



# DAPS ADVERTISING LIMITED

• CIN No.: L51109UP1999PLC024389 • GSTIN No.: 09AABCD8028K1ZF

Ref: DAPS/2024-25/10

Date: May 27, 2024

To,  
BSE Limited  
Department of Corporate Services  
Floor 25, P J Towers,  
Dalal Street, Mumbai  
Maharashtra, - 400 001

Scrip Code: 543651

**Subject: Board Meeting Outcome- Audited Financial Results, Recommendation of Final Dividend, Re-appointment of Internal Auditor**

Dear Sir/Ma'am,

In pursuance of **Regulation 30** of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, this is to inform you that the Board of Directors of the Company at its meeting held today i.e., 27<sup>th</sup> May 2024, has inter-alia:

1. Approved and taken on record the Audited Financial Results (standalone) of the Company for the half-year and year ended on March 31, 2024 alongwith the Auditors' Report for the said period;
2. Recommended the payment of final dividend of Rs. 0.15/- per equity share of face value of Rs. 10/- each for the financial year ended 31st March 2024, subject to the approval of shareholders at the ensuing Annual General Meeting (AGM), and;
3. Approved the re-appointment of Mrs. Ratna Tiwari, Practising Company Secretary as the Internal Auditor of the company for the Financial Year 2024-25.

Brief profile of Mrs. Ratna Tiwari- She is a law graduate and a member of the Institute of Company Secretaries of India. She is competent, diligent & a result oriented professional, offering experience across supervision & overall responsibility of Company Law functions, handling Secretarial audit; analyzing company law implication on various transactions. She has also completed her Bachelor of Commerce from University of Kanpur in the year 2014.

Information regarding Book closure/ Record date and dividend payment date will be informed in due course of time.

Pursuant to **Regulation 33** of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are hereby enclosing the following-

- 1) Audited financial results (standalone) for the for the half-year and year ended on March 31, 2024; and



REGISTERED OFFICE : 9-B, IInd Floor, 128 "Clyde House" Opp. Heer Palace, The Mall, Kanpur - 208001

Contact No.: 0512-2302770, 9935 430555, 9839 032555

Email : daps.transfer@gmail.com | Website : [www.dapsadvertising.com](http://www.dapsadvertising.com)

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# DAPS ADVERTISING LIMITED

• CIN No.: L51109UP1999PLC024389 • GSTIN No.: 09AABCD8028K1ZF

- 2) Auditor's report with unmodified opinion on the Audited financial results (standalone) for the for the half-year and year ended on March 31, 2024; and
- 3) Declaration under Regulation 33(3)(d) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 confirming the unmodified opinion of the statutory auditors on the Audited financial results (standalone) for the for the half-year and year ended on March 31, 2024.

The Board meeting commenced at 12 Noon and concluded at 12:40 P.M.

You are requested to take the same on record.

