

Assignment - 4

Balance Sheet

| Particulars | 31 Dec 2022 |
|---|-------------|
| Assets (non-current) | |
| a) Property, plant & equipment | 68,031.32 |
| b) Capital work-in-progress | 19,222.22 |
| c) Right of use asset | 10,347.07 |
| d) Goodwill | 242.30 |
| e) Other intangible asset | 5,471.00 |
| f) Investment in associate and joint ventures | 179.32 |
| g) Financial asset | |
| i) Investment | 31.51 |
| ii) Other financial asset | 622.67 |
| h) Other non-current assets | 5,368.12 |
| Total non-current asset | 109,515.53 |
| Current assets: | |
| a) Inventories | 2,505.33 |
| b) Financial asset | |
| i) Trade receivables | 3593.85 |
| ii) Cash and cash equivalent | 2422.12 |
| iii) Bank balance | 1,176.50 |
| iv) Other | 3.11 |
| c) Current tax as net (net) | 5267.11 |

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|---------------------|------------|
| Total current asset | 42,356.30 |
| Total asset | 151,871.83 |

Equity and liabilities

Equity

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|-------------------------|-----------|
| a) Equity share capital | 6,416.07 |
| b) Other equity | 6,2867.91 |

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| Equity attribute to owner of the Parent company | 69,364.98 |
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| Non-controlling interest | 1481.55 |
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| Total equity | 70,846.53 |
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Liabilities

Non-current liabilities:

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| a) financial liabilities | |
| i) Borrowing | 31,889.32 |

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| ii) Lease liabilities | 1,978.85 |
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| b) Provisions | 2,126.85 |
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| c) Deferred tax liability (net) | 3,430.11 |
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| d) Other non-current liabilities | 68.40 |
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| Total non-current liabilities | 39,493.18 |
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Current liabilities

a) Financial liabilities

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|-------------------------------|----------|
| i) Borrowing | 20105.47 |
| ii) Lease liabilities | 370.38 |
| iii) Trade Payable | 767.48 |
| iv) Other financial liability | 4650.73 |
| c) Provision | 825.43 |
| d) Current loan liability | 390.02 |
| | <hr/> |
| | 41532.12 |
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Marketing Cost.

Marketing expenses (2022)

1. Advertising - 544 Crores
2. Promotional expense - 214 Crores
3. Sales promotion - 137 Cr
4. Event Marketing - 25 Cr
5. Digital Marketing - 50 Cr

Total Marketing exp 970 Cr

Marketing MIX

1. Television Advertising (40%)
2. Print Media (20%)
3. Outdoor Advertising (15%)
4. Digital Media (10%)

5) Event Marketing (5 r.)

6. Promotional Activity (10 r.)