

12th Annual Report

Financial Year
2020-21

VALUE 360 COMMUNICATIONS PRIVATE LIMITED
CIN: U22222DL2009PTC189466

Directors

Kunal Kishore (DIN: 00634724)
Gaurav Patra (DIN: 02551958)
Manisha Chaudhary (DIN: 00634739)

Statutory Auditor

Raj K. Sri & Co.
202A, Arunachal Building, Barakhambha Road,
New Delhi, 110001, India

Registered Office

43A, Okhla Industrial Estate, Phase III,
South Delhi, New Delhi, 110020, India

SHORTER NOTICE OF ANNUAL GENERAL MEETING

Shorter Notice is hereby given that the 12th Annual General Meeting of the Members of Value 360 Communications Private Limited will be held on Tuesday, the 30th Day of November, 2021 at 04:00 P.M. at the Registered Office of the Company at 43A, Okhla Industrial Estate, Phase III New Delhi-110020, to transact the following businesses:

Ordinary Business:

1. To receive, consider, approve and adopt the audited Balance Sheet as at March 31, 2021 and Statement of Profit and Loss Account for the year ended on that date together with the reports of the Directors and the Auditors thereon.

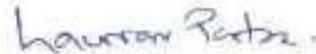
Place: New Delhi

Date: 30/11/2021

By Order of the Board of Directors
For Value 360 Communications Private Limited



KUNAL KISHORE
(Managing Director)
DIN: 00634724



GAURAV PATRA
(Director)
DIN: 02551958

Value 360 Communications Pvt. Ltd.

Head Office: 43-A, Ground Floor, Okhla Industrial Estate, Phase-3 New Delhi- 110020 **T:**+91 11 4665 8888

E: info@value360india.com **CIN:** U22222DL2009PTC189466 **GSTIN/UIN:** 07AADCV0015E1ZX

MUMBAI BRANCH: 401, Shivraj Heights, 14th Road Off Linking Road, Behind Rajkumar Jewelers, Khar West, Mumbai - 400052

GSTIN/UIN: 27AADCV0015E1ZV

BANGALORE BRANCH: 5th Floor, Cobalt Building, 46/1, Church St, Shanthala Nagar, Ashok Nagar, Bengaluru, Karnataka 560001

GSTIN/UIN: 29AADCV0015E1ZR



NOTES:

1. A MEMBER ENTITLED TO ATTEND AND VOTE AT THE MEETING IS ENTITLED TO APPOINT A PROXY TO ATTEND AND VOTE INSTEAD OF HIMSELF/HERSELF. THE PROXY SO APPOINTED NEED NOT BE A MEMBER OF THE COMPANY.
2. THE INSTRUMENT APPOINTING A PROXY, SHOULD HOWEVER BE DEPOSITED AT THE REGISTERED OFFICE OF THE COMPANY, NOT LESS THAN 48 HOURS BEFORE THE COMMENCEMENT OF THE MEETING.

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BOARD'S REPORT

Dear Members,

Your Directors have pleasure in presenting the first Annual Report on the affairs of the Company together with the Audited Statement of Accounts for the year ended on 31st March, 2021.

1. FINANCIAL SUMMARY OR PERFORMANCE OF THE COMPANY:

(Amount in INR)

PARTICULARS	2020-21	2019-20
Net Revenue from operations	24,39,24,923.00	26,27,04,503.00
Other Income	18,36,844.00	-
Total Income	24,57,61,767.00	26,27,04,503.00
Expenses	23,80,15,923.00	23,01,68,049.00
Profit Before Depreciation and Tax	77,45,844.00	3,25,36,454.00
Depreciation	13,11,992.00	15,95,348.00
Profit Before Tax (PBT)	64,33,852.00	3,09,41,106.00
Current Tax	55,17,505.00	1,14,98,874.00
Deferred Tax	(25,958.00)	(61,760.00)
Profit After Tax	9,42,305.00	1,95,03,992.00
Balance Carried forward to Balance Sheet	9,42,305.00	1,95,03,992.00

2. OPERATIONS

The Company has reported a total Income of ₹ 24,57,61,767.00, for the financial year ended on 31st March, 2021 as compared to ₹ 26,27,04,503.00 in previous financial year and has earned a Net profit of ₹ 9,42,305.00 during the current financial year as compared to profit of ₹ 1,95,03,992.00 in the previous financial year.

3. TRANSFER TO RESERVES

The Company has transferred ₹ 9,42,305.00 to Reserves and Surplus.

4. DIVIDEND

No dividend has been recommended for the year under review.

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GSTIN/UIN: 27AADCV0015E12V

BANGALORE BRANCH: 5th Floor, Cobalt Building, 46/1, Church St, Shanthala Nagar, Ashok Nagar, Bengaluru, Karnataka 560001

GSTIN/UIN: 29AADCV0015E12R



5. MATERIAL CHANGES BETWEEN THE DATE OF THE BOARD REPORT AND END OF FINANCIAL YEAR 2020-21.

There have been no material changes and commitments, affecting the financial position of the Company which have occurred between the end of the financial year of the Company to which the financial statements relate and the date of the present report.

6. SIGNIFICANT AND MATERIAL ORDERS PASSED BY THE REGULATORS OR COURTS OR TRIBUNALS IMPACTING THE GOING CONCERN STATUS AND COMPANY'S OPERATIONS IN FUTURE.

During the year under review, there has been no significant and material order passed by the regulators or courts or tribunals impacting the going concern status and Company's operations in future.

7. SUBSIDIARIES, ASSOCIATES AND JOINT VENTURE COMPANIES:

Smartube Entertainment Private Limited and Popkorn PR Plus Communication Private Limited, both are Subsidiaries of the Company.

8. RISK MANAGEMENT POLICY

Risk Management is an integral part of the Company's business strategy. The Board reviews compliance with risk policies, monitors risk tolerance limits, reviews and analyzes risk exposure related to specific issues and provides oversight of risk across the organization. The Board nurtures a healthy and independent risk management function to inculcate a strong risk management culture in the Company.

9. STATUTORY AUDITOR & AUDIT REPORT

The Members of the Company at its 08th Annual General Meeting of the Company held on 29/09/2017, approved the appointment of M/s. Raj K Sri & Co, Chartered Accountants, having Firm Registration No. 014141N as Statutory Auditors of the Company to hold office till the conclusion of Annual General Meeting of the Company to be held in the year 2022.

Further, there are no qualifications or observations or remarks made by the Auditors in their Report for the financial year ended on 31st March, 2021.

10. CHANGE IN THE NATURE OF BUSINESS

There is no change in the nature of the business of the Company.

11. DETAILS OF DIRECTORS OR KEY MANAGERIAL PERSONNEL (KMPs)

During the year under review, Mr. Kunal Kishore, bearing DIN 00634724, has been promoted to Managing Director from Director by changing the designation.

12. DEPOSITS

The Company has not invited/ accepted any deposits from the public during the year ended March 31, 2021. There were no unclaimed or unpaid deposits as on March 31, 2021.

13. CONSERVATION OF ENERGY, TECHNOLOGY ABSORPTION, FOREIGN EXCHANGE EARNINGS AND OUTGO

The information on conservation of energy, technology absorption and foreign exchange earnings and outgo stipulated under Section 134(3) (m) of the Companies Act, 2013 read with Rule, 8 of The Companies (Accounts) Rules, 2014, is annexed herewith as "Annexure A".

14. CORPORATE SOCIAL RESPONSIBILITY

The Company is not required to constitute a Corporate Social Responsibility Committee as it does not fall within purview of Section 135(1) of the Companies Act, 2013 and hence it is not required to formulate policy on corporate social responsibility.

15. NUMBER OF MEETING OF THE BOARD

During the financial year 2020-21, the Board of Directors met 6 times viz. on 14/04/2020, 01/07/2020, 07/09/2020, 06/12/2020, 15/01/2020 and 02/02/2021.

16. DIRECTORS' RESPONSIBILITY STATEMENT

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

- (i) In the preparation of the annual accounts for the financial year ended on 31st March, 2021, the applicable accounting standards had been followed along with proper explanation relating to material departures;
- (ii) the Directors had selected such accounting policies and applied them consistently and made judgments and estimates that are reasonable and prudent so as to give a true and fair view of the state of affairs of the Company as at March 31, 2021 and of the profit and loss of the Company for that period;
- (iii) the Directors had taken proper and sufficient care for the maintenance of adequate accounting records in accordance with the provisions of the Companies Act, 2013 for

safeguarding the assets of the Company and for preventing and detecting fraud and other irregularities;

- (iv) the Directors had prepared the annual accounts on a going concern basis; and
- (v) the Directors had devised proper systems to ensure compliance with the provisions of all applicable laws and that such systems were adequate and operating effectively.

17. FRAUD REPORTING

There was no fraud reported by the Auditors of the Company under Section 143(12) of the Companies Act, 2013 to the Board of Directors during the year under review.

18. DECLARATION BY INDEPENDENT DIRECTORS

The Company was not required to appoint Independent Directors under Section 149(4) and Rule 4 of the Companies (Appointment and Qualification of Directors) Rules, 2014 hence no declaration has been obtained.

19. COMPANY'S POLICY ON DIRECTORS' APPOINTMENT AND REMUNERATION INCLUDING CRITERIA FOR DETERMINING QUALIFICATIONS, POSITIVE ATTRIBUTES, INDEPENDENCE OF A DIRECTOR AND OTHER MATTERS PROVIDED UNDER SUB-SECTION (3) OF SECTION 178;

The Company, being a Private Limited Company was not required to constitute a Nomination and Remuneration Committee under Section 178(1) of the Companies Act, 2013 and Rule 6 of the Companies (Meetings of Board and its Powers) Rules, 2014 and Stakeholders Relationship Committee under Section 178(5) of the Companies Act, 2013.

20. PARTICULARS OF CONTRACTS OR ARRANGEMENTS MADE WITH RELATED PARTIES

There was no material contract or arrangement made with related parties as defined under Section 188 of the Companies Act, 2013 during the year under review.

