

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 asset	10,347.07
d) Goodwill	242.30
e) Other Intangible asset	5,471.00
f) Investment in associate & joint ventures	149.32
g) Financial asset	622.67
i) Investment	31.51
ii) other financial asset	622.67
b) other non-current assets	5,368.12
Total non-current assets	109,515.52
Current assets	
a) Inventories	21,505.33
b) Financial asset	
i) Trade receivable	3,593.85
ii) cash & cash equivalent	2,422.12
iii) Bank balance other	2,176.50
iv) others	3.11
c) current tax asset (net)	5267.11
d) other current asset	42,356.30

Total Current Asset	151,87.83
Equity & Liabilities	
Equity	
a) Equity Share Capital	6,496.07
b) other equity	62869.41
Equity attribute to owner of the Parent Company	69364.48
Non - Controlling Interest	1481.55
Total equity	70846.53
Liabilities	
Non - Current Liabilities	
a) Financial Liabilities	
i) Borrowings	31889.38
ii) Lease Liabilities	1978.85
b) Provision	2126.85
c) Deferred tax Liability (net)	3,430.11
d) other non-current liabilities	68.40
Total non-current liabilities	39,493.18
Current Liabilities	
a) Financial liabilities	20,034.49
i) Borrowings	390.38
ii) Lease Liabilities	161.48
b) Trade payables	4650.98
c) other financial liabilities	825.43
d) provision	390.02
e) current tax liabilities	
	41532.12

Marketing Cost

Marketing expenses (2022)

1. Advertising - - 544 Crores
2. Promotional exp - 214 Cr
3. Sales Promotion - 137 Cr
4. Event marketing - 25 Cr
5. Digital marketing - 50 Cr

Total Marketing exp - 910 Cr

Marketing mix

- 1) Television advertising (40%)
- 2) Print media (20%)
- 3) outdoor advertising (15%)
- 4) Digital media (10%)
- 5) Event marketing (5%)
- 6) Promotional Activities (10%)

S.P.S