

01<sup>st</sup> August, 2023

To  
The General Manager, (Listing)  
BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai.

To  
The General Manager (Listing),  
National Stock Exchange of India Limited  
Exchange Plaza, C 1/G Block,  
Bandra-Kurla Complex,  
Bandra (East), Mumbai.

**Reference: NSE-SCRIP ID: POWERGRID; BSE Scrip Code: 532898 EQ – ISIN  
INE752 E01010**

**Sub: Newspaper Publication of Unaudited Financial Results for the  
quarter ended 30<sup>th</sup> June, 2023.**

Dear Sir,

In terms of Regulations 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, Unaudited Financial Results of POWERGRID for the quarter ended 30<sup>th</sup> June, 2023 published in newspaper is submitted please.

Thanking You.

Yours faithfully,

(Mrinal Shrivastava)  
Company Secretary &  
Compliance Officer

# Google Ads launches auto-generated advertisement too

**PRESS TRUST OF INDIA**  
New Delhi, July 31

**ADVERTISERS AND BUSINESSES** will now be able to auto-generate advertisements on Google Ads platform, said Dan Taylor, vice president of global ads at Google.

Using Large Language Models (LLMs) and generative artificial intelligence (GenAI), Google Ads will be able to create cam-

paign workflows based on business prompts given by marketers. "It learns from the advertisers landing pages, queries that are performing well and headlines that they've already approved to create entirely new creatives," he said during his recent India visit.

According to a McKinsey study, marketing and sales have the biggest reported revenue effects of AI.

Taylor spoke about Gen AI tools introduced during Google I/O held on May 10 this year for marketers and advertisers like Performance Max, and how brands like Myntra, Samsung, HDFC, and Tata AIG saw up to 18% higher conversions by adding AI to their marketing mix. Performance Max combines Google's AI technologies across bidding, budget optimisation, audiences, creatives,

attribution, and more, the company said.

The technology behemoth also reiterated its focus on privacy amid rising privacy regulations by countries. In a survey of 16,500 individuals from 11 Asia-Pacific markets, eight out of 10 consumers recognised the importance of online privacy and security of their personal information, he said.

"So much so that 70% of

those consumers would stop engaging with a brand response to a violation of the trust around data. So this is a consumer concern," Taylor said.

Days before the government introduced the Digital Personal Data Protection Bill in Parliament, Google announced enhanced privacy features like Privacy Sandbox, as it introduced generative capabilities in its ads business for marketers



## Extract of the Financial Results for the quarter ended 30 June 2023

(₹ in crores)

S. No.	Particulars	Standalone			Consolidated		
		Quarter ended		Year ended	Quarter ended		Year ended
		30.06.2023 (Un-audited)	30.06.2022 (Un-audited)	31.03.2023 (Audited)	30.06.2023 (Un-audited)	30.06.2022 (Un-audited)	31.03.2023 (Audited)
1	Total Income from Operations	11,082.20	11,016.88	45,968.07	11,257.60	11,168.54	46,605.64
2	Net Profit before Tax (including Regulatory Deferral Account Balances (net of tax))	4,111.12	4,268.15	17,471.12	4,218.30	4,331.26	17,701.62
3	Net Profit after Tax for the period	3,542.65	3,765.93	15,335.54	3,597.16	3,801.29	15,419.74
4	Total Comprehensive Income comprising Net Profit after Tax and Other Comprehensive Income	3,475.31	3,701.21	15,226.84	3,529.50	3,736.64	15,315.24
5	Paid up Equity Share Capital (Face value of share : ₹ 10/- each)	6,975.45	6,975.45	6,975.45	6,975.45	6,975.45	6,975.45
6	Reserves (excluding Revaluation Reserve) as shown in the Balance sheet	79,344.04	72,886.03	75,868.73	79,581.07	73,017.48	76,050.84
7	Securities Premium Account	7,834.43	7,834.43	7,834.43	7,834.43	7,834.43	7,834.43
8	Net worth	86,319.49	79,861.48	82,844.18	86,556.52	79,992.93	83,026.29
9	Total Borrowings	1,22,694.71	1,33,023.80	1,26,594.90	1,22,694.71	1,33,023.80	1,26,594.90
10	Debt Equity Ratio	1.42	1.67	1.53	1.42	1.66	1.52
11	Earnings per equity share including movement in Regulatory Deferral Account Balances (Face value of ₹ 10/- each): Basic and Diluted (in ₹)	5.08	5.40	21.99	5.16	5.45	22.11
12	Earnings per equity share excluding movement in Regulatory Deferral Account Balances (Face value of ₹ 10/- each): Basic and Diluted (in ₹)	5.57	5.28	21.62	5.65	5.34	21.75
13	Bonds Redemption Reserve	3,834.73	5,185.30	4,168.17	3,834.73	5,185.30	4,168.17
14	Debt Service Coverage Ratio	1.73	1.96	1.52	1.77	1.99	1.54
15	Interest Service Coverage Ratio	4.15	4.69	3.93	4.33	4.80	4.02

**Notes :** 1. The above is an extract of the detailed format of Quarterly Consolidated and Standalone Financial Results filed with the Stock Exchanges under Regulations 33 and 52 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. The full format of the Quarterly Consolidated and Standalone Financial Results is available on the Investors section of our website <https://www.powergrid.in> and under Corporates Section of BSE Limited & National Stock Exchange of India Limited at <https://www.bseindia.com> and <https://www.nseindia.com> respectively.

2. Previous periods figures have been regrouped/rearranged wherever considered necessary.

For and on behalf of **POWER GRID CORPORATION OF INDIA LTD.**

Place : Gurugram  
Date : 31 July, 2023

S/-  
**G Ravisankar**  
Director (Finance)



### POWER GRID CORPORATION OF INDIA LIMITED

(A Government of India Enterprise)

Registered Office: B-9, Qutab Institutional Area, Katwaria Sarai, New Delhi - 110016

Corporate Office : "Saudamini", Plot No. 2, Sector-29, Gurugram-122001 (Haryana). CIN : L40101DL1989GOI038121



**Important Notice:** Members are requested to register/update their e-mail ID with Company/Depository Participants/Company's Registrar & Transfer Agent (KFINTECH) which will be used for sending official document through e-mail in future.

A MAHARATNA PSU

New Delhi