



## MAAGH ADVERTISING AND MARKETING SERVICES LIMITED

**Registered Office:** 302, 3rd Floor, Kuber Complex, Opp. Laxmi Industrial Estate, New Link Road, Andheri West, Mumbai – 400053, Maharashtra **CIN:** U74999MH2013PLC244569; **GSTIN:** 27AAICM6541P2ZS

**E-mail:** info@maaghadvertising.in; **Website:** [www.maaghadvertising.in](http://www.maaghadvertising.in); **Tel:** +91 22 4603 3045

---

**Date:** 27/05/2024

**To,**

**The Department of Corporate Services,  
BSE Limited  
P.J. Towers, Dalal Street,  
Fort, Mumbai – 400002**

**Ref.: Scrip Code -543624**

**Sub: Outcome of Board Meeting held today i.e. Monday 27<sup>th</sup> May, 2024**

**Dear Sir/Madam,**

This is to inform you that the meeting of the Board of Directors of **Maagh Advertising and Marketing Services Limited** held on Today, i.e. Monday, 27<sup>th</sup> May, 2024 at 1.00 P.M. to 4.30 P.M. at its Registered office at the Registered Office of the Company situated at Office No. 302, 3rd Floor, Kuber Complex, Opp. Laxmi Industrial Estate, New Link Road, Andheri (W) Mumbai MH 400053 IN, Board transacted and approved the following matters:-

1. The Standalone and Consolidated Audited Financial Results of the half year and year ended 31<sup>st</sup> March, 2024, pursuant to Regulation 33 of SEBI (LODR) Regulations, 2015.
2. Adopted the Standalone and Consolidated Auditors Report on the Audited Financial Result for the year ended 31<sup>st</sup> March, 2024.
3. Adopted the declaration regarding the Auditor's Report with unmodified opinion(s) pursuant to the Regulation 33(3)(d) of SEBI(LODR) Regulation, 2015.

Please take the same on your record and acknowledge the receipt of the same.

**Thanking You,**

**Yours Faithfully,**

**For Maagh Advertising And Marketing Services Limited**

**HARSHAL SAMBHAJI BHAGWAT**

**Director**

**DIN: 10472243**

**Date: 27.05.2024**



## MAAGH ADVERTISING AND MARKETING SERVICES LIMITED

**Registered Office:** 302, 3rd Floor, Kuber Complex, Opp. Laxmi Industrial Estate, New Link Road, Andheri West, Mumbai – 400053, Maharashtra **CIN:** U74999MH2013PLC244569; **GSTIN:** 27AAICM6541P2ZS

**E-mail:** info@maaghadvertising.in; **Website:** [www.maaghadvertising.in](http://www.maaghadvertising.in); **Tel:** +91 22 4603 3045

---

To,  
The Department of Corporate Services,  
BSE Limited  
P.J. Towers, Dalal Street,  
Fort, Mumbai – 400002

**Ref.: Scrip Code –543624**

**Subject: Submission of declaration as per Second proviso of the Regulation 33(3) (d) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 for the Audited Financial Results 31.03.2024**

Dear Sir/Madam,

In accordance with Regulation 33(3)(d) of the SEBI (Listing Obligation and Disclosure Requirement) Regulations, 2015 as amended from time to time, we hereby declare that the Statutory Auditors of the Company, M/s. Piyush Kothari & Associates, Chartered Accountants, Mumbai have expressed an unmodified opinion in their Audit Report on the Standalone and Consolidated Financial Statements of the Company for the Financial year 2023-2024.

Kindly take it for information and record.

Thanking You,  
Yours Faithfully,

For Maagh Advertising And Marketing Services Limited

**HARSHAL SAMBHAJI BHAGWAT.**

Director

DIN: 10472243

Date: 27.05.2024



**Registered Office:** 302, 3rd Floor, Kuber Complex, Opp. Laxmi Industrial Estate, New Link Road, Andheri West, Mumbai – 400053, Maharashtra **CIN:** U74999MH2013PLC244569; **GSTIN:** 27AAICM6541P2ZS

**E-mail:** info@maaghadvertising.in; **Website:** [www.maaghadvertising.in](http://www.maaghadvertising.in); **Tel:** +91 22 4603 3045

---

To,  
The Department of Corporate Services,  
BSE Ltd.  
P.J. Towers, Dalal Street,  
Fort, Mumbai – 400002

**Ref.: Scrip Code -543624**

**Subject: Non-Applicability of Disclosure Under Regulation 23(9) Of SEBI (Listing Obligations And Disclosure Requirements) Regulations, 2015- Disclosure of Related Party Transactions For The Year Ended March 31, 2024.**

Dear Sir/Madam,

Pursuant to Regulation 15(2)(b) of SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015 the Compliance with the Corporate Governance provisions as specified in Regulation 17 to 27 and clause (b) to (i) of sub regulation (2) of Regulation 46 and Para C, D and E of schedule V of SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015 shall not apply to the listed entity which has listed its Specified securities on SME / ITP Platform.

