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Date: 25th January, 2026

To

The Manager  
National Stock Exchange of India Limited  
Exchange Plaza, Bandra Kurla Complex  
Bandra (East), Mumbai – 400051

**Symbol:** CUDML

**ISIN:** INEOWL201014

Dear Sir/Madam,

**Sub: Clarification on non-applicability of Regulation 34 – Annual Report for FY 2024-25Clarification on non-applicability of Regulation 34 – Annual Report for FY 2024-25**

Dear Sir/Madam,

This is in reference to your email regarding **non-submission of the Annual Report for the financial year ended March 31, 2025 under Regulation 34 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**, under the prescribed path on NEAPS.

In this regard, we would like to clarify that the **Annual General Meeting of Cash Ur Drive Marketing Limited** was convened and held on **2nd July, 2025**, which was **prior to the listing of the equity shares of the Company on the Stock Exchange**.

At the time of convening and holding of the said AGM, the Company was **not a listed entity**, and accordingly, the provisions of **Regulation 34 of the SEBI (LODR) Regulations, 2015 were not applicable** to the Company for the said period. Hence, submission of the Annual Report for the year ended March 31, 2025 under the prescribed path on NEAPS was not required at that point of time.

However, **for the sake of completeness and in the interest of transparency**, the Company is **uploading the Annual Report for the financial year ended March 31, 2025 on the Exchange under the prescribed path**.

The Company confirms that it has been and shall continue to comply with all applicable provisions of the SEBI (LODR) Regulations **from the date of listing onwards**, within the prescribed timelines.

We request you to kindly take the above clarification on record.

Thanking you.

Yours faithfully,

**For Cash Ur Drive Marketing Limited**

GAGAN   
Digitally signed by  
GAGAN MAHAJAN  
Date: 2026.01.25  
14:09:15 +05'30'

**Gagan Mahajan**

Compliance Officer & Company Secretary  
Membership No.: A34028

#### CASHurDRIVE MARKETING LIMITED

(formerly known as CASHurDRIVE Marketing Private Limited)

Registered Office : 4<sup>th</sup> Floor, SCO 0032, Sector 17C, Chandigarh G.P.O., Chandigarh, India - 160017

CORPORATE OFFICE : 1103-1104, 11<sup>th</sup> Floor, World Trade Tower, Noida, U.P. - 201301

CIN : L74999CH2009PLC031677 | Email ID : account@cashurdrive.com | Contact : 0172 - 4667699

**ANNUAL REPORT  
CASH UR DRIVE MARKETING LIMITED  
2024-25**

**CASH UR DRIVE MARKETING LIMITED**  
**(formerly Known as CASH UR DRIVE MARKETING PRIVATE LIMITED)**  
**Regd. Off:4TH FLOOR, SCO 0032, SECTOR-17C, CHANDIGARH G.P.O., CHANDIGARH, INDIA, 160017**  
**CIN: U74999CH2009PLC031677, Email Id: Account@cashurdrive.com, Contact: 0172-4667699**

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**Managing Director Message to Shareholders**

Dear Stakeholders,

On behalf of the Board of Directors, I am pleased to present to you the Annual Report for the Financial Year ended March 31, 2025 ("F.Y. 2024-25").

It's a moment of immense pleasure for me as we connect this year on the occasion of 16th Annual General Meeting of 'CASH UR DRIVE MARKETING LIMITED'.

It is with pride that I pen this statement. I hope this letter finds you in good health.

We believe in creating value by taking constant efforts towards building capabilities and developing our competitive edge over peers with the help of bringing in diversity and transparency in doing business and would continue to do so in order to become a stronger entity than we were yesterday.

Most importantly, I would like to thank you, our Shareholders, Bankers and other Stakeholders for your overwhelming trust and confidence that helped and motivated us to pursue an agenda that is in the long-term interest of the Company and hope that this mutual relationship will continue to prosper in long run also.

## **Board of Directors**

### **Mr. Raghu Khanna, Chairman and Managing Director**

Mr. Raghu Khanna completed his early education at St. Edwards, Shimla, and later graduated with a B.Tech in Electronics and Communications Engineering from the Indian Institute of Technology, Guwahati. Mr. Khanna's journey from a bright student to the Chairman and Managing Director of CASHurDRIVE Marketing Ltd has been nothing short of remarkable. Over fifteen years of rich experience in the industry have not only shaped him into a leader of vision but also honed his skills to challenge and redefine the boundaries of traditional advertising. Pioneering in sustainable outdoor media and a recognized expert in vehicle wraps in India. His strategic vision has established CASHurDRIVE as a leader in green media, specializing in innovative advertising solutions that include EV Chargers, EV Buses, EV Cabs, EV Autos and environmentally conscious outdoor media.

His expertise in integrating sustainability with advertising underscores a commitment to eco-friendly practices, positioning CASHurDRIVE at the forefront of the industry in both innovation and environmental stewardship. His profound expertise has steered CASHurDRIVE from its humble beginnings to a company known for its pioneering advertising methods. Mr. Khanna's leadership is rooted in a forward-thinking vision that sees advertising not just as a business but as a platform for innovation and collaboration between advertisers and vehicle owners.

Under his guidance, CASHurDRIVE has grown into an entity that embodies transformation in the advertising space, moving beyond traditional tactics to interactive campaigns that engage and captivate. His story reflects a belief in leveraging knowledge and creative thinking to drive professional success and set new standards within the industry.

### **Mrs. Parveen K. Khanna Wholetime Director**

Mrs. Parveen K. Khanna serves as the Whole-Time Director at Cash Ur Drive Marketing Limited, a role she has embraced with distinction since July 2009. Her formidable educational credentials include an M.A. and M.Phil from Punjab University, Chandigarh, equipping her with a robust foundation in strategic project management and team leadership.

Renowned for her methodical and detail-driven approach, Mrs. Khanna excels in orchestrating complex projects, steering production planning, and leading cross-functional teams with a blend of precision and foresight. Her strategic acumen is particularly evident in her innovative methods of resource management and her meticulous oversight of the company's operational workflows and financial outlays.

In her tenure, Mrs. Khanna has been instrumental in enhancing operational efficiencies and managing risks, thereby securing the company's reputation for excellence. Her collaborative leadership style and unwavering commitment to innovation have been pivotal in propelling Cash Ur Drive Marketing Limited on a trajectory of sustained growth and market leadership. Additionally, her personal interest in alternate healing, particularly Reiki, has provided her with a unique perspective and has made her an optimistic guide for the company.

### **Mr. Bhupinder K. Khanna Director**

Director of CASHurDRIVE, brings a distinguished level of organizational expertise and a keen eye for detail to the table. With an esteemed tenure as a Political Science Professor at the University of Himachal Pradesh, he transitioned to the corporate sector in 2014, proving his mettle by streamlining operations at Raghu Enterprises before advancing to CASHurDRIVE.

Specializing in supply chain management, Mr. Khanna has been instrumental in refining supply chain efficiencies, inventory management, and workforce development. His strategic oversight has not only spurred growth but also fortified the company's financial and operational standing within the dairy distribution sector.

Mr. Khanna's strategic vision emphasizes innovation and operational efficiency, ensuring CASHurDRIVE's status as a leader in the advertising field. His guidance has catalyzed the company's expansion and sustained delivery of superior outcomes, thereby establishing new benchmarks for industry excellence. Under his leadership, the company has consistently delivered superior outcomes, setting new standards for excellence in the field.

**Mr. Alok Nigam**

**Independent Director**

Mr. Alok Nigam, a distinguished former Indian Administrative Service (IAS) officer of the 1986 batch (Haryana Cadre), brings over three decades of exemplary governance and administrative expertise to the board. A scholar of exceptional merit, Mr. Nigam topped his graduation and post-graduation in Mathematics from the prestigious University of Allahabad.

Throughout his career, Mr. Nigam has held leadership roles across key departments in the Government of Haryana, including Land Revenue Management, Rural Development, Finance, Urban Development, Agriculture Marketing, Power and Renewable Energy, Mines and Geology, and Infrastructure Development, to name a few. His expertise spans areas as varied as law and order, drinking water and sanitation, roads and buildings, and architecture, showcasing his versatility and dedication to public service.

In addition to his contributions at the state level, Mr. Nigam also served with distinction in the Government of India as Joint Secretary for Banking Operations in the Department of Financial Services, Ministry of Finance, from 2009 to 2013. During this tenure, he played a key role in shaping policies and ensuring the smooth functioning of India's banking sector. Mr. Nigam retired in November 2021 as Additional Chief Secretary to the Government of Haryana, where he was responsible for the Public Works Department (Buildings & Roads), Architecture, and Mines and Geology. His strategic vision and hands-on approach have been instrumental in driving impactful changes in governance and infrastructure. As an Independent Director, Mr. Nigam brings a wealth of experience, a sharp strategic perspective, and an unwavering commitment to integrity. His presence on the board strengthens the organization's ability to uphold the highest governance standards while steering it toward sustainable growth and success.

**Mr. Vivek D. Talmale**

**Independent Director**

Vivek D. Talmale is a seasoned professional with over 30 years of experience across diverse sectors, including manufacturing, operations, and strategic leadership. He has held key leadership positions in some of India's top organizations, demonstrating his expertise in driving business growth, operational efficiency, and team performance.

His vast experience spans managing multi-location operations, optimizing manufacturing processes, and leading organizations through significant transformations. As the Head of Manufacturing at Cooper Corporation Pvt. Ltd., Vivek scaled revenue from INR 480 Cr to INR 700 Cr, implemented cost-saving measures, and successfully launched the company's first tractor.

Previously, as COO at Microtek International, he navigated the pandemic challenges, growing revenue by 40% and launching a new healthcare division. He has also served as CEO and SBU Head at Marelli – SKH Pvt. Ltd., where he was recognized as 'World CEO of the Year 2020.' Vivek has also led operations at Schneider Electric and Mahindra & Mahindra, where he focused on improving efficiency and managing large-scale projects. His leadership and strategic vision make him a valuable asset to the CashurDrive board as the company continues to grow in the advertising and green mobility sectors.

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**CIN: U74999CH2009PLC031677, Email Id: Account@cashurdrive.com, Contact: 0172-4667699**

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**DIRECTORS' REPORT**

**Dear Members,**

The Directors of your Company is presenting this **16<sup>th</sup> Annual Report** on the working of your Company together with the Audited Statements of Accounts for the financial year ended on 31<sup>st</sup> March, 2025 and Auditors' Report thereon.

**1. FINANCIAL PERFORMANCE OF THE COMPANY**

The Company's financial performance, for the year ended 31<sup>st</sup> March, 2025 is summarized below:

Particulars	Year ended 31 <sup>st</sup> March, 2025	Year ended 31 <sup>st</sup> March, 2024
Turnover	13,932.39	10,188.55
Other Income	304.93	910.30
<b>Total Income</b>	<b>14,237.32</b>	<b>11,098.85</b>
<b>Total Expense</b>	<b>11,856.68</b>	<b>9,486.63</b>
<b>Profit / (Loss) before taxation</b>	<b>2,380.18</b>	<b>1,612.22</b>
<b>Prior Period Items</b>	<b>(0.00)</b>	<b>(63.15)</b>
<b>Profit before extraordinary items and tax</b>	<b>2,380.63</b>	<b>1,549.07</b>
<b>Less: Tax Expense</b>		
Current Tax	600.26	375.36
Deferred Tax	(2.09)	(11.93)
Preference Share Dividend	-	-
<b>Profit / (Loss) after tax</b>	<b>1,782.46</b>	<b>1,185.64</b>
Earnings/ (Loss) Per Equity Share	<b>14.28</b>	<b>9.88</b>

The highlights of the Company's performance for the financial year ended 31st March, 2025 are as under: -

1. Revenue from Operations increased from Rs. 10,188.55 lacs to Rs. 13,932.39 lacs during the year ended on 31<sup>st</sup> March, 2025.
2. Your Company net profit has increased from Rs. 1185.64 lacs to Rs. 1782.46 lacs during the year ended on 31<sup>st</sup> March, 2025.
3. The Board of Directors is pleased to report that the performance of the Company during the financial year has been commendable. Despite a dynamic and competitive environment in the outdoor advertising industry, the Company has maintained a strong presence in key markets and

achieved notable growth in both revenues and client acquisitions. Strategic investments in high-visibility locations, adoption of digital OOH (Out-of-Home) solutions, and long-term partnerships with reputed brands have significantly strengthened our market position.

We are optimistic about the future and firmly believe that the Company is well-positioned to capitalize on the growing demand for impactful and innovative advertising solutions. With increased urban development, rising consumer engagement with OOH media, and a shift toward digital formats, the sector presents tremendous opportunities. The Company will continue to focus on expanding its footprint, enhancing operational efficiency, and delivering value to clients and stakeholders. We thank our shareholders for their continued trust and look forward to a period of sustained growth and success.

## **2. THE STATE OF COMPANY'S AFFAIRS**

Our Company operates in the Out-of-Home (OOH) advertising industry, providing high-visibility advertising solutions across prime public locations such as billboards, bus shelters, metro stations, airports, and highways. The business model revolves around acquiring advertising rights from government bodies and private owners, which are then monetized by leasing the space to brands and media agencies. Revenue is primarily generated through rental income from short-term and long-term advertising campaigns. We cater to a wide range of industries including FMCG, real estate, automotive, telecom, and government sectors. In recent years, the Company has also begun integrating Digital Out-of-Home (DOOH) media, enabling dynamic, tech-enabled advertising solutions. With a scalable asset-light approach, strong client relationships, and growing demand for outdoor visibility, the business remains well-positioned for sustained growth and profitability.

## **3. INITIAL PUBLIC OFFERING (IPO)**

The Board is pleased to inform the shareholders that the Company has made significant progress toward raising capital through an Initial Public Offering (IPO). During the year, the Company filed its Draft Red Herring Prospectus (DRHP) with the Securities and Exchange Board of India (SEBI), and the same is approved. This development marks a key milestone in the Company's growth journey and underscores our commitment to transparency, sound corporate governance, and long-term value creation for stakeholders. The proposed IPO aims to raise funds to support investments in technology, capital expenditure, working capital requirements, and other general corporate purposes. The Company remains committed to keeping all stakeholders informed of material developments as the process advances.

## **4. DIVIDEND**

Your Company intends for long-term expansion plan thereby no dividend has been recommended by the Company for the financial year ended 31<sup>st</sup> March, 2025.

## **5. TRANSFER OF UNCLAIMED DIVIDEND TO INVESTOR EDUCATION AND PROTECTION FUND**

There are no amounts required to be transferred by the Company to the Investor Education and Protection Fund in accordance with the provisions under section 125(2) of the Companies Act, 2013 and the rules made there under.

## **6. AMOUNTS CARRY TO ANY RESERVES**

The Company did not make any transfer to the reserves during the financial year ended on 31<sup>st</sup> March, 2025.

**7. MATERIAL CHANGES AND COMMITMENTS, IF ANY, AFFECTING THE FINANCIAL POSITION OF THE COMPANY OCCURRED DURING THE FINANCIAL YEAR TO WHICH THE FINANCIAL STATEMENTS RELATE AND THE DATE OF THE REPORT**

During the financial year under review and up to the date of this report, there have been no material changes and commitments that have occurred which would affect the financial position of the Company. The financial statements have been prepared based on the existing operations and financial structure prevailing as of the reporting date.

However, the Board of Directors wishes to inform the shareholders that the Company is actively progressing toward raising capital through an SME Initial Public Offering (IPO). In this regard, the Draft Red Herring Prospectus (DRHP) has been duly filed with and approved by the Securities and Exchange Board of India (SEBI). This is a significant milestone in the Company's growth journey and reflects our strategic intent to access capital markets for funding future expansion and strengthening our operational capabilities.

In light of this development, certain financial and corporate decisions may be undertaken going forward, including but not limited to, investment in technology, expansion of business operations, working capital augmentation, and other general corporate purposes as outlined in the DRHP. These decisions may have a material impact on the financial position of the Company in subsequent periods. The Board assures all stakeholders that such actions will be carried out in full compliance with applicable regulatory frameworks, and any financial implications will be duly reflected in the books of accounts and disclosed in accordance with statutory requirements.

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

There being no any significant and material orders passed by the regulators, courts or tribunals against the company during financial year 2024-25, impacting the going concern status and company's operations in future.

**9. CONSERVATION OF ENERGY, TECHNOLOGY ABSORPTION AND 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 (3) of the Companies (Accounts) Rule, 2014 is annexed herewith as **Annexure-A**.

**10. STATEMENT CONCERNING DEVELOPMENT AND IMPLEMENTATION OF RISK MANAGEMENT POLICY OF THE COMPANY**

The Board of Directors has remained proactive in closely monitoring market trends, regulatory developments, and government policies relevant to the Company's business operations. This approach enables the Company to anticipate potential challenges and mitigate emerging risks in a timely manner. By staying well-informed and responsive to external developments, the Board

ensures that the Company is better positioned to navigate uncertainties and protect its long-term interests. The Company remains fully committed to maintaining a robust and dynamic risk management framework that is aligned with its strategic goals and compliant with all applicable regulatory requirements, thereby safeguarding the interests of its shareholders and other stakeholders. The Risk management policy can be accessed on the Company's Website at the link:

<https://firebasestorage.googleapis.com/v0/b/financial-data-9ad4b.appspot.com/o/newPolicy%2Frisk%20management.pdf?alt=media&token=c4da8e41-cd0f->

**11. DETAILS OF POLICY DEVELOPED AND IMPLEMENTED BY THE COMPANY ON CORPORATE SOCIAL RESPONSIBILITY (CSR)**

The Company's CSR activities are primarily done through NGO's. The CSR Committee of the Board of Directors has been formed comprising of three directors with Chairman being Independent Director. CSR Committee has framed and formulated a CSR Policy indicating the activities to be undertaken by the Company, in accordance with schedule-VII of the Act and the Companies (Corporate Social Responsibility Policy) Rules, 2014 issued under the Act. The same has also been approved and reviewed from time to time by the Board. The updated CSR policy is available at the website of the Company at <https://www.thecrayonsnetwork.com>. The Annual Report FY 2024-25 on CSR Activities, as stipulated under the Act forms an Integral part of this Report and is appended as **Annexure-B**.

**12. PARTICULARS OF LOANS, GUARANTEES OR INVESTMENTS MADE UNDER SECTION 186 OF THE COMPANIES ACT,2013**

Your Company has made Investment, Guarantee or given any Loans under Section 186 of the Companies Act, 2013. Further, if any loans, guarantees and investments are made by the Company otherwise of the provision of Section 186 of the Act, the same is properly disclosed in notes of the Financial Statements.

**13. EXTRACT OF THE ANNUAL RETURN (WEBSITE):**

The Annual Return as required under sub-section (3) of Section 92 of the Companies Act, 2013 ('the Act') in form MGT-7 is made available on the website of the Company and can be accessed at <https://www.cashurdrive.com/> under the investor column.

**14. PARTICULARS OF CONTRACTS OR ARRANGEMENTS WITH RELATED PARTIES REFERRED TO IN SECTION 188**

Your Company has conducted transactions with related parties in the ordinary course of business. All such transactions, as defined under Section 2(76) of the Companies Act, 2013, have been carried out on an arm's length basis. However, certain transactions that were not executed at arm's length pricing have been disclosed in Form **AOC-2**. The detailed disclosures of related party transactions are provided in the accompanying financial statements. In compliance with the provisions of Section 134(3)(h) of the Companies Act, 2013, **Form AOC-2** is annexed hereto as **Annexure-C**.

**15. EXPLANATIONS OR COMMENTS ON QUALIFICATIONS, RESERVATIONS OR ADVERSE REMARKS OR DISCLAIMERS MADE BY THE AUDITORS IN THEIR REPORTS**

The observations made by the auditors in their report are self-explanatory and, in the opinion of the Board of Directors, do not necessitate any further explanation or comment. The Auditor's Report is free from any qualifications, reservations, or adverse remarks. However, the auditors have highlighted certain matters that require the management's attention, which have been duly noted in the audit report. The management has acknowledged these points, and the Board has reviewed and is overseeing the implementation of appropriate corrective measures.

**16. EXPLANATIONS OR COMMENTS ON QUALIFICATIONS, PESERVATIONS OR ADVERSE REMARKS OR DISCLAIMERS MADE BY THE PRACTICING COMPANY SECRETARY IN THEIR REPORTS**

The provisions relating to submission of Secretarial Audit Report is not applicable to the Company. Hence need not to report.

## 17. DIRECTORS OR KEY MANAGERIAL PERSONNEL APPOINTED OR RESIGNED DURING THE YEAR

As on 31st March, 2025, there are 5 (Five) Directors in your Company. The detail is as under:

S.No.	Name	DIN/PAN	Category	Designation
1.	Raghu Khanna	02496328	Executive	Managing Director & Chairman
2.	Parveen K Khanna	02630636	Executive	Whole time Director
3.	Bhupinder Kumar Khanna	08709872	Non-Executive	Director
4.	Alok Nigam	02973269	Non-Executive	Independent Director
5.	Vivek Deorao Talmale	10791763	Non-Executive	Independent Director

None of the directors are disqualification under section 164 of Companies Act, 2013.