21. PARTICULARS OF LOANS, GUARANTEES OR INVESTMENTS UNDER SECTION 186 OF COMPANIES ACT, 2013

During the year under review, the Company has not advanced any loans/ given guarantees/ made investments under Section 186 of Companies Act, 2013.

22. PARTICULARS OF EMPLOYEES

None of the employees has received remuneration exceeding the limit as stated in rule 5(2) of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014.

23. INTERNAL CONTROL SYSTEMS AND INTERNAL FINANCIAL CONTROL

The Company has an Internal Financial Control that are adequate and were operating effectively, internal financial control means the policies and procedures adopted by the company for ensuring the orderly and efficient conduct of its business, including adherence to company's policies, the safeguarding of its assets, the prevention and detection of frauds and errors, the accuracy and completeness of the accounting records, and the timely preparation of reliable financial information.

24. COMPLAINTS RELATING TO SEXUAL HARASSMENT

During the year under review, no complaint/cases have been received or reported pursuant to the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013.

25. MAINTAINENCEOF COST RECORDS

The Company was not required to maintain Cost records as specified by the Central Government as Section 148(1) of the Companies Act, 2013 is not applicable to the Company.

26. EXTRACT OF ANNUAL RETURN

Pursuant to provisions of Section 134(1) of the Companies Act, 2013, extract of annual return as provided under Section 92(3) is appended as in "Annexure-B".

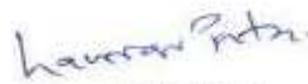
27. APPRECIATION

Your Directors wish to place on record their deep appreciation for the continued support of Clients, bankers, staff of the Company and other government authorities.

Place: New Delhi
Date: 30/11/2021

By Order of the Board of Directors
For Value 360 Communications Private Limited


KUNAL KISHORE
(Managing Director)
DIN: 00634724


GAURAV PATRA
(Director)
DIN: 02551958

ANNEXURE – A

Information under Section 134(3) (m) of the Companies Act, 2013 read with rule 8(3) the Companies (Accounts) Rules, 2014 and forming part of the Report of the Directors

A. Conservation of energy-

1. the steps taken or impact on conservation of energy:

The Company undertakes on regular basis, steps suggested by the staff of the Company and workers for optimizing production as a measure of Conservation of Energy.

2. the steps taken by the Company for utilizing alternate sources of energy: NIL

3. the capital investment on energy conservation equipments: NIL

B. Technology absorption-

1. the efforts made towards technology absorption

The Company is having continuous access to latest technologies to keep abreast with the latest developments taking place and update the technology to meet the ever changing needs of the markets.

2. the benefits derived like product improvement, cost reduction, product development or import substitution: N.A.

3. in case of imported technology (Imported during the last three years reckoned from the beginning of the financial year): N.A.

4. the expenditure incurred on Research and Development: NIL

C. Foreign exchange Earnings - NIL

D. Foreign exchange Outgo-NIL

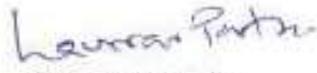
Place: New Delhi

Date: 30/11/2021

By Order of the Board of Directors
 For Value 360 Communications Private Limited



KUNAL KISHORE
 (Managing Director)
 DIN: 00634724



GAURAV PATRA
 (Director)
 DIN: 02551958

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RAJ K SRI & CO.
Chartered Accountants

202A, Arunachal Building, Barakhamba Road, New Delhi-110001
Tel. No.8860942138 E-mail:casumitskg@gmail.com

INDEPENDENT AUDITOR'S REPORT

To the Members of
VALUE 360 COMMUNICATIONS PRIVATE LIMITED.

Report on the Audit of the Financial Statements

Opinion

We have audited the Financial Statements of VALUE 360 COMMUNICATIONS PRIVATE LIMITED ("the Company"), which comprise the balance sheet as at 31st March 2021, and the statement of profit and loss, (*statement of changes in equity*) and statement of cash flows for the year then ended, and notes to the Financial Statements, including a summary of significant accounting policies and other explanatory information [hereinafter referred to as "the Financial Statements"].

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 March 31, 2021, and its profit/loss, (*changes in equity*) and its cash flows for the year ended on that date.

Basis for Opinion

We conducted our audit of the Financial Statements in accordance with the Standards on Auditing (SAs) specified under section 143(10) of the Companies Act, 2013. Our responsibilities under those Standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Company in accordance with the *Code of Ethics* issued by the Institute of Chartered Accountants of India together with the ethical requirements that are relevant to our audit of the Financial Statements under the provisions of the Companies Act, 2013 and the Rules thereunder, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the Code of Ethics. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

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

The Company's Board of Directors is responsible for the other information. The other information comprises the [information included in the X report, but does not include the Financial Statements and our auditor's 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.

In connection with our audit of the Financial Statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the Financial Statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Management's Responsibility for the Financial Statements

The Company's Board of Directors is responsible for the matters stated in section 134(5) of the Companies Act, 2013 ("the Act") with respect to the preparation of these Financial Statements that give a true and fair view of the financial position, financial performance, (*changes in equity*) and cash flows of the Company in accordance with the accounting principles generally accepted in India, including the accounting Standards specified under section 133 of the Act. This responsibility



also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding of the assets of the Company and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and design, implementation and maintenance of adequate internal financial controls, that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the Financial Statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the Financial Statements, 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 Board of Directors either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so. Those Board of Directors are also responsible for overseeing the Company's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

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

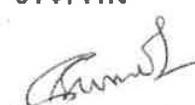
As part of an audit in accordance with SAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- a. Identify and assess the risks of material misstatement of the Financial Statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- b. Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under section 143(3)(i) of the Companies Act, 2013, we are also responsible for expressing our opinion on whether the company has adequate internal financial controls system in place and the operating effectiveness of such controls
- c. Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- d. Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the Financial Statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- e. Evaluate the overall presentation, structure and content of the Financial Statements, including the disclosures, and whether the Financial Statements represent the underlying transactions



- (f) On the basis of the written representations received from the directors as on 31st March, 2021 taken on record by the Board of Directors, none of the directors is disqualified as on 31st March, 2021 from being appointed as a director in terms of Section 164(2) of the Act.
- (g) Since the Company's turnover as per last audited Financial Statements is less than Rs.50 Crores and its borrowings from banks and financial institutions at any time during the year is less than Rs.25 Crores, the Company is exempted from getting an audit opinion with respect to the adequacy of the internal financial controls over financial reporting of the company and the operating effectiveness of such controls vide notification dated June 13, 2017;
- (h) With respect to the other matters to be included in the Auditor's Report in accordance with Rule 11 of the Companies (Audit and Auditors) Rules, 2014, in our opinion and to the best of our information and according to the explanations given to us:
- i. The Company does not have any pending litigations which would impact its financial position.
 - ii. The Company did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses.
 - iii. There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Company.

for RAJ K SRI AND CO
Chartered Accountants
014141N


SUMIT KUMAR GUPTA
M.No. 529461
Partner



Place : NEW DELHI
Date : 30.11.2021

UJIN: 22529461A AAAAY1710

and events in a manner that achieves fair presentation.

Materiality is the magnitude of misstatements in the Financial Statements that, individually or in aggregate, makes it probable that the economic decisions of a reasonably knowledgeable user of the Financial Statements may be influenced. We consider quantitative materiality and qualitative factors in

- (i) Planning the scope of our audit work and in evaluating the results of our work; and
- (ii) to evaluate the effect of any identified misstatements in the Financial Statements.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

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

Report on Other Legal and Regulatory Requirements

1. As required by the Companies (Auditor's Report) Order, 2016 ("the Order"), issued by the Central Government of India in terms of sub-section (11) of section 143 of the Companies Act, 2013, we give in the Annexure a statement on the matters specified in paragraphs 3 and 4 of the Order, to the extent applicable.
2. As required by Section 143(3) of the Act, we report that:
 - (a) We have sought and obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of our audit.
 - (b) In our opinion, proper books of account as required by law have been kept by the Company so far as it appears from our examination of those books [*and proper returns adequate for the purposes of our audit have been received from the branches not visited by us*]
 - (c) [*The reports on the accounts of the branch offices of the Company audited under Section 143(8) of the Act by branch auditors have been sent to us and have been properly dealt with by us in preparing this report.*]
 - (d) The Balance Sheet, the Statement of Profit and Loss, (the Statement of Changes in Equity) and the Cash Flow Statement dealt with by this Report are in agreement with the books of account [*and with the returns received from the branches not visited by us*].
 - (e) In our opinion, the aforesaid Financial Statements comply with the Accounting Standards specified under Section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014.



ANNEXURE TO THE AUDITORS' REPORT

The Annexure referred to in our report to the members of VALUE 360 COMMUNICATIONS PRIVATE LIMITED for the year ended 31st March, 2021.

On the basis of the information and explanation given to us during the course of our audit, we report that:

1. (a) The company has maintained proper records showing full particulars including quantitative details and situation of its fixed assets.
(b) These fixed assets have been physically verified by the management at reasonable intervals there was no Material discrepancies were noticed on such verification.
(c) Total Assets of company includes Immovable property also and the title deeds of immovable properties are held in the name of the company.
2. NO Physical inventory with the company.
3. The company has granted loans secured or unsecured to companies, firms, Limited Liability Partnerships or other parties covered in the register maintained under section 189 of the Companies Act, 2013.
(a) All terms and conditions are as per the benefits of company and are not prejudicial to the company's Interest.
(b) Schedule of repayment of principal and interest has been stipulated and receipts are regular.
(c) There is no such amount which is overdue more than 90 Days of above mentioned loan.
4. In respect of loans, investments, guarantees, and security all mandatory provisions of section 185 and 186 of the Companies Act, 2013 have been complied with.
5. The company has not accepted any deposits.
6. Maintenance of cost records has not been specified by the Central Government under sub-section (1) of section 148 of the Companies Act, 2013.
7. (a) The company is regular in depositing undisputed statutory dues including provident fund, Employee's state insurance, income-tax, sales-tax, service tax, duty of customs, duty of excise, value added tax, cess and any other statutory dues to the appropriate authorities.
(b) Dues of income tax or sales tax or service tax or duty of customs or duty of excise or value added tax have been deposited on time there is no dispute is pending on the part of company.
8. The company hasn't made any default in repayment of loans or borrowing to a financial institution, bank, Government or dues to debenture holders.
9. The company doesn't raise any money by way of initial public offer or further public offer (including debt instruments)
10. Neither company has done any fraud nor by its officers or employees so nothing to be disclosed separately.