In this regard, please note that our Company is Listed on Bombay Stock Exchange of India Ltd. (SME Platform) and therefore, our Company is not required to submit "Disclosure on Related Party Transactions" as required under Regulation 23 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 for the half year and year ended on 31.03.2024.

Although the company is listed on Bombay Stock Exchange of India Ltd. (SME Platform) and therefore, our Company is not required to submit "Disclosure on Related Party Transactions" as required under Regulation 23 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 for the half year and year ended on 31.03.2024, we want to disclose that the company paying Rs.18000/- PM to Company secretary and Rs. 20000/- PM to CFO.

Please take the same on your record and acknowledge the receipt of the same.

**For Maagh Advertising And Marketing Services Limited**

**HARSHAL SAMBHAJI BHAGWAT.**

**Director**

**DIN: 10472243**



# MAAGH ADVERTISING AND MARKETING SERVICES LIMITED

Registered Office: 302, 3rd Floor, Kuber Complex, Opp. Laxmi Industrial Estate, New Link Road, Andheri West, Mumbai – 400053, Maharashtra CIN: U74999MH2013PLC244569; GSTIN: 27AAICM6541P2ZS

E-mail: info@maaghadvertising.in; Website: [www.maaghadvertising.in](http://www.maaghadvertising.in); Tel: +91 22 4603 3045

Standalone Statement of Audited Financial Results for the Half year ended and year ended as on March 31, 2024							
(₹ in Lakhs Except Share Data and Ratios)							
Particulars		For the Half-Year ended			For the year ended	For the year ended March	
		March 31, 2024	September 30, 2023	March 31, 2023	March 31, 2024	31, 2023	
		Audited	Unaudited	Audited	Audited	Audited	
I	Revenue from operations	13	1,822.25	713.89	395.00	2,536.14	919.17
II	Other Income	14	-	-	-	-	-
III	<b>Total Revenue (I+II)</b>		<b>1,822.25</b>	<b>713.89</b>	<b>395.00</b>	<b>2,536.14</b>	<b>919.17</b>
IV	<b>Expenses:</b>						
	(a) Purchase of Stock in trade		1,684.37	592.61	333.83	2,276.98	798.44
	(b) Changes in inventories of finished goods, work-in-progress and stock-in-trade						
	(c) Employee benefits expense	15	12.89	11.35	9.18	24.24	17.21
	(d) Finance costs	16					
	(e) Depreciation and amortization expense	7	13.68	15.03	16.32	28.71	34.25
	(f) Other expenses	16	18.63	15.84	26.08	34.47	37.20
	<b>Total Expenses</b>		<b>1,729.56</b>	<b>634.84</b>	<b>385.42</b>	<b>2,364.40</b>	<b>887.10</b>
V	<b>Profit/(Loss) Before Tax (III - IV)</b>		<b>92.69</b>	<b>79.05</b>	<b>9.58</b>	<b>171.74</b>	<b>32.07</b>
VI	<b>Tax expense:</b>						
	(a) Current tax expense		24.23	20.84	3.83	45.08	10.43
	(b) Deferred tax expense/(credit)		-1.06	-1.08	-1.43	-2.14	-0.44
	<b>Total Tax Expense</b>		<b>23.17</b>	<b>19.76</b>	<b>2.40</b>	<b>42.93</b>	<b>9.99</b>
VII	<b>Profit/(Loss) for the period/year (V-VI)</b>		<b>69.51</b>	<b>59.29</b>	<b>7.19</b>	<b>128.80</b>	<b>22.08</b>
VIII	<b>Paid-up equity share capital (Face Value of ₹ 10/- each)</b>						
IX	<b>Reserve excluding Revaluation Reserves as per balance sheet of previous accounting year</b>						
X	<b>Earnings per share (before extraordinary items):-</b>						
	Face Value of ₹ 10/- each (not annualised):						
	a) Basic	17	0.03	0.33	0.22	0.06	0.67
	b) Diluted		0.03	0.33	0.22	0.06	0.67
	No of shares at the end of period		<b>22,50,12,500</b>	<b>1,80,01,000</b>	<b>32,80,000</b>	<b>22,50,12,500</b>	<b>32,80,000</b>
XI	<b>Earnings per share (before extraordinary items):-</b>						
	Face Value of ₹ 10/- each (not annualised):						
	a) Basic	1	0.16	0.77	0.22	0.30	0.67
	b) Diluted		0.16	0.77	0.22	0.30	0.67
XII	<b>Weighted Average No. of Shares considered for calculating earning per share (Including impact of preferential/bonus shares as per AS 20)</b>		<b>4,35,45,589</b>	<b>76,96,300</b>	<b>32,80,000</b>	<b>4,35,45,589</b>	<b>32,80,000</b>