12:40

Thanking you  
Yours faithfully,

For DAPS Advertising Limited

Pooja Kapoor  
Company Secretary and Compliance Officer

Encl- as above



# DAPS ADVERTISING LIMITED

CIN: L51109UP1999PLC024389		
Registered Office: 128, Clyde House, Office No. 9-B, The Mall, Kanpur - 208001 (U.P.)		
Audited Statement of Assets and Liabilities as at 31st March, 2024		
(Rupees in Lakhs)		
	As at 31st March, 2024	As at 31st March, 2023
	Audited	Audited
<b>A. EQUITY &amp; LIABILITIES</b>		
<b>1. Shareholders' Fund</b>		
a) Share Capital	517.49	517.49
b) Reserve & Surplus	1048.22	965.36
c) Money received against Share Warrant	-	-
<b>Shareholder Funds (A)</b>	<b>1565.71</b>	<b>1482.85</b>
<b>2. Share Application Money Pending Allotment</b>	-	-
<b>3. Non-Current Liabilities</b>		
a) Long Term Borrowings	12.35	16.60
b) Deferred Tax Liabilities (Net)	0.98	0.48
<b>Non-Current Liabilities (B)</b>	<b>13.33</b>	<b>17.08</b>
<b>4. Current Liabilities</b>		
a) Short Term Borrowings	5.66	10.83
b) Trade Payables	230.28	350.96
c) Other Current Liabilities	38.27	35.65
d) Short Term Provisions	5.76	16.18
<b>Current Liabilities (C)</b>	<b>279.97</b>	<b>413.62</b>
<b>TOTAL EQUITY &amp; LIABILITIES (A+B+C)</b>	<b>1859.01</b>	<b>1913.55</b>
<b>B. ASSETS</b>		
<b>1. Non-Current Assets</b>		
a) Property, Plant and Equipments		
- Tangible Assets	220.37	141.72
- Intangible Assets	2.03	0.49
b) Other Non Current Assets	45.29	5.46
<b>Non-Current Assets (A)</b>	<b>267.69</b>	<b>147.67</b>
<b>2. Current Assets</b>		
a) Trade Receivables	904.71	885.01
b) Cash and Bank Balances	548.32	742.64
c) Short Term Loans and Advances	96.79	95.28
d) Other Current Assets	41.50	42.95
<b>Current Assets (B)</b>	<b>1591.32</b>	<b>1765.88</b>
<b>TOTAL ASSETS (A+B)</b>	<b>1859.01</b>	<b>1913.55</b>



For DAPS Advertising Limited

*Dharmesh Chaturvedi*  
Dharmesh Chaturvedi  
(Managing Director)

DIN : 00989831

Date : 27th May, 2024

Place: Kanpur





<b>DAPS ADVERTISING LIMITED</b>					
<b>CIN: L51109UP1999PLC024389</b>					
<b>Registered Office: 128, Clyde House, Office No. 9-B, The Mall, Kanpur - 208001 (U.P.)</b>					
<b>Statement of Audited Financial Results for the Half-Year Ended and Year Ended as on 31st March, 2024</b>					
<b>(Rupees in Lakhs)</b>					
	<b>Half-Year Ended</b>			<b>Year Ended</b>	
	<b>31st March, 2024</b>	<b>30th September, 2023</b>	<b>31st March, 2023</b>	<b>31st March, 2024</b>	<b>31st March, 2023</b>
	<b>Audited</b>	<b>Unaudited</b>	<b>Audited</b>	<b>Audited</b>	<b>Audited</b>
<b>1. Income :</b>					
Revenue from Operations	961.44	1074.32	1556.64	2035.76	3014.97
Other Income	85.25	11.89	18.84	97.14	26.60
<b>Total Income</b>	<b>1046.69</b>	<b>1086.21</b>	<b>1575.48</b>	<b>2132.90</b>	<b>3041.57</b>
<b>2. Expenditure :</b>					
Cost of Services Rendered	832.49	886.29	1138.45	1718.78	2315.14
Employee Benefits Expenses	69.95	70.43	57.13	140.38	106.12
Finance Cost	2.77	2.33	2.47	5.10	4.91
Depreciation & Amortisation Expense	12.27	9.46	11.58	21.73	20.33
Other Expenses	51.32	50.29	217.95	101.61	329.97
<b>Total Expenses</b>	<b>968.80</b>	<b>1018.80</b>	<b>1427.58</b>	<b>1987.60</b>	<b>2776.47</b>
<b>Profit/(Loss) Before Exceptional &amp; Extraordinary Items and Tax</b>	<b>77.89</b>	<b>67.41</b>	<b>147.90</b>	<b>145.30</b>	<b>265.10</b>
Exceptional Items	-	-	-	-	-
<b>Profit/(Loss) from ordinary activities before Extraordinary Items and Tax</b>	<b>77.89</b>	<b>67.41</b>	<b>147.90</b>	<b>145.30</b>	<b>265.10</b>
Extraordinary Items	-	-	-	-	-
<b>Profit/(Loss) from ordinary activities before Tax</b>	<b>77.89</b>	<b>67.41</b>	<b>147.90</b>	<b>145.30</b>	<b>265.10</b>
<b>Tax Expenses:</b>					
Current Tax	18.98	17.10	37.52	36.08	66.66
Defferred Tax Charge/(Credit)	0.62	(0.13)	(0.30)	0.49	0.06
	<b>19.60</b>	<b>16.97</b>	<b>37.22</b>	<b>36.57</b>	<b>66.72</b>
<b>Profit/(Loss) from Ordinary Activities</b>	<b>58.29</b>	<b>50.44</b>	<b>110.68</b>	<b>108.73</b>	<b>198.38</b>
<b>Earning per Equity Share on Profit for the year (Rs.) - Basic &amp; Diluted</b>	<b>1.13</b>	<b>0.97</b>	<b>2.14</b>	<b>2.10</b>	<b>4.74</b>