11. Managerial remuneration has been paid or provided in accordance with the requisite approvals Mandated by the provisions of section 197 read with Schedule V to the Companies Act.
12. Company is not a Nidhi Company hence nothing to be disclosed for any provisions applicable on Nidhi Company.
13. All transactions with the related parties are in compliance with sections 177 and 188 of Companies Act, 2013 where applicable and the details have been disclosed in the Financial Statements etc. as required by the applicable accounting standards;
14. The company hasn't made any preferential allotment or private placement of shares or fully or partly convertible debentures during the year.
15. The company hasn't entered into any non-cash transactions with directors or persons connected with him.
16. The company is not required to be registered under section 45-IA of the Reserve Bank of India Act, 1934.

for **RAJ K SRI AND CO**
Chartered Accountants



SUMIT KUMAR GUPTA
Partner
M.No.- 529461

Place : **NEW DELHI**
Date : **30.11.2021**

VALUE 360 COMMUNICATIONS PVT. LTD.
BALANCE SHEET AS ON 31ST March 2021
CIN NO.U22222DL2009PTC189466

(Currency: INR)

Particulars	Note No.	As at 31 March, 2021	As at 31 March, 2020
A EQUITY AND LIABILITIES			
1 Shareholders' funds			
(a) Share Capital	3	100,000	100,000
(b) Reserves and Surplus	4	45,458,121	44,515,816
2 Non-Current Liabilities			
(a) Long-Term Loans	5	78,344,571	87,787,421
(b) Long-Term Provisions		-	-
3 Current liabilities			
(a) Trade Payables	6	21,059,544	18,686,917
(b) Other Current Liabilities	7	16,427,373	34,871,369
(c) Short-Term Provisions	8	5,517,505	11,498,874
TOTAL		166,907,114	197,460,396
B ASSETS			
1 Non-Current Assets			
(a) Fixed Assets			
(i) Tangible Assets	10	3,176,078	4,120,122
(ii) Intangible Assets			
(b) Non-current Investment		5,111,831	5,111,831
(c) Deferred Tax Assets (net)	20	865,480	839,522
(c) Other Non-Current Assets		-	-
2 Current assets			
(a) Trade Receivables & Security Deposited	11	81,552,230	81,263,267
(b) Cash and Cash Equivalents	12	12,605,816	21,727,556
(c) Short-Term Loans and Advances	13	63,595,679	84,398,098
TOTAL		166,907,114	197,460,396

For **RAJ K SRI & CO.**
Chartered Accountants
FRN - 0014141N

Sumit Kumar Gupta
Partner

M.No. 529461
Place : New Delhi
Date : 30.11.2021

UDIN: 22529461AAAAAY1710

On behalf of the Board of Directors

Kunal Kishore
Director
Din No. 00634724

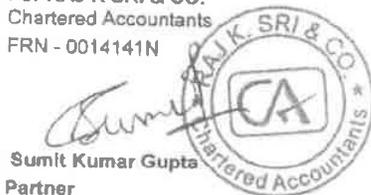
Gaurav Patra
Director
Din No.02551958

VALUE 360 COMMUNICATIONS PVT. LTD.
Profit and Loss for the year ended 31 March 2021
CIN NO. U22222DL2009PTC189466

(Currency: INR)

Particulars	Note No.	For the year ended 31 March, 2021	For the year ended 31 March, 2020
1 Revenue from Operations	14	243,924,923	262,704,503
2 Other Income	15	1,836,844	-
3 Total Revenue (1+2)		245,761,767	262,704,503
4 Expenses			
(a) Employee Benefits Expense	16	131,021,232	129,660,682
(b) Finance Costs	17	12,287,130	8,529,727
(c) Marketing\Business Promotion Expense	18	10,233,231	9,349,424
(d) Other Expenses	19	84,474,330	82,628,216
(e) Depreciation and Amortisation Expense	10	1,311,992	1,595,348
Total Expenses		239,327,915	231,763,397
5 Profit / (Loss) before Exceptional and Extraordinary Items and Tax (3 - 4)		6,433,852	30,941,106
6 Exceptional Items			
7 Profit / (Loss) before Extraordinary Items and Tax (5 + 6)		6,433,852	30,941,106
8 Extraordinary Items			
9 Profit / (Loss) before Tax (7 + 8)		6,433,852	30,941,106
10 Tax expense:			
(a) Current Tax Expense for Current Year		5,517,505	11,498,874
(b) Current Tax Expense Relating to Prior Years			
(c) Deferred Tax		(25,958)	(61,760)
Total Tax Expenses		5,491,547	11,437,114
11 Profit / (Loss) From Continuing Operations (9 +10)		942,305	19,503,992
12 Earnings per share (of Rs.10/- each):			
Basic and Diluted		94	1,950

For RAJ K SRI & CO.
Chartered Accountants
FRN - 0014141N



Sumit Kumar Gupta
Partner
M.No. 529461
Place : New Delhi
Date : 30.11.2021

On behalf of the Board of Directors

Kunal Kishore
Director
Din No. 00634774

Gaurav Patra
Director
Din No.02551958

VALUE 360 COMMUNICATIONS PVT. LTD.
Statement of Cash Flows for the year ended 31 March, 2021
CIN NO. U22222DL2009PTC189466

(Currency: INR)

	Year ended 31-Mar-2021	Year ended 31-Mar-2020
A. Cash flow from Operating activities		
Profit before Tax	6,433,852	30,941,106
Adjustments for:		
Depreciation and amortisation expense	1,311,992	1,595,348
Interest expense	12,287,130	8,529,727
Operating Profit before working capital changes	20,032,974	41,066,181
Adjustments for:		
(Increase)/Decrease in trade and other receivables	(288,964)	(17,584,395)
Increase/(Decrease) in trade and other payables	(16,071,369)	(6,887,321)
Cash generated from Operations	3,672,641	16,584,465
Direct taxes paid (net)	5,922,445	(18,694,741)
Net cash flow from/(used in) Operating activities	(A) 9,595,086	(2,110,276)
B. Cash flow from Investing activities		
Purchase of fixed assets	(367,947)	(1,141,892)
Loan & advances given/received	390,000	-
Loan & Advances Given to staff	100,000	-
Rent security & others	2,891,100	(2,558,120)
Non Current Investment		
Net cash flow from/(used in) Investing activities	(B) 3,013,153	(4,100,012)
C. Cash flow from Financing activities		
Proceeds from long term loan	(9,442,850)	30527245
Interest paid	(12,287,130)	(8,529,727)
Net cash flow from/(used in) Financing activities	(C) (21,729,980)	21,997,518
Net Cash flow / (outflow) during the year	(A+B+C) (9,121,741)	15,787,230
Cash and Cash equivalents at the beginning of the year	21,727,556	5,940,326
Cash and Cash equivalents at the end of the year	12,605,816	21,727,556
Add: Fixed deposits having maturity exceeding three months		
Cash and Bank balances at the end of the year	12,605,816	21,727,556

Note:

1 Cash and Bank balances include the following balance sheet amounts:

Particulars	31-Mar-21	31-Mar-20
Cash in hand	308,257	1,791,130
Balances with bank in current account	12,297,559	19,936,426
Cash and Bank balances at the end of the year	12,605,816	21,727,556

2 Previous year's figures are regrouped, rearranged or recast, wherever considered necessary to conform to current year's classification.

As per our audit report of even date attached.

For RAJ K SRI & CO.

Chartered Accountants

FRN: 001589N

Sanjit Kumar Gupta

Partner

M.No. 529461

Place : New Delhi

Date : 30.11.2021

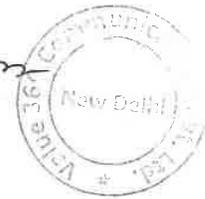
On behalf of the Board of Directors


Anil Kishore
Director

Din No.00634724


Gaurav Patra
Director

Din No.02551958



2.8 Borrowing Costs

Borrowing costs include interest, amortisation of ancillary costs incurred and exchange differences arising from foreign currency borrowings to the extent they are regarded as an adjustment to the interest cost. Costs in connection with the borrowing of funds to the extent not directly related to the acquisition of qualifying assets are charged to the Statement of Profit and Loss over the tenure of the loan. Borrowing costs, allocated to and utilised for qualifying assets, pertaining to the period from commencement of activities relating to construction / development of the qualifying asset upto the date of capitalisation of such asset is added to the cost of the assets. Capitalisation of borrowing costs is suspended and charged to the Statement of Profit and Loss during extended periods when active development activity on the qualifying assets is interrupted.

2.9 Segment Reporting

The Company identifies primary segments based on the dominant source, nature of risks and returns and the internal organisation and management structure. The operating segments are the segments for which separate financial information is available and for which operating profit/loss amounts are evaluated regularly. However, there is only one reporting segment during the year under review.

2.10 Earnings per Share

Basic earnings per share is computed by dividing the profit / (loss) after tax (including the post tax effect of extraordinary items, if any) by the weighted average number of equity shares outstanding during the year. Diluted earnings per share is computed by dividing the profit / (loss) after tax (including the post tax effect of extraordinary items, if any) as adjusted for dividend, interest and other charges to expense or income relating to the dilutive potential equity shares, by the weighted average number of equity shares considered for deriving basic earnings per share and the weighted average number of equity shares which could have been issued on the conversion of all dilutive potential equity shares.

2.11 Taxes on Income

Current tax is the amount of tax payable on the taxable income for the year as determined in accordance with the provisions of the Income Tax Act, 1961.

Minimum Alternate Tax (MAT) paid in accordance with the tax laws, which gives future economic benefits in the form of adjustment to future income tax liability, is considered as an asset if there is convincing evidence that the Company will pay normal income tax. Accordingly, MAT is recognised as an asset in the Balance Sheet when it is probable that future economic benefit associated with it will flow to the Company.