For and on behalf of the Board of Directors  
MAAGH ADVERTISING AND MARKETING SERVICES LIMITED

MANOJ G NAIR  
Director  
DIN: 09560851

HARSHAL SAMBHAJI BHAGWAT  
Director  
DIN: 10472243

Place: Mumbai  
Date: 27-05-2024



# MAAGH ADVERTISING AND MARKETING SERVICES LIMITED

Registered Office: 302, 3rd Floor, Kuber Complex, Opp. Laxmi Industrial Estate, New Link Road, Andheri West, Mumbai – 400053, Maharashtra CIN: U74999MH2013PLC244569;

GSTIN: 27AAICM6541P2ZS

E-mail: info@maaghadvertising.in; Website: [www.maaghadvertising.in](http://www.maaghadvertising.in); Tel: +91 22 4603 3045

Standalone Balance Sheet as at March 31, 2024		(□ in Lakhs)	
Particulars		As at March 31, 2024 (Audited)	As at March 31, 2023 (Audited)
		□	□
<b>A</b>	<b>EQUITY AND LIABILITIES</b>		
(1)	<b>Shareholders' funds</b>		
	(a) Share capital	2,250.13	328.00
	(b) Reserves and Surplus	5,674.16	843.03
		<b>7,924.28</b>	<b>1,171.03</b>
(2)	<b>Non-current liabilities</b>		
	(a) Deferred tax liabilities (net)	16.59	18.74
	(b) Long-term borrowing		
		<b>16.59</b>	<b>18.74</b>
(3)	<b>Current liabilities</b>		
	(a) Short Term Borrowings		
	(b) Trade payables	230.45	203.39
	(i) Total outstanding dues of micro enterprises and small enterprises		
	(ii) Total outstanding dues of creditors other than micro enterprises and small enterprises		
	(c) Other current liabilities	(173.85)	(150.96)
	(d) Short-term provisions	38.55	31.22
		<b>95.16</b>	<b>83.65</b>
	<b>TOTAL</b>	<b>8,036.03</b>	<b>1,273.41</b>
<b>B</b>	<b>ASSETS</b>		
(1)	<b>Non-current assets</b>		
	(a) Property, Plant & Equipment and Intangible Assets	137.82	166.52
	(i) Property, Plant & Equipment		
	(ii) Intangible assets		
	(iii) Intangible Assets under Development		
	(b) Deferred tax assets (net)		
	(c) Long-term loans and advances		
	(d) Non-current investments	6,962.60	238.15
		<b>7,100.42</b>	<b>404.67</b>
(2)	<b>Current assets</b>		
	(a) Inventories		
	(b) Trade receivables	290.64	705.17
	(c) Cash and bank balances	42.58	24.35
	(d) Short-term loans and advances		123.00
	(e) Other current assets	602.39	16.22
		<b>935.62</b>	<b>868.74</b>
	<b>TOTAL</b>	<b>8,036.03</b>	<b>1,273.41</b>
		0	(0)

For and on behalf of the Board of Directors  
MAAGH ADVERTISING AND MARKETING SERVICES LIMITED

MANOJ G NAIR  
Director  
DIN: 09560851

HARSHAL SAMBHAJI BHAGWAT  
Director  
DIN: 10472243

Place: Mumbai  
Date: 27-05-2024



# MAAGH ADVERTISING AND MARKETING SERVICES LIMITED

Registered Office: 302, 3rd Floor, Kuber Complex, Opp. Laxmi Industrial Estate, New Link Road, Andheri West, Mumbai – 400053, Maharashtra  
**CIN:** U74999MH2013PLC244569;  
**GSTIN:** 27AAICM6541P2ZS