The Board of Directors proposed a change in the designation of Mr. Raghu Khanna to **Managing Director** and Mr. Parveen K. Khanna to **Whole-Time Director**, subject to the approval of the members. The proposal was placed before the shareholders at the Extra Ordinary General Meeting held on **06th April 2024**, and the members duly accorded their consent for the change in designation of both Directors.

During the year under review, **Mr. Alok Nigam** and **Mr. Vivek Deorao Talmale** were appointed as **Non-Executive Independent Directors**, thereby strengthening the governance framework of the Company.

Further, in terms of the appointment of Key Managerial Personnel:

- **Mr. Rajat Singhal** was appointed as the **Chief Financial Officer (CFO)** of the Company with effect from **18th February 2025**.
- **Ms. Shefali Kesarwani** was appointed as the **Company Secretary** of the Company with effect from **16th November 2024**.

These appointments are expected to further enhance the leadership and compliance framework of the Company.

## 18. POLICY ON DIRECTORS' APPOINTMENT AND REMUNERATION

The Nomination & Remuneration Committee has framed a policy for selection and appointment of Directors including determining qualifications and independence of a Director, Key Managerial Personnel (KMP), Senior Management Personnel and their remuneration as part of its charter and other matters provided under Section 178(3) of the Companies Act, 2013. Pursuant to Section 134(3) of the Companies Act, 2013, the Nomination & Remuneration Policy of the Company which lays down the criteria for determining qualifications, competencies, positive attributes and independence for appointment of Directors and policies of the Company relating to remuneration of Directors, KMP and Senior Management Personnel is available under investor relations section on the Company's website and also attached as **Annexure-D**. Further, the Company also has a Board Diversity Policy to assure that the Board is fully diversified and comprises of an ideal combination of Executive and Non-Executive Directors, including Independent Directors, with diverse backgrounds.

## **19. INTERNAL FINANCIAL CONTROLS AND THEIR ADEQUACY**

The Company has an adequate internal financial control and risk mitigation, which are constantly assessed and strengthened with new/revised standard operating procedures commensurate with its size and the nature of its business. During the year, no reportable weakness in the operations and accounting were observed and your company has adequate internal financial control with reference to its financial statements.

## **20. PARTICULARS OF EMPLOYEES:**

Details of the top ten employees in terms of remuneration drawn, as required under the provisions of Section 197 of the Act, read with Rules 5(2) & 5(3) of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014, is annexed to this Report as **Annexure-E**.

The ratio of remuneration of each Director and Key Managerial Personnel to the median of employees' remuneration, the percentage increase in remuneration, as required under the provisions of Section 197(12) of the Companies Act, 2013 read with Rule 5 of Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014 is annexed to this Report as **Annexure-E**.

Further, there are no employees posted and working outside India and drawing salary in excess of the prescribed limits under the above Rules and accordingly, the statement included in this Report does not contain the particulars of employees who are posted and working outside India.

## **21. SECRETARIAL STANDARDS**

Your Company is followed applicable Secretarial Standards i.e., SS-1 and SS-2 as issued by the Institute of Company Secretaries of India (ICSI) relating to "Meetings of the Board of Directors" and "General Meetings" respectively, during the financial year ended on 31<sup>st</sup> March, 2024.

## **22. DETAILS OF SUBSIDIARY / JOINT VENTURE AND ASSOCIATES COMPANIES**

Your Company have not any Subsidiary / Joint Venture or Associates Company during the year 2024-25. Also, during the year under review and till the date of report, the Company has not acquired or formed any new subsidiary, associate or joint venture.

## **23. CONSOLIDATED FINANCIAL STATEMENTS**

Your Company have not any Subsidiaries / Joint Venture or Associates Company during the financial year 2024-25 therefore the requirement of preparing Consolidated Financial Statements as required under Sub-Section (3) of Section 129 of Companies Act, 2013 is not applicable on your company.

## **24. DETAILS OF REVISION OF FINANCIAL STATEMENT OR THE REPORT**

Your Company has not revised its Financial Statement or Report of Director after its finalization. Therefore, your company has not required any approval from the tribunal. And there is no any such kind of revision in the current year also.

## **25. DETAILS OF ESTABLISHMENT OF VIGIL MECHANISM FOR DIRECTORS AND EMPLOYEES**

The Company has established a vigil mechanism, through a Whistle Blower Policy, where Directors and employees can voice their genuine concerns or grievances about any unethical or unacceptable business practice. A whistle-blowing mechanism not only helps the Company in detection of fraud, but is also used as a corporate governance tool leading to prevention and deterrence of misconduct.

It provides direct access to the employees of the Company to approach the Compliance Officer or the Chairman of the Audit Committee, where necessary. The Company ensures that genuine Whistle

Blowers are accorded complete protection from any kind of unfair treatment or victimization.

The Whistle Blower policy can be accessed on the Company's Website at the link:  
[https://firebasestorage.googleapis.com/v0/b/financial-data-9ad4b.appspot.com/o/newPolicy%2Fwhistle%20blower%20policy%20\(1\).pdf?alt=media&token=0c58dadd-9c2f-4938-9465-40489251b27e](https://firebasestorage.googleapis.com/v0/b/financial-data-9ad4b.appspot.com/o/newPolicy%2Fwhistle%20blower%20policy%20(1).pdf?alt=media&token=0c58dadd-9c2f-4938-9465-40489251b27e)

## **26. AUDIT COMMITTEE**

Your Company has constituted the Audit Committee according to section 177 of the Companies Act, 2013 and the rules made there under.

## **27. DECLARATION BY INDEPENDENT DIRECTORS AND STATEMENT ON COMPLIANCE OF CODE OF CONDUCT**

The Company received declarations from Independent Directors in accordance with Section 149(7) of the Companies Act, 2013, that they meet the criteria of independence as laid out in sub-section (6) of Section 149 of the Companies Act, 2013.

## **28. SECRETARIAL AUDIT REPORT**

Pursuant to the provision of Section 204 of the Companies Act, 2013 and the rules made there under, your company is not required Secretarial Audit, So, as prescribed provisions of this Section are not applicable on your company.

## **29. REPORTING ON FRAUD**

During the financial year under review, there was no instance of fraud are noticed by the Statutory Auditors in the Company which is reportable to the Audit Committee, Board of Directors or further reportable to the Central Government.

## **30. STATUTORY AUDITORS**

M/s Khurana Sharma and Co., Chartered Accountant (F. R. No. 010920N), having address as 1299, Sector 15 B, Chandigarh 160015, has been appointed as statutory auditors of the Company in the Annual General Meeting held on 30.09.2022 for the period of five years until the conclusion of Annual General Meeting to be held in 2027.

Pursuant to the amendment to section 139 of the Companies Act, 2013 effective from 7<sup>th</sup> May, 2018, ratification by the shareholders every year for appointment of Statutory Auditors is no longer required.

## **31. DEPOSITS**

Your Company has neither accepted nor renewed any deposits covered under Chapter V of the Companies Act, 2013 during the financial year 2023-24. Therefore, the details in regard to deposits need not be required. Your company does not have any deposits which are in contradiction of Chapter V of the Act.

## **32. DISCLOSURES UNDER THE SEXUAL HARASSMENT OF WOMEN AT WORK PLACE (PREVENTION, PROHIBITION AND REDRESSAL) ACT, 2013**

The Company is committed to provide a safe and conducive work environment to its employees. There exist at the group level an Internal Complaint Committee ('ICC') constituted under The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013. The company is strongly opposed to sexual harassment and employees are made aware about the

consequences of such acts and about the constitution of ICC. During the year under review, no complaints were filed with the Committee under the provisions of the said Act in relation to the workplace/s of the Company. Prevention of Sexual Harassment Policy can be accessed on the Company's Website at the link: <https://firebasestorage.googleapis.com/v0/b/financial-data-9ad4b.appspot.com/o/newPolicy%2Fprevention%20of%20sexual.pdf?alt=media&token=a77338-8671-43f5-94da-acf851390e59>

Your Company has not received any complaints on sexual harassment during the financial year 2023-24.

### **33. NUMBER OF MEETINGS OF THE BOARD OF DIRECTORS AND GENERAL MEETINGS**

The Board of Directors duly met 21 times during the financial year 2024-25:

<b>S. No.</b>	<b>Date of meeting (DD/MM/YYYY)</b>	<b>Total Number of directors as on the date of meeting</b>	<b>Attendance</b>	
			<b>Number of directors attended</b>	<b>% of attendance</b>
1	08/04/2024	3	3	100.00
2	20/05/2024	3	3	100.00
3	28/05/2024	3	3	100.00
4	14/06/2024	3	3	100.00
5	20/06/2024	3	3	100.00
6	17/07/2024	3	3	100.00
7	18/07/2024	3	3	100.00
8	30/07/2024	3	3	100.00
9	02/09/2024	3	3	100.00
10	25/09/2024	3	3	100.00
11	28/10/2024	3	3	100.00
12	05/11/2024	5	3	60.00
13	07/11/2024	5	3	60.00
14	08/11/2024	5	5	100.00
15	18/11/2024	5	5	100.00
16	28/11/2024	5	3	60.00
17	16/12/2024	5	3	60.00
18	15/01/2025	5	5	100.00
19	21/01/2025	5	5	100.00
20	18/02/2025	5	5	100.00
21	05/03/2025	5	5	100.00

During the year there are 9 General Meetings of the shareholders, as per below detail

<b>Type of meeting</b>	<b>Date of meeting (DD/MM/YYYY)</b>	<b>Total Number of Members entitled to attend meeting</b>	<b>Number of members attended</b>	<b>% of total shareholding</b>
Extraordinary General Meeting	06/04/2024	7	7	100
Annual General Meeting	24/09/2024	7	7	100
Extraordinary General Meeting	16/05/2024	7	7	100
Extraordinary General Meeting	16/07/2024	7	7	100
Extraordinary General Meeting	18/10/2024	7	7	100
Extraordinary General Meeting	20/12/2024	7	7	100

Extraordinary General Meeting	23/07/2024	7	7	100
Extraordinary General Meeting	27/11/2024	7	7	100
Extraordinary General Meeting	30/04/2024	7	7	100

### **34. DIRECTORS RESPONSIBILITY STATEMENT**

Pursuant to the requirement under Section 134 (5) of the Companies Act, 2013, with respect to Directors' Responsibility Statement, it is hereby confirmed that:

1. In the preparation of the annual accounts, for the financial year ended 31<sup>st</sup> March, 2025 the applicable accounting standards have been followed by the company along with proper explanation relating to material departure.
2. The Directors' have 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 31<sup>st</sup> March, 2025 and of the Profit of the Company for that financial year ended on 31<sup>st</sup> March, 2025.
3. The Directors have 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.
4. The Directors' have prepared the annual accounts of the Company for the financial year ended 31<sup>st</sup> March, 2025 on "**a going concern**" basis.
- 5 That the Directors had devised proper systems to ensure compliance with the provisions of all applicable laws and that such systems are adequate and operating effectively.

### **35. CODE FOR PROHIBITION OF INSIDER TRADING**

Your Company has in place a Code for Prohibition of Insider Trading, under the Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015, which lays down the process of trading in securities of the Company by the employees, designated persons and connected persons and to regulate, monitor and report trading by such employees and connected persons of the Company either on his/her own behalf or on behalf of any other person, on the basis of unpublished price sensitive information. The Company reviews the policy on need basis. The Code for Prohibition of Insider Trading is available on the website of the Company at the link:

<https://firebasestorage.googleapis.com/v0/b/financial-data-9ad4b.appspot.com/o/newPolicy%2Fcode%20of%20conduct.pdf?alt=media&token=8e1a006b-ae46-412e-801a-6bca6339b193>

### **36. DETAILS OF APPLICATION/ANY PROCEEDING PENDING UNDER THE INSOLVENCY AND BANKRUPTCY CODE, 2016**

Neither any application was made nor any proceeding pending against your Company under the Insolvency and Bankruptcy Code, 2016 (31 of 2016) during the financial year ended on 31<sup>st</sup> March, 2024.

### **37. DETAILS OF DIFFERENCE BETWEEN AMOUNT OF THE VALUATION DONE AT THE TIME OF ONE TIME SETTLEMENT AND THE VALUATION DONE WHILE TAKING LOAN FROM THE BANKS OR FINANCIAL INSTITUTIONS ALONG WITH THE REASONS THEREOF.**

Your Company has not done any One Time Settlement (OTS) with any Banks or Financial Institutions

or with any other lenders during the financial year ended on 31<sup>st</sup> March, 2025. Hence no disclosure is required under this clause.

### **38. INDUSTRIAL RELATIONS**

During the year under review, Industrial relations throughout the year continued remained very cordial and satisfactory. Additional efforts are continued to be implemented with a view to obtain commitment and loyalty towards the organization.

### **39. MATERIAL EVENTS OCCURRING AFTER THE CLOSURE OF FINANCIAL YEAR BUT BEFORE SIGNING OF BOARD REPORT**

Some of the material events occurred after the closure of Financial Year but before signing of this Board Report

- Constitution of Audit Committee, NRC, Stakeholder Relationship Committee & CSR Committee
- Appointment of Independent Directors, Chief Financial Officer & Company Secretary
- Filing of Draft Red herring prospectus to NSE Merge.

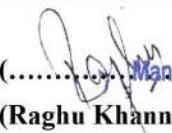
### **40. ACKNOWLEDGEMENTS**

Your directors would like to express their appreciation for the assistance and co-operation received from Company's Bankers, Financial Institutions, Vendors, Shareholders and other agencies and associates of the Company. They also place on record their appreciation for the contribution and efforts made by the employees at all levels to the Operation of the Company.

For and on behalf of the Board

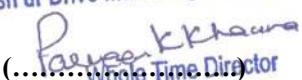
#### **CASH UR DRIVE MARKETING LIMITED**

For Cash ur Drive Marketing Limited

  
..... Managing Director  
**(Raghu Khanna)**

Managing Director  
DIN:02496328  
Address: S-418, Third Floor, Greater Kailash-2,  
Greater Kailash, South Delhi, Delhi-110048

For Cash ur Drive Marketing Limited

  
..... Whole Time Director  
**(Parveen K Khanna)**

Whole Time Director  
DIN:02630636  
Address: 3010, Sector 28-D  
Chandigarh-160002

**Date: 28/06/2025**

**Place: Chandigarh**

## **ANNEXURE - A TO THE DIRECTORS' REPORT**

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### **CONSERVATION OF ENERGY, TECHNOLOGY ABSORPTION AND FOREIGN EXCHANGE EARNINGS AND OUTGO:**

(INFORMATION AS PER SECTION 134 (3) (m) OF COMPANIES ACT, 2013 READ WITH RULE 8 (3) OF THE COMPANIES (ACCOUNTS) RULE, 2014 AND FORMING PART OF THE DIRECTORS' REPORT FOR THE YEAR ENDED 31<sup>ST</sup> MARCH, 2025.)

#### **A. CONSERVATION OF ENERGY**

##### **1. Step Taken or impact on Conservation of energy**

Energy conservation is an ongoing process and there is continuous program to create awareness and motivate to the employees to conserve energy. Amongst various measures taken by Company, regular monitoring and replacement / repair & services of power factor, D. G. Set, and leakages of compressed air, fuel oil to save energy are worth mentioning.

With the implementation of the various energy conservation measures, energy cost is expected to be reduced and consequently there will be impact on the cost of production.

##### **2. The step taken by the company for utilizing alternate sources of energy**

The company has not taken any step for use of alternate energy sources.

##### **3. The capital investment on energy conservation equipment's**

The expenditures incurred in repairs and replacement of parts for fuel efficiency cannot be precisely ascertained.

#### **B. TECHNOLOGY ABSORPTION**

##### **1 The efforts made towards technology absorption**

Specific areas in which efforts carried out by the Company during the year under review:

- a) Product Development.
- b) Process Development.
- c) Energy Saving.
- d) Cost reduction and productivity improvement.
- e) Standardization of products, methods, etc.

##### **2 Benefits derived as a result of the above Research and Development:**

- a) Wider PVC Compound range developed with the efforts of Research and Development, have enhanced the sales potential.

- b)** Effective utilization of energy and processes has reduced the manufacturing cost of the Company at various stages.

**3 Imported Technology:**

- a) Details of Technology Imported. : Nil
- b) The Year of Import. : N.A.
- c) Whether the technology been fully absorbed. : N.A.
- d) If not fully absorbed, areas where absorption has not taken place, and the reasons thereof.

**4 Expenditure incurred on Research and Developments:**

- a) Capital. ) The development work is carried on by
- b) Recurring. ) the concerned departments continuously.
- c) Total. ) The expenses and the cost of assets are
- d) Total R & D Expenditure as a Percentage of total turnover. ) grouped under the respective account heads.

**C. FOREIGN EXCHANGE EARNING AND OUTGO**

Due to strong demand in the domestic market, the Company did not pursue the export markets during the year under review.

- a) Total foreign exchange earned : Rs. Nil/- (Previous year was Rs. NIL/-)
- b) Foreign Currency Fluctuations (Exposure)Rs. NIL
- c) Total foreign exchange outgo.
  - 1. CIF Value of imports : Rs. NIL
  - 2. Others : Rs. NIL

## **ANNEXURE - B TO THE DIRECTORS' REPORT**

### **Format for the Annual Report on CSR Activities to be Included in the Board's Report For Financial Year Commencing on or After 1st Day of April, 2020**

- 1. Brief outline on CSR Policy of the Company.** The Company's focus area is empowering communities and improving lives across India. The projects undertaken are within the broad framework of Schedule VII of the Companies Act, 2013. Brief outline on CSR Policy is given in CSR policy of the Company which has been uploaded on the website of the Company and can be accessed at

<https://firebasestorage.googleapis.com/v0/b/financial-data-9ad4b.appspot.com/o/updateddocs%2FCSR%20Policy.pdf?alt=media&token=c6e8ce77-fc0d-4ffc-81a4-0dba52381183>.

- 2. Composition of CSR Committee:**

<b>Sl. No.</b>	<b>Name of Director</b>	<b>Designation / Nature of Directorship</b>	<b>Number of meetings of CSR Committee held during the year</b>	<b>Number of meetings of CSR Committee attended during the year</b>
1	<b>Mr. Raghu Khanna</b>	Chairman (Managing Director)	4	4
2	<b>Mrs. Parveen K Khanna</b>	Member (Whole Time Director)	4	4
3	<b>Mr. Alok Nigan</b>	Member (Independent Director)	4	4

- Provide the web-link where Composition of CSR committee, CSR Policy and CSR projects approved by the board are disclosed on the website of the company. -  
<https://firebasestorage.googleapis.com/v0/b/financial-data-9ad4b.appspot.com/o/annual-report-updated%2FComposition%20of%20Committees.pdf?alt=media&token=ade4fa91-2505-441f-ba62-46c5a490ba76>
- Provide the details of Impact assessment of CSR projects carried out in pursuance of sub-rule (3) of rule 8 of the Companies (Corporate Social responsibility Policy) Rules, 2014, if applicable (attach the report). **Not Applicable**
- Details of the amount available for set off in pursuance of sub-rule (3) of rule 7 of the Companies (Corporate Social responsibility Policy) Rules, 2014 and amount required for set off for the financial year, if any: **NIL**
- Average net profit of the company as per section 135(5).**Rs. 950.04 Lacs**
- (a) Two percent of average net profit of the company as per section 135(5): **Rs. 19.00 Lacs**  
(b) Surplus arising out of the CSR projects or programmes or activities of the previous financial years.: **NIL**  
(c) Amount required to be set off for the financial year, if any: **NIL**

(d) Total CSR obligation for the financial year (7a+7b-7c). **Rs. 19.00 Lacs**

8. (a) CSR amount spent or unspent for the financial year:

Total Amount Spent for the Financial Year. (in Rs.)	Amount Unspent (in Rs.)				
	Total Amount transferred to Unspent CSR Account as per section 135(6).		Amount transferred to any fund specified under Schedule VII as per second proviso to section 135(5).		
Rs. 19.00 Lacs	NIL	NA	--	NIL	NA

(b) Details of CSR amount spent against ongoing projects for the financial year: **NIL**

(c) Details of CSR amount spent against other than ongoing projects for the financial year:

(1)	(2)	(3)	(4)	(5)		(6)	(7)	(8)	
				Local area (Yes/ No).	Location of the project.			Mode of implementation - Direct (Yes/No).	Mode of implementation - Through implementing agency.
(1)	(2)	(3)	(4)	Local area (Yes/ No).	Location of the project.	(6)	(7)	(8)	(8)
Sl. No.	Name of the Project	Item from the list of activities in schedule VII to the Act.	Local area (Yes/ No).	State.	District.	Amount spent for the project (in Rs.).	Mode of implementation - Direct (Yes/No).	Name.	CSR registration number.
1.	<b>Skill Development of Deprived Section of Community</b>	Environment Sustainability, Children Education and Food Distribution	Yes		Delhi, NCR	Rs. 9.10 Lacs	No	Akashiganga Foundation	
2.	<b>Plantation and Prevention of Environment Pollution</b>	Community Health, Women Empowerment, Tribal Welfare, Skill Development and Rural Development	Yes		Delhi, NCR	Rs. 9.90 Lacs	No	Akashiganga Foundation	
	<b>Total</b>					Rs. 19.00 Lacs			

(d) Amount spent in Administrative Overheads: **NIL**

(e) Amount spent on Impact Assessment, if applicable: **NIL**

(f) Total amount spent for the Financial Year (8b+8c+8d+8e): **Rs. 19.00 Lacs**

(g) Excess amount for set off, if any: **NIL**

<b>SI. No.</b>	<b>Particular</b>	<b>Amount (in lacs)</b>
(i)	Two percent of average net profit of the company as per section 135(5)	19.00
(ii)	Total amount spent for the Financial Year	19.00
(iii)	Excess amount spent for the financial year [(ii)-(i)]	-
(iv)	Surplus arising out of the CSR projects or programmes or activities of the previous financial years, if any	0.40
(v)	Amount available for set off in succeeding financial years [(iii)-(iv)]	0.40

**9.** (a) Details of Unspent CSR amount for the preceding three financial years: **The Company has no unspent CSR Amount for the preceding years.**

(b) Details of CSR amount spent in the financial year for ongoing projects of the preceding financial year(s): **NIL**

**10.** In case of creation or acquisition of capital asset, furnish the details relating to the asset so created or acquired through CSR spent in the financial year: **NA**

**11.** Specify the reason(s), if the company has failed to spend two per cent of the average net profit as per section 135(5). **NA**

For and on behalf of the Board

**CASH UR DRIVE MARKETING LIMITED**

For Cash ur Drive Marketing Limited



Raghu Khanna  
Managing Director

(.....)