Deferred tax is recognised on timing differences, being the differences between the taxable income and the accounting income that originate in one period and are capable of reversal in one or more subsequent periods. Deferred tax is measured using the tax rates and the tax laws enacted or substantially enacted as at the reporting date. Deferred tax liabilities are recognised for all timing differences. Deferred tax assets in respect of unabsorbed depreciation and carry forward of losses are recognised only if there is virtual certainty that there will be sufficient future taxable income available to realise such assets. Deferred tax assets are recognised for timing differences of other items only to the extent that reasonable certainty exists that sufficient future taxable income will be available against which these can be realised. Deferred tax assets and liabilities are offset if such items relate to taxes on income levied by the same governing tax laws and the Company has a legally enforceable right for such set off. Deferred tax assets are reviewed at each Balance Sheet date for their realisability.

Current and deferred tax relating to items directly recognised in equity are recognised in equity and not in the Statement of Profit and Loss.

2.12 Impairment of Assets

The carrying values of assets / cash generating units at each Balance Sheet date are reviewed for impairment. If any indication of impairment exists, the recoverable amount of such assets is estimated and impairment is recognised, if the carrying amount of these assets exceeds their recoverable amount. The recoverable amount is the greater of the net selling price and their value in use. Value in use is arrived at by discounting the future cash flows to their present value based on an appropriate discount factor. When there is indication that an impairment loss recognised for an asset in earlier accounting periods no longer exists or may have decreased, such reversal of impairment loss is recognised in the Statement of Profit and Loss, except in case of revalued assets.

2.13 Foreign Currency Transactions

Foreign currency transactions are recorded at the exchange rates prevailing on the date of the transaction. Gains and losses arising out of subsequent fluctuations are accounted for on actual payment or realisation. Monetary items denominated in foreign currency as at the Balance Sheet date are converted at the exchange rates prevailing on that date. Exchange differences are recognised in the Statement of Profit and Loss.

2.14 Provisions and Contingencies

A provision is recognised when the Company has a present obligation as a result of past events and it is probable that an outflow of resources will be required to settle the obligation in respect of which a reliable estimate can be made. Provisions (excluding retirement benefits) are not discounted to their present value and are determined based on the best estimate required to settle the obligation at the Balance Sheet date. These are reviewed at each Balance Sheet date and adjusted to reflect the current best estimates. Contingent liabilities are disclosed in the Notes.



VALUE 360 COMMUNICATIONS PVT. LTD.
Notes Forming Part of the Financial Statements

Note	Particulars														
1	Corporate Information The company is engaged in Public Relation Services.														
2	Significant Accounting Policies														
2.1	Basis of Accounting and Preparation of Financial Statements The financial statements of the Company have been prepared in accordance with the Generally Accepted Accounting Principles in India (Indian GAAP) to comply with the Accounting Standards notified under the Companies (Accounting Standards) Rules, 2006 (as amended) and the relevant provisions of the Companies Act, 1956. The financial statements have been prepared on accrual basis under the historical cost convention.														
2.2	Use of Estimates The preparation of the financial statements in conformity with Indian GAAP requires the Management to make estimates and assumptions considered in the reported amounts of assets and liabilities (including contingent liabilities) and the reported income and expenses during the year. The Management believes that the estimates used in preparation of the financial statements are prudent and reasonable. Future results could differ due to these estimates and the differences between the actual results and the estimates are recognized in the periods in which the results are known / realized.														
2.3	Cash and Cash Equivalents (for Purposes of Cash Flow Statement) Cash comprises cash on hand and demand deposits with banks. Cash equivalents are short-term balances (with an original maturity of three months or less from the date of acquisition), highly liquid investments that are readily convertible into known amounts of cash and which are subject to insignificant risk of changes in value.														
2.4	Depreciation and Amortisation Depreciation on fixed assets has been provided on Straight Line method, pro-rata to the period of use, as per the useful lives of the assets estimated by the management or at the rates prescribed in the Schedule XIV of the Companies Act, 1956, whichever is higher. The estimated useful lives of the assets are as under: <table style="margin-left: 40px;"> <thead> <tr> <th style="text-align: left;">Description</th> <th style="text-align: left;">Estimated Useful Life</th> </tr> </thead> <tbody> <tr> <td>Buildings</td> <td>20 years</td> </tr> <tr> <td>Furniture & Fittings</td> <td>5-7 years</td> </tr> <tr> <td>Plant & Machinery</td> <td>5-7 years</td> </tr> <tr> <td>Office Equipments</td> <td>5-7 years</td> </tr> <tr> <td>Vehicles</td> <td>4-5 years</td> </tr> <tr> <td>Computers including softwares</td> <td>3-4 years</td> </tr> </tbody> </table> <p style="margin-left: 40px;">Leasehold Land is amortized over the remaining period of primary lease.</p> <p style="margin-left: 40px;">Assets costing less than Rs. 5,000 each are fully depreciated in the year of purchase.</p>	Description	Estimated Useful Life	Buildings	20 years	Furniture & Fittings	5-7 years	Plant & Machinery	5-7 years	Office Equipments	5-7 years	Vehicles	4-5 years	Computers including softwares	3-4 years
Description	Estimated Useful Life														
Buildings	20 years														
Furniture & Fittings	5-7 years														
Plant & Machinery	5-7 years														
Office Equipments	5-7 years														
Vehicles	4-5 years														
Computers including softwares	3-4 years														
2.5	Revenue Recognition Sale of Services Revenue from sales is recognized on the sales entered with customers.														
2.6	Other Income Other incomes are accounted for on accrual basis except where the receipt is uncertain.														
2.7	Tangible Fixed Assets Fixed assets are carried at cost less accumulated depreciation and impairment losses, if any. The cost of fixed assets includes interest on borrowings attributable to acquisition of qualifying fixed assets up to the date the asset is ready for its intended use and other incidental expenses incurred up to that date. Exchange differences arising on restatement / settlement of long-term foreign currency borrowings relating to acquisition of depreciable fixed assets are adjusted to the cost of the respective assets and depreciated over the remaining useful life of such assets. Machinery spares which can be used only in connection with an item of fixed asset and whose use is expected to be irregular are capitalised and depreciated over the useful life of the principal item of the relevant assets. Subsequent expenditure relating to fixed assets is capitalised only if such expenditure results in an increase in the future benefits from such asset beyond its previously assessed standard of performance.														



VALUE 360 COMMUNICATIONS PVT. LTD.
Notes Forming Part of the Financial Statements

Note 3 Share Capital (contd.)

Particulars						
Notes:						
(i) Reconciliation of the Number of Shares and Amount Outstanding at the Beginning and at the End of the Reporting Period:						
Particulars	Opening Balance	Fresh Issue	ESOP	Conversion	Buy back	Closing Balance
Equity Shares with Voting rights						
Year ended 31 Mar, 2021						
- Number of Shares	10,000	-	-	-	-	10,000
- Amount (Rs. 10/ each)	100,000	-	-	-	-	100,000
Year Ended 31 March, 2020						
- Number of Shares	10,000	-	-	-	-	10,000
- Amount (Rs. 10/ each)	100,000	-	-	-	-	100,000



VALUE 360 COMMUNICATIONS PVT. LTD.
Notes Forming Part of the Financial Statements

Note 3 Share Capital

(Currency: INR)

Particulars	As at 31 March, 2021		As at 31 March, 2020	
	Number of shares	Amount	Number of shares	Amount
(a) Authorised Equity Shares of Rs.10/- Each With Voting Rights	10,000	100,000	10,000	100,000
(b) Issued Equity Shares of Rs.10/- Each With Voting Rights	10,000	100,000	10,000	100,000
(c) Subscribed and Fully Paid Up Equity Shares of Rs.10/- Each With Voting Rights	10,000	100,000	10,000	100,000
TOTAL	10,000	100,000	10,000	100,000



VALUE 360 COMMUNICATIONS PVT. LTD.
Notes Forming Part of the Financial Statements

(Currency: INR)

Particulars	As at 31 March 2021	As at 31 March, 2020
Note 4 Reserves and Surplus		
Surplus / (Deficit) in Statement of Profit and Loss		
Opening balance	4,45,15,816	2,50,11,823
Add: Profit / (Loss) for the year	9,42,305	1,95,03,992
Closing Balance	4,54,58,121	4,45,15,816
TOTAL	4,54,58,121	4,45,15,816
Note 5 Long-Term Borrowings		
(i) Car Loan	18,17,113	38,10,737
(ii) U/S Loan from Banks	2,05,99,569	1,22,01,539
(iii) U/S Loan from NBFC	5,11,91,572	5,30,33,352
(iv) Loan from Director Manisha Chaudhary	-	25,00,000
(v) Loan from Director Kunal Kishore	-	41,55,591
(vi) Popkorn Pr Plus Communications Private Limited	47,36,317	1,20,86,202
TOTAL	7,83,44,571	8,77,87,421
Note 6 Trade Payables		
Trade payables:		
Acceptances		
Other than Acceptances Including Branches	2,10,59,544	1,86,86,917
TOTAL	2,10,59,544	1,86,86,917
Note 7 Other Current Liabilities		
Other Payables		
(i) Statutory remittances (Contributions to PF and ESIC, Withholding Taxes, Excise Duty, VAT, Service Tax, etc.)	90,78,380	2,94,88,009
(ii) Others (specify nature)	1,00,000	1,00,000
(iii) Audit Fees Payable	5,37,025	3,37,025
(iv) Staff Salary Payable	67,11,968	49,46,335
TOTAL	1,64,27,373	3,48,71,369
Note 8 Short-Term Provisions		
Provision - Others:		
(i) Provision for Tax	55,17,505	1,14,98,874
TOTAL	55,17,505	1,14,98,874
Notes : Statutory remittances (Contributions to PF and ESIC,		
(i) Service Tax	-	94,33,325
(ii) PF	26,91,596	13,36,301
(iii) ESIC	1,12,343	1,02,083
(iv) TDS 94 C	2,13,655	1,12,154
(v) TDS 94	36,772	2,67,000
(vi) TDS 94-H	-	-
(vii) TDS 94-i	2,12,603	4,78,309
(viii) TDS 192	63,97,144	1,16,33,459
(ix) TDS 194A	1,55,585	2,20,758
(x) GST	(7,41,318)	59,04,620
TOTAL	90,78,380	2,94,88,009



VALUE 360 COMMUNICATIONS PVT. LTD.
Notes Forming Part of the Financial Statements

Note 3 Share Capital (contd.)

