : Mumbai

Dated : 27th June 2025

UDIN : 25416197BMJHBJ1679



For and on behalf of the Board

SUDHIR MENON

Director

DIN- 02487658

Date : 27th June 2025

ATUL HEGDE

Director

DIN- 02699927

Date : 27th June 2025