**Notes:**

- i) The above said financial results were reviewed by the Audit Committee and then approved by the Board of Directors at their respective meeting held on 27th May, 2024.
- ii) The Statutory Auditors have carried out the statutory audit of the above financial results of the Company and have expressed an unmodified opinion on these results.
- iii) The statement is prepared in accordance with the requirements of Accounting Standards (AS) specified under section 133 of the Companies Act, 2013 read with rule 7 of the Companies (Accounts) Rule, 2014 as amended.
- iv) The above audited financial results have been prepared in accordance with the Companies (Accounting Standards) Rules, 2006 (AS) as amended, prescribed under section 129 to 133 of The Companies Act, 2013 read with relevant rules & regulations.
- v) The Company has one reportable business segment. Therefore, Accounting Standard-17 of the Segment Reporting is not applicable on the Company.
- vi) Earning per share is calculated on the weighted average of the share capital received by the Company.
- vii) The Board of Directors, in its meeting on 27th May, 2024, has recommended a final dividend of Rs. 0.15 per Equity Share for the financial year ended 31st March, 2024. The recommendation is subject to the approval of shareholders at the General Meeting and if approved would result in a cash outflow of approximately Rs. 7.76 Lakhs.
- viii) As per MCA Notification dated 16th February, 2015, the companies whose shares are listed on SME platform as referred to in chapter XB of SEBI (Issue of Capital and Disclosures Requirements) Regulations, 2009 are exempted from the compulsory requirement of adoption of IND-AS. As the company is covered under the exempted category, it has not adopted IND-AS for preparation of financial statements.
- ix) Statements of Assets and Liabilities and Cash Flow Statements as on 31st March, 2024 is enclosed herewith.

For DAPS Advertising Limited

*Dharmesh Chaturvedi*  
**Dharmesh Chaturvedi**  
 (Managing Director)  
 DIN : 00989831