(Currency: INR)

Particulars				
Notes:				
Details of shares held by each shareholder holding more than 5% shares:				
Class of shares / Name of shareholder	As at 31 March, 2021		As at 31 March, 2020	
	Number of shares held	% holding in that class of shares	Number of shares held	% holding in that class of shares
Equity shares with voting rights				
Kunal Kishore	3,400	34%	3,400	34%
Gaurav Patra	3,400	34%	3,400	34%
Manisha Chaudhary	3,200	32%	3,200	32%
	10,000	100%	10,000	100%



VALUE 360 COMMUNICATIONS PVT. LTD.
Notes Forming Part of the Financial Statements

(Currency: INR)

Particulars	As at 31 March 2021	As at 31 March, 2020
Note 11 Trade Receivables		
Other Trade Receivables		
Unsecured, Considered Good	8,15,52,230	8,12,63,267
Including Branch Devison		
TOTAL	8,15,52,230	8,12,63,267
Note 12 Cash and Cash Equivalents		
Balances with Banks		
(i) In Current Accounts	1,22,97,559	1,99,36,426
ii) Cash on hand including foreign currency	3,08,257	17,91,130
TOTAL	1,26,05,816	2,17,27,556
Note 13 Short-Term Loans and Advances		
(a) Security Deposits		
Secured, Considered Good		
(b) Loans and Advances to Smartube Entertainment Pvt Ltd	3,28,10,781	3,32,00,781
Advance To Staff	1,25,000	2,25,000
(c) Prepaid Expenses - Unsecured, considered good (For e.g. Insurance premium, Annual maintenance contracts, etc.)		
(d) Balances with Government Authorities		
TDS-13-14	3,66,947	3,66,947
TDS-15-16	1,14,664	1,14,664
TDS-16-17		
TDS-18-19	2,57,727	73,99,021
TDS-17-18	9,11,776	1,24,06,265
IGST Refundable		12,57,299
TDS -19-20	71,95,867	1,86,94,741
TDS 20-21	1,39,70,637	
(e) Others (specify nature)		
Rent Security	63,48,900	93,90,000
Internet Security Deposited		
Director Imprest	6,50,000	
Security Deposited for Tender	8,43,380	13,43,380
TOTAL	6,35,95,679	8,43,98,098



VALUE 360 COMMUNICATIONS PRIVATE LIMITED

FIXED ASSETS

F.Y. 2020-21

Block of Assets Asset Group	Gross Block				Depreciation				Net Block			
	4/1/2020	Additions	Sale/Dis	30/1/2021	4/1/2020	In the Year	Sale/Dis	30/1/2021	4/1/2020	30/1/2021	30/1/2020	30/1/2021
	Rupees	Rupees	Rupees	Rupees	Rupees	Rupees	Rupees	Rupees	Rupees	Rupees	Rupees	Rupees
COMPUTERS AND DATA PROCESSING UNITS												
COMPUTER	7,429,894.51	366,931.20	0	7,796,825.71	7,065,078.00	88,533.00	0	7,153,611.00	6,162,165.71	567,816.51	3,042,020.00	3,679,826.51
COMPUTER	34,236.69	0	0	34,236.69	46,976.00	1,506.96	0	32,729.73	1,713.91	3,287.09	0	3,287.09
COMPUTER	230,398.17	0	0	230,398.17	86,325.00	128,893.30	0	143,504.87	75,180.12	504,823.43	0	504,823.43
MICRO SOFTWARE	1,002,841.00	0	0	1,002,841.00	957,983.00	50,391.30	0	1,008,374.30	54,457.00	134,648.00	0	134,648.00
Total (Block)	8,893,369.63	366,931.20	0	9,199,321.83	8,138,372.00	279,324.00	0	8,417,696.00	777,565.63	990,019.63	3,042,020.00	4,120,171.51
FURNITURE AND FITTINGS												
FURNITURE AND F.I.N	1,740,275.00	0	0	1,740,275.00	1,424,894.83	86,728.00	0	1,511,652.83	2,36,952.87	333,368.07	0	333,368.07
MOTOR VEHICLES												
CAR	6,789,285.00	0	0	6,789,285.00	4,634,173.00	534,850.00	0	5,223,083.00	1,510,430.00	2,065,080.00	0	2,065,080.00
OFFICE EQUIPMENT												
OFFICE EQUIPMENT	827,719.00	0	0	827,719.00	780,396.00	49,358.00	0	778,108.00	32,514.00	21,630.00	0	21,630.00
OFFICE EQUIPMENT	845,483.00	0	0	845,483.00	252,885.00	268,905.00	0	571,203.00	327,762.00	596,688.00	0	596,688.00
OFFICE EQUIPMENTS	244,328.00	0	0	244,328.00	124,046.00	54,211.00	0	132,257.00	86,051.00	195,322.00	0	195,322.00
Total (Block)	1,916,440.00	0	0	1,916,440.00	1,077,659.00	372,443.00	0	1,450,093.00	456,347.00	818,790.00	0	818,790.00
PLANT AND MACHINERY												
AIR CONDITIONER	950,218.00	0	0	950,218.00	577,382.17	31,582.00	0	558,847.17	131,272.81	167,823.91	0	167,823.91
MACHINERY AND PLANT	179,556.00	0	0	179,556.00	139,811.00	7,443.00	0	146,999.00	32,813.00	45,018.00	0	45,018.00
Machine	0	1,016.10	0	1,016.10	0	80	0	936.10	0	0	0	0
Total (Block)	1,129,774.00	1,016.10	0	1,130,790.10	717,193.17	38,705.00	0	705,978.17	165,085.81	212,841.91	0	212,841.91
Grand Total	20,123,404.63	367,948.30	0	20,491,352.93	16,005,283.10	1,371,892.00	0	17,377,175.10	3,476,077.83	4,120,171.51	3,042,020.00	7,618,370.83



Note 19 Other Expenses

1	Bad Debts	6,549,210	-
2	Business Development Exp	7,749,999	-
3	Car Running & Maint. Exp	262,725	951,731
4	Commission Exp.	262,950	82,950
5	Conveyance, Cab & Traveling Exp.	8,604,991	7,320,306
6	Content Writing Exp	1,814,707	-
7	Computer Running & Maintenance Exp	453,512	733,745
8	Computer on Rent Exp	1,266,000	-
9	Difference in Foreign Exchange	-	80,795
10	Donation Exp	-	5,000
11	Diwali Exp	155,000	237,172
12	Electricity Exp	1,123,466	2,422,899
13	Entertainment Exp	3,600,346	2,158,602
14	Event Exp.	-	45,750
15	Misc Exp	923,897	606,606
16	News Paper and Books of Periodicals Exp	51,710	1,380,313
17	Office Repair & Maintenance Exp	5,109,984	7,172,435
18	Photocopy Exp	10,750	210,173
19	Photography Exp	8,260	103,000
20	Postage and Courier Exp	992,893	879,260
21	Press Release Exp	15,987,546	22,612,426
22	Printing & Stationery Exp	581,308	839,503
23	Professional Exp	5,459,314	3,373,465
24	Rent Exp (All)	8,826,321	17,850,579
25	Short and Excess	436,857	460,595
26	Tender Fee	-	2,000
27	Stamp Duty Exp	-	269,500
28	Telephone & Internet Exp	1,715,696	1,963,557
29	Language Translation Exp	2,730,137	1,706,202
30	Tours and Traveling Exp	6,666,321	5,635,950
31	VMM Charges	1,802,050	1,954,097
32	Audit Fee	200,000	150,000
33	Gen -Set Charges	-	30,000
34	Hotel Charges	388,567	736,540
35	Insurance	175,621	-
36	Medical Exp	246,443	-
37	Website Maint. Exp	317,749	653,065
		84,474,330	82,628,216

translation charges

Notes:

(i) Payments to the Auditors Comprises (Net of Service Tax Input Credit, where Applicable):
As auditors - Statutory Audit

200,000 150,000

TOTAL 200,000 150,000

VALUE 360 COMMUNICATIONS PVT. LTD.
Notes Forming Part of the Financial Statements

(Currency: INR)

Note	Particulars	For the Year Ended 31 March 2021	For the Year Ended 31 March, 2020
Note 14 Revenue from Operations			
(a)	Sale of Services after GST	243,924,923	262,704,503
	TOTAL	243,924,923	262,704,503
Note 15 Other Income			
	Net gain on foreign currency transactions and translation (other than considered as finance cost)		
(a)		171,599	
	Other non-operating Income (net of expenses directly attributable to such income)		
(b)		1,665,245	-
	TOTAL	1,836,844	-
Note 16 Employee Benefits Expense			
(a)	Salaries and Wages	110,552,932	111,500,503
(b)	Incentive to Business Development Team	-	-
(c)	Director Salary	16,200,000	14,400,000
(d)	Contributions to Provident and Other Funds	2,587,478	2,729,104
(e)	Staff Welfare Expenses	1,576,195	925,560
(f)	Admin Charges	104,627	105,515
	TOTAL	131,021,232	129,660,682
Note 17 Finance Costs			
(a)	Interest Expense on:		
	- Interest on delayed / deferred payment of income tax and tax deduction at source/GST	1,144,135	533,945
(b)	Other Borrowing costs including bank charges	11,142,995	7,995,782
	TOTAL	12,287,130	8,529,727
Note 18 Marketing\Business Promotion Expense			
(a)	Google Campaign Exp.	2,513,499	2,132,875
(b)	Business Promotion Exp	1,232,400	2,503,111
(c)	Press Confrance\Sponsorship \Promotion Exp	6,487,332	4,713,438
	TOTAL	10,233,231	9,349,424



20.5 Deferred tax (liability) / asset

Tax effect of items constituting deferred tax liability		
On difference between Depreciation as per Income Tax Act & Company Act	99,839	239,846
Tax effect of items constituting deferred tax liability	25,958	61,760
Tax effect of items constituting deferred tax assets		
Provision for compensated absences, gratuity and other employee benefits	-	-
Tax effect of items constituting deferred tax assets	-	-
Charges/(Credit) during the Year	25,958	61,760
Net deferred tax (liability) / asset	865,480	839,522



VALUE 360 COMMUNICATIONS PVT. LTD.
Notes Forming Part of the Financial Statements

(Currency: INR)

Note	Particulars	For the Year Ended 31 March, 2021	For the Year Ended 31 March, 2020
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Note 20 Additional Information to the Financial Statements

19.1 Disclosures required under Section 22 of the Micro, Small and Medium Enterprises Development Act, 2006

The company has not received information from vendors/ suppliers regarding their status under "The Micro Small and Medium Enterprises Development Act, 2006" and hence disclosures relating to amount unpaid as at the year end together with interest paid/payable under this Act have not been given.

