

# Assignment-4

## Balance Sheet.

Particulars	31 Dec 2022.
Assets [Non-Current]	
a.) Property, Plant & Equipment	68,031.22.
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 & Joint Vendors	179.22
g.) Financial Asset	
(i) Investment	31.51
(ii) Other Financial Asset	622.67
h.) other Non-Current Asset	5,368.12.
Total Non-Current Asset	1,09,515.53
Current Assets:-	
a.) Investors	2,505.33
b.) Financial Asset	
(i) Trade receivables	3,593.25

(ii) Cash and Cash Equivable	2,422.12
(iii) Bank Balance	2,176.50
(iv) Other	3.11
C) Current tax as net (Net)	5,267.11
Total Current Asset	42,356.30
Total Asset	1,51,871.83
Equity & Liabilities	
Equity	
a) Equity share Capital	6,496.07
b) Other	6,286.91
Equity attribute to Owner of the Parent Company	69,364.98
Non-Controlling Interest	1,481.55
Total Equity	70,846.53
Liabilities	
Non-Current Liabilities	
a) Financial Liabilities	31,889.38
(i) Borrowings	1,978.35
(ii) Lease Liabilities	2,126.85
b) Provisions	

c) Deferred Tax Liability (Net)	3,430.11
d) Other Non-Current Liabilities	68.60
Total Non-Current Liabilities	39,493.18
Current Liabilities	
a) Financial Liabilities	
(i) Borrowing	20,654.49
(ii) Lease Liabilities	390.38
(iii) Trade Payable	767.48
(iv) Other financial Liabilities	4,150.93
b) Provision	825.43
c) Current Long-Term Liabilities	390.20
Total Current Liabilities	41,532.12

## Marketing Cost

### Marketing Expenses.

- 1) Advertising.
- 2) Promotional Expenses.
- 3) Sales Promotion.
- 4) Event Marketing.



5) Digital Marketing.

## Marketing Mix

1.) Television Advertising.

2.) Print Media.

3.) Outdoor Advertising.

4.) Digital Media.

5.) Event Marketing.

~~6.) Promotional Activity.~~