**E-mail:** info@maaghadvertising.in; **Website:** www.maaghadvertising.in; **Tel:** +91 22 4603 3045

(□ in Lakhs)		
Standalone statement of Cash Flows for the year ended March 31, 2024		
Particular	As at March 31, 2024 (Audited)	As at March 31, 2023 (Audited)
<b>A. CASH FLOW FROM OPERATING ACTIVITIES</b>		
<i>Profit Before Tax</i>	171.74	32.07
Adjusted for :		
a. Depreciation	28.71	34.25
b. Interest Expenses & Finance Cost		-
c. Interest & Other Income		-
d. Other Adjustment		-16.18
Operating profit before working capital changes	<b>200.45</b>	<b>50.14</b>
<b>Adjusted for :</b>		-
a. Decrease /(Increase) in Long Term Loans and Advance		
b. Decrease / ( Increase ) in trade receivable	414.53	-459.71
b. Decrease / ( Increase ) in Current Investments	-6,724.45	-
c. ( Increase ) / Decrease in short term loans and advances		-98.62
d. Increase / ( Decrease ) in Trade Payables	27.06	-194.62
e. Increase / (Decrease) in short term provisions	7.34	15.71
f. Increase / ( Decrease ) in other current liabilities	-22.89	-206.37
g. ( Increase ) / Decrease in Other Current Assets	-586.17	
other adjustments	123.00	
Cash generated from operations	-6,561.14	-893.47
Income Tax Paid ( net of refunds )	45.08	-10.43
<b>NET CASH GENERATED FROM OPERATION</b>	<b>-6,606.21</b>	<b>-903.90</b>
<b>B. CASH FLOW FROM INVESTING ACTIVITIES</b>		
<b>a. (Purchase) / Sale of Fixed Assets</b>		
b. (Purchase) / Sale of non-current investment		
c. ( Increase ) / Decrease in Long term loans and advances		
d. Increase / ( Decrease ) in Long Term Provisions		
e. ( Increase ) / Decrease in Other Non Current Assets		
f. (Increase) in Misc. Expenses		
g. Interest & Other Income		
h. Dividend		
b. Proceeds from share issued / application	<b>1,472.10</b>	<b>912.00</b>
Bonus Issue of shares from Reserves and Surplus		
Increase In Share Premium Reserve	<b>5,152.35</b>	
<b>Net cash (used) in investing activities</b>	<b>6,624.45</b>	<b>912.00</b>
<b>C. CASH FLOW FROM FINANCING ACTIVITIES</b>		
a. Interest & Finance Cost		
c. ( Repayments ) / proceeds of long term borrowings		
d. ( Repayments ) / proceeds of short term borrowings		
<b>Net cash generated/(used) in financing activities</b>	-	-
Net Increase / ( Decrease ) in cash and cash equivalents	<b>18.24</b>	<b>8.10</b>
<b>Cash and cash equivalents at the beginning of the year</b>	<b>24.35</b>	<b>16.29</b>
Cash and cash equivalents at the end of the year	<b>42.58</b>	<b>24.39</b>
	-0.00	0.00



## MAAGH ADVERTISING AND MARKETING SERVICES LIMITED

**Registered Office:** 302, 3rd Floor, Kuber Complex, Opp. Laxmi Industrial Estate, New Link Road, Andheri West, Mumbai – 400053, Maharashtra **CIN:** U74999MH2013PLC244569; **GSTIN:** 27AAICM6541P2ZS

**E-mail:** [info@maaghadvertising.in](mailto:info@maaghadvertising.in); **Website:** [www.maaghadvertising.in](http://www.maaghadvertising.in); **Tel:** +91 22 4603 3045

---

**For and on behalf of the Board of Directors  
MAAGH ADVERTISING AND MARKETING SERVICES LIMITED**

**MANOJ G NAIR**  
**Director**  
**DIN: 09560851**

**HARSHAL SAMBHAJI BHAGWAT**  
**Director**  
**DIN: 10472243**

**Place: Mumbai**  
**Date: 27-05-2024**

**Independent Auditor's Report on Annual Financial Results of the Company Pursuant to the Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended)**

To,  
The Board of Directors of  
Maagh Advertising and Marketing Services Limited

**Opinion**

We have audited the accompanying annual financial results ('the Statement') of **Maagh Advertising and Marketing Services Limited** ('the Company') for the year ended 31st March 2024, attached herewith, being submitted by the Company pursuant to the requirements of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended) ('Listing Regulations').

In our opinion and to the best of our information and according to the explanations given to us the statement:

- (i) are presented in accordance with the requirements of Regulation 33 of the Listing Regulations; and
- (ii) gives a true and fair view in conformity with the recognition and measurement principles laid down in the applicable accounting standards prescribed under section 133 of the Companies Act, 2013 ("the Act") read with relevant rules issued thereunder and other accounting principles generally accepted in India of the net profit and other financial information for the year ended 31st March, 2024.

**Basis for Opinion**

We conducted our audit in accordance with the Standards on Auditing ('SAs') specified under section 143(10) of the Act. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the financial results* 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 ('the ICAI') together with the ethical requirements that are relevant to our audit of the financial results 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 opinion.