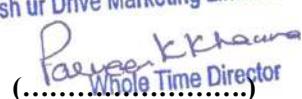
**(Raghu Khanna)**

Managing Director

DIN:02496328

Address: S-418, Third Floor, Greater Kailash-2,  
Greater Kailash, South Delhi, Delhi-110048

For Cash ur Drive Marketing Limited



Parveen K Khanna  
Whole Time Director

**(Parveen K Khanna)**

Whole Time Director

DIN:02630636

Address: 3010, Sector 28-D  
Chandigarh-160002

**Date: 28/06/2025**

**Place: Chandigarh**

**ANNEXURE "C" TO THE DIRECTORS' REPORT****FORM NO. AOC -2**

**(Pursuant to clause (h) of sub-section (3) of section 134 of the Act and Rule 8(2) of the Companies (Accounts) Rules, 2014.**

Form for Disclosure of particulars of contracts/arrangements entered into by the company with related parties referred to in sub section (1) of section 188 of the Companies Act, 2013 including certain arm's length transaction under third proviso thereto.

1. Details of contracts or arrangements or transactions not at Arm's length basis.: **There are no Transaction which are not at Arms's Length Basis.**
2. Details of contracts or arrangements or transactions at Arm's length basis.

<b>SL. No.</b>	<b>Particulars</b>	<b>Details</b>
a)	Name (s) of the related party & nature of relationship	Acur Media Partnership firm of the Director
b)	Nature of contracts/arrangements/transaction	Purchases of Display Services, Sales of Advertisement Services & Rental Services
c)	Duration of the contracts/arrangements/transaction	During the year
d)	Salient terms of the contracts or arrangements or transaction including the value, if any	As per the arrangement
e)	Date of approval by the Board	April 08, 2024
f)	Amount paid as advances, if any	-

<b>SL. No.</b>	<b>Particulars</b>	<b>Details</b>
a)	Name (s) of the related party & nature of relationship	All White Communications LLP Common Shareholder/s & Designated Partner
b)	Nature of contracts/arrangements/transaction	Purchases of Display Services & Sales of Advertisement Services
c)	Duration of the contracts/arrangements/transaction	During the year
d)	Salient terms of the contracts or arrangements or transaction including the value, if any	As per the arrangement
e)	Date of approval by the Board	April 08, 2024
f)	Amount paid as advances, if any	-

<b>SL. No.</b>	<b>Particulars</b>	<b>Details</b>
a)	Name (s) of the related party & nature of relationship	Cash Ur Drive Electric Vehicles Private Limited Common Management
b)	Nature of contracts/arrangements/transaction	Sale of Advertising and other Services, Rental Services Charging Services
c)	Duration of the contracts/arrangements/transaction	During the year
d)	Salient terms of the contracts or arrangements or transaction including the value, if any	As per the arrangement
e)	Date of approval by the Board	April 08, 2024
f)	Amount paid as advances, if any	-

<b>SL. No.</b>	<b>Particulars</b>	<b>Details</b>
a)	Name (s) of the related party & nature of relationship	Cityscape Integrated Media Common Shareholder/s
b)	Nature of contracts/arrangements/transaction	Purchases of Display Services & Sales of Advertisement Services
c)	Duration of the contracts/arrangements/transaction	During the year
d)	Salient terms of the contracts or arrangements or transaction including the value, if any	As per the arrangement
e)	Date of approval by the Board	April 08, 2024
f)	Amount paid as advances, if any	-

<b>SL. No.</b>	<b>Particulars</b>	<b>Details</b>
a)	Name (s) of the related party & nature of relationship	CUD Digital Firm of the Relative of Directors
b)	Nature of contracts/arrangements/transaction	Purchases of Display Services & Consumable received Rental Services
c)	Duration of the contracts/arrangements/transaction	During the year
d)	Salient terms of the contracts or arrangements or transaction including the value, if any	As per the arrangement
e)	Date of approval by the Board	April 08, 2024
f)	Amount paid as advances, if any	-

<b>SL. No.</b>	<b>Particulars</b>	<b>Details</b>
a)	Name (s) of the related party & nature of relationship	Frappe Ads Firm of the Relative of Directors
b)	Nature of contracts/arrangements/transaction	Received Central Auto Branding Services Providing Business Promotion Services
c)	Duration of the contracts/arrangements/transaction	During the year
d)	Salient terms of the contracts or arrangements or transaction including the value, if any	As per the arrangement
e)	Date of approval by the Board	April 08, 2024
f)	Amount paid as advances, if any	-

<b>SL. No.</b>	<b>Particulars</b>	<b>Details</b>
a)	Name (s) of the related party & nature of relationship	Sahir Exports Firm of the Director's HUF
b)	Nature of contracts/arrangements/transaction	Rental services
c)	Duration of the contracts/arrangements/transaction	During the year
d)	Salient terms of the contracts or arrangements or transaction including the value, if any	As per the arrangement
e)	Date of approval by the Board	April 08, 2024
f)	Amount paid as advances, if any	-

<b>SL. No.</b>	<b>Particulars</b>	<b>Details</b>
a)	Name (s) of the related party & nature of relationship	Tecfin Enterprises Private Limited Common Director
b)	Nature of contracts/arrangements/transaction	Providing Rental Services
c)	Duration of the contracts/arrangements/transaction	During the year
d)	Salient terms of the contracts or arrangements or transaction including the value, if any	As per the arrangement
e)	Date of approval by the Board	April 08, 2024
f)	Amount paid as advances, if any	-

<b>SL. No.</b>	<b>Particulars</b>	<b>Details</b>
a)	Name (s) of the related party & nature of relationship	US Advertising Pvt Ltd Firm of the Relative of the Director
b)	Nature of contracts/arrangements/transaction	Receiving Central Outdoor Branding Services Sale of Advertising Services
c)	Duration of the contracts/arrangements/transaction	During the year
d)	Salient terms of the contracts or arrangements or transaction including the value, if any	As per the arrangement
e)	Date of approval by the Board	April 08, 2024
f)	Amount paid as advances, if any	-

## **ANNEXURE "D" TO THE DIRECTORS' REPORT**

### **NOMINATION & REMUNERATION POLICY**

#### **1. Introduction:**

In terms of Section 178 of the Companies Act and Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended from time to time), this policy on Nomination and Remuneration of Directors, Key Managerial Personnel (KMP) and Senior Management of Cash Ur Drive Marketing Limited ("the Company") has been adopted by the Board of Directors.

This policy shall act as guidelines on matters relating to the appointment/re- appointment, remuneration, removal and evaluation of performance of the Directors, Key Managerial Personnel and Senior Management.

#### **2. Definitions:**

In this policy unless the context otherwise requires:

- a) Act: means the Companies Act, 2013 and rules there under, as amended from time to time.
- b) Board: means "Board of Directors" of Cash Ur Drive Marketing Limited.
- c) Director: means Directors of the Company appointed under the Companies Act 2013
- d) Independent Director: means a Director referred to in Section 149 (6) of the Companies Act, 2013 read with Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.
- e) Committee: means "Nomination & Remuneration Committee" of the Company as constituted by the Board from time to time.
- f) Key Managerial Personnel or KMP: means Managing Director, Whole-time Director/Executive Director, Chief Executive Officer, Chief Financial Officer, Company Secretary and such other persons who may be considered to be KMP under the Companies Act, 2013 or as may be identified by the Board.
- g) Senior Management means officers/personnel of the Company who are members of its core management team. The core management team includes Chief Executive Officer, Managing Director, Chief Operating Officer & Whole- time Director/Executive Director, Chief Revenue Officer, Chief Technical Officer, Chief of Human Resources, Chief Financial Officer and Company Secretary.
- h) Listing Regulations means Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended from time to time.

### **3. Appointment of Director, Key Managerial Personnel & Senior Management**

The Committee shall identify and ascertain the integrity, qualification, expertise and experience of the person for appointment as Director or KMP and recommend to the Board his / her appointment. The Committee has discretion to decide whether qualification, expertise and experience possessed by a person is sufficient/ Satisfactory for the concerned position.

Appointment of Senior Management Personnel shall be in accordance to Company's HR policy. The Company's policy is committed to acquire, develop and retain a pool of high caliber and talent, establish systems and practices for maintaining transparency, fairness and equity and provides for payment of competitive pay packages matching industry standards.

### **4. (i) Remuneration of Executive Director, KMP and Senior Management Personnel**

- a) The remuneration / compensation / commission etc. to the Executive Directors will be determined by the Committee and recommended to the Board for approval. The remuneration / compensation / commission etc. shall be subject to the approval of the shareholders of the Company, wherever required.
- b) The remuneration and commission to be paid to the Executive Directors shall be in accordance with the percentage / limits / conditions laid down in the Articles of Association of the Company and as per the provisions of the Act/Listing Regulations.
- c) Increments to the existing remuneration/ compensation structure may be recommended by the Committee to the Board in the case of Executive Directors, which should be within the limits approved by the Shareholders and in accordance with the provisions of the Act.
- d) Remuneration of Senior Management Personnel shall be as per the policy of the Company based on the grade structure in the Company. The Chairman/ CEO/ Managing Director of the Company is authorized to decide any payments or compensation changes to Senior Management.
- e) Commission: may be paid to the Executive Director, as may be applicable, within the monetary limit approved by shareholders, subject to the limits prescribed under the applicable provisions of the Act.
- f) Minimum Remuneration: If, in any financial year, the Company has no profits or its profits are inadequate, the Company shall pay remuneration to its Executive Directors in accordance with the provisions of the Act.
- g) Provisions for excess remuneration: If any Chairman/Managing Director/Whole- time Directors draws or receives, directly or indirectly by way of remuneration any such sums in excess of the limits prescribed under the Act/Listing Regulations or without the necessary approvals /, where required, he / she shall refund such sums to the Company and until such sum is refunded, hold it in trust for the Company. The Company shall not waive recovery of such sum refundable to it unless necessary approvals are obtained under the Act/ Listing Regulations.

## **(ii) Remuneration of Independent Directors/Non-Executive Director**

### **Sitting Fees**

The Independent Directors of the Company are entitled to sitting fees as determined by the Board from time to time for attending Board / Committee meetings thereof in accordance with the provisions of Companies Act, 2013.

The Non-Executive Non-Independent Directors may be paid sitting fees in accordance with the provisions of Companies Act, 2013.

Currently the Company does not pay any sitting fee to its Non-Executive Non-Independent Director.

### **Commission**

Commission may be paid within the monetary limit approved by shareholders, subject to the limit not exceeding 1% of the profits of the Company computed as per the applicable provisions of the Act.

The aggregate commission payable to the Independent Directors and Non- Executive Non-Independent Directors will be recommended by the Nomination & Remuneration Committee to the Board based on Company's performance, profits, return to investors, shareholder value creation and any other significant qualitative parameters as may be decided by the Board.

Currently, the Company does not pay any commission to its Directors.

## **5. Change in Directors & Key Managerial Personnel:**

The Committee may recommend to the Board, changes in Board or Key Managerial Personnel subject to the provisions of the Act, Listing Regulations and applicable policies framed and adopted by the Company from time to time.

The Board of Directors will have the discretion to retain the Key Managerial Personnel in the same position / remuneration or revised remuneration after attaining the date of superannuation for organizational development reasons.

## **6. Evaluation**

The evaluation of the performance of the Board and individual Directors shall be carried out in accordance with provisions of Companies Act, 2013 and Listing Regulations on an Annual Basis on the basis of self-assessment forms to be reviewed by the Committee annually.

The evaluation of the performance of the Key Managerial Personnel who are not Directors of the Company, Senior Management Personnel shall be conducted as per Company's HR Policies.

## **7. Removal**

Due to reasons for any disqualification mentioned in the Act or under any other applicable Act, rules and regulations thereunder, the Committee may recommend, to the Board with reasons recorded in writing, removal of a Director, KMP or Senior Management Personnel subject to the provisions and compliance of the said Act, rules and regulations.

## **8. Retirement**

The Director, KMP and Senior Management Personnel shall retire as per the applicable provisions of the Act and the prevailing policy of the Company. The Board will have the discretion to retain the Director, KMP, Senior Management Personnel in the same position/ remuneration or otherwise even after attaining the retirement age, for the benefit of the Company.

## **9. Amendments**

The Board on its own and/or as per the recommendations of Nomination and Remuneration Committee can amend this policy, as deemed fit from time to time.

**ANNEXURE "E" TO THE DIRECTORS' REPORT**

**Particulars of Employees**

**I. DETAILS OF TOP EMPLOYEES IN TERMS OF REMUNERATION DRAWN AS PER  
PROVISIONS OF SECTION 197(12) OF THE ACT READ WITH RULES 5(2) AND 5(3)  
OF THE COMPANIES (APPOINTMENT AND REMUNERATION OF MANAGERIAL  
PERSONNEL) RULES, 2014**

Sl. N O	Name and Age of the Employee	Designation of the Employee	Remune ration Receive d (Amoun t in Rs.)	Nature of emplo yment whethe r contra ctual or otherw ise	Qualific ations and experie nce of the employ ee	Date of com mence ment of emplo yment	Last em ployment Name	The percent age of equity shares held by the employ ee within the meanin g of clause (iii) of sub- rule (2) of rule 2 of Compa nies (Appoin tment and Remun era tion) Rules, 2014	Whet her any such empl oyee is a relati ve of any direct or or mana ger of the comp any and if so, name of such direct or or mana ge
1	Sanjay Malkani	CEO	7,27,01 2.5	Perma nent	25 year MBA	02.09.2 024	Clear Chanel Pvt Ltd	0	0
2	Rajat Singhal	Chief Financial Officer	3,48,05 1	Perma nent	16 year CA	18.02.2 025	Crayons Advertising Limited	0	0
3	Nitesh – Nagpal	Chief Business Officer	3,00,00 0	Perma nent	16 year MBA	17.09.2 012	-	0.75%	0
4	Hitesh – Bansal	General Manager	1,68,00 0	Perma nent	18 Year MBA	01.08.2 015	Blue Ocean Media	0	0

5	Saurav – Rastogi	Senior Manager	1,18,200	Permanent	14 year BCA	16.01.2023	Manager, Graphisads Limited	0	0
6	Shreya Tiwari	Senior Manager	1,03,885	Permanent	10 year BGMC	22.07.2024	Anager Sales, Hello Verify Pvt Ltd	0	0
7	Hemant – Maurya	Manager	1,00,000	Permanent	20 year BSC	01.09.2010	Kaycee Digital Works Pvt. Ltd.	0	0
8	Mohit – Sharma	Senior Manager	1,00,000	Permanent	10 year MBA	01.10.2022	SKV Pvt Ltd	0	0
9	Lester Anthony Henry Correa	Senior Manager	95,748	Permanent	10 year MBA	02.12.2024	BGV Pvt Ltd	0	0
10	Ajay Gurung	Client Service Head	90,527	Permanent	18 Year MBA	10.03.2025	Pmg Asia	0	0

**II. DETAILS PERTAINING TO REMUNERATION AS REQUIRED UNDER SECTION 197(12) OF THE COMPANIES ACT, 2013 READ WITH RULE 5(1) OF THE COMPANIES (APPOINTMENT AND REMUNERATION OF MANAGERIAL PERSONNEL) RULES, 2014**

Name of Director/KMP and designation	Remuneration Of Director/KMP for financial year 2024-25 (in Rs. Lacs) (Net Salary Paid-Annually)	Median remuneration of employees (in Rs. Lacs) (Per Annum)	Ratio of remuneration of each Director/ KMP to median remuneration of employees	% increase in Remuneration of each director CFO, CEO, CS or Manager
Raghu Khanna (Managing Director)	<b>103.02 Lacs</b>		<b>24.53</b>	<b>35.02%</b>
Parveen K Khanna (Whole Time Director)	<b>40.73 Lacs</b>	<b>4.20 Lacs</b>	<b>9.70</b>	<b>114.60%</b>
Rajat Singhal (Chief Financial Officer)	<b>4.77 Lacs</b>		<b>1.14</b>	<b>Nil</b>
Shefali Kesarwani (Company Secretary)	<b>2.10 Lacs</b>		<b>0.50</b>	<b>Nil</b>

Note: • Independent Directors receive only sitting fees for attending Board and Committee meetings

**III. The percentage increase in remuneration of Key Managerial Personnel (KMP) in the financial year and comparison of the remuneration of each Key Managerial Personnel (KMP) against the performance of the Company:**

Name of Director/KMP and designation	% increase in Remuneration of each director CFO, CEO, CS or Manager
Raghu Khanna (Managing Director)	35.02%
Parveen K Khanna (Whole Time Director)	114.60%
Rajat Singhal (Chief Financial Officer)	Nil
Shefali Kesarwani (Company Secretary)	Nil

**IV. The percentage increase in the median remuneration of employees on the rolls of the Company in the financial year:**

Median Remuneration in current year (Per Annum) (in Rs. Lacs)	Median Remuneration in previous year (Per Annum) (in Rs. Lacs)	% increase
4.20	4.92	-17.14%

**V. The Number of permanent employees on the rolls of company:**

There are 88 regular employees on the rolls of Company as on 31st March, 2025.

**VI. Average percentile increase already made in the salaries of employees other than the managerial personnel in the last financial year and its comparison with the percentile increase in the managerial remuneration and justification thereof and point out if there are any exceptional circumstances for increase in the managerial remuneration:**

Sl. No.	Particulars	Average % Increase
1.	Increase in salary of Key Managerial Personnel	Nil
2.	Increase in salary of employee (other than Key Managerial Personnel)	7%

Note: While Calculating Increase in salary of Key Managerial Personnel and other employees, those who joined and resigned during the year is excluded.

The remuneration of the Managing Director is decided by the Nomination and Remuneration Committee on the basis of individual performance and industry trends. While deciding the remuneration, the Committee also considers various facts such as Director's participation in the Board Meeting, time spent in carrying out other duties, roles, functions and responsibilities.

**VII. Affirmation that the remuneration is as per the remuneration policy of the Company:**

Pursuant to Rule 5(1) (xii) of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014, it is affirmed that the remuneration paid to the Directors, Key Managerial Personnel and Senior Management is as per the Remuneration Policy of your Company during the year

For and on behalf of the Board

**CASH UR DRIVE MARKETING LIMITED**

**Raghu Khanna**

For Cash ur Drive Marketing Limited



Managing Director

Managing Director

DIN:02496328

Address: S-418, Third Floor, Greater Kailash-2,  
Greater Kailash, South Delhi, Delhi-110048

**Parveen K Khanna**

For Cash ur Drive Marketing Limited



Parveen K Khanna  
Whole Time Director

Whole Time Director

DIN:02630636

Address: 3010, Sector 28-D  
Chandigarh-160002

**Date: 28/06/2025**

**Place: Chandigarh**

**CASH UR DRIVE MARKETING LIMITED**  
**(formerly Known as CASH UR DRIVE MARKETING PRIVATE LIMITED)**  
*Regd. Off.* 4th Floor, SCO 0032, Sector-17C, Chandigarh-160017  
**CIN: U74999CH2009PLC031677, Email Id: [Account@cashurdrive.com](mailto:Account@cashurdrive.com), Contact: 0172-4667699**

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**NOTICE**

Shorter Notice is hereby given that the 16<sup>th</sup> Annual General Meeting of the Members of **CASH UR DRIVE MARKETING LIMITED** will be held on **Wednesday, the 2<sup>nd</sup> day of July, 2025** at 11:00A.M. at the registered office of the Company situated at 4th Floor, SCO 0032, Sector- 17C, G.P.O., Chandigarh-160017to transact the following business:

**ORDINARY BUSINESSES:**

- 1, To receive, consider and adopt the financial statements of the Company for the Financial Year ended March 31<sup>st</sup>, 2025 including the Audited Balance Sheet as at March 31<sup>st</sup>,2025, the Statement of Profit and loss for the year ended on that date and the reports of the Board of Directors and Auditors thereon.
2. To consider appointment of a director in place of Parveen K Khanna (DIN: 02630636) who retires by rotation and being eligible, offers himself for reappointment.

