

Assign. 4

Balance sheet

Particulars	31 Dec 2022
Assets (non-current)	
a) Property, plant & equipment	63,531.32
b) capital work in progress	19,222.22
c) Right to use asset.	10,324.27
d) Goodwill	2,122.30
e) other Intangible asset.	5,247.10
f) Investment in associate and Joint ventures	179.32
g) Financial asset	
i) Investment.	31.51
ii) other financial asset	622.63
h) other non-current assets	3,368.12
Total non-current assets	109,515.53
Current assets	
a) Inventories	2505.22
b) Financial asset.	
i) Trade receivable	3593.85
ii) cash and cash equivalents	2422.12
iii) Bank balance.	5176.50
iv) other	2.11
c) current from as net (net)	5267.11
Total current asset	421,356.30
Total asset	151,871.83

Equity and liabilities

Equity.

- a) Equity share capital
- b) other equity

Equity attribute to owner of the
Parent company

Non-controlling Interest

Total equity

Liabilities.

Non-current liabilities.

- a) financial liabilities.
 - i) Borrowing.
 - ii) Lease liabilities.
- b) Provisions.
- c) Deferred tax liabilities (net).
- d) other non-current liabilities.

Total non-current liabilities.

current liabilities.

- a) financial liabilities.
 - i) Borrowing.
 - ii) Lease liabilities.

Trade Payables

Other financial liability.

- c) Provision.

Current liabilities.

6,496.07

6,2869.91

69,364.98.

1481.55

70846.53

31,889.39.

19,78.85

2126.85

3,430.11

68.40

39,493.18.

20,054.99

390.38.

76745.

4650.93

825.43.

390.02.

marketing cost

Marketing expenses (2022)

- Advertising - 544 cr.
- Promotional expenses - 214 cr.
- Sales Promotion - 137 cr.
- Event Marketing - 25 cr.
- Digital Marketing - 50 cr.

Total Marketing exp. 970 cr.

Marketing mix:

- *) Television Advertising - (40%).
- *) Print Media (20%).
- *) Outdoor Advertising (15%).
- *) Digital Media (10%).
- *) Event Marketing (5%).
- *) Promotional Activity (10%).

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