### **Responsibilities of Management and Those Charged with Governance for the Statement**

This financial result has been prepared on the basis of the annual audited financial statements and has been approved by the Company's Board of Directors. The Company's Board of Directors is responsible for the preparation and presentation of the Statement that gives a true and fair view of the net profit and other financial information of the Company in accordance with the accounting principles generally accepted in India, including Accounting Standard prescribed under Section 133 of the Act, read with relevant rules issued thereunder and other accounting principles generally accepted in India, and in compliance with Regulation 33 of the Listing 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 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 Statement that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the Statement, the Board of Directors 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 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 is also responsible for overseeing the Company's financial reporting process.

### **Auditor's Responsibilities for the Audit of the Statement**

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 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 results.

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 results, 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, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control.
- Evaluate the appropriateness of accounting policies used and the 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 the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast 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 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 the financial results, including the disclosures, and whether the financial results 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.



**Other Matters**

The statement includes the half-yearly results for the year ended 31st March, 2024 being the balancing figure between audited figures in respect of the full financial year and the published un-audited figures in respect of 1st half year of the current financial year.

**For, PIYUSH KOTHARI & ASSOCIATES  
CHARTERED ACCOUNTANTS  
F.R.No. 140711W**



**Piyush Kothari  
Partner  
M. No. 158407  
UDIN- 24158407BKBIHR2131**

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



# MAAGH ADVERTISING AND MARKETING SERVICES LIMITED

Registered Office: 302, 3rd Floor, Kuber Complex, Opp. Laxmi Industrial Estate, New Link Road, Andheri West, Mumbai – 400053, Maharashtra CIN: U74999MH2013PLC244569;

GSTIN: 27AAICM6541P2ZS

E-mail: info@maaghadvertising.in; Website: [www.maaghadvertising.in](http://www.maaghadvertising.in); Tel: +91 22 4603 3045

Consolidated Statement of Audited Financial Results for the Half year ended and year ended as on March 31, 2024						
(□ in Lakhs Except Share Data and Ratios)						
Particulars		For the Half-Year ended			For the year ended	For the year ended
		March 31, 2024	September 30, 2023	March 31, 2023	March 31, 2024	March 31, 2023
		Audited	Unaudited	Audited	Audited	Audited
<b>I</b> Revenue from operations	13	2,700.38	2,155.01	959.16	4,855.39	2,003.47
<b>II</b> Other Income	14	-	-	(0.01)	-	-
<b>III Total Revenue (I+II)</b>		<b>2,700.38</b>	<b>2,155.01</b>	<b>959.15</b>	<b>4,855.39</b>	<b>2,003.47</b>
<b>IV Expenses:</b>						
(a) Purchase of Stock in trade		2,430.78	1,883.74	<b>864.61</b>	4,314.52	1,769.39
(b) Changes in inventories of finished goods, work-in-progress and stock-in-trade						
(c) Employee benefits expense	15	31.80	23.84	15.05	55.64	35.11
(d) Finance costs	16					
(e) Depreciation and amortization expense	7	40.56	45.02	29.34	85.58	69.53
(f) Other expenses	16	34.25	32.15	17.20	66.40	52.40
<b>Total Expenses</b>		<b>2,537.39</b>	<b>1,984.74</b>	<b>926.20</b>	<b>4,522.13</b>	<b>1,926.42</b>
<b>V Profit/(Loss) Before Tax (III - IV)</b>		<b>162.99</b>	<b>170.27</b>	<b>32.95</b>	<b>333.26</b>	<b>77.05</b>
<b>VI Tax expense:</b>						
(a) Current tax expense		39.48	35.06	9.44	74.54	24.78
(b) Deferred tax expense/(credit)		1.27	8.30	(0.87)	9.57	(3.08)
<b>Total Tax Expense</b>		<b>40.75</b>	<b>43.36</b>	<b>8.57</b>	<b>84.10</b>	<b>21.71</b>
<b>VII Profit/(Loss) for the period/year (V-VI)</b>		<b>122.24</b>	<b>126.91</b>	<b>24.38</b>	<b>249.16</b>	<b>55.34</b>
<b>VIII Minority interest</b>		-	7.21	4.11	7.21	4.11
<b>IX Profit/(Loss) After Minority Interest</b>		<b>122.24</b>	<b>119.70</b>	<b>20.27</b>	<b>241.95</b>	<b>51.23</b>
<b>X Paid-up equity share capital (Face Value of □ 10/- each)</b>						-
<b>XI Reserve excluding Revaluation Reserves as per balance sheet of previous accounting year</b>						-
<b>XII Earnings per share (before extraordinary items):-</b>						
<b>Face Value of □ 10/- each (not annualised):</b>						
a) Basic	17	0.05	0.66	0.62	0.11	1.56
b) Diluted		0.05	0.66	0.62	0.11	1.56
No of shares at the end of period		22,50,12,500	1,80,01,000	32,80,000	22,50,12,500	32,80,000
<b>XIII Earnings per share (before extraordinary items):-</b>						
<b>Face Value of □ 10/- each (not annualised):</b>						
a) Basic	1	0.28	1.56	0.62	0.56	1.56
b) Diluted		<b>0.28</b>	<b>1.56</b>	<b>0.62</b>	<b>0.56</b>	<b>1.56</b>
<b>XIV Weighted Average No. of Shares considered for calculating earning per share (Including impact of preferential/bonus shares as per AS 20)</b>		4,35,45,589	76,96,300	32,80,000	4,35,45,589	32,80,000