**SPECIAL BUSINESS:**

**Item No. 1 (Ordinary Resolution)**

**To consider and, if thought fit, to pass the following resolution as an Ordinary Resolution:**

**"Resolved That** in accordance with the provisions of Section 204 and other applicable provisions, if any, of the Companies Act, 2013 read with Rule 9 of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014 and in accordance with the provisions of Regulation 24A and other applicable provisions, if any, of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('SEBI Listing Regulations') (including any statutory modification(s) or re-enactment(s) thereof, for the time being in force), M/s. Vasisht & Associates, Company Secretaries (Firm Registration No. S2019HR654700), who is a Peer Reviewed Company Secretary in Practice and submit his consent to act as Secretarial Auditors of the Company, if appointed, be and is hereby appointed as Secretarial Auditors of the Company, for a term of 5 (five) consecutive years, to hold office from the conclusion of this Annual General Meeting ('AGM') till the conclusion of the AGM to be held in the calendar year 2030, with the power to the Board ('Board' which term shall be deemed to include any committee thereof) to determine their remuneration.

**Resolved Further** That the Board of Directors of the Company ('Board' which term shall be deemed to include any committee thereof) be and is hereby authorized to do all such acts, deeds, matters and things as may be deemed proper, necessary, or expedient, including filing the requisite forms or submission of documents with any authority or accepting any modifications to the clauses as required by such authorities, for the purpose of giving effect to this resolution and for matters connected therewith, or incidental thereto."

**Place: Chandigarh**

**Date: 28/06/2025**

**For and on the behalf of Board of Directors of  
CASH UR DRIVE MARKETING LIMITED**

For Cash ur Drive Marketing Limited

(.....)

**Raghu Khanna**

(Managing Director)

DIN:02496328

Address: S-418, Third Floor, Greater Kailash-2  
Greater Kailash, South Delhi, Delhi-110048

**CASH UR DRIVE MARKETING LIMITED**

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**Regd. Off.** 4th Floor, SCO 0032, Sector-17C, Chandigarh-160017

**CIN:** U74999CH2009PLC031677, **Email Id:** [Account@cashurdrive.com](mailto:Account@cashurdrive.com), Contact: 0172-4667699

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**EXPLANATORY STATEMENT UNDER SECTION 102(1) OF THE COMPANIES ACT, 2013**

**ITEM NO 1**

In terms of the provisions of Section 204 and other applicable provisions, if any, of the Act, read with Rule 9 of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014, and in accordance with the provisions of Regulation 24A and other applicable provisions, if any, of the SEBI Listing Regulations, every listed entity is required to undertake Secretarial Audit by a Peer Reviewed Secretarial Auditors who shall be appointed by the Members of the Company, on the recommendation of the Board of Directors, for a period of five (5) consecutive years. Accordingly, based on the recommendations of the Audit Committee, the Board of Directors, at its meeting held on June 28, 2025, subject to the approval of member of the Company, approved the appointment of M/s Vasisht & Associates, Practicing Company Secretaries (Firm Registration No. S2019HR654700) as the Secretarial Auditors of the Company, for a term of five (5) consecutive years, to hold the office of the Secretarial Auditors, effective from the conclusion of this meeting until the conclusion of the AGM to be held in the calendar year 2030.

M/s Vasisht & Associates, had consented to their appointment as the Secretarial Auditors of the Company and have confirmed that they fulfil the criteria as specified in clause (a) of Regulation 24A(1A) of SEBI Listing Regulations including the test of independence and have further confirmed that they have not incurred any of disqualifications as specified by the Securities and Exchange Board of India. M/s Vasisht & Associates, was founded in the year 2019 and is registered with the Institute of Company Secretaries of India (Firm Registration No. S2019HR654700). M/s Vasisht & Associates (VA) is a professional services firm specializing in secretarial compliance for both Indian and Foreign clients. As a part of Lawgical Professionals LLP, VA manages the secretarial function across its client base. The firm was founded by Mr. Shobhit Vasisht. VA offers a comprehensive range of services including Secretarial Compliance, Corporate Restructuring, Legal Advisory, Secretarial Audits, Valuation Services, Insolvency and Bankruptcy Advisory, Securities Laws & FEMA Compliance, Domestic and Global Business Setup, Intellectual Property Rights (IPR), ESOPs, Trademark, Due Diligence, and other Corporate Advisory Services. Its clientele includes listed and unlisted companies, multinational corporations, and various Central Public Sector Enterprises (CPSEs) operating across multiple locations in India

The Proposed remuneration to be paid to M/s Vasisht & Associates, for the financial year 2025-26 is 55000/- (Rupees Fifty-five thousand only) plus out of pocket expenses and applicable taxes. For the subsequent years, the Board of Directors will decide the remuneration based on recommendation of the Audit Committee.

Accordingly, consent of the members is sought for approval of the aforesaid appointment of the Secretarial Auditors. None of the Directors and/ or Key Managerial Personnel of the Company and/ or their relatives are, in any way, concerned or interested, financially or otherwise, in the resolution set out at Item No. 2 of the Notice. Basis the rationale and justification provided above the Board recommends Ordinary Resolution as set out at Item No. 2 of the Notice for approval of Members

**NOTES:**

1. A MEMBER ENTITLED TO ATTEND AND VOTE AT THE ANNUAL GENERAL MEETING (THE "MEETING") IS ENTITLED TO APPOINT A PROXY TO ATTEND AND VOTE ON A POLL INSTEAD OF HIMSELF AND THE PROXY NEED NOT BE A MEMBER OF THE COMPANY. THE INSTRUMENT APPOINTING THE PROXY SHOULD, HOWEVER, BE DEPOSITED AT THE REGISTERED OFFICE OF THE COMPANY NOT LESS THAN FORTY-EIGHT HOURS BEFORE THE COMMENCEMENT OF THE MEETING. A PROXY FORM IS ANNEXED TO THIS REPORT.
2. A PERSON CAN ACT AS A PROXY ON BEHALF OF MEMBERS NOT EXCEEDING FIFTY AND HOLDING IN THE AGGREGATE NOT MORE THAN TEN PERCENT OF THE TOTAL SHARE CAPITAL OF THE COMPANY CARRYING VOTING RIGHTS. A MEMBER HOLDING MORE THAN TEN PERCENT OF THE TOTAL SHARE CAPITAL OF THE COMPANY CARRYING VOTING RIGHTS SEPTEMBER APPOINT A SINGLE PERSON AS PROXY AND SUCH PERSON SHALL NOT ACT AS A PROXY FOR ANY OTHER PERSON OR SHAREHOLDER.
3. CORPORATE MEMBERS INTENDING TO SEND THEIR AUTHORIZED REPRESENTATIVES TO ATTEND THE MEETING ARE REQUESTED TO SEND TO THE COMPANY A CERTIFIED TRUE COPY OF THE BOARD RESOLUTION AUTHORIZING THEIR REPRESENTATIVE TO ATTEND AND VOTE ON THEIR BEHALF AT THE MEETING.
4. MEMBERS ARE REQUESTED TO BRING THEIR ATTENDANCE SLIP ALONG WITH THEIR COPY OF ANNUAL REPORT TO THE MEETING.
5. IN CASE OF JOINT HOLDERS ATTENDING THE MEETING, ONLY SUCH JOINT HOLDER WHO IS HIGHER IN THE ORDER OF NAMES WILL BE ENTITLED TO VOTE.
6. RELEVANT DOCUMENTS REFERRED TO IN THE ACCOMPANYING NOTICE AND THE STATEMENT ARE OPEN FOR INSPECTION BY THE MEMBERS AT THE REGISTERED OFFICE OF THE COMPANY ON ALL WORKING DAYS, EXCEPT TUESDAYS, DURING BUSINESS HOURS UP TO THE DATE OF THE MEETING.
7. MEMBERS WHO HAVE NOT REGISTERED THEIR E-MAIL ADDRESSES SO FAR, ARE REQUESTED TO REGISTER THEIR E-MAIL ADDRESS FOR RECEIVING ALL COMMUNICATION INCLUDING ANNUAL REPORT, NOTICES, CIRCULARS, ETC. FROM THE COMPANY ELECTRONICALLY.

**CASH UR DRIVE MARKETING LIMITED**  
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**Regd. Off.** 4th Floor, SCO 0032, Sector-17C, Chandigarh-160017  
**CIN:** U74999CH2009PLC031677, **Email Id:** [Account@cashurdrive.com](mailto:Account@cashurdrive.com), Contact: 0172-4667699

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**ATTENDANCE SLIP**

**16<sup>th</sup>Annual General Meeting, 2<sup>nd</sup> Day of July 2025 at 11:00 A.M.**

Regd. Folio No. No.  
of shares held

I certify that I am a registered shareholder of the Company and hereby record my presence at the 16<sup>th</sup> Annual General Meeting of the Company on Wednesday, 2<sup>nd</sup> Day of July 2025 at 11:00 A.M at the registered office of the Company.

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Member's/Proxy's name in Block Letters

---

Member's/Proxy's Signature

Note: Please fill this attendance slip and hand it over at the entrance of the hall.

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**Form No. MGT-11 Proxy  
form**

[Pursuant to section 105(6) of the Companies Act, 2013 and rule 19(3) of the Companies (Management and Administration) Rules, 2014]

CIN :U74999CH2009PLC031677  
Name of the company : CASH UR DRIVE MARKETING LIMITED  
Registered office : 4th Floor, SCO 0032, Sector-17C, Chandigarh, Chandigarh  
G.P.O., Chandigarh-160017

I/We, being the member (s) of .....shares of the above named company, hereby appoint

1. Name:.....Address:.....

E-mail Id: .....

Signature:....., or failing him/her

2. Name: .....Address:..... E-

mail Id: .....

Signature:....., or failing him/her

as my/our proxy to attend and vote (on a poll) for me/us and on my/our behalf at the 16<sup>th</sup> Annual General Meeting of the Company, to be held on Wednesday, the 2<sup>nd</sup> day of July, 2025 at 11:00 A.M. at the registered office of the Company and at any adjournment thereof in respect of such resolutions as are indicated below:

<b>Resolution No.</b>	<b>Description of Resolutions</b>	<b>Assent</b>	<b>Dissent</b>
1.	To receive, consider and adopt the financial statements of the Company for the year ended March 31, 2025		
2.	To consider appointment of a Director in place of Parveen K Khanna (DIN: 02630636) who retires by rotation and being eligible, offers himself for reappointment.		
3.	To consider appointment of M/s Vasisht & Associates as Secretarial Auditor for a period of five (5) financial years commencing from the financial year 2025-26 to 2029-30		

Signed this..... day of .....**2025**

Signature of Proxy holder(s)

Signature of shareholder

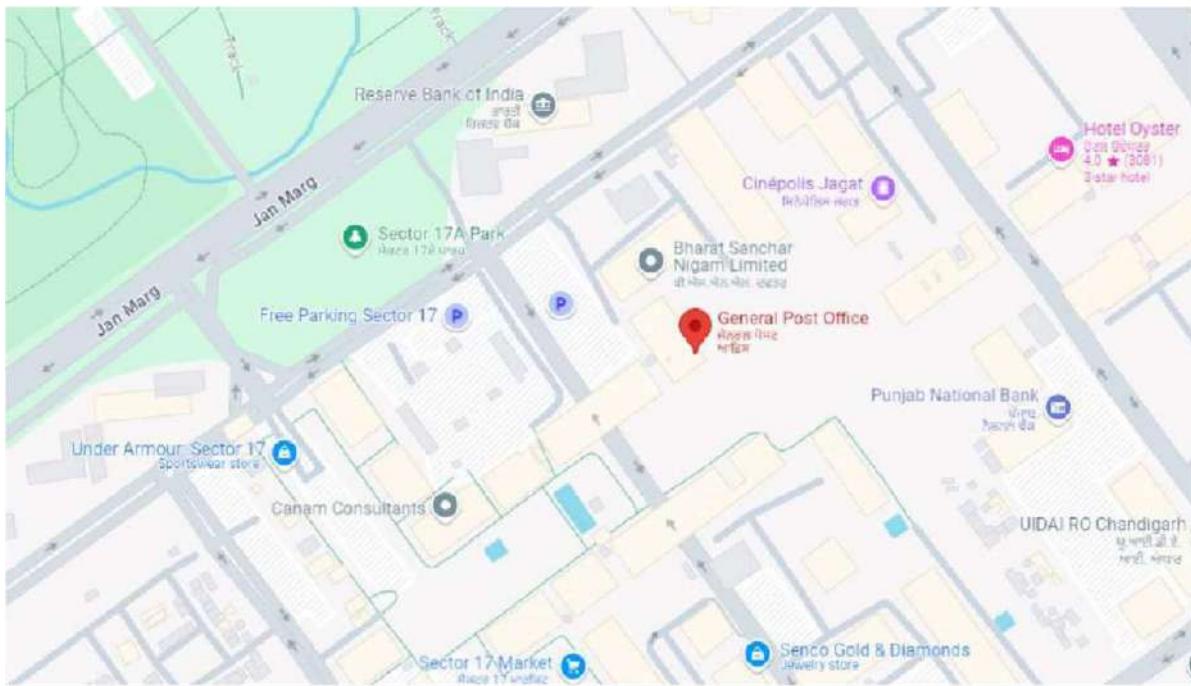
*Note: This form of proxy in order to be effective should be duly completed and deposited at the Registered Office of the Company, not less than 48 hours before the commencement of the Meeting*

**CASH UR DRIVE MARKETING LIMITED**  
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**CASH UR DRIVE MARKETING LIMITED**

**ROUTE MAP FOR ANNUAL GENERAL MEETING-2025**

**VENUE: 4th Floor, SCO 0032, Sector-17C, G.P.O., Chandigarh-160017**



For Cash ur Drive Marketing Limited

  
Managing Director

# **KHURANA SHARMA & COMPANY**

## **CHARTERED ACCOUNTANTS**

H.No. 1299, SECTOR 15-B, CHANDIGARH

PHONE : 9988070254, 9878029920

### **Independent Auditor's Report**

To the Members of  
**CASH UR DRIVE MARKETING LIMITED**

#### **Opinion**

We have audited the accompanying financial statements of **CASH UR DRIVE MARKETING LIMITED** (the "Company"), which comprise the balance sheet as at 31st March, 2025, the Statement of Profit and Loss and the Statement of Cash Flows for the year ended on that date and notes to the financial statements, including a summary of material accounting policies and other explanatory information.

In our opinion and to the best of our information and knowledge and in accordance with the explanations given to us, the aforesaid financial statements give the information required by the Companies Act, 2013 (the "Act") in the manner so required and give a true and fair view in conformity with the Generally Accepted Accounting Principles in India (Indian GAAP), of the state of affairs of the Company as at 31st March, 2025, its profit and its cash flows for the year ended on that date.

#### **Basis for Opinion**

We conducted our audit 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 audit opinion on the Financial Statements.

#### **Emphasis of Matter:**

As per Standard on Auditing (SA) 706 (Revised)- "Emphasis of Matter (EOM) Paragraphs and Other Matter (OM) Paragraphs in the Independent Auditor's Report", an EOM paragraph is included in the auditor's report when:

The auditor wants to draw attention to a matter that is appropriately disclosed in the financial statements, and fundamental to users' understanding of the financial statements.

Accordingly, we draw attention to the following point:

1) GST Input Reversal:

We draw attention to Note VII to the financial statements, which indicates that purchases were made from various parties, however, payments are not made on timely basis which attracts Input Tax Credit (ITC) reversal liability under Section 16(2) of the Central Goods and Services Tax (CGST) Act, 2017 amounting to Rs. 281.26 lakhs.

The same has been incorporated under "Statutory Dues Payable" as reversal item. However, the liability remains unreversed on GST Portal as of the date of signing of the financial statements.

Our opinion is not modified in respect of this matter.

**Information other than the financial statements and auditors' report thereon**

The Company's board of directors is responsible for the preparation of the other information. The other information comprises the information included in the Board's Report including Annexures to Board's 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 during the course of our 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.

**Responsibilities of Management and Those Charged with Governance for the Standalone 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 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, management 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 management 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:

- 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.
- 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.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- 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

A handwritten signature in black ink, appearing to be "S. D. Kulkarni".

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.

- 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.

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.

No such key audit matter, in our opinion, is to be reported. However, some significant matters requiring attention have been reported under emphasis of matter paragraph.

A handwritten signature, likely belonging to the auditor, is placed here. It consists of stylized initials and a surname.

### **Report on Other Legal and Regulatory Requirements**

1. As required by the Companies (Auditor's Report) Order, 2020 ("the Order"), issued by the Central Government of India in terms of sub-section (11) of section 143 of the Companies Act, 2013, the report is attached as an "**Annexure A**".
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.
  - c) The Balance Sheet, the Statement of Profit and Loss dealt with by this Report are in agreement with the books of account.
  - d) 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.
  - e) None of the directors is disqualified as on 31st March, 2025 from being appointed as a director in terms of Section 164 (2) of the Act.
  - f) With respect to the adequacy of the internal financial controls over financial reporting of the Company and the operating effectiveness of such controls, the report is attached as an "**Annexure B**".
  - g) With respect to the matter to be included in the Auditor's Report under section 197(16), In our opinion and according to the information and explanations given to us, the remuneration paid by the Company to its directors during the current period is in accordance with the provisions of section 197 of the Act. The remuneration paid to any director is not in excess of the limit laid down under section 197 of the Act. The Ministry of Corporate Affairs has not prescribed other details under section 197(16) which are required to be commented upon by us.
  - 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. There are ongoing proceedings against Company by an employee for illegal termination and gratuity recovery. Due to ongoing case, company has Contingent



liability of Rs. 0.91 lakhs and same has been disclosed as Contingent Liability in the financial statements in Para XVI.

ii. There are ongoing legal proceedings against the Company initiated by Diamond Publicity Co. for the recovery of amounts owed for services rendered. As a result of the ongoing case, the Company has a contingent liability amounting to Rs. 4.04 lakhs, which has been disclosed as a contingent liability in the financial statements under Paragraph XVI.

iii. The Company did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses.

iv. There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Company.

- v.
- a) The Management has represented that, to the best of its knowledge and belief, no funds have been advanced or lend or invested (either from borrowed funds or any other sources) by the Company to/in any person or entity ("Intermediary"), with the understanding, whether recorded in writing or otherwise, that the Intermediary shall, directly or indirectly lend or invest, in any person or entity, identified in any manner whatsoever ("Ultimate Beneficiaries"), by or on behalf of the Company or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries;
  - b) The management has represented that, to the best of its knowledge and belief, no funds have been received by the Company from any person or entity ("Funding Parties"), with the understanding, whether recorded in writing or otherwise, that the Company shall, directly or indirectly, lend or invest in any person or entity identified in any manner whatsoever ("Ultimate Beneficiaries") by or on behalf of the Funding Party or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries.
  - c) Based on the audit procedures adopted by us, nothing has come to our attention that has caused us to believe that the representations made by the management under sub clause (a) & (b) above, contain any material misstatement.

vi. The Company has not declared or paid any dividend, during the period.

vii. Based on our examination, which included test checks, the Company has used accounting software for maintaining its books of account for the financial year ended March 31, 2024, which has a feature of recording audit trail (edit log) facility and the same has operated throughout the year for all relevant

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transactions recorded in the software. Further, during the course of our audit we did not come across any instance of the audit trail feature being tampered with.

**For KHURANA SHARMA & CO  
Chartered Accountants  
FRN: 010920N**



(RAJIV KHURANA)

PARTNER

Membership No. - 089478

UDIN: 25089478BMKRBC1123

Date: 28/06/2025

Place: Chandigarh

A handwritten signature in black ink, appearing to read "Rajiv Khurana".

**"ANNEXURE A" TO THE INDEPENDENT AUDITORS' REPORT**

(Referred to in paragraph 5 of our report of even date on accounts of CASH UR DRIVE MARKETING LIMITED for the period ended 31st March, 2025).