19.2 Expenditure in Foreign Currency

Traveling Including Boarding & Lodging
Communication Including Internet

19.3 Earnings in Foreign Exchange

Consultancy Services

Note 21 Disclosures under Accounting Standards

20.1 Employee benefit plans

20.2 Segment Information

The company is engaged in trading in building material and cement and other related products. The company does not carry out any other business. There are no other separate reportable segments as defined by the Accounting Standard (AS-17) "Segment Reporting" issued by the Institute Of Chartered Accountants Of India.

20.3 Related Party Transactions

20.3.1 Details of related parties:

Holding Company	NA
Key Management Personnel	Mr. Kunal Kishore Sinha Director Mr. Gaurav Patra Director Mrs. Manisha Chaudhary Director

20.3.2 Transaction with Holding Company	NIL	NIL
Nature Of Transaction	NA	NA
20.3.3 Transaction with Key Management Personnel		
Salary Fixed/Variable		
— Mr. Kunal Kishore	5,400,000	5,400,000
— Mr. Manisha Chaudhary	5,400,000	5,400,000
— Mr. Gaurav Patra	5,400,000	3,600,000

20.4 Earnings per share

Basic

Continuing operations

Net profit / (loss) for the year from continuing operations

942,305

19,503,992

Weighted average number of equity shares

10,000

10,000

Earnings per share from continuing operations -

Basic/Diluted

94

1,950



RAJ K SRI & CO.
Chartered Accountants

202A, Arunachal Building, Barakhamba Road, New Delhi-110001
Tel. No.8860942138 E-mail:casumitskg@gmail.com

INDEPENDENT AUDITOR'S REPORT

To the Members of
VALUE 360 COMMUNICATIONS PRIVATE LIMITED.

Report on the Audit of the Financial Statements

Opinion

We have audited the Financial Statements of VALUE 360 COMMUNICATIONS PRIVATE LIMITED ("the Company"), which comprise the balance sheet as at 31st March 2021, and the statement of profit and loss, (*statement of changes in equity*) and statement of cash flows for the year then ended, and notes to the Financial Statements, including a summary of significant accounting policies and other explanatory information [hereinafter referred to as "the Financial Statements"].

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 March 31, 2021, and its profit/loss, (*changes in equity*) and its cash flows for the year ended on that date.

Basis for Opinion

We conducted our audit of the Financial Statements in accordance with the Standards on Auditing (SAs) specified under section 143(10) of the Companies Act, 2013. Our responsibilities under those Standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Company in accordance with the *Code of Ethics* issued by the Institute of Chartered Accountants of India together with the ethical requirements that are relevant to our audit of the Financial Statements under the provisions of the Companies Act, 2013 and the Rules thereunder, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the Code of Ethics. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

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

The Company's Board of Directors is responsible for the other information. The other information comprises the [information included in the X report, but does not include the Financial Statements and our auditor's 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.

In connection with our audit of the Financial Statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the Financial Statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Management's Responsibility for the Financial Statements

The Company's Board of Directors is responsible for the matters stated in section 134(5) of the Companies Act, 2013 ("the Act") with respect to the preparation of these Financial Statements that give a true and fair view of the financial position, financial performance, (*changes in equity*) and cash flows of the Company in accordance with the accounting principles generally accepted in India, including the accounting Standards specified under section 133 of the Act. This responsibility



also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding of the assets of the Company and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and design, implementation and maintenance of adequate internal financial controls, that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the Financial Statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the Financial Statements, 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 Board of Directors either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so. Those Board of Directors are also responsible for overseeing the Company's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

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

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

- a. Identify and assess the risks of material misstatement of the Financial Statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- b. Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under section 143(3)(i) of the Companies Act, 2013, we are also responsible for expressing our opinion on whether the company has adequate internal financial controls system in place and the operating effectiveness of such controls
- c. Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- d. Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the Financial Statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- e. 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.

Materiality is the magnitude of misstatements in the Financial Statements that, individually or in aggregate, makes it probable that the economic decisions of a reasonably knowledgeable user of the Financial Statements may be influenced. We consider quantitative materiality and qualitative factors in

- (i) Planning the scope of our audit work and in evaluating the results of our work; and
- (ii) to evaluate the effect of any identified misstatements in the Financial Statements.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

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

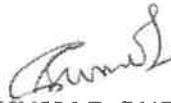
Report on Other Legal and Regulatory Requirements

1. As required by the Companies (Auditor's Report) Order, 2016 ("the Order"), issued by the Central Government of India in terms of sub-section (11) of section 143 of the Companies Act, 2013, we give in the Annexure a statement on the matters specified in paragraphs 3 and 4 of the Order, to the extent applicable.
2. As required by Section 143(3) of the Act, we report that:
 - (a) We have sought and obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of our audit.
 - (b) In our opinion, proper books of account as required by law have been kept by the Company so far as it appears from our examination of those books *[and proper returns adequate for the purposes of our audit have been received from the branches not visited by us.]*
 - (c) *[The reports on the accounts of the branch offices of the Company audited under Section 143(8) of the Act by branch auditors have been sent to us and have been properly dealt with by us in preparing this report.]*
 - (d) The Balance Sheet, the Statement of Profit and Loss, (the Statement of Changes in Equity) and the Cash Flow Statement dealt with by this Report are in agreement with the books of account *[and with the returns received from the branches not visited by us].*
 - (e) In our opinion, the aforesaid Financial Statements comply with the Accounting Standards specified under Section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014.



- (f) On the basis of the written representations received from the directors as on 31st March, 2021 taken on record by the Board of Directors, none of the directors is disqualified as on 31st March, 2021 from being appointed as a director in terms of Section 164(2) of the Act.
- (g) Since the Company's turnover as per last audited Financial Statements is less than Rs.50 Crores and its borrowings from banks and financial institutions at any time during the year is less than Rs.25 Crores, the Company is exempted from getting an audit opinion with respect to the adequacy of the internal financial controls over financial reporting of the company and the operating effectiveness of such controls vide notification dated June 13, 2017;
- (h) With respect to the other matters to be included in the Auditor's Report in accordance with Rule 11 of the Companies (Audit and Auditors) Rules, 2014, in our opinion and to the best of our information and according to the explanations given to us:
- i. The Company does not have any pending litigations which would impact its financial position.
 - ii. The Company did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses.
 - iii. There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Company.

for **RAJ K SRI AND CO**
Chartered Accountants
014141N


SUMIT KUMAR GUPTA
M.No. 529461
Partner



Place : NEW DELHI
Date : 30.11.2021

UDIN: 22529461A AAAAY1710

ANNEXURE TO THE AUDITORS' REPORT

The Annexure referred to in our report to the members of **VALUE 360 COMMUNICATIONS PRIVATE LIMITED** for the year ended **31st March, 2021**.

On the basis of the information and explanation given to us during the course of our audit, we report that:

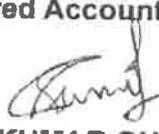
1. (a) The company has maintained proper records showing full particulars including quantitative details and situation of its fixed assets.
(b) These fixed assets have been physically verified by the management at reasonable intervals there was no Material discrepancies were noticed on such verification.
(c) Total Assets of company includes Immovable property also and the title deeds of immovable properties are held in the name of the company.
2. NO Physical inventory with the company.
3. The company has granted loans secured or unsecured to companies, firms, Limited Liability Partnerships or other parties covered in the register maintained under section 189 of the Companies Act, 2013.
(a) All terms and conditions are as per the benefits of company and are not prejudicial to the company's Interest.
(b) Schedule of repayment of principal and interest has been stipulated and receipts are regular.
(c) There is no such amount which is overdue more than 90 Days of above mentioned loan.
4. In respect of loans, investments, guarantees, and security all mandatory provisions of section 185 and 186 of the Companies Act, 2013 have been complied with.
5. The company has not accepted any deposits.
6. Maintenance of cost records has not been specified by the Central Government under sub-section (1) of section 148 of the Companies Act, 2013.
7. (a) The company is regular in depositing undisputed statutory dues including provident fund, Employee's state insurance, income-tax, sales-tax, service tax, duty of customs, duty of excise, value added tax, cess and any other statutory dues to the appropriate authorities.
(b) Dues of income tax or sales tax or service tax or duty of customs or duty of excise or value added tax have been deposited on time there is no dispute is pending on the part of company.
8. The company hasn't made any default in repayment of loans or borrowing to a financial institution, bank, Government or dues to debenture holders.
9. The company doesn't raise any money by way of initial public offer or further public offer (including debt instruments)
10. Neither company has done any fraud nor by its officers or employees so nothing to be disclosed separately.



1. Managerial remuneration has been paid or provided in accordance with the requisite approvals Mandated by the provisions of section 197 read with Schedule V to the Companies Act.
2. Company is not a Nidhi Company hence nothing to be disclosed for any provisions applicable on Nidhi Company.
3. All transactions with the related parties are in compliance with sections 177 and 188 of Companies Act, 2013 where applicable and the details have been disclosed in the Financial Statements etc. as required by the applicable accounting standards;
14. The company hasn't made any preferential allotment or private placement of shares or fully or partly convertible debentures during the year.
15. The company hasn't entered into any non-cash transactions with directors or persons connected with him.
16. The company is not required to be registered under section 45-IA of the Reserve Bank of India Act, 1934.