## MAAGH ADVERTISING AND MARKETING SERVICES LIMITED

**Registered Office:** 302, 3rd Floor, Kuber Complex, Opp. Laxmi Industrial Estate, New Link Road, Andheri West, Mumbai – 400053, Maharashtra **CIN:** U74999MH2013PLC244569; **GSTIN:** 27AAICM6541P2ZS

**E-mail:** [info@maaghadvertising.in](mailto:info@maaghadvertising.in); **Website:** [www.maaghadvertising.in](http://www.maaghadvertising.in); **Tel:** +91 22 4603 3045

---

**For and on behalf of the Board of Directors  
MAAGH ADVERTISING AND MARKETING SERVICES LIMITED**

**MANOJ G NAIR  
Director  
DIN: 09560851**

**HARSHAL SAMBHAJI BHAGWAT  
Director  
DIN: 10472243**

**Place: Mumbai  
Date: 27-05-2024**



# MAAGH ADVERTISING AND MARKETING SERVICES LIMITED

Registered Office: 302, 3rd Floor, Kuber Complex, Opp. Laxmi Industrial Estate, New Link Road, Andheri West, Mumbai – 400053, Maharashtra CIN: U74999MH2013PLC244569;

GSTIN: 27AAICM6541P2ZS

E-mail: info@maaghadvertising.in; Website: [www.maaghadvertising.in](http://www.maaghadvertising.in); Tel: +91 22 4603 3045

## Consolidated Balance Sheet as at March 31, 2024

(₹ in Lakhs)

Particulars		As at	As at
		March 31, 2024 (Audited)	March 31, 2023 (Audited)
		₹	₹
<b>A EQUITY AND LIABILITIES</b>			
<b>(1) Shareholders' funds</b>			
(a)	Share capital	2,250.13	328.00
(b)	Reserves and Surplus	50.77	1,068.80
	Minority interest	-	65.42
		2,300.89	1,462.23
<b>(2) Non-current liabilities</b>			
(a)	Deferred tax liabilities (net)	44.41	33.38
		44.41	33.38
<b>(3) Current liabilities</b>			
(a)	Short Term Borrowings		
(b)	Trade payables	300.69	309.17
	(i) Total outstanding dues of micro enterprises and small enterprises		
	(ii) Total outstanding dues of creditors other than micro enterprises and small enterprises		
(c)	Other current liabilities	(162.47)	(123.06)
(d)	Short-term provisions	38.55	60.99
		176.77	247.10
<b>TOTAL</b>		<b>2,522.08</b>	<b>1,742.70</b>
<b>B ASSETS</b>			
<b>(1) Non-current assets</b>			
(a)	Property, Plant & Equipment and Intangible Assets	408.80	273.48
	(i) Property, Plant & Equipment	-	-
	(ii) Intangible assets	-	-
	(iii) Intangible Assets under Development	-	-
(b)	Deferred tax assets (net)	-	-
(c)	Long-term loans and advances	215.68	-
(d)	Non-current investments	358	229
		982.11	502.68
<b>(2) Current assets</b>			
(a)	Inventories		
(b)	Trade receivables	859.73	864.13
(c)	Cash and bank balances	65.57	62.67
(d)	Short-term loans and advances	-	123.00
(e)	Other current assets	614.67	190.23
		1,539.97	1,240.02
<b>TOTAL</b>		<b>2,522.08</b>	<b>1,742.70</b>
		(0)	(0)

Page 1



## MAAGH ADVERTISING AND MARKETING SERVICES LIMITED

**Registered Office:** 302, 3rd Floor, Kuber Complex, Opp. Laxmi Industrial Estate, New Link Road, Andheri West, Mumbai – 400053, Maharashtra **CIN:** U74999MH2013PLC244569; **GSTIN:** 27AAICM6541P2ZS