Date : 27th May, 2024  
 Place: Kanpur





<b>DAPS ADVERTISING LIMITED</b>			
<b>CIN: L51109UP1999PLC024389</b>			
<b>Registered Office: 128, Clyde House, Office No. 9-B, The Mall, Kanpur - 208001 (U.P.)</b>			
<b>Audited Cash Flow Statement for the year ended 31st March, 2024</b>			
<b>(Rupees in Lakhs)</b>			
	<b>Particulars</b>	<b>Year Ended 31st March, 2024</b>	<b>Year Ended 31st March, 2023</b>
<b>A.</b>	<b>CASH FLOW FROM OPERATING ACTIVITIES :</b>		
	Profit Before Tax	145.30	265.10
	<b>Adjusted for :</b>		
	Depreciation & Amortisation Expenses	21.73	20.33
	Increase/Decrease in Reserve & Surplus	-	(0.08)
	Profit/Loss on Sale of Fixed Assets	-	(0.32)
	Interest Income	(45.28)	(23.44)
	<b>Operating Profit before Working Capital Changes (i)</b>	<b>121.75</b>	<b>261.59</b>
	<b>Adjusted for :</b>		
	Increase/Decrease in Trade Payables	(120.68)	(61.79)
	Increase/Decrease in Other Current Liabilities	2.62	23.86
	Increase/Decrease in Short Term Provisions	(10.42)	(17.40)
	Increase/Decrease in Trade Receivables	(19.70)	(28.63)
	Increase/Decrease in Short Term Advances	(1.51)	10.26
	Increase/Decrease in Other Current Assets	1.45	(33.79)
	<b>(ii)</b>	<b>(148.24)</b>	<b>(107.49)</b>
	<b>Cash Generated from Operations (i+ii)</b>	<b>(26.49)</b>	<b>154.10</b>
	Income Tax Paid (Net)	(36.08)	(66.66)
	<b>Net Cash Flow from Operating Activities (A)</b>	<b>(62.57)</b>	<b>87.44</b>
<b>B.</b>	<b>CASH FLOW FROM INVESTING ACTIVITIES :</b>		
	Purchase of Fixed Assets	(101.91)	(31.64)
	Sale of Fixed Assets	-	3.00
	Interest Income	45.28	23.44
	Increase/Decrease in Security Deposits	(39.83)	(5.10)
	<b>Net Cash Flow used in Investing Activities (B)</b>	<b>(96.46)</b>	<b>(10.30)</b>
<b>C.</b>	<b>CASH FLOW FROM FINANCING ACTIVITIES :</b>		
	Issue of Equity Shares	-	170.00
	Securities Premium Received	-	279.91
	Increase/Decrease in Long Term Borrowings	(4.25)	0.29
	Increase/Decrease in Short Term Borrowings	(5.17)	(14.15)
	Dividend Paid	(25.87)	-
	<b>Net Cash Flow generated from Financing Activities (C)</b>	<b>(35.29)</b>	<b>436.05</b>
	<b>Net Increase/(Decrease) in Cash &amp; Cash Equivalent (A+B+C) =</b>	<b>(194.32)</b>	<b>513.19</b>
	<b>Opening Cash and Cash Equivalents (E)</b>	<b>742.64</b>	<b>229.45</b>
	<b>Closing Cash and Cash Equivalents (D+E)</b>	<b>548.32</b>	<b>742.64</b>

For DAPS Advertising Limited

*Dharmesh Chaturvedi*  
Dharmesh Chaturvedi  
(Managing Director)  
DIN : 00989831

Date : 27th May, 2024  
Place: Kanpur





## **INDEPENDENT AUDITOR'S REPORT**

To  
**The Board of Directors of  
DAPS Advertising Limited**

**Independent Auditor's Report on the Half-Year and Year Ended Audited Financial Results of DAPS Advertising Limited for the financial year 2023-24, pursuant to the Regulation 33 of the SEBI (Listing Obligations and Disclosures Requirements) Regulations 2015, as amended.**

### **Opinion**

We have audited the accompanying financial results of **DAPS Advertising Limited** (hereinafter referred to as 'the company') for the year ended 31<sup>st</sup> March, 2024 and the statement of assets and liabilities and statement of cash flows as at and for the year ended on that date, attached herewith, being submitted by the Company pursuant to the requirement of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended ("LODR Regulations").

In our opinion and to the best of our information and according to the explanations given to us these financial results for the year ended 31<sup>st</sup> March, 2024:

- (i) are presented in accordance with the requirements of Regulation 33 of the LODR Regulations in this regard; and
- (ii) give a true and fair view in conformity with the recognition and measurement principles laid down in the applicable accounting standards and other accounting principles generally accepted in India of the net profit and other financial information of the Company for the year ended 31<sup>st</sup> March, 2024.

### **Basis for Opinion**

We conducted our audit in accordance with Standards on Auditing (SA's) specified under Section 143(10) of the Companies Act, 2013 (the Act) and other applicable authoritative pronouncements issued by the Institute of Chartered Accountants of India ("the ICAI"). Our responsibilities under those standards are further described in the 'Auditor's Responsibilities for the Audit of Financial Results' section of our report. We are independent of the Company in accordance with the code of ethics issued by the ICAI together with ethical requirements that are relevant to our audit of the financial results under the provisions of the Act and Rules made thereunder, and we have fulfilled our ethical responsibilities in accordance with the requirements with these requirements and the Code of Ethics. We believe that the audit evidences obtained by us is sufficient and appropriate to provide a basis for our opinion.