Place : NEW DELHI
Date : 30.11.2021

for RAJ K SRI AND CO
Chartered Accountants


SUMIT KUMAR GUPTA
Partner
M.No.- 529461



VALUE 360 COMMUNICATIONS PVT. LTD.
CONSOLIDATED BALANCE SHEET
As at 31-03-2021

Particulars	Note No.	(In Rs.)	(In Rs.)
		As at 31/03/2021	As at 31/03/2020
(A) EQUITY AND LIABILITIES			
1 Shareholders' funds			
(a) Share capital	1	100000	100000
(b) Reserves and surplus	2	41558905	39680973
2 Minority Investment			
		1145274	979755
3 Non-current liabilities			
(a) Deferred tax liabilities (net)			
(b) Long term borrowings	3	77816327	85393030
(c) Long term provisions			
4 Current liabilities			
(a) Short-term borrowings			
(b) Trade payables	4	18637090	19803714
(c) Other current liabilities	5	20636789	39663626.38
(d) Short-term provisions	6	6046576	13015487
TOTAL		165940961	198636585
B ASSETS			
1 Non-current assets			
(a) Fixed assets			
(i) Tangible assets	10	3392541	4416903
(ii) Intangible assets		25682620	25682620
(iii) Capital work-in-progress			
(b) Non-current investments			
(c) Deferred tax assets		1249587	913158
(d) Other non-current assets			
1) Deposits			
2) Unamortized expenses			
2 Current assets			
(a) Inventories			
(b) Trade receivables	7	88897536	88358615.44
(c) Cash and cash equivalents	8	14182600	23665582.17
(d) Short-term loans and advances	9	32536077	55599706
(e) Other current assets			
TOTAL		165940961	198636585

As per our audit report of even date attached.

For RAJ K SRI & CO.

Chartered Accountants
FRN - 0014141N



Sumit Kumar Gupta
Partner
M.No. 529461

On behalf of the Board of Directors

Manisha

Manisha Chaudhary
Director
Din No.00634739

Gaurav Patra

Gaurav Patra
Director
Din No.02551958

Place : New Delhi

Date: 30.11.2021

UDIN : 22529461AAAABA8046

VALUE 360 COMMUNICATIONS PVT. LTD.
CONSOLIDATED STATEMENT OF PROFIT AND LOSS
FOR THE PERIOD ENDED 31.03.2021

Particulars	Note No	For the year ended 31/03/2021	For the year ended 31/03/2020
(A) REVENUE			
I. Revenue from Operations	12	26,08,14,872.00	28,51,83,615
II. Other Income	13	19,40,481.00	19,201
Total Revenue		26,27,55,353	28,52,02,816
(B) Expenses			
Cost of materials consumed			
Purchase of Stock-in-Trade			
Changes in inventories of finished good, work-in-progress and Stock-in-Trade			
Employee benefit expense	14	13,75,84,026.00	13,76,76,245
Financial costs	15	1,35,66,231.00	1,15,50,316
Marketing\Business Promotion Expense	16	1,02,33,231.00	1,03,70,427
Other Expenses	17	9,15,23,946.79	8,71,90,031
Depreciation and amortization expense		13,92,310.61	17,21,075
Total Expenses		25,42,99,745	24,85,08,094
(C) Profit before exceptional and extraordinary items and tax		84,55,608	3,66,94,722
(D) Exceptional Items			
(E) Profit before extraordinary items and tax		84,55,608	3,66,94,722
(F) Extraordinary Items			
(G) Profit before tax		84,55,608	3,66,94,722
(F) Tax Expense			
(I) Current Tax		60,46,576.00	1,30,15,487
(II) Deferred Tax		(39,35,373.00)	(69,110)
(III) MAT Credit			
(H) PROFIT AFTER TAX		63,44,405	2,37,48,345
(I) Earnings per Equity Share:			
(I) Basic		634.44	2,374.83
(II) Diluted			

As per our audit report of even date attached

For **RAJ K SRI & CO.**

Chartered Accountants

FRN - 0014141N



Sumit Kumar Gupta

Partner

M. No. 529461

Place: New Delhi

Date: 30.11.2021

UDIN: 22529461AAAABA8046

On behalf of the Board of Directors

Manisha

Manisha Chaudhary

Director

Din No. 00634739

Gaurav Patra

Gaurav Patra

Director

Din No. 02551958

VALUE 360 COMMUNICATIONS PVT. LTD.**Statement of Consolidated Cash Flows for the year ended 31 March, 2021**

CIN NO.U22222DL2009PTC189466

(Currency: INR)

Particular		Year ended 31-Mar-2021	Year ended 31-Mar-2020
Cash flow from Operating activities			
Profit before Tax		8,455,607	36,694,721
Adjustments for:		-	-
Depreciation and amortisation expense		1,392,311	1,721,075
Interest expense		13,566,231	11,550,316
Other Non operating Adjustments		(702,008)	-
Operating Profit before working capital changes		22,712,141	49,966,112
Adjustments for:			
(Increase)/Decrease in trade and other receivables		(4,053,922)	(18,549,786)
Increase/(Decrease) in trade and other payables		(16,678,462)	(6,118,000)
Cash generated from Operations		1,979,757	25,298,326
Direct taxes paid (net)		7,057,042	(20,180,355)
Net cash flow from/(used in) Operating activities	A	9,036,799	5,117,971
Cash flow from Investing activities			
Purchase of fixed asset		(367,947)	(1,141,892)
loan & advances given/received		7,839,885	(100,000)
loan & advances given/received		-	-
Rent security & others		2,891,100	(2,958,120)
Non Current Investment		-	-
Net cash flow from/(used in) Investing activities	B	10,363,038	(4,200,012)
Cash flow from Financing activities			
Proceeds from long term loan		(9,442,850)	30,034,418
Repayment of long term loan		(5,873,738)	(4,491,636)
Interest paid		(13,566,232)	(11,550,316)
Net cash flow from/(used in) Financing activities	C	(28,882,820)	13,992,466
Net Cash flow / (outflow) during the year	A+B+C	(9,482,983)	14,910,425
Cash and Cash equivalents at the beginning of the year		23,665,583	8,755,158
Cash and Bank balances at the end of the year		14,182,600	23,665,583

As per our audit report of even date attached.

For **RAJ K SRI & CO.**

Chartered Accountants

FRN - 0044141N

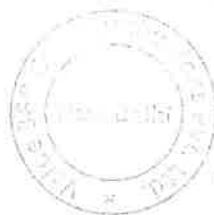
Sumit Kumar Gupta
Partner

M.No. 529461

Place : New Delhi

Date : 30.11.2021

On behalf of the Board of Directors



Kunal Kishore
Director

Din No.00634724

Gaurav Patra
Director

Din No.02551958

VALUE 360 COMMUNICATIONS PVT. LTD.

Note 1 Share Capital

Particulars	Number of shares	As at 31 March,	As at 31 March,
		2021	2020
		Amount	Amount
(a) Authorised Equity Shares of Rs.10/- Each With Voting Rights	10,000	1,00,000	1,00,000
(b) Issued Equity Shares of Rs.10/- Each With Voting Rights	10,000	1,00,000	1,00,000
(c) Subscribed and Fully Paid Up Equity Shares of Rs.10/- Each With Voting Rights	10,000	1,00,000	1,00,000
TOTAL	10,000	1,00,000	1,00,000

Note 2 Reserves and Surplus

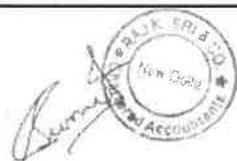
Particulars	As at 31 March,	As at 31 March,
	2021	2020
Surplus / (Deficit) in Statement of Profit and Loss		
Opening balance	3,96,80,973	1,56,17,465
Add: Profit / (Loss) for the year	942305	19503992.5
Add: Post Acquisition Smartube Ent Pvt Ltd	-35978	-50,719
Add: Post Acquisition Popkorn PR plus communication Pvt Ltd	1673614	39,08,380
Consolidation Reconciliation	-702008.31	701855
Closing Balance	4,15,58,905	3,96,80,973
TOTAL	4,15,58,905	3,96,80,973

Note 3 Long-Term Borrowings

	As at 31 March,	As at 31 March,
	2021	2020
(i) Un Secured Loan		
(ii) Car Loan	1817113	38,10,737
(iii) Bank Loan	23800701	1,77,08,020
(iv) NBFC Loan	52198513	5,72,18,682
(v) Loan from Director Manisha Chaudhary	0	25,00,000
(vi) Loan from Director Kunal Kishore	0	41,55,591
(vii) Loan from value 360	0	-
(viii) Popkorn PR Plus Communication	0	-
TOTAL	7,78,16,327	8,53,93,030

Note 4 Trade Payables

	As at 31 March,	As at 31 March,
	2021	2020
Trade payables:		
Acceptances		
Other than Acceptances	18637090	1,98,03,714
TOTAL	1,86,37,090	1,98,03,714



Note 5 Other Current Liabilities	As at 31 March, 2021	As at 31 March, 2020
Other Payables		
(i) Statutory remittances (Contributions to PF and ESIC, Withholding Taxes,	11221459	31923943
(ii) Others (specify nature)	1081113	1031113
(iii) Audit Fees Payable	567025	352025
(iii) Director Salary Payable	400000	600000
(iv) Staff Salary Payable	7367192	5756545
TOTAL	20636789	39663626

Note 6 Short-Term Provisions	As at 31 March, 2021	As at 31 March, 2020
Provision - Others:		
(i) Provision for Tax	60,46,576	1,30,15,487
TOTAL	60,46,576	1,30,15,487

Note:7 Trade receivables	As at 31 March, 2021	As at 31 March, 2020
Other Trade Receivables		
Unsecured, Considered Good	88897536	8,83,58,615
TOTAL	8,88,97,536	8,83,58,615

Note :8 Cash and cash equivalent	As at 31 March, 2021	As at 31 March, 2020
Balances with Banks		
(i) In Current Accounts	13599292	21819955
(ii) Cash on hand including foreign currency	583308	1845627
TOTAL	14182600	23665582