- i. a) The Company has maintained proper records showing full particulars, including quantitative details and situation of Property, Plant & Equipment.  
b) The Company has a regular programme of physical verification of its fixed assets by which all fixed assets are verified in a phased manner, over a period of three years. In our opinion, the periodicity of physical verification is reasonable having regard to the size of the Company and nature of its assets. No material discrepancies were noticed on such verification.  
c) According to the information and explanations given by the management & on the basis of examination of the records of the Company, the title deeds of immovable properties are held in the name of the Company.  
d) According to the information and explanations given to us and on the basis of our examination of the records of the Company, the company has not revalued its Property, Plant and Equipment (including Right of Use assets) or intangible assets during the period. Accordingly, the reporting under Clause (i)(d) of the Order is not applicable to the Company.  
e) According to the information and explanations given to us and on the basis of our examination of the records of the Company, no proceedings have been initiated or are pending against the company for holding any benami property under the Benami Transactions (Prohibition) Act, 1988 (45 of 1988) and rules made there under.
- ii. a) As explained to us & on the basis of the records examined by us, in our opinion, physical verification of inventory has been conducted at reasonable intervals by the management. In our opinion, the coverage and procedure of such verification by the management is appropriate. No discrepancies of 10% or more in the aggregate for each class of inventory were noticed on physical verification of stocks by the management as compared to book records. The company belongs to the service industry providing advertising and publicity services but at times deals in various products ranging from edible foods to electronics acquired through barter deals. There is no inventory as at 31st March 2025.  
b) No working capital limit in excess of five (5) crore rupees has been sanctioned to the Company.
- iii. a) During the period, the Company has not stood any guarantee or provided security to companies, firms, limited liability partnerships, or any other parties. The Company has provided loans, advances in the nature of loans to companies and other parties.



- (A) No loans or advances, in the nature of loans, and guarantees or securities were provided to subsidiaries, joint ventures and associates;
- (B) During the period, the Company has not stood any guarantee or provided security to parties other than subsidiaries, joint ventures and associates. The Company has provided loans, advances in the nature of loans amounting to Rs. 118.19 lakhs. Aggregate balance outstanding at the balance sheet date is Rs. 130.14 lakhs.
- b) Loans and advances granted in the nature of loans to companies and other parties are not prejudicial to the Company's interest.
- c) In respect of loans and advances in the nature of loans, as per agreements, loan and interest thereon is repayable at the time of expiry of tenure of loan.
- d) No amounts of loans and advances in the nature of loans granted to companies are overdue for more than ninety days as no amount became due during the year.
- e) There were no loans or advance in the nature of loan granted to companies fallen due during the year, that have been renewed or extended or fresh loans granted to settle the overdues of existing loans given to the same parties.
- f) During the period, the Company has granted loans or advances to companies in the nature of loans, repayable at the time of expiry of tenure of loan. Aggregate amount of such loans and advances is Rs. 118.19 lakhs and percentage thereof to the total loans granted during the period is 100%, standing outstanding at Rs. 130.14 lakhs. The companies to whom the advances are made are related parties as defined in sub-section (76) of section 2 of the Companies Act, 2013.

Register is maintained as required to be maintained under Section 189 of the Companies Act, 2013 giving separately the particulars of all contracts or arrangements to which sub-section (2) of section 184 or section 188 applies.

- iv. According to the information and explanations given to us, the Company has granted loans to the parties covered under Section 185(2) of the Companies Act, 2013 after complying with the provision of this section.
- v. According to the information and explanations given to us, the Company has not accepted deposits from the public in terms of provisions of sections 73 to 76 of the Companies Act, 2013 therefore reporting under this clause is not applicable.
- vi. According to the information and explanations given to us, the Central Government has not prescribed the maintenance of cost records under Section 148(1) of the Companies Act, 2013.  
Accordingly, paragraph 3(vi) of the Order is not applicable.

vii. a) According to the information & explanations given to us and on the basis of our examination of the records of the Company, amounts due/accrued in the books of account in respect of undisputed statutory dues including Employees State Insurance, Provident Fund, Income Tax, Goods and Services Tax, Custom Duty, Value Added Tax, Cess and other material statutory dues, have been mostly regularly deposited, during the period, by the Company with the appropriate authorities, except, as specified in point (3) of Emphasis of Matter paragraph.

According to the information and explanations given to us, no undisputed amounts payable, in respect of Employees' State Insurance, Provident Fund, Income Tax, GST, Duty of Customs and other material statutory dues were in arrears, as on 31st March, 2025, for a period of more than six months from the date they became payable, except, as specified in point (3) of Emphasis of Matter paragraph.

b) According to the information and explanations given to us, there are following dues of Income Tax, GST and Provident Fund with appropriate authorities:

<b>Nature of Statute</b>	<b>Nature of Dues</b>	<b>Period for which amount payable</b>	<b>Amount (in lakhs)</b>
Income Tax Act, 1961	Income Tax	Assessment Year: 2021-22	88.28
	Income Tax	Assessment Year: 2022-23	15.94
	Income Tax	Assessment Year: 2023-24	69.67
	Income Tax	Assessment Year: 2024-25	339.28
Goods and Service Act, 2017	Goods and Service Tax	Financial Year: 2017-18	3.35
	Goods and Service Tax	Financial Year: 2017-18	4.12
	Goods and Service Tax	Financial Year: 2018-19	582.69
	Goods and Service Tax	Financial Year: 2018-19	6.55
	Goods and Service Tax	Financial Year: 2018-19	17.89
	Goods and Service Tax	Financial Year: 2018-19	6.16

	Goods and Service Tax	Financial Year: 2019-20	43.36
-	Goods and Service Tax	Financial Year: 2019-20	21.90
	Offline Demand Notice	Financial Year: 2020-21	0.25
	Penalty u/s 125	November 2021	0.50
	Penalty u/s 127	September 2021	0.50
	Penalty u/s 127	December 2020	0.50
	Clarification regarding discrepancies in returns filed	Financial Year: 2019-20	9.88
-	Clarification regarding discrepancies in returns filed	Financial Year: 2020-21	0.28
	Clarification regarding discrepancies in returns filed	Financial Year: 2021-22	23.50

- viii. According to the information and explanations given by the management, no unrecorded transactions in the books of account have been surrendered or disclosed as income during the period in the tax assessments under the Income Tax Act, 1961.
- ix. a) According to the information & explanations given to us and on the basis of verification of records, the Company has not defaulted in repayment of loans or borrowings to Banks/Financial Institutions, during the period. The Company, during the period, has not borrowed/raised Loans from Government and has not issued any debentures.
- b) According to the information and explanations given by the management, the company has not been declared willful defaulter by any bank or financial institution or other lender;
- c) In our opinion and according to the information and explanations given by the management, the Company has utilized the money obtained by way of term loans during the period for the purposes for which they were obtained.

- d) In our opinion and according to the information and explanations given by the management, funds raised on short term basis have not been utilized for long term purposes.
  - e) In our opinion and according to the information and explanations given by the management, the company has not taken any funds from any entity or person on account of or to meet the obligations of its subsidiaries, associates or joint ventures,
  - f) In our opinion and according to the information and explanations given by the management, the company has not raised loans during the period on the pledge of securities held in its subsidiaries, joint ventures or associate companies.
- x. a) According to the information & explanations given to us, the Company did not raise any money by way of initial public offer or further public offer (including debt instruments) during the period.  
Loan availed by the Company, were prima-facie, applied by the Company, during the period, for the purposes for which loans were obtained.
- b) The Company has complied with provisions of sections 42 and 62 of the Companies Act, 2013 in respect of the private placement of shares during the year. On an overall examination of the balance sheet, amount raised, have been used for the purposes for which the funds were raised.
- xi. a) According to the information and explanations given by the management, no fraud by the company or any fraud on the company has been noticed or reported during the period;
- b) No report under sub-section (12) of section 143 of the Companies Act has been filed by the auditors in Form ADT-1 as prescribed under rule 13 of Companies (Audit and Auditors) Rules, 2014 with the Central Government;
- c) According to the information and explanations given to us by the management, no whistle-blower complaints had been received by the company.
- xii. According to the information & explanations given to us, the Company is not a Nidhi Company. Accordingly, paragraph 3(xii) of the Order is not applicable.
- xiii. According to the information and explanations given to us and based on our examination of the records of the Company, transactions with the related parties are in compliance with Section 188 of the Act, where applicable, and details of such transactions have been disclosed in the financial statements in Para XVI as required by the applicable accounting standards. However, section 177 has not been complied with, as Audit committee has not been constituted as on date.



- xiv. The company is not covered by section 138 of the Companies Act, 2013, related to appointment of internal auditor of the company. Therefore, the company is not required to appoint any internal auditor. Therefore, the provisions of Clause (xiv) of paragraph 3 of the order are not applicable to the Company.
- xv. According to the information and explanations given to us, during the period, the Company has not entered into any non-cash transactions with its Directors or persons connected to its Directors and hence provisions of Section 192 of the Companies Act, 2013 are not applicable.  
Accordingly, paragraph 3(xv) of the Order is not applicable.
- xvi. a) In our opinion and according to the information and explanations given to us, the company is not required to be registered under section 45-IA of the Reserve Bank of India Act, 1934.  
b) In our Opinion and based on our examination, the Company has not conducted any Non-Banking Financial or Housing Finance activities without a valid Certificate of Registration (CoR) from the Reserve Bank of India as per the Reserve Bank of India Act, 1934.  
c) In our Opinion and based on our examination, the Company is not a Core Investment Company (CIC) as defined in the regulations made by the Reserve Bank of India.  
d) According to the information and explanations given to us and based on our audit procedures, the Group does not have any Core Investment Company (CIC) as defined under the RBI regulations. Accordingly, reporting under this clause is not applicable.
- xvii. Based on our examination, the company has not incurred cash losses during the period and in the immediately preceding financial year.
- xviii. There has been no resignation of the statutory auditors during the period.
- xix. On the information obtained from the management and audit procedures performed, the auditor's knowledge of the Board of Directors and management plans, we are of the opinion that no material uncertainty exists as on the date of the audit report that company is capable of meeting its liabilities existing at the date of balance sheet as and when they fall due within a period of one year from the balance sheet date.
- xx. The provision of section 135 is applicable on the company. Outstanding amount for CSR expense as at 31st March, 2025 is Rs. 9.90 lakhs. In respect of other than ongoing projects, there are no unspent amounts that are required to be transferred to a fund specified in Schedule VII of the Companies Act (the Act), in compliance with second proviso to sub section 5 of section 135 of the Act.



xxi. The company does not have any subsidiary, and hence, is not required to prepare consolidated financial statements under section 129(3) of the Act. Accordingly, reporting under Clause (xxi) of the Order is not applicable to the Company.

For KHURANA SHARMA & CO  
Chartered Accountants  
FRN: 010920N



(RAJIV KHURANA)

PARTNER

Membership No. - 089478

UDIN: 25089478BMKRC1123

Date: 28/06/2023

Place: Chandigarh

**"ANNEXURE B" TO THE INDEPENDENT AUDITORS' REPORT:**

**Report on the Internal Financial Controls under Clause (i) of Sub Section 3 of Section 143 of the Companies Act, 2013.**

**Opinion**

We have audited the internal financial controls over financial reporting of **CASH UR DRIVE MARKETING LIMITED** for period ended 31.03.2025 in conjunction with our audit of the financial statements of the Company for the period ended on that date.

In our opinion, except as specified in below paragraph, the Company has, in all material respects, an adequate internal financial controls system over financial reporting and such internal financial controls over financial reporting were operating effectively as at 31.03.2025, based on the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting issued by the Institute of Chartered Accountants of India.

Without qualifying our opinion, we draw attention to certain areas where weak internal controls regarding invoicing and raising credit notes were noticed and could be further strengthened. These observations, however, were not considered material weaknesses either individually or in aggregate, and did not impact our overall conclusion on the effectiveness of the Company's internal financial controls over financial reporting.

**Management's Responsibility for Internal Financial Controls**

The Company's management is responsible for establishing and maintaining internal financial controls based on the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls over Financial Reporting issued by the Institute of Chartered Accountants of India (ICAI). These responsibilities include the design, implementation and maintenance of adequate internal financial controls that were operating effectively 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, as required under the Companies Act, 2013.



### Auditor's Responsibility

Our responsibility is to express an opinion on the Company's internal financial controls over financial reporting based on our audit. We conducted our audit in accordance with the Guidance Note on Audit of Internal Financial Controls over Financial Reporting and the Standards on Auditing, issued by ICAI and deemed to be prescribed under Section 143(10) of the Companies Act, 2013, to the extent applicable to an audit of internal financial controls, both applicable to an audit of Internal Financial Controls and, both issued by the Institute of Chartered Accountants of India. Those Standards and the Guidance Note require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether adequate internal financial controls over financial reporting was established and maintained and if such controls operated effectively in all material respects.

Our audit involves performing procedures to obtain audit evidence about the adequacy of the internal financial controls system over financial reporting and their operating effectiveness. Our audit of internal financial controls over financial reporting included obtaining an understanding of internal financial controls over financial reporting, assessing the risk that a material weakness exists, and testing and evaluating the design and operating effectiveness of internal control based on the assessed risk. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion on the Company's internal financial controls system over financial reporting.

### Meaning of Internal Financial Controls over Financial Reporting

A Company's internal financial control over financial reporting is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles. A Company's internal financial control over financial reporting includes those policies and procedures that (1) pertain to the maintenance of records that, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the company; (2) provide reasonable assurance that transactions are recorded as necessary to permit preparation of financial statements in accordance with generally accepted accounting principles, and that receipts and expenditures of the Company are being made only in accordance with authorizations of management and Directors of the Company; and (3) provide reasonable assurance regarding prevention or timely detection of unauthorized acquisition,

use, or disposition of the Company's assets that could have a material effect on the financial statements.

**Inherent Limitations of Internal Financial Controls over Financial Reporting**

Because of the inherent limitations of internal financial controls over financial reporting, including the possibility of collusion or improper management override of controls, material misstatements due to error or fraud may occur and not be detected. Also, projections of any evaluation of the internal financial controls over financial reporting to future years are subject to the risk that the internal financial control over financial reporting may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

For KHURANA SHARMA & CO

Chartered Accountants

FRN: 010920N



(RAJIV KHURANA)

PARTNER

Membership No. - 089478

UDIN: 25089478BMRBC1123

Date: 28/06/2025

Place: Chandigarh



**CASH UR DRIVE MARKETING LTD.**  
**BALANCE SHEET AS AT 31st March, 2025**

Particulars	Note No	Figures in lakhs as at the end of current reporting period 31.03.2025	Figures in lakhs as at the end of previous reporting period 31.03.2024
<b>I. EQUITY AND LIABILITIES</b>			
<b>(1) Shareholders' Funds</b>			
(a) Share Capital	1	1317.68	600.00
(b) Reserves and Surplus	2	4146.14	1605.84
<b>(2) Non-Current Liabilities</b>			
(a) Long-term borrowings	3	0.00	18.33
(b) Long-term provisions	4	47.48	28.36
<b>(3) Current Liabilities</b>			
(a) Short-term borrowings	5	18.33	27.12
(b) Trade payables	6		
- total outstanding dues of micro enterprises and small enterprises; and		109.75	68.09
- total outstanding dues of creditors other than micro enterprises and small enterprises		2708.60	6118.79
(c) Other current liabilities	7	927.04	2125.62
(d) Short-term provisions	8	180.04	93.65
	Total	9455.07	10685.81
<b>II. Assets</b>			
<b>(1) Non-current assets</b>			
(a) Property, Plant and Equipment	9		
(i) Tangible assets		87.90	95.97
(ii) Intangible assets		0.00	0.00
(iii) Capital work-in-progress		137.52	49.90
(b) Non-current investments	10	2332.24	1762.86
(c) Deferred tax asset	11	22.82	20.73
(d) Long term loans and advances -	12	0.00	125.96
(e) Other non-current assets	13	851.23	316.72
	Total	9455.07	10685.81
As per our report of even date annexed			
For and on behalf of board Cash ur Drive Marketing Limited			
For Khurana Sharma and Co. Chartered Accountants			
 Rajiv Khurana M. No. 089478		Rashu Khanna (Managing Director) DIN: 02496328	Parveen K Khanna (Whole Time Director) DIN: 02630636
Place: Chandigarh UDIN: 25089478BM KRBCI123 Dated: 28.06.2025		Rajat Singh (Chief Financial Officer) PAN: BGGPS6160L	Shefali Keswani (Company Secretary) M. NO. 52098

**CASH UR DRIVE MARKETING LTD.**  
**STATEMENT OF PROFIT AND LOSS FOR THE PERIOD ENDED 31st March, 2025**

	Particulars	Note No	Figures in lakhs as at the end of current reporting period 31.03.2025	Figures in lakhs as at the end of previous reporting period 31.03.2024
I.	Revenue from operations	19	13932.39	10188.55
II.	Other Income	20	304.93	910.30
III.	<b>Total Revenue (I + II)</b>		<b>14237.32</b>	<b>11098.85</b>
IV.	<u>Expenses:</u>			
	Cost of Services	21	10185.94	7662.13
	Purchase of Stock-in-Trade		0.00	0.00
	Changes in inventories of finished goods, work-in-progress and Stock-in-Trade		37.91	-37.91
	Employee benefit expense	22	914.93	610.93
	Financial costs	23	13.23	74.02
	Depreciation and amortization expense	9	19.42	20.29
	Other expenses	24	685.26	1157.16
	<b>Total Expenses</b>		<b>11856.68</b>	<b>9486.63</b>
V.	Profit before exceptional and extraordinary items and tax (III - IV)		2380.63	1612.22
VI.	Prior Period Items	25	0.00	-63.15
VII.	Exceptional Items		0.00	0.00
VIII.	Profit before extraordinary items and tax (V - VI-VII)		2380.63	1549.07
IX.	Extraordinary Items		0.00	0.00
X.	Profit before tax (VIII - IX)		2380.63	1549.07
XI.	Tax expense:			
	(1) Current tax	8	600.26	375.36
	(2) Deferred tax	11	-2.09	-11.93
XII.	Profit/(Loss) from the period from continuing operations (X-XI)		1782.46	1185.64
XIII.	Profit/(Loss) from discontinuing operations		0.00	0.00
XIV.	Tax expense of discontinuing operations		0.00	0.00
XV.	Profit/(Loss) from Discontinuing operations (XIII - XIV)		0.00	0.00
XVI.	Profit/(Loss) for the period (XII + XV)		1782.46	1185.64
XVII.	Earning per equity share:			
	(1) Basic	26	14.28	9.88
	(2) Diluted	26	14.28	9.88

As per our report of even date annexed

For and on behalf of board  
 Cash ur Drive Marketing Limited

For Khurana Sharma and Co.  
 Chartered Accountants



Rajiv Khurana  
 M.No. 089478

Place: Chandigarh  
 UDIN: 25089478BMKRBC1123  
 Dated: 28.06.2025

Rajiv Khurana  
 (Managing Director)  
 DIN: 02496328

Parveen K Khanna  
 (Whole Time Director)  
 DIN: 02630636

Rajat Singh  
 (Chief Financial Officer)  
 PAN: BGGPS6160L

Shefall Kesarwani  
 (Company Secretary)  
 M. NO. 52098

PARTICULARS	CASH UR DRIVE MARKETING LIMITED Statement of Cash Flows as at 31.03.2025	
	Figures in lakhs as at the end of current reporting period 31.03.2025	Figures in lakhs as at the end of previous reporting period 31.03.2024
<b>Cash Flows From Operating Activities</b>		
Profit Before Taxation	2380.63	1549.07
<i>Adjustments For Non-operating and Non-cash Transactions:</i>		
Depreciation	19.42	20.29
Finance Cost	13.23	74.39
Advance to Suppliers Written Back	83.90	7.32
Advance from Customers Written Back	-9.30	-53.01
Bad Debts	81.17	155.15
Creditors Written Back	-5.42	-42.21
Discount Received	-7.37	-2.29
GST Penalty	0.00	-976.52
Income from Rental & Leasing Services	-30.87	-43.25
Interest Income	-63.75	-132.59
Inventory Written Off	0.00	280.83
Loans and Advances Written Back	42.11	168.66
Net Gain/Loss on Sale of Investments and Fixed assets	-136.44	-184.74
Provision for Gratuity	20.96	31.45
GST Input Adjustments	0.00	-54.48
Gst Input Written Off	19.33	0.00
<i>Working capital changes:</i>		
Increase/(Decrease) in Trade Payables	-3355.74	3339.02
Increase/(Decrease) in Other Current Liabilities and Provisions	-1255.60	345.39
(Increase)/Decrease in Trade Receivables	-73.19	-496.78
(Increase)/Decrease in Inventories	37.91	-37.91
(Increase)/Decrease in Loans and Advances	339.93	-25.89
(Increase)/Decrease in Other Current Assets	-128.43	174.92
Income Tax	-93.37	-116.88
Cash generated from Operations	-2120.89	3530.98
Less: Net Income Tax Paid	-370.85	-178.84
<b>Net Cash from/(used in) Operating Activities</b>	<b>-2491.73</b>	<b>3352.14</b>
<b>Cash Flows from Investing Activities</b>		
Additions in Tangible & Intangible Assets	-12.00	-13.49
Additions to Capital Work in Progress	-47.62	-49.90
Purchase of Non-Current Investments	-569.38	-1071.92
Purchase of Current Investments	0.00	0.00
Purchase of Other Non-Current Assets	-534.51	-167.78
Proceeds from Sale of Tangible Asset	2.25	1.74
Proceeds from Sale of Non-Current Investments	0.00	55.28
Proceeds from Sale of Current Investments	0.00	0.00
Net Gain/Loss on Sale of Investments	134.84	184.74
Interest Income	63.75	132.59
Rental & Leasing Service	30.87	43.25
<b>Net Cash From/(used in) Investing Activities</b>	<b>-971.80</b>	<b>-884.49</b>
<b>Cash Flows from Financing Activities</b>		
Repayment of Long-term Borrowings	-27.12	-478.96
Proceeds of Short Term Borrowings	0.00	1.78
Finance Cost	-13.23	-74.39
Proceeds from Issue of Shares	1471.00	0.00
<b>Net Cash From/(used in) Financing Activities</b>	<b>1430.65</b>	<b>.851.53</b>
<b>Net Increase in Cash and Cash Equivalents</b>	<b>-2032.84</b>	<b>1915.08</b>
<b>Cash and Cash Equivalents at Beginning of Period</b>	<b>2843.54</b>	<b>928.46</b>
<b>Cash and Cash Equivalents at End of Period</b>	<b>810.65</b>	<b>2843.54</b>

Notes: 1. The cash flow statement had been prepared under the "Indirect Method" as set out in AS-3.  
2. Cash and Cash Equivalents represent balances with banks, cheques in hand, cash in hand, imprest and bank deposits.  
3. GST Input Adjustments, being operating items, have been reduced during previous year as effect to them has been taken under Reserves and Surplus.