**E-mail:** [info@maaghadvertising.in](mailto:info@maaghadvertising.in); **Website:** [www.maaghadvertising.in](http://www.maaghadvertising.in); **Tel:** +91 22 4603 3045

---

**For and on behalf of the Board of Directors  
MAAGH ADVERTISING AND MARKETING SERVICES LIMITED**

**MANOJ G NAIR**  
**Director**  
**DIN: 09560851**

**HARSHAL SAMBHAJI BHAGWAT**  
**Director**  
**DIN: 10472243**

**Place: Mumbai**  
**Date: 27-05-2024**



# MAAGH ADVERTISING AND MARKETING SERVICES LIMITED

Registered Office: 302, 3rd Floor, Kuber Complex, Opp. Laxmi Industrial Estate, New Link Road, Andheri West, Mumbai – 400053, Maharashtra CIN: U74999MH2013PLC244569; GSTIN: 27AAICM6541P2ZS  
E-mail: info@maaghadvertising.in; Website: www.maaghadvertising.in; Tel: +91 22 4603 3045

## Consolidated statement of Cash Flows for the year ended March 31, 2024

(□ in Lakhs)

PARTICULARS	As at March 31, 2024	As at March 31, 2023
<b>A. CASH FLOW FROM OPERATING ACTIVITIES</b>		
<i>Profit Before Tax</i>	333.26	77.08
Adjusted for :		-
a. Depreciation	85.58	69.52
b. Interest Expenses & Finance Cost		-
c. Interest & Other Income		-
d. Other Adjustment		-
Operating profit before working capital changes	418.83	146.60
Adjusted for :		-
a. Decrease / (Increase) in Inventories		-
b. Decrease / ( Increase ) in trade receivable	4.40	-376.31
b. Decrease / ( Increase ) in Current Investments	-128.43	-
c. ( Increase ) / Decrease in short term loans and advances	123.00	-123.00
d. Increase / ( Decrease ) in Trade Payables	-8.48	-319.25
e. Increase / (Decrease) in short term provisions	-22.43	-
f. Increase / ( Decrease ) in other current liabilities	-39.42	-209.51
g. ( Increase ) / Decrease in Other Current Assets	-424.44	27.00
i. ( Increase ) / Decrease in Long Term Loans and Advance	-215.68	-
other adjustments		-
Cash generated from operations	-292.65	-854.47
Income Tax Paid ( net of refunds )	-74.54	-24.78
<b>NET CASH GENERATED FROM OPERATION</b>	<b>-218.11</b>	<b>-879.25</b>
		-
<b>B. CASH FLOW FROM INVESTING ACTIVITIES</b>		
a. (Purchase) / Sale of Fixed Assets		-
b. ( Purchase ) / Sale of Purchase of Fixed Assets	-49.75	Property, Plant & Equipment
c. ( Increase ) / Decrease in Share Capital		(ii) Intangible assets
d. Increase / ( Decrease ) Share Premium Reserve		-
e. ( Increase ) / Decrease in Other Non Current Assets		-
f. (Increase) in Misc. Expenses		-
g. Interest & Other Income		-
h. Dividend Income		-
b. Proceeds from share issued / application	270.77	912.00
Bonus Issue of shares from Reserves and Surplus		
Increase In Share Premium Reserve		
<b>Net cash (used) in investing activities</b>	<b>221.02</b>	<b>912.00</b>
		-
		-
<b>C. CASH FLOW FROM FINANCING ACTIVITIES</b>		
a. Dividend		-
c. ( Repayments ) / proceeds of long term borrowings		-
d. ( Repayments ) / proceeds of short term borrowings		-
		-
<b>Net cash generated/(used) in financing activities</b>		
		-
Net Increase / ( Decrease ) in cash and cash equivalents	2.91	32.75
		-
<b>Cash and cash equivalents at the beginning of the year</b>	<b>62.66</b>	<b>29.91</b>
Cash and cash equivalents at the end of the year	65.57	62.66
	-0.00	-

Page 1





## MAAGH ADVERTISING AND MARKETING SERVICES LIMITED

**Registered Office:** 302, 3rd Floor, Kuber Complex, Opp. Laxmi Industrial Estate, New Link Road, Andheri West, Mumbai – 400053, Maharashtra **CIN:** U74999MH2013PLC244569; **GSTIN:** 27AAICM6541P2ZS

**E-mail:** info@maaghadvertising.in; **Website:** [www.maaghadvertising.in](http://www.maaghadvertising.in); **Tel:** +91 22 4603 3045