Note:9 Short terms- loans and advances	As at 31 March, 2021	As at 31 March, 2020
(a)Secured, Considered Good	100000	100000
Advance To Staff	125000	2,25,000
(b) Prepaid Expenses - Unsecured, considered good (For	0	0
(c) Balances with Government Authorities	24468797	44541326
(d) others (specific nature)	0	0
Rent Security	6348900	9390000
Internet Security Deposited	0	0
Director impreset	650000	1343380
Security Deposited for Tender	843380	0
TOTAL	32536077	55599706



Note	Particulars	For the Year Ended 31 March, 2021	For the Year Ended 31 March, 2020
Note 12 Revenue from Operations			
(a)	Sale of Services	260814872	285183615
	TOTAL	260814872	285183615
Note 13 Other Income			
(a)	Net gain on foreign currency transactions and translation (other than considered as finance cost)	171599	
(b)	Other non-operating income (net of expenses directly attributable to such income)	1768882	19201
	TOTAL	1940481	19201
Note 14 Employee Benefits Expense			
(a)	Salaries and Wages	117112908	11,88,65,288
(b)	Incentive to Business Development Team	0	-
(c)	Director Salary	16200000	1,50,00,000
(d)	Contributions to Provident and Other Funds	2587478	27,29,104
(e)	Staff Welfare Expenses	1579013	9,76,338
(f)	Admin Charges	104627	1,05,515
	TOTAL	13,75,84,026	13,76,76,245
Note 15 Finance Costs			
(a)	Interest Expense on: - Interest on delayed / deferred payment of income tax and tax deduction at source	1144135 0	591438
(b)	Other Borrowing costs including bank charges	12422096	10958878
	TOTAL	13566231	11550316
Note 16 Marketing\Business Promotion Expense			
(a)	Google Campaign Exp.	2513499	2132875
(b)	Press Confrance\Sponsorship \Promotion Exp	1232400	5424898
(C)	Business Promotion Exp	6487332	2812654
	TOTAL	10233231	10370427



Note	Particulars	For the Year Ended 31 March, 2020	
Note 17 Other Expenses			
1	Amc Charges		
2	Business Promotion	7749998.56	
3	Car Running & Maint. Exp	262725	951731
4	Commission Exp.	262950	124950
5	Convaynce, Cab & Traveling Exp.	8756381	7814892
6	Computer Runing & Maintenance Exp	453511.86	733745
7	Content Writing Exp	1814707	0
8	Computer on Rent Exp	1266000	
9	Difference in Foregin Exchange		80795
10	Donation Exp		5000
11	Diwali Exp	155000	237172
12	Electricity Exp	1128057	2525341
13	Entertainment Exp	3600346	2158602
14	Event Exp.		45750
15	Misc Exp	1028916	606606
16	News Paper and Books of Periodicals Exp	51710	1463375
17	Office Repair & Maintenance Exp	5182692	8131432
18	Photocopy Exp	10750	210173
19	Photography Exp	8260	103000
20	Postage and Courier Exp	992893	879260
21	Press Release Exp	17087006	22612426
22	Printing & Stationery Exp	581308	846503
23	Professional Exp	9899314	5346265
24	Rent Exp (All)	9328821	18454579
25	Short and Excess	437442.87	460587
26	Tender Fee	0	2000
27	Stamp Duity Exp	0	269500
28	Telephone & Internet Exp	1723790	1971051
29	Language Translation Exp	2756606	1863354
30	Tours and Traveling Exp	6666321	5635950
31	VMM Charges	1803150	1961522
32	Audit Fee	265000	215000
33	Gen -Set Charges	0	30000
34	Hotel Charges	388567	736540
35	Insurance	208185	59865
36	Medical Exp	246443	0
37	Website Maint. Expenses	317749	653065
38	Bad Debts	7089346.5	0
TOTAL		91523947	87190031



VALUE 360 COMMUNICATIONS PRIVATE LIMITED

F.Y. 2020-21

FIXED ASSETS

Block of Assets / Asset Group	Gross Block			Depreciation				Net Block			
	01-04-2020	Additions	Sale/Adj.	31-03-2021	01-04-2020	For the Year	Sale/Adj.	Residual Value Adjustment	31-03-2021	31-03-2020	
	Rupees	Rupees	Rupees	Rupees	Rupees	Rupees	Rupees	Rupees	Rupees	Rupees	
COMPUTERS	91,57,046.63	3,66,932.20	0.00	95,23,978.83	84,50,804.00	2,79,386.00	0.00	0.00	87,30,190.00	7,93,788.83	7,06,242.63
FURNITURE AND FIX	19,26,492.00	0.00	0.00	19,26,492.00	15,51,873.29	99,993.68	0.00	0.00	16,51,866.97	2,74,625.03	3,74,618.71
OFFICE EQUIPMENTS	23,91,820.00	0.00	0.00	23,91,820.00	14,60,391.56	4,14,195.15	0.00	0.00	18,74,586.71	5,17,233.29	9,31,428.44
PLANT AND MACHINERY	13,27,595.00	1,016.10	0.00	13,28,611.10	18,99,510.34	64,085.78	0.00	0.00	10,52,147.68	2,76,463.42	3,39,533.10
CAR	67,60,253.00	0.00	0.00	67,60,253.00	46,95,173.00	5,34,650.00	0	0	52,29,823.00	15,30,430.00	20,65,080.00
Total (Block)	2,15,63,206.63	3,67,948.30	0.00	2,19,31,154.93	1,80,57,752.19	13,92,310.61	0.00	0.00	1,85,38,614.36	33,92,540.57	44,16,902.88



LIST OF SHAREHOLDERS AS ON 31.03.2021

Sr. No.	Name of Shareholders	No. of Shares	Folio No.	Face Value per share	Amount	% of Shareholding
1	Kunal Kishore	3,400	0000001	10	34,000	34
2	Gaurav Patra	3,400	0000002	10	34,000	34
3	Manisha Chaudhary	3,200	0000003	10	32,000	32
Total		10,000			1,00,000	100

For Value 360 Communications Private Limited



Gaurav Patra
 Director
 DIN: 02551958



Kunal Kishore
 Managing Director
 DIN: 00634724


Value 360 Communications Pvt. Ltd.

Head Office: 43-A, Ground Floor, Okhla Industrial Estate, Phase-3 New Delhi- 110020 **T:**+91 11 4665 8888
E: info@value360india.com **CIN:** U22222DL2009PTC189466 **GSTIN/UIN:** 07AADCV0015E1ZX

MUMBAI BRANCH: 2ND FLOOR, OFFICE NO 201 202, SANTACURZ WEST, Swami Vivekanand Marg, OLD MAHEHWAR VILLA, BUSINESS STITES 9,, Mumbai, Mumbai Suburban, Maharashtra, 400054
GSTIN/UIN-27AADCV0015E1ZV

BANGALORE BRANCH: 8/2 Yellappa Shetty Layout, Ulsoor Road, Bangalore 560042
GSTIN/UIN-29AADCV0015E1ZR

Letterhead of company

Form AOC-1

(Pursuant to first proviso to sub-section (3) of section 129 read with rule 5 of Companies (Accounts) Rules, 2014)

Statement containing salient features of the financial statement of subsidiaries/associate companies/joint ventures

Part "A": Subsidiaries

(Information in respect of each subsidiary to be presented with amounts in Rs.)

S. No.	Particulars	Details	
1.	Name of the subsidiary	Smartube Entertainment Private Limited	Popkorn PR Plus Communication Private Limited
2.	Reporting period for the subsidiary concerned, if different from the holding company's reporting period	N.A.	N.A
3.	Reporting currency and Exchange rate as on the last date of the relevant Financial year in the case of foreign subsidiaries	N.A.	N.A
4.	Share capital	1,00,000	1,00,000
5.	Reserves & surplus	(36,190,095)	12,665,365
6.	Total assets	2,85,778	22,064,379
7.	Total Liabilities	2,85,778	22,064,379
8.	Investments	0	0
9.	Turnover	0	20,369,949
10.	Profit before taxation	(35,749)	2,057,504
11.	Provision for taxation	(233)	2,18,367
12.	Profit after taxation	(35,982)	1,839,137
13.	Proposed Dividend	0	0
14.	% of shareholding	99.99%	91%

Notes: The following information shall be furnished at the end of the statement:

1. Names of subsidiaries which are yet to commence operations- **Nil**
2. Names of subsidiaries which have been liquidated or sold during the year- **Nil**

Letterhead of company

Part "B": Associates and Joint Ventures

Statement pursuant to Section 129 (3) of the Companies Act, 2013 related to Associate Companies and Joint Ventures

Name of associates/Joint Ventures	Nil	Nil	Nil
Latest audited Balance Sheet Date	Nil	Nil	Nil
	Nil	Nil	Nil
Shares of Associate/Joint Ventures held by the company on the year end	Nil	Nil	Nil
No.	Nil	Nil	Nil
Amount of Investment in Associates/Joint Venture	Nil	Nil	Nil
Extend of Holding%	Nil	Nil	Nil
	Nil	Nil	Nil
Description of how there is significant influence	Nil	Nil	Nil
	Nil	Nil	Nil
Reason why the associate/joint venture is not consolidated	Nil	Nil	Nil
	Nil	Nil	Nil
Net worth attributable to shareholding as per latest audited Balance Sheet	Nil	Nil	Nil
	Nil	Nil	Nil
Profit/Loss for the year	Nil	Nil	Nil
Considered in Consolidation	Nil	Nil	Nil
Not Considered in Consolidation	Nil	Nil	Nil

1. Names of associates or joint ventures which are yet to commence operations- **Not Applicable**
2. Names of associates or joint ventures which have been liquidated or sold during the year- **Not Applicable**

LIST OF DIRECTORS AS ON 31.03.2021

Sr. No.	Name of Directors	DIN	PAN No.
1	Kunal Kishore	00634724	AOIPK0252N
2	Gaurav Patra	02551958	AQXPP2411K
3	Manisha Chaudhary	00634739	AFVPC6198K

For Value 360 Communications Private Limited

Gaurav Patra

Gaurav Patra
 Director
 DIN: 02551958

Manisha

Manisha Chaudhary
 Director
 DIN: 00634739

Date : 30/11/2021
 Place : New Delhi



Value 360 Communications Pvt. Ltd.

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