As per our report of even date annexed

For KHURANA SHARMA & CO.  
Chartered Accountants  
FRN: 010920N

CA RAJIV KHURANA  
M.NO. 004478  
UDIN: 208478  
Place: Chandigarh  
Dated: 06.06.2025  
Chartered Accountant

For and on behalf of board  
Cash Ur drive Marketing Limited

*Rajiv Khurana* *Parveen K. Khanna*  
Director (Parveen K. Khanna)  
Date: 02/04/16  
*Raj Singh* *Suniti Kesarwani*  
(Chief Financial Officer) (Company Secretary)  
PAN: BGOPS6160L M. NO. 52098

CASH UR DRIVE MARKETING LIMITED  
Notes to accounts for the period ended March 31, 2025

Notes to accounts:

**I Corporate Information**

Cash Ur Drive Marketing Limited is a public limited company incorporated and domiciled in India, registered under the Companies Act, 2013 and has its registered office at 4th Floor, SCO 0032, Sector-17C, Chandigarh. The company is engaged in business of advertising & publicity. Cash Ur Drive Marketing Limited's strategic objective is to build a sustainable organization that remains relevant to the agenda of clients, while creating growth opportunities for employees and generating profitable returns for investors.

**II 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, 2013. Accounting policies have been consistently applied except where a newly-issued accounting standard is initially adopted or a revision to an existing accounting standard requires a change in the accounting policy hitherto in use. The material accounting policy information used in preparation of the audited financial statements have been discussed in the respective notes.

**III Use of estimates**

The preparation of financial statements in conformity with GAAP requires management to make estimates and assumptions that affect the reported balances of assets and liabilities and disclosures relating to contingent liabilities as at the date of the financial statements and reported amounts of income and expenses during the period. Accounting estimates could change from period to period. Actual results could differ from those estimates. Appropriate changes in estimates are made as the Management becomes aware of the changes in circumstances surrounding the estimates. Changes in estimates are reflected in the financial statements in the period in which changes are made and, if material, their effects are disclosed in the notes to the financial statements.

**IV Comparative Financial Statements:**

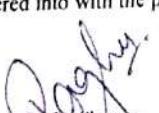
As per Accounting Standard – 1 (AS 1) "Presentation of Financial Statements", an entity shall present comparative information in respect of the preceding period for all amounts reported in the current period's financial statements. An entity shall include comparative information for narrative and descriptive information if it is relevant to understanding the current period's financial statements. An entity shall present, as a minimum, two balance sheets, two statements of profit and loss, two statements of cash flows and two statements of changes in equity, and related notes.

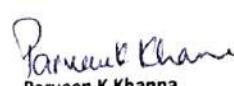
**V Items regrouped, reclassified or rearranged:**

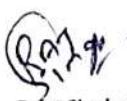
Certain figures for the previous year, period ended 30<sup>th</sup> September 2024 and current year ended 31<sup>st</sup> March 2025, have been regrouped, reclassified, or rearranged wherever necessary to conform to the classification and presentation, as required by the Schedule III format. These changes have been made for improved disclosure and presentation, and they do not have any material impact on the reported financial results or financial position of the Company. These changes have been carried out for better presentation and understanding of the financial statements in compliance with applicable accounting standards and Schedule III disclosure requirements.

**VI Classification of Creditors:**

New provisions with respect to payment to micro & small enterprises have been inserted by the Income Tax department through the Finance Act 2023. As per section 43B(h) of the Income Tax Act 1961, any sum payable to the creditors/vendors, being a Micro & Small enterprise, has to be cleared with 15 days from the date of purchase, except when a written agreement has been entered into with the parties, the payment will have to be cleared within 45 days of the date of Purchase.

  
Rajesh K. Khanna  
Managing Director  
DIN:02496328

  
Parveen K. Khanna  
Whole Time Director  
DIN:02630636

  
Rajat Singh  
Chief Financial Officer  
PAN: BGGPS6160L

  
Shefali Keswani  
Company Secretary  
M. NO. 52098

**CASH UR DRIVE MARKETING LIMITED**  
Notes to accounts for the period ended March 31, 2025

The company has provided the bifurcation for creditors into 'micro & small enterprises' and 'other creditors' duly certified by directors of the company in its books of accounts.

**VII GST Input Tax Credit (ITC) Reversal:**

As per Section 16(2) and rule 37 of Central Goods and Services Tax (CGST) Act, 2017, if a registered taxpayer has availed Input Tax Credit (ITC) on the supply of goods and/or services and has not paid for the supply along with tax payable on it within specified period, the ITC claimed shall be reversed on GST Portal. ITC reversal liability, amounting to Rs. 281.26 lakhs as at 31st March 2025 remains unreversed on GST Portal as of the date of signing of the financial statements. The said amount includes Rs. 178.02 lakhs reversal liability stood as at 31st March 2024, which has not been reversed during the financial year 2024-25.

**VIII GST Payable on Advance:**

As per Section 13 of the Central Goods and Service Tax (CGST) Act, 2017, the liability to pay tax on services shall arise at the time of supply. In case of supply of services, time of supply shall be the earliest of the following dates:

- a. The date of receipt of payment;
- b. The date of issue of invoice by the supplier;
- c. The date of provision of service

The entity has received advance against the supply of services, however, GST amounting to Rs. 50.26 lakhs on the same is not deposited.

**IX Closing Inventory:**

The company belongs to the service industry providing advertising and publicity services but at times deals in various products ranging from edible foods to electronics acquired through barter deals. There is no inventory as at 31st March 2025.

**X Creditors' & Debtors' Balance Confirmation:**

With respect to the creditors and debtors dealt with, by the company during the year, written representations including but not limited to balance confirmation had been sought from various parties. A considerable number of such confirmations were received and reconciled by the company.

**XI Advances to Suppliers:**

Company has provided advances to suppliers outstanding over 1 year. Balance confirmation requests were sent via email to the respective suppliers. While a considerable number of suppliers responded with confirmations, no replies were received from the others despite multiple follow-up attempts.

**XII Loans to Employees:**

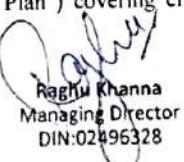
Company has provided interest free loans to Employees amounting Rs. 2.66 lakhs which will be adjusted with future salary.

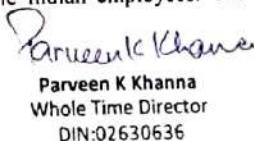
**XIII Composite Supply under the Goods and Service Tax Act, 2017:**

Composite supply means a supply comprising of two or more goods/services, which are naturally bundled and supplied with each other in the ordinary course of business, one of which is a principal supply. The entity is in the business of providing advertisement services i.e., supply of services. The entity considers the material as an inseparable portion used in this process, that is, as a part of composite supply. Thus, no separate description/ HSN is given in the invoice for material used in providing the aforementioned services.

**XIV Employee Benefits:**

Gratuity: In accordance with the Payment of Gratuity Act, 1972, the Company provides for gratuity, a defined benefit retirement plan ("the Gratuity Plan") covering eligible Indian employees. The Gratuity Plan provides a lump sum

  
Raghu Khanna  
Managing Director  
DIN:02496328

  
Parveen K Khanna  
Whole Time Director  
DIN:02630636

  
Rajat Singhal  
Chief Financial Officer  
PAN: BGGPS6160L

  
Shefali Kesarwani  
Company Secretary  
M. NO. 52098

**CASH UR DRIVE MARKETING LIMITED**  
Notes to accounts for the period ended March 31, 2025

payment to vested employees at retirement, death, incapacitation or termination of employment, of an amount based on the respective employee's salary and the tenure of employment with the Company. Liabilities with regard to these defined benefit plans are determined by actuarial valuation, performed by an external actuary, at each Balance Sheet date using the projected unit credit method. These defined benefit plans expose the Company to actuarial risks, such as longevity risk, interest rate risk and market risk. The Company recognizes the net obligation of a defined benefit plan in its Balance Sheet as an asset or liability. The Company has made provision for Gratuity Liability during the current period and routed it through its Profit and Loss account.

**Provident Fund:** Eligible employees of the Company receive benefits from a provident fund, which is a defined benefit plan. Both, the eligible employees and the Company make monthly contributions to the provident fund plan equal to a specified percentage of the covered employee's salary.

**Leave Encashment:** Leave Encashment refers to compensation or payment made in return for unused leaves. Employees can encash their accumulated leave at any moment during their employment, while retiring or continuing to work, while leaving the organization, or as per the organization's policy. The company does not have any defined policy for the employees to avail their unavailed leaves. Thus, unavailed leaves, if any shall lapse at the end of the financial year. As a result, there shall be no outstanding leaves as at 31st March and thus, the company doesn't create any provision for the same.

The actuarial valuation was conducted as of 14.04.2025 for the purpose of estimating the liability of Cash Ur Drive Marketing Limited towards Gratuity Liability Valuation benefits in accordance with the applicable provisions to the extent they are relevant and material under the relevant Actuarial Practice Standard (APS).

**Summary of Valuation Results:**

- Present Value of Obligation (PVO): ₹ 52,41,737
- Current Service Cost: ₹ 10,43,016
- Interest Cost: ₹ 2,28,043
- Actuarial (Gain)/Loss: ₹ 8,25,260
- Current Liability: Rs. 4,93,370
- Non-Current Liability: Rs. 47,48,367

The valuation reflects the company's liability towards its gratuity obligations as of the valuation date. The actuarial report recommends appropriate provisioning in the financial statements to comply with the relevant accounting standards. The results are based on the employee data and assumptions provided and are subject to change if actual experience differs materially from the assumptions made.

**XV Impairment of Property, Plant and Equipment**

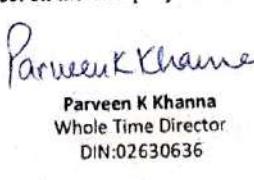
The management has carried out an assessment of impairment of assets in accordance with the applicable accounting standards. Based on this assessment, no indication of impairment of any asset has been identified during the year ended 31.03.2025. Accordingly, no impairment loss has been recognized in the financial statements for the year.

**XVI Contingent Liabilities:**

As per Accounting Standard – 29 (AS 29) "Provisions, Contingent Liabilities and Contingent Assets", Contingent liability is a possible obligation arising from past events and whose existence will be confirmed only by the occurrence or non-occurrence of one or more uncertain future events not wholly within the control of the entity or a present obligation that arises from past events but is not recognized because it is not probable that an outflow of resources embodying economic benefits will be required to settle the obligation or the amount of the obligation cannot be measured with sufficient reliability.

The Company is subject to legal proceedings and claims, which have arisen in the ordinary course of business. The Company's management reasonably expects that such ordinary course legal actions, when ultimately concluded and determined, will not have a material and adverse effect on the Company's results of operations or financial condition.

  
Raghunath Khanna  
Managing Director  
DIN:02496328

  
Parveen K Khanna  
Whole Time Director  
DIN:02630636

  
Rajat Singh  
Chief Financial Officer  
PAN: BGGPS6160L

  
Shefali Keswani  
Company Secretary  
M. NO. 52098

- There are outstanding demands as on the balance sheet date raised by the Income Tax Department. These include demand raised u/s 143(3) for Assessment year 2021-22 of Rs. 88.28 lakhs, u/s 154 for Assessment year 2022-23 of Rs. 15.94 lakhs, u/s 143(1)(a) for Assessment year 2023-24 of Rs. 69.67 lakhs and u/s 143(1)(a) for Assessment year 2024-25 of Rs. 339.28 lakhs with Income Tax Department.
- The Company has an outstanding demand of GST for financial year 2017-18 of Rs. 7.47 lakhs, for financial year 2018-19 of Rs. 613.29 lakhs, for financial year 2019-20 of Rs. 65.26 lakhs and for financial year 2020-21 of Rs. 0.25 lakhs. Clarifications have been demanded under GST regarding discrepancies in returns filed for financial year 2019-20 of Rs. 9.88 lakhs, for financial year 2020-21 of Rs. 0.28 lakhs, for financial year 2021-22 of Rs. 23.50 lakhs. Further, a demand of Rs. 1.50 lakhs is outstanding with respect to penalties for late filing of GST returns.
- Other contingencies related to Performance and Financial Guarantees of Rs. 298.81 lakhs and Rs. 120.00 lakhs respectively.
- There are ongoing legal proceedings against the Company initiated by Diamond Publicity Co. for the recovery of amounts owed for services rendered. As a result of the ongoing case, the Company has a contingent liability amounting to Rs. 4.04 lakhs.
- There are ongoing proceedings against the Company by an employee for illegal termination and gratuity recovery. Due to the ongoing case, the Company has Contingent liability of Rs. 0.91 lakhs towards the same.

#### XVII Related Party Transactions:

In accordance with Accounting Standard – 18 (AS 18) "Related Party Disclosures", if there have been transactions between related parties, during the existence of a related party relationship, the company should disclose the following:

- the name of the transacting related party;
- a description of the relationship between the parties;
- a description of the nature of transactions;
- volume of the transactions either as an amount or as an appropriate proportion;
- any other elements of the related party transactions necessary for an understanding of the financial statements; and
- amounts written off or written back in the period in respect of debts due from or to related parties.

In compliance with the aforementioned Accounting Standard, the details for the same have been summarized hereunder:

Name of related parties	Nature of relationship
Acur Media	Partnership firm of the Director
Admate Technologies Private Limited	Common Shareholder's
All White Communications LLP	Common Shareholder's & Designated Partner
Ankit Goyanka	Independent Director
Ankit R Aggarwal	Independent Director
Bhupinder Kumar Khanna HUF	HUF of the Director
Cash Ur Drive Electric Vehicles Private Limited	Common Management
Ms. Ruchi Jindal	Key Managerial Person
Ms. Shefali Kesarwani	Key Managerial Person
Cityscape Integrated Media	Common Shareholder's
Creative Owl Advertising Private Limited	Common Shareholder's
CUD Digital	Firm of the Director
Frappe Ads	Partnership Firm of the Director's
Knowledge Informatics Private Limited	Common Shareholder's
Kolkata Call Taxi Private Limited	Common Shareholder's
Parveen K Khanna	Director
Raghu Enterprises	Firm of the Director
Raghu Khanna	Director
Arambh Fintech Private Limited	Director Shareholding-Raghu Khanna

Raghu Khanna  
Managing Director  
DIN:02496328

Parveen K Khanna  
Whole Time Director  
DIN:02630636

Rajat Singh  
Chief Financial Officer  
PAN: BGGPS6160L

Shefali Kesarwani  
Company Secretary  
M. NO. 52098

CASH UR DRIVE MARKETING LIMITED  
Notes to accounts for the period ended March 31, 2025

Sahir Exports (Trade Name)	HUF of Raghu Khanna-Director
Tecfin Enterprises Private Limited	Common Director
Trajectory Works	Firm of the relative of the Director
US Advertising Private Limited	Directors have significant influence
US CUD LLP	Common Shareholder's & Designated Partner

Sr. No.	Name of related parties	Nature of transaction	Amount (in lakhs)
1	Acur Media	Sale- Rental & Leasing	0.85
2	CUD Digital	Sale- Rental & Leasing	19.1
3	Sahir Exports (Trade Name)	Sale- Rental & Leasing	3.12
4	Cash Ur Drive Electric Vehicles Private Limited	Rental Income	2.81
5	Tecfin Enterprises Private Limited	Rental Income	3.93
6	Cityscape Integrated Media	Sale- Cab Branding Revenue	12.42
7	All White Communications LLP	Sale- Display Revenue	3.6
8	Trajectory Works	Sale- Outdoor Branding	914.25
9	Frappe Ads	Sale- Outdoor Branding	19
10	Acur Media	Sale- Outdoor Branding	175.75
11	US Advertising Private Limited	Sale- Outdoor Branding	3.84
12	US Advertising Private Limited	Sale- Digital Wall Print(DWP)	55.05
13	Cash Ur Drive Electric Vehicles Private Limited	Sale- Printing Production Revenue	0.6
14	Cash Ur Drive Electric Vehicles Private Limited	Charging Revenue	1.6
15	US Advertising Private Limited	Purchase- Outdoor Branding	727.54
16	Acur Media	Purchase- Outdoor Branding	22
17	All White Communications LLP	Purchase- Display Expenses	77.68
18	Cityscape Integrated Media	Purchase- Display Expenses	17
19	US Advertising Private Limited	Purchase- Display Expenses	0.8
20	US Advertising Private Limited	Purchase- Digital Wall Print(DWP)	44.28
21	CUD Digital	Purchase- Consumable Item	1,225.96
22	Tecfin Enterprises Private Limited	Rental Expense	69.91
23	Cash Ur Drive Electric Vehicles Private Limited	Loan Paid	57.39
24	Admate Technologies Private Limited	Loan-Paid	2.12
25	Frappe Ads	Loan-Paid	275.36
26	Tecfin Enterprises Private Limited	Loan- Paid	60.79
27	Kolkata Call Taxi Private Limited	Loan- Repayment	3.8
28	Bhupinder Kumar Khanna HUF	Loan- Repayment	1.5
29	Raghu Enterprises	Loan- Repayment	2.73
30	Frappe Ads	Loan- Received	275.36
31	Admate Technologies Private Limited	Loan- Received	2.12

Raghu Khanna  
Managing Director  
DIN:02496328

Parveen K Khanna  
Whole Time Director  
DIN:02630636

Rajat Singhal  
Chief Financial Officer  
PAN: BGGPS6160L

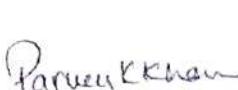
Shefali Kesarwani  
Company Secretary  
M. NO. 52098



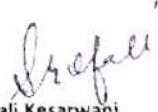
**CASH UR DRIVE MARKETING LIMITED**  
 Notes to accounts for the period ended March 31, 2025

32	Cash Ur Drive Electric Vehicles Private Limited	Loan- Receivable	130.14
33	Cash Ur Drive Electric Vehicles Private Limited	Loan- Receipt	16.77
34	Tecfin Enterprises Private Limited	Loan- Receipt	79.37
35	Kolkata Call Taxi Private Limited	Loan -Given	1.9
36	Kolkata Call Taxi Private Limited	Loan-Return	1.9
37	US Advertising Private Limited	Advance Given	13.75
38	Cityscape Integrated Media	Payable	19.72
39	CUD Digital	Payable	80.36
40	Cityscape Integrated Media	Receivable	24.35
41	US Advertising Private Limited	Receivable	23.21
42	Bhupinder Kumar Khanna HUF	Interest Income	0.14
43	Kolkata Call Taxi Private Limited	Interest-Income	0.05
44	Tecfin Enterprises Private Limited	Interest Income	0.83
45	Knowledge Informatics Private Limited	Interest on Loan-Received	1.08

  
**Raghu Khanna**  
 Managing Director  
 DIN:02496328

  
**Parveen K Khanna**  
 Whole Time Director  
 DIN:02630636

  
**Rajat Singhal**  
 Chief Financial Officer  
 PAN: BGGPS6160L

  
**Shefali Keswani**  
 Company Secretary  
 M. NO. 52098

CASH UR DRIVE MARKETING LIMITED

Note No	Particulars	Amount in lakhs as at 31.03.2025	Amount in lakhs as at 31.03.2024
<b>1 Share Capital</b>			
Equity Share Capital			
Authorised Share capital (200.00 lakh Equity Shares @10 per share)	2000.00	900.00	
(500.00 as on 31.03.2023)	(10.00 as on 31.03.2024)		
Issued, subscribed & fully paid share capital ( 131.77 lakh Equity Shares @10 per share )	1317.58	600.00	
<b>Total:</b>	<b>1317.58</b>	<b>600.00</b>	

Particulars	As at 31st March, 2025		As at 31st March, 2024	
	Number	Amount	Number	Amount
Shares outstanding at the beginning of the year	60,00,000	600.00	1,00	10.00
Add:- Bonus Shares	60,00,000	600.00	59,00	590.00
Add:- Shares Issued Through Private Placement @125 per share	11,76,820	117.68		
Shares outstanding at the end of the year	1,31,76,820	1317.58	60,00	600.00

Terms and rights attached to equity shares

The Company has only one class of shares referred to as equity shares having a par value of ₹10 per share. Each holder of equity shares is entitled to one vote per share. All shares are equally eligible to receive dividends and the repayment of capital in the event of liquidation of the Company.