---

**For and on behalf of the Board of Directors  
MAAGH ADVERTISING AND MARKETING SERVICES LIMITED**

**MANOJ G NAIR**  
**Director**  
**DIN: 09560851**

**HARSHAL SAMBHAJI BHAGWAT**  
**Director**  
**DIN: 10472243**

**Place: Mumbai**  
**Date: 27-05-2024**



**Independent Auditors' Report on Half-yearly and Year to date Consolidated Financial Results of the Company pursuant to the Regulation 33 Of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended)**

**To the Board of Directors of  
Maagh Advertising and Marketing Services Limited**

We have audited the accompanying consolidated half-yearly consolidated Financial Results of Maagh Advertising and Marketing Services Limited ("the Company") for the half-year ended March 31, 2024 and the year-to-date results for the period from April 1, 2023 to March 31, 2024, 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 ("Listing Regulations").

In our opinion and to the best of our information and according to the explanations given to us, and based on the consideration of the reports of the other auditors on separate audited financial statement/ financial results/ financial information of the subsidiaries companies, the statement:

- (i) are presented in accordance with the requirements of Regulation 33 of Listing 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/(loss) and other financial information for the half-year ended March 31, 2024 as well as the year-to-date results for the period from April 1, 2023 to March 31, 2024.

**Basis of Opinion**

We conducted our audit in accordance with the Standards on Auditing ("SAs") specified under section 143(10) of the Companies Act, 2013 ("the Act"). Our responsibilities under those SAs are further described in the Auditor's Responsibilities for the Audit of the Consolidated Financial Results 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 Act, 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 opinion on the annual consolidated financial results.



## **Management's Responsibilities for the Consolidated Financial Results**

These consolidated half-yearly financial results as well as the year-to-date consolidated Financial Results have been prepared on the basis of the interim and annual financial statements. The Company's Board of Directors are responsible for the preparation of these consolidated Financial Results that give a true and fair view of the net profit/(loss) and other financial information in accordance with the recognition and measurement principles laid down in the Accounting Standard 25 - Interim Financial Reporting prescribed under Section 133 of the Act read with relevant rules issued thereunder and other accounting principles generally accepted in India and in compliance with Regulation 33 of the Listing Regulations. This responsibility also includes maintenance of adequate accounting records 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 annual consolidated Financial Results that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the consolidated Financial Results, the Board of Directors are 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.

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

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

Our objectives are to obtain reasonable assurance about whether the consolidated 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 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 consolidated financial results.

As part of an audit in accordance with SAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

2. Identify and assess the risks of material misstatement of the consolidated financial results, 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.



- b. 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 Act, we are also responsible for expressing our opinion through a separate report on the complete set of financial statements on whether the company has adequate internal financial controls with reference to financial statements in place and the operating effectiveness of such controls.
- c. Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Board of Directors.
- d. Conclude on the appropriateness of the Board of Directors' 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 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 consolidated 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.
- e. Evaluate the overall presentation, structure and content of the consolidated financial results, including the disclosures, and whether the consolidated Financial Results represent the underlying transactions and events in a manner that achieves fair presentation.
- f. Obtain sufficient appropriate audit evidence regarding the financial statements/ financial results/ financial information of the entities within the group and subsidiary companies to express an opinion on the statement. We are responsible for the direction, supervision and performance of the audit of the financial information of such entities included in the statement of which we are the independent auditors. For the other entities included in the statement, which have been audited by the other auditors, such other auditors remain responsible for the direction, supervision and performance of the audits carried out by them. Our responsibility in this regard are further described in paragraph (1) of the "other matters" section of our report.

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.



## Other Matters

- (1) The accompanying statement includes the audited financial statements/ financial results/ financial information of:
  - i. MULTI SPECIALTY MANAGEMENT SERVICES PRIVATE LIMITED (CIN: U74999MP2016PTC041114)
- (2) The figures for the half-year ended March 31, 2024 as reported in these consolidated financial results are the balancing figures between audited figures in respect of the full financial year and the published figures for the half-year ended September 30, 2023 of the financial year. The comparative consolidated financial information for the half-year ended September 30, 2023 were subjected to limited review by us.
- (3) Our opinion on the Statement is not modified in respect of the other matters with respect to our reliance on the work done and the reports of the other auditors and the financial statements/ financial results/ financial information certified by the Management of the Management of the Holding Company.

For **PIYUSH KOTHARI & ASSOCIATES**  
**CHARTERED ACCOUNTANTS**  
FRN: 140711W

Piyush Kothari  
Partner

M.No.: 158407

UDIN: 24158407BKBHIS5259



**Date:** May 27, 2024

**Place:** Ahmedabad