### **Management's and Board of Director's Responsibilities for the Financial Results**

These financial results have been prepared on the basis of the annual financial statements. The Company's management and Board of Directors are responsible for the preparation and presentation of these financial results that give a true and fair view of the net profit and other financial information of the Company and the statement of assets and liabilities and statement of cash flows in accordance with recognition and measurement principles laid down in the Accounting Standards prescribed under Section 133 of the Companies Act, 2013 ("the Act") read with relevant issues thereunder and other accounting principles generally accepted in India and in compliance with Regulation 33 of the LODR Regulations. 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 accounting policies; making judgment and estimates that are reasonable and prudent; and the design, implementation and maintenance of adequate internal financial controls that were operating effectively for ensuring accuracy and completeness of the accounting records, relevant to the preparation and presentation of the financial results that give true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the financial results, the Board of Directors of the Company are responsible for assessing the ability of the Company to continue as going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Board of Directors either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

The Board of Directors of the Company is responsible for overseeing the financial reporting process of the Company.

### **Auditor's Responsibilities for the Audit of Financial Results**

Our objectives are to obtain reasonable assurance about whether the financial results 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 not a guarantee that an audit conducted in accordance with SAs will always detect a material misstatement when it exists. Misstatement can arise from a fraud or error and considered material, if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial results.

As part of an audit in accordance with the 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 results, whether due to fraud or error, design and perform audit procedure 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 one resulting from error, as fraud involves collusions, forgery, intentional omissions, misrepresentations, or override of internal control.





- Obtain an understanding of internal control relevant to the audit in order to design audit procedure that are appropriate in circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control.
- Evaluate the appropriateness of the accounting policies used and reasonableness of accounting estimates and related disclosures made by the Board of Directors.
- Conclude on the appropriateness of the Board of Directors' use of the going concern basis of accounting and, based on our audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the ability of the Company to continue as a going concern. If we conclude that material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial results 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 financial results including the disclosures and whether the financial results represent the underlying transactions and events in the manner that achieves fair presentation.

We communicate with those charged with governance of the Company 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 our independence, and where applicable, related safeguards.

#### **Other Matters**

The financial results include the results for the half year ended 31<sup>st</sup> March, 2024 being the balancing figures between the audited figures of the full financial year and the unaudited figures up to the 1st half year of the said financial year.

**For Kedia Gupta & Associates**  
**Chartered Accountants**  
**ICAI FRN : 006465C**

  
**Ajay Kumar Kedia**  
**(Partner)**  
**Membership No. 074354**



**UDIN: 24074354BKDBTN 7943**

**Date: 27<sup>th</sup> May, 2024**  
**Place: Kanpur**





# DAPS ADVERTISING LIMITED

• CIN No.: L51109UP1999PLC024389 • GSTIN No.: 09AABCD8028K1ZF

Ref: DAPS/2024-25/11

Date: May 27, 2024

To,  
BSE Limited  
Department of Corporate Services  
Floor 25, P J Towers,  
Dalal Street, Mumbai  
Maharashtra, - 400 001

Scrip Code: 543651

**Subject: Declaration pursuant to Regulation 33(3)(d) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015**

Dear Sir/Ma'am,

In pursuance of Regulation 33(3)(d), and SEBI Circular No. CIR/CFD/CMD/15/2015 dated November 30, 2015, we hereby inform and declare that Standalone Audit Report issued by M/s. Kedia Gupta & Associates, Chartered Accountants, on the Audited Standalone financial results of the company for the half-year and year ended 31st March, 2024 is with unmodified opinion.

Name of the company	DAPS Advertising Limited
Annual financial statements for the year ended	31st March, 2024
Type of Audit observation	Un Modified

You are requested to take the same on record.

Thanking you  
Yours faithfully,

For DAPS Advertising Limited

*Dharmesh Chaturvedi*  
Dharmesh Chaturvedi

Managing Director  
DIN: 00989831