Shares in the company held by each shareholder holding more than 5 percent shares specifying the number of shares held is as given below:

Name of Shareholder	31st March, 2025		31st March, 2024	
	Equity Shares	% of Holding	Equity Shares	% of Holding
Raghbir Kharana	47.08	36%	24.54	41%
Parveen K Kharana	63.92	49%	35.46	59%

Parveen Kharana

Parveen Kharana

2 Reserves and Surplus		As at 31.03.2025	As at 31.03.2024
Revenue Reserve		1605.84	2033.75
(a) Net Profit/(Net Loss) For the current Year		1782.46	1185.54
(+/-) Income tax Provision	4.51	2.94	
(+/-) GST Penalty	0.00	-976.52	
(+) Income Tax Refund	0.00	4.51	
(-) Bonus Shares Issued	-600.00	-580.00	
(+/-) GST Input Adjustments	0.00	-54.48	
<b>Total</b>	<b>2792.82</b>	<b>1605.84</b>	

2(a) Securities Premium Reserve		As at 31.03.2025	As at 31.03.2024
Premium received from Private Placement		1933.32	
		1333.32	0.00

b The Securities Premium Reserve represents the amount received in excess of the face value of equity shares issued by the Company

b The reserve can be utilized in accordance with the provisions of Section 52 of the Companies Act, 2013, and the same is not yet utilised.

*Ravinder Kumar*

3	Long-Term Borrowings	As at 31st March 2025		As at 31st March 2024	
		NON CURRENT	CURRENT	NON CURRENT	CURRENT
	<b>SECURED</b>				
	(i) Term Loan From Banks:- Loan against Property from Industrial Bank (Rate of interest- 10.40% per annum and Tenure- 7 years)	0.00	18.33	18.33	18.05
	<b>UNSECURED</b>				
	(a) Loans and advances from others	0.00	0.00	0.00	0.00
	<b>Total</b>	0.00	18.33	18.33	18.05

- The loan is classified under Non-Current Liabilities to the extent it is not due within 12 months and under Current Maturities of Long-Term Debt for the portion due within 12 months.
- a No defaults in repayment of principal or interest as on the balance sheet date.
  - b The property mortgaged is held in the name of the company.

4	Long-Term Provisions	As at 31.03.2025		As at 31.03.2024	
		NON CURRENT	CURRENT	NON CURRENT	CURRENT
	Provision for Employee Benefits				
	Provision for Gratuity	47.48	28.36		
	<b>Total</b>	<b>47.48</b>	<b>28.36</b>		

#### Provision for Gratuity

- a The Company provides for gratuity, a defined benefit retirement plan, in respect of eligible employees in accordance with the Payment of Gratuity Act, 1972.
- b The Gratuity Plan provides a lump-sum payment to vested employees at retirement, death, incapacitation or termination of employment, of an amount based on the respective employee's salary and the tenure of employment with the Company.
- c The provision for gratuity is determined based on an actuarial valuation using the Projected Unit Credit Method, carried out at the end of each financial year.

*Puneet & Khanna*

6 Trade payables		As at 31.03.2025	As at 31.03.2024
Sundry Creditors			
(A) Total Outstanding dues of micro enterprises and Small Enterprises		109.75	68.09
(B) Total Outstanding dues of creditors other than micro enterprises and small enterprises		2708.60	6118.79
Total		2818.35	6186.88

The disclosures under the Micro, Small and Medium Enterprises Development Act, 2006 have been made in respect of such vendors to the extent they could be identified as micro and small enterprises on the basis of information available with the Company.

The trade payables ageing schedule for the year ended March 31, 2025 is as follows:

Particulars	Outstanding for following periods from due date of payment	As at 31st March 2025					
		Less than 6 months	6 months - 1 year	1-2 years	2-3 years	More than 3 years	Total
(I) MSME		107.90	0.68	0.07	1.09	0.00	109.75
(II) Others		1156.73	107.68	58.32	87.81	4.06	2708.60
(iii) Disputed Dues- MSME		0.00	0.00	0.00	0.00	0.00	0.00
(iv) Disputed Dues- Others		0.00	0.00	0.00	0.00	0.00	0.00
Total		1264.63	108.36	58.39	85.90	4.06	2818.35

Particulars	Outstanding for following periods from due date of payment	As at 31 March 2024					
		Less than 6 months	6 months - 1 year	1-2 years	2-3 years	More than 3 years	Total
(I) MSME		64.43	1.70	1.96	0.00	0.00	68.09
(II) Others		353.92	409.51	2055.94	67.07	2.34	6118.79
(iii) Disputed Dues- MSME		0.00	0.00	0.00	0.00	0.00	0.00
(iv) Disputed Dues- Others		0.00	0.00	0.00	0.00	0.00	0.00
Total		3648.36	411.21	2057.90	67.07	2.34	6186.88

Pawan K Varma

		As at 31.03.2025	As at 31.03.2024
<b>5</b>	<b>Short-Term Borrowings:</b>		
	<b>Current Maturities Of Long term Debts</b>		
	(a) Term Loan From Banks:-		
	Loan against Property from IndusInd Bank (Rate of Interest- 10.40% per annum and Tenure -7 Years)	18.33	18.05
	Loans and advances from related parties	0.00	9.07
	<b>Total</b>	<b>18.33</b>	<b>27.12</b>

- a The loan is classified under Non-Current Liabilities to the extent it is not due within 12 months and under Current Maturities of Long-Term Debt  
 for the portion due within 12 months.  
 b No defaults in repayment of principal or interest as on the balance sheet date.  
 c The property mortgaged is held in the name of the company.

		As at 31.03.2025	As at 31.03.2024
<b>7</b>	<b>Others Current Utilities</b>		
	Advances From Customers	232.85	527.33
	Interest accrued but not due on borrowings	0.18	0.24
	Income received in advance	0.00	0.12
	Expenses Payable	207.22	0.00
	Sariority dues payable	466.09	560.18
	Cheque pending encashment	16.30	1030.21
	Security Deposits Payable	4.39	7.53
	<b>Total</b>	<b>927.04</b>	<b>2125.62</b>

- a All current liabilities are expected to be settled within the normal  
 b No default has occurred in the repayment of borrowings and Inter  
 c These provisions are estimates based on the management's best.  
 d The amounts are expected to be settled within the next financial year and are therefore classified under Current Liabilities in the Balance Sheet.  
 e Statutory dues are regularly deposited and there are no significant delays or penalties outstanding.  
 f As on the balance sheet date, cheques amounting to ₹ 16.30 Lacs have been issued but remain uncashed by the recipients.  
 g The Company has sufficient bank balance to honor these instruments upon presentation.

		As at 31.03.2025	As at 31.03.2024
<b>8</b>	<b>Short Term Provision</b>		
	Provision for Income Tax (net of Advance tax and TDS)	155.20	23.67
	Provision for Employee Benefits		
	Provision for Gratuity	4.93	3.09
	Provision for CSR	9.90	0.00
	Provision for expenses (as per annexe)	65.89	65.89
	Audit fees Payable	10.00	0.00
	<b>Total</b>	<b>180.94</b>	<b>93.65</b>

- Provision for Income Tax**  
 a A provision is made for income tax annually based on the tax liability computed, after considering tax allowances and exemptions. Provisions are recorded when it is estimated that a liability due to disallowances or other matters is probable.  
**Provision for Gratuity**  
 a The Company provides for gratuity, a defined benefit retirement plan, in respect of eligible employees in accordance with the Payment of Gratuity Act, 1972.  
 b The Gratuity Plan provides a lump-sum payment to vested employees at retirement, death, incapacitation or termination of employment, of an amount based on the respective employee's salary and the tenure of employment with the Company.  
 c The provision for gratuity is determined based on an actuarial valuation using the Projected Unit Credit Method, carried out at the end of each financial year.

Puneet K Khanna

*[Signature]*

*[Signature]*

	9 Property, Plant And Equipment	As at 31.03.2025	As at 31.03.2024
Land/ Building/ Plant & Equipment/ Vehicles/ Office Equipment/ Others (Individually)			
Opening Balance	191.30	179.54	
Additions:	12.00	13.49	
Other Adjustments			
<b>Sub total</b>	<b>203.30</b>	<b>193.04</b>	
Less: Disposals	12.95	1.74	
<b>Gross Block at year end (a)</b>	<b>190.34</b>	<b>191.30</b>	
Less: Depreciation			
Opening Depreciation	95.33	75.04	
(+) Depreciation for the year	19.42	20.29	
(-) Depreciation on PPE disposed	-12.31	0.00	
<b>Total accumulated depreciation (b)</b>	<b>102.44</b>	<b>95.33</b>	
<b>Net carrying value (a) - (b)</b>	<b>87.90</b>	<b>95.97</b>	
Net carrying value of Tangible Assets	87.90	95.97	
Net carrying value of Intangible Assets	0.00	0.00	
<b>Total</b>	<b>87.90</b>	<b>95.97</b>	

- a Property, plant and equipment are stated at cost less accumulated depreciation and impairment, if any. Costs directly attributable to acquisition are capitalised until the property, plant and equipment are ready for use, as intended by the Management.
- b The aggregate depreciation has been included under depreciation and amortization expenses in the Statement of Profit and Loss.
- c Repairs and maintenance costs are recognized in the Statement of Profit and Loss when incurred.

**Capital Work In Progress Ageing Schedule:**

Capital Work In Progress	Amount in Capital Work in Progress for a period of			Total
	Less than 1 year	1-2 years	2-3 years	
<b>Projects in Progress:</b>				
Project 1- Electrical Charging Stations installations	0.00	49.90	0.00	0.00
Project 2- Charikar Electrical Charging Stations	79.57	0.00	0.00	49.90
Project 3- MCD Site Preparation	4.05	0.00	0.00	79.57
Project 4- Software for MIS	4.00	0.00	0.00	4.05
<b>Total</b>	<b>87.62</b>	<b>49.90</b>	<b>0.00</b>	<b>137.52</b>

Capital Work In Progress	Amount in Capital Work in Progress for a period of			Total
	Less than 1 year	1-2 years	2-3 years	
<b>Projects in Progress:</b>				
Project 1- Electrical Charging Stations installations	49.90	0.00	0.00	0.00
<b>Total</b>	<b>49.90</b>	<b>0.00</b>	<b>0.00</b>	<b>49.90</b>

*Pawan K. Khanna*  
*Jyoti*

AS PER INCOME TAX, 1961

SCHEDULE OF FIXED ASSETS & DEPRECIATION FOR THE PERIOD ENDED 31.03.2025

\*Amount in Lakhs

ASSETS	RATE OF DEPRECIATION	BALANCE AS AT 01.04.2024	ADDITIONS BEFORE 03-10-2024	ADDITIONS AFTER 03-10-2024	SALES	TOTAL	DEPRECIATION FOR THE PERIOD	BALANCE AS AT 31.03.2025
AIR CONDITIONER	15%	8.00	1.26			9.26	1.39	7.87
BIO-PROXIMITY ATTENDANCE SYSTEM	15%	0.13	0.00			0.13	0.02	0.11
CAMERA	15%	1.81	0.00			1.81	0.27	1.54
CAR	15%	37.07	1.50			37.92	5.89	32.25
CCTV CAMERAS	15%	0.76	0.00			0.76	0.11	0.64
COMPUTER	40%	1.87	2.00	0.26		4.13	1.60	2.53
ELECTRICAL & FITTINGS	10%	0.49	0.00			0.49	0.05	0.44
FURNITURE & FIXTURE	10%	3.83	0.00			4.18	0.40	3.78
FIRE SAFETY EQUIPMENT	15%	0.06	0.00			0.06	0.01	0.05
GOLF CART	15%	0.52	0.00			0.52	0.08	0.44
TRANSFORMER	15%	1.00	0.00			1.00	0.15	0.85
LAND AND BUILDING(C-37)	10%	62.74	4.68			57.43	5.74	51.69
LAPTOP	40%	0.07	0.00			0.07	0.03	0.04
MOBILE PHONE	15%	4.53	0.08			4.61	0.02	4.23
GENERATOR	15%	1.14	0.00			1.14	0.17	0.97
OFFICE EQUIPMENT	15%	4.75	0.17			4.92	0.74	4.18
REFRIGERATOR	15%	0.44	0.00			0.44	0.07	0.37
TELEPHONE	15%	0.30	0.00			0.30	0.04	0.26
TELEVISION	15%	8.22	0.00			8.22	1.23	8.99
WATER DISPENSER	15%	0.01	0.00			0.01	0.00	0.01
PRINTER	40%	0.11	0.00			0.11	0.04	0.07
SOFTWARE	25%	0.00	0.00			0.00	0.00	0.00
BATTERY UPS	15%	0.24	0.20			0.53	0.08	0.45
ELECTRICAL EQUIPMENT	15%	1.62	0.07			1.69	0.25	1.44
PROJECT UNDER CONSTRUCTION		49.90	13.45	70.17		133.52	0.00	133.52
SOFTWARE FOR MIS (MIF)			0.00	4.00		4.00	0.00	4.00
<b>TOTAL</b>		<b>179.68</b>	<b>23.42</b>	<b>76.20</b>	<b>6.65</b>	<b>218.65</b>	<b>18.97</b>	<b>259.69</b>

AS PER COMPANIES ACT, 2013

SCHEDULE OF FIXED ASSETS & DEPRECIATION FOR THE PERIOD ENDED 31.03.2025

\*Amount in Lakhs

ASSETS	BALANCE AS AT 01.04.2024	ADDITIONS	SALES	TOTAL	DEPRECIATION	BALANCE AS AT 31.03.2025
AIR CONDITIONER	6.37	1.26	0.00	7.63	3.02	4.61
CAMERA	0.91	0.00	0.00	0.91	0.17	0.75
VEHICLE	18.58	1.50	0.65	19.44	4.67	14.77
COMPUTER	1.66	2.26	0.00	3.93	1.28	2.68
ELECTRICAL FITTING	1.01	0.00		1.01	0.20	0.75
FURNITURE & FITTING	1.50	0.36	0.00	1.85	0.33	1.52
LAPTOP	0.16	0.00	0.00	0.16	0.05	0.11
MOBILE PHONE	0.84	1.48	0.00	2.33	0.58	1.75
OFFICE EQUIPMENTS	1.32	0.17	0.00	1.49	0.45	1.04
REFRIGERATOR	0.12	0.00	0.00	0.12	0.02	0.10
TELEPHONE	0.11	0.00	0.00	0.11	0.02	0.08
BIO MAX	0.05	0.00	0.00	0.05	0.02	0.03
TELEVISION	4.75	0.00	0.00	4.75	2.01	2.74
SOFA	0.03	0.00	0.00	0.03	0.01	0.02
LAND & BUILDING	56.49	4.69	0.00	61.10	5.80	55.28
ELECTRIC GOLF CART	0.13	0.00	0.00	0.13	0.00	0.13
TRANSFORMERS	0.85	0.00	0.00	0.85	0.17	0.78
BUTTON PRESSING DIE	0.00	0.00	0.00	0.00	0.00	0.00
INTANGIBLE ASSETS	0.00	0.00	0.00	0.00	0.00	0.00
BATTERIES	0.21	0.20	0.00	0.40	0.18	0.23
ELECTRICAL EQUIPMENT	0.86	0.07	0.00	0.93	0.42	0.52
<b>TOTAL</b>	<b>95.97</b>	<b>12.00</b>	<b>9.66</b>	<b>107.32</b>	<b>13.42</b>	<b>87.90</b>

		As at 31.03.2025	As at 31.03.2024
<b>10</b>	<b>Net Current Investments</b>		
Investment in Properties		83.56	83.56
Investment in Mutual Funds (quoted)		2248.68	1679.30
<b>Total</b>		<b>2322.24</b>	<b>1762.86</b>

Note:

Particulars	As at 31.03.2025	As at 31.03.2024
(a) Aggregate amount of quoted investments - cost	2248.68	1679.30
(b) Aggregate amount of quoted investments - market value	2674.95	1855.21
(c) Aggregate amount of unquoted investments	83.56	83.56
(d) Aggregate provision for diminution in value of investments	0.00	0.00

	As at 31.03.2025	As at 31.03.2024
<b>11</b>	<b>Deferred Tax</b>	
Fixed Assets excluding Land (As per Companies Act, 2013) Fixed Assets excluding Land (As per Income Tax Act, 1961)	87.90 126.16	95.97 139.78
<b>Timing Difference</b>		<i>7</i>
Disallowance u/s 43B	38.26	33.81
<b>Total Deferred Tax Assets</b>	52.42	48.55
On Balance of Deferred Tax Assets	22.82	20.73
Closing Balance of Deferred Tax Assets	20.73 22.82	8.80 20.73
<b>Deferred Tax Assets - considered in Tax Expenses in Profit and Loss Account</b>	<b>2.09</b>	<b>11.93</b>

a Income tax expense comprises current and deferred income tax. Income tax expense is recognized in net profit in the Statement of Profit and Loss.

b Current income tax for current and prior periods is recognized at the amount expected to be paid to or recovered from the tax authorities, using the tax rates and tax laws that have been enacted or substantively enacted by the Balance Sheet date.

c Deferred income tax assets and liabilities are recognized for all temporary differences arising between the tax bases of assets and liabilities and their carrying amounts in the financial statements.

*Pawan K Varma*

		As at 31.03.2025	As at 31.03.2024
<b>12 Long term loans and advances</b>			
Unsecured; considered good		\$5.96	\$5.96
Loans and Advances to related parties		0.00	70.00
Loans and Advances to others		0.00	
<b>Total</b>		<b>0.00</b>	<b>125.96</b>

**Loans and Advances to others**

Nature and Terms:

- a All loans and advances are unsecured and considered good.
- b Repayment terms are based on written contracts or agreements.
- c Classified as Non-Current: Assets as their recovery is expected beyond 12 months.
- d Regulatory Compliance:

- a Loans and advances are in compliance with Section 186 of the Companies Act, 2013.
- b No loans have been given for purposes that are prejudicial to the company's interest.

		As at 31.03.2025	As at 31.03.2024
<b>13 Other Non-Current Assets</b>			
Bank Deposits (with more than 12 months maturity)		231.97	0.00
FDR BG for Tender (with more than 12 months maturity)		279.87	65.44
Security Deposits		339.39	251.28
<b>Total</b>		<b>850.23</b>	<b>316.72</b>

- a The FDIs are pledged with banks as security for issuance of bank guarantee.
- b These are not available for use by the Company until the guarantee is released.
- c Classified as non-current since the underlying guarantees are valid for a period exceeding 12 months.
- d These deposits are under lien in favor of the issuing bank and cannot be withdrawn or encashed without prior approval.
- e Interest earned on such deposits is recognized on an accrual basis and shown under "Other Income".

		As at 31.03.2025	As at 31.03.2024
<b>14 Inventories</b>			
Stock in Trade		0.00	57.91
Work in progress		0.00	0.00
<b>Total</b>		<b>0.00</b>	<b>37.91</b>

*Parvez Khan*

*Parvez Khan*

15 Trade Receivables		As at 31.03.2025	As at 31.03.2024
Undisputed:			
Considered Good	3706.07	3714.05	
Considered Doubtful	0.00	0.00	
Less: Provision for Doubtful Debts	0.00	0.00	
<b>Subtotal:</b>	<b>3706.07</b>	<b>3714.05</b>	
Disputed:			
Considered Good	0.00	0.00	
Considered Doubtful	0.00	0.00	
Less: Provision for Doubtful Debts	0.00	0.00	
<b>Total:</b>	<b>3706.07</b>	<b>3714.05</b>	

Trade Receivables Aging as per Schedule III:

Particulars	Outstanding for following periods from due date of payment			Total
	Less than 6 months	6 months - 1 year	1-2 years	
I) Undisputed:				
(a) Considered Good	2656.84	306.54	367.59	365.10
(b) Considered Doubtful				0.00
Less: Provision for Doubtful Debts				0.00
<b>Subtotal (I)</b>	<b>2656.84</b>	<b>306.54</b>	<b>367.59</b>	<b>365.10</b>
III) Disputed:				
(a) Considered Good	0.00	0.00	0.00	0.00
(b) Considered Doubtful	0.00	0.00	0.00	0.00
Less: Provision for Doubtful Debts				0.00
<b>Subtotal (II)</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Total:</b>	<b>2656.84</b>	<b>306.54</b>	<b>367.59</b>	<b>365.10</b>

Particulars	Outstanding for following periods from due date of payment			Total
	Less than 6 months	6 months - 1 year	1-2 years	
II) Undisputed:				
(a) Considered Good	2618.55	280.73	793.18	16.05
(b) Considered Doubtful	0.00	0.00	0.00	0.00
Less: Provision for Doubtful Debts				0.00
<b>Subtotal (I)</b>	<b>2618.55</b>	<b>280.73</b>	<b>793.18</b>	<b>16.05</b>
IV) Disputed:				
(a) Considered Good	0.00	0.00	0.00	0.00
(b) Considered Doubtful	0.00	0.00	0.00	0.00
Less: Provision for Doubtful Debts				0.00
<b>Subtotal (II)</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Total:</b>	<b>2618.55</b>	<b>280.73</b>	<b>793.18</b>	<b>16.05</b>
				<b>3.53</b>
				<b>3714.05</b>

		As at 31.03.2025	As at 31.03.2024
16	Cash and cash equivalents		
	Balances with banks	704.33	1399.39
	Cheques in hand	34.05	1027.92
	Cash in hand	23.77	21.80
	Imprest A/c	0.03	27.51
	Bank Deposits	48.48	366.93
	<b>Total</b>	<b>810.65</b>	<b>2843.54</b>

**Nature of Cash Equivalents:**

- a There are no restrictions on the use of these funds as on the reporting date.

**Reconciliation with Cash Flow Statement:**

- a The balance of cash and cash equivalents is reconciled with the amount shown in the cash flow statement.

**Imprest A/c:**

- b Imprest accounts are maintained for operational convenience to cover minor expenses such as local conveyance, stationery, and miscellaneous site expenses.
- c These are replenished periodically and reconciled with actual expenditures.
- d The Company has adequate internal controls and documentation procedures in place for the operation and monitoring of Imprest balances.

		As at 31.03.2025	As at 31.03.2024
17	Short term loans and advances		
	Unsecured (considered good)		
	Loans and advances to related parties	130.14	1.50
	Loans and advances to others	70.00	98.74
	Employee advances	2.66	51.12
	Advance to suppliers	374.55	765.96
	<b>Total</b>	<b>577.35</b>	<b>917.32</b>

**Loans and advances:**

- a All loans and advances are unsecured unless otherwise disclosed.
- b Interest terms, repayment schedules, and security (if any) are as specified in Loan Agreements.
- c The above transactions are in compliance with Sections 125 and 186 of the Companies Act, 2013.
- d No loan has been given for purposes prejudicial to the interest of the Company.
- e Employee advances
- f Company has provided loans to Employees amounting Rs. 2.66 lakhs which will be adjusted with future salary.
- g Advance to suppliers
- h These advances are non-interest-bearing and adjustable against invoices raised by the suppliers upon delivery or service completion.
- i No advances are overdue or disputed as on the reporting date, unless otherwise specified.
- j Classified as Current Assets since the supplies are expected within the next 12 months.
- k Based on management evaluation, these amounts are considered good and recoverable, and no provision is required.
- l Advances are generally unsecured unless contractually agreed.

		As at 31.03.2025	As at 31.03.2024
18	Other Current Assets		
	Prepaid Expense	5.22	4.54
	Unbilled revenue	0.50	2.07
	Interest receivable	4.52	5.84
	FDR BG for Tender (with less than 12 months maturity)	226.43	190.68
	Balance With Govt Authorities	484.67	597.73
	Security Deposits	114.60	0.00
	Deferred expenditure- IPO Expd.	93.35	0.00
	<b>Total</b>	<b>929.29</b>	<b>890.36</b>

a Interest income is recognized on a time proportion basis using the effective interest rate method.

b Receivables expected to be realized within 12 months are shown under Current Assets.

c The management has assessed that all interest receivables are good and recoverable; hence, no provision is considered necessary.

*Raveen Khanam*

19	Revenue from Operations	For the year ending 31.03.2025	For the year ending 31.03.2024
Sale of services		13932.39	10183.63
Sale of vouchers		0.00	4.93
Total		13932.39	10188.55

1,01,88,55,351.40

**Sale of services:**

Particulars	For the year ending 31.03.2025
Total sale of services	15233.89
Less: Inter-branch sale of services	-1301.50
Sale of services	13932.39

**Revenue from Operations as per AS 9**

- a Revenue is recognized at a point in time or over time, depending on the nature of the contract.
- b Revenue is measured at the fair value of consideration received or receivable, net of returns, discounts, and taxes.
- c Where revenue has been recognized but invoicing is pending, such amounts are disclosed as unbilled revenue under "Other Current Assets".
- d Advances received against revenue yet to be recognized are shown as contract liabilities or other current liabilities.

20	Other incomes	For the year ending 31.03.2025	For the year ending 31.03.2024
Interest Income	63.75	132.86	
Net gain/loss on sale of investments	134.84	184.74	
Gain on car sale	1.60	0.00	
Business support & Consultancy	0.00	75.00	
Rental & Leasing servicing	30.87	43.25	
Central Agency fee	0.00	0.22	
Sale of Goods	30.86	0.00	
Creditors written back	5.42	418.74	
Advance from customers written back	9.30	53.01	
Freight Charges	0.00	0.19	
GST Input Written off	19.33	0.00	
Discount Received	7.37	2.29	
Other incomes	1.60	0.00	
Total	304.93	910.30	

Puneet Khanna

21	Cost of Services Rendered	For the year ending 31.03.2025	For the year ending 31.03.2024
Commission-Direct	25.66	28.37	
Purchases of services	8262.33	6945.66	
Purchases of Consumable Materials	1897.95	683.25	
Purchase of vouchers	0.00	4.85	
<b>Total</b>	<b>10185.94</b>	<b>7662.13</b>	

**Purchase of services:**

Particulars	For the year ending 31.03.2025
Total purchase of services	9563.83
Less: Inter-branch purchase of services	-1301.50
<b>Purchase of services</b>	<b>8262.33</b>

22	Employee Benefits Expense	For the year ending 31.03.2025	For the year ending 31.03.2024
Salaries and wages	601.03	414.75	
Contribution to provident and other funds	9.29	5.38	
Employee Welfare	30.65	22.79	
Director's Remuneration	253.00	162.00	
Gratuity	20.96	6.11	
<b>Total</b>	<b>914.93</b>	<b>610.93</b>	

A. **Defined Contribution Plans**

Provident Fund and Employees' Pension Scheme

During the year, the Company has recognised an expense towards Employer's Contribution to Provident Fund and Employee's Pension Scheme.

B. **State Plans**

Employer's Contribution to Employee State Insurance

During the year, the Company has recognised an expense towards Employer's Contribution to Employee's State Insurance.

23	Finance Costs	For the year ending 31.03.2025	For the year ending 31.03.2024
Bank Charges	13.12	5.01	
Interest on Loan	0.11	69.02	
<b>Total</b>	<b>13.23</b>	<b>74.02</b>	

Puneet Khanna

24	Other Expenses	For the year ending	
		31.03.2025	31.03.2024
	Business Advertisement and Management expenses	17.57	242.96
	Audit fee	8.75	8.75
	Bad Debts	81.17	155.15
	Broadcasting and Information expenses	0.00	3.15
	Membership Fee	0.53	0.00
	Consultancy Charges	0.00	42.09
	Conveyance expenses	54.23	28.68
	Advance to Suppliers written back	83.90	7.63
	Provision for CSR	19.40	9.74
	Miscellaneous expenses	0.92	0.43
	Utility expenses	8.34	5.41
	Festival expenses	0.00	2.32
	Foreign Currency Fluctuations	0.00	0.05
	Freight Charges	35.37	35.22
	GST Late fee & Penalty	26.06	0.00
	Housekeeping expenses	0.00	1.21
	InDriver Driver payments	0.00	2.46
	Insurance expenses	8.68	4.22
	Interest & Late fee on Income Tax	8.68	2.11
	Internal & telephone expenses	4.73	1.88
	IPO Related Professional fee	0.00	10.00
	Labour/ vehicle pasting Charges	0.00	1.23
	Legal Professional Fees/ expenses	51.85	29.31
	Loading & unloading expenses	0.03	0.05
	Loan and Advances written off	42.11	158.66
	Office expenses	7.02	4.78
	Postage & Courier Charges	0.55	0.53
	Power and Fuel expenses	0.00	0.35
	Printing & Stationery expenses	8.85	4.75
	Registration Fees	11.67	0.00
	Rent expenses	100.36	61.97
	Repair & Maintenance expenses	42.50	3.25
	ROC Charges	6.09	8.24
	RTO Charges	14.87	5.08
	Security expenses	21.31	9.96
	Software expenses	5.80	4.50
	Short & Excess	-0.08	0.00
	Stock Written Off	0.00	280.83
	Technical Services expenses	0.00	1.85
	Tender fees	2.81	3.28
	Travelling expenses	11.18	5.08
	Total	685.26	1157.16

Ravneet Kaur



25	Prior Period Items	For the year ending	
		31.03.2025	31.03.2024
	Other Income:		
	Interest Income- Excess Booked in Previous Year	0.00	-0.27
	Creditors written back	0.00	2.47
	<b>Total Prior Period Income</b>	<b>0.00</b>	<b>2.20</b>
	Expenses :		
	Pasting & Installation Exp.	0.00	19.72
	Provision for Gratuity	0.00	26.55
	Provision for CSR Exp.	0.00	6.86
	Travelling Exp	0.00	10.99
	Insurance Exp	0.00	0.02
	Miscellaneous expenses	0.00	0.07
	Advance to Suppliers written back	0.00	-0.31
	Interest on Loan	0.00	0.37
	Internet & telephone expenses	0.00	1.08
	<b>Total Prior Period Expenses</b>	<b>0.00</b>	<b>65.34</b>
	<b>Total</b>	<b>0.00</b>	<b>-63.15</b>

26	Earning per equity share	For the year ended	
		31.03.2025	31.03.2024
	Net profit/(loss) for calculation of basic and diluted EPS (Profit after tax)	1782.46	1185.64
	Weighted average number of equity shares in calculating basic and diluted EPS	124.84	120.00
	<b>Basic and Diluted EPS (in rupees)</b>	<b>14.28</b>	<b>9.88</b>

**27 Segment Information**

As the company has only one primary business segment of dealing in business of advertising & publicity and also has only one geographical segment i.e. India, segment information as per AS 17 is not required to be disclosed.

**28 Previous Year Figures**

Certain figures for the previous year and current year have been regrouped, reclassified, or rearranged wherever necessary to conform to the classification and presentation, as required by the Schedule III format.

Puneet K Khanna



1.1 Significant Accounting ratios:

	<b>As at 31.03.2025</b>	<b>As at 31.03.2024</b>
<b>Ratios</b>		
(a) Current Ratio	1.53	0.99
(b) Debt-Equity Ratio	0.003	0.02
(c) Debt Service Coverage Ratio	97.69	11.14
(d) Return on Equity Ratio	0.46	0.56
(e) Inventory Turnover Ratio	2.00	-0.24
(f) Trade Receables Turnover Ratio	3.75	2.74
(g) Trade Payable Turnover Ratio	2.26	1.62
(h) Net Capital Turnover Ratio	6.70	56.19
(i) Net Profit Ratio	0.13	0.12
(j) Return on Capital Employed	0.43	0.72

1.2 Explanation to item included in numerator and denominator for computing the above ratios.

	Ratio	Formula	Items included in Numerator & Denominator
a) Current Ratio		Current Assets / Current Liabilities	Current assets = Current Investments + Inventories + Trade Receivables + Cash and cash equivalents + Short Term Loans & Advances + Other current assets
b) Debt Equity Ratio		Total Debt / Shareholders' Fund	Current Liability = Short-term borrowings + Trade payables + other current liabilities + Short-term provisions Debts = Long-term borrowings + Short-term borrowings Shareholder's Fund = Share capital + Reserves + Net Surplus
c) Debt Service Coverage Ratio		Earnings Available for debt services / Debt Service	Earnings Available for debt service = Profit After Tax + Depreciation & Amortisation + Interest Expenses Debt Service = Interest Expenses + Long-term borrowings + Short Term borrowings
d) Return on Equity Ratio		(Net profit after tax - Preference dividends) / Average Shareholders' Equity	Average Shareholders' Equity = (Opening Shareholders' Fund + Closing Shareholders' Fund) / 2
e) Inventory Turnover Ratio		Cost of Goods Sold / Average in Inventory	Average Inventory = (Opening Inventory + Closing Inventory) / 2
f) Trade Receables Turnover Ratio		Revenue from Operation / Average Accounts Receivables	Average Accounts Receivable = (Opening Accounts Receivable + Closing Accounts Receivable) / 2
g) Trade Payables Turnover Ratio		Cost of Services / Average Accounts Payables	Average Accounts Payable = (Opening Accounts Payables + Closing Accounts Payables) / 2
h) Net Capital Turnover Ratio		Revenue from Operation / Working Capital	Working Capital = Current Assets - Current Liabilities
i) Net Profit Ratio		Net Profit after Tax / Revenue from Operation	EBIT = Profit before Interest and Tax
j) Return on Capital Employed		EBIT / Capital Employed	Capital Employed = Shareholders' Fund + Borrowings

*Pawan K Khanna*

Name of related parties	Nature of relationship
Acur Media	Partnership firm of the Director
Admate Technologies Private Limited	Common Shareholder's
All White Communications LLP	Common Shareholder's & Designated Partner
Ankit Goyanka	Independent Director
Ankit R Aggarwal	Independent Director
Bhupinder Kumar Khanna HUF	HUF of the Director
Cash Ur Drive Electric Vehicles Private Limited	Common Management
Ms. Ruchi Jindal	Key Managerial Person
Ms. Shefali Kesarwani	Key Managerial Person
Ms. Rajat Singh	Key Managerial Person
Ms. Abhineet Sharma	Key Managerial Person
Cityscape Integrated Media	Common Shareholder's
Creative Owl Advertising Private Limited	Common Shareholder's
CUD Digital	Firm of the Director
Frappe Ads	Partnership Firm of the Director's
Knowledge Informatics Private Limited	Common Shareholder's
Kolkata Call Taxi Private Limited	Common Shareholder's
Parveen K Khanna	Director
Raghu Enterprises	Firm of the Director
Raghu Khanna	Director
Arambh Fintech Private Limited	Director Shareholding-Raghu Khanna
Sahir Exports (Trade Name)	HUF of Raghu Khanna-Director
Tecfin Enterprises Private Limited	Common Director
Trajectory Works	Firm of the relative of the Director
US Advertising Private Limited	Directors have significant influence
US CUD LLP	Common Shareholder's & Designated Partner

Parveen K Khanna

Name of related parties	Nature of transaction	For the period ended March 2025	For the year ended March 2024
<b>Purchase</b>			
<b>Cost of Service</b>			
Acur Media	Display Service received	22.00	9
Cityscape Integrated Media	Display Service received	17.00	16.5
Admate Technologies Pvt Ltd	Display Service received	-	16.9
All White Communications LLP	Display Service received	77.68	26.04
US Advertising Pvt Ltd	Central outdoor Branding	772.62	178.03
CUD Digital	Display Service & Consumables received	1225.96	607.35
Frappe Ads	Central Auto Branding	-	78.6
Kolkata Call Taxi Pvt Ltd	Central Bus Branding	-	30.59
	<b>Total</b>	<b>2315.27</b>	<b>963.01</b>
<b>Other expenses</b>			
Tecfin Enterprises Pvt Ltd	Rental Exp.	69.91	40.02
Frappe Ads	Business Promotion Expense	-	-
	<b>Total</b>	<b>69.91</b>	<b>40.02</b>
<b>Fixed Asset Purchase</b>			
Cash Ur Drive Electric Vehicles Private Limited	Site Preparation Charges	-	49.9
	<b>Total</b>		<b>49.9</b>
<b>Purchase of Goods</b>			
Sahir Exports	Purchases	-	2.73
	<b>Total</b>		<b>2.73</b>
<b>Revenue From Operation</b>			
Acur Media	Advertisement Service provided	175.75	0
Admate Technologies Pvt Ltd	Business promotion Service rendered	-	23.25
All White Communications LLP	Advertisement Service provided	3.60	3.6
Cityscape Integrated Media	Advertisement Service provided	12.42	50.61
Frappe Ads	Advertisement & other Service provided	-	254.35
Frappe Ads	Business promotion Service rendered	19.00	31
Trajectory Works	Advertisement Service provided	914.25	105.1
US Advertising Pvt Ltd	Advertisement Service provided	58.89	50
Acur Media	Business promotion Service rendered	-	12.09
Cash Ur Drive Electric Vehicles Private Limited	Advertisement & other Service provided	0.60	-
	<b>Total</b>	<b>1184.51</b>	<b>530</b>
<b>Other Income</b>			
Frappe Ads	Sale of Voucher	-	4.93
Tecfin Enterprises Pvt Ltd	Rental Service Provided	3.93	3.03
Cash Ur Drive Electric Vehicles Private Limited	Rental Service Provided	2.81	2.16
Sahir Exports	Rental Service Provided	3.12	2.4
Acur Media	Rental Service Provided	0.85	0.64
CUD Digital	Rental Service Provided	19.10	-
Cash Ur Drive Electric Vehicles Private Limited	Charging Revenue	1.60	-
	<b>Total</b>	<b>31.42</b>	<b>13.16</b>
<b>Director Remuneration &amp; KMP</b>			
Parveen K Khanna	Director Remuneration	60.00	30
Rajhu Khanna	Director Remuneration	192.00	132
Ms. Ruchi Jindal	Remuneration -Key Managerial Person	10.61	-
Mr. Rajat Singh	Remuneration -Key Managerial Person	4.84	-
Mr. Abhinav Sharma	Remuneration -Key Managerial Person	1.19	-
Shefali Kesarwani	Remuneration -Key Managerial Person	2.16	-
	<b>Total</b>	<b>270.79</b>	<b>162</b>

Parveen K Khanna

LOANS AND ADVANCES RECEIVED AND PAID			
During the Year.			
Cash Ur Drive Electric Vehicles Private Limited	Received	16.77	-
Cash Ur Drive Electric Vehicles Private Limited	Paid	57.39	57.25
Bhupinder Kumar Khanna	Paid	1.33	0
Bhupinder Kumar Khanna HUF	Interest Receivable	0.14	0
Bhupinder Kumar Khanna HUF	Received	1.50	0
Acur Media	Paid	-	300.6
Acur Media	Received	-	-119.67
Raghu Enterprises	Paid	2.73	5.14
Knowledge Informatics Pvt Ltd	Interest Receivable	1.08	2.52
Knowledge Informatics Pvt Ltd	Paid	-	83
Knowledge Informatics Pvt Ltd	Received	37.39	-49.52
Admate Technologies Private Limited	Paid	2.12	
Admate Technologies Private Limited	Received	2.12	
Kolkata Call Taxi Pvt Ltd	Interest Payable	0.05	30.87
Kolkata Call Taxi Pvt Ltd	Received	5.70	-30
Kolkata Call Taxi Pvt Ltd	Paid	1.90	-257.73
Tecfin Enterprises Pvt Ltd	Paid	60.79	322.3
Tecfin Enterprises Pvt Ltd	Received	79.37	#####
Tecfin Enterprises Pvt Ltd	Interest Receivable	0.83	52.51
Frappe Ads	Paid	275.36	0
Frappe Ads	Received	275.36	0
	Total	821.94	-773.35

(b) Transaction with Related Parties outstanding at the end of the year:

Name of related parties	Nature of transaction	For the year ended March 2024	For the year ended March 2024
Payable			
Admate Technologies Pvt Ltd	Expense Payable for Central display and Business Marketing & Activities	-	29.97
All White Communications LLP	Expense Payable Central display and others	-	13.47
CUD Digital	Expense Payable for Consumable item local	80.36	0
Cityscape Integrated Media	Expense Payable Central display and others	19.72	
Kolkata Call Taxi Pvt Ltd	Expense Payable for Commission	-	3.8
US Advertising Pvt Ltd	Advance for central display & Digital Wall Painting	-	29.08
	Total		76.32
Advance paid for services			
US Advertising Private Limited	Advance for Central display and others	13.75	
CUD Digital	Advance for Consumable item Local	-	116.23
	Total		116.23
Receivables			
Cityscape Integrated Media	Services Rendered	24.35	29.54
Cash Ur Drive Electric Vehicles Private Limited	Services Rendered	1.60	-
Raghu Enterprises	Services Rendered	-	0.35
Frappe Ads	Advance for Central-Outdoor Branding	-	8.38
Zahir Exports	Advance for Rental and Leasing Service	-	18.13
S Advertising Pvt Ltd	Services Rendered	23.21	-
	Total		56.4
Liabilities for Director's Compensation			
Parveen K Khanna	Liability for Director's Compensation	-	3.35
Raghu Khanna	Liability for Director's Compensation	-	0.89
	Total		4.24
Loan and Advances Receivables			
Cash Ur Drive Electric Vehicles Private Limited	L&A Receivable	130.14	89.52
Tecfin Enterprises Pvt Ltd <sup>(1)</sup>	L&A Receivable	-	18.58
Knowledge Informatics Pvt Ltd	L&A Receivable	-	37.39
Bhupinder Kumar Khanna HUF	L&A Receivable	-	1.5
	Total		146.99
Loan and Advances Payables			
Raghu Enterprises	L&A Payable	-	2.73
Bhupinder Kumar Khanna	L&A Payable	-	1.33
	Total		4.06

Parveen K Khanna