

# **S.N. Dhawan & CO LLP**

**Chartered Accountants**

Plot No 51-52, 2nd Floor  
Udyog Vihar, Phase IV, Sector-18  
Gurugram, Haryana 122016  
India

Tel: +91 124 481 4444

**Independent Auditor's Report  
To the Members of Red Pixels Ventures Limited**

**Report on the Audit of the Financial Statements**

## **Opinion**

We have audited the accompanying financial statements of **Red Pixels Ventures Limited** ("the Company"), which comprise the Balance Sheet as at 31 March 2024, and the Statement of Profit and Loss (including Other Comprehensive Income), Statement of Changes in Equity and Statement of Cash Flows for the year ended, 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 according to 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 Indian Accounting Standards prescribed under Section 133 of the Act read with the Companies (Indian Accounting Standards) Rules, 2015, as amended and other accounting principles generally accepted in India, of the state of affairs of the Company as at 31 March 2024, and profit and total comprehensive income, changes in equity 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 Act. 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 ("the ICAI") 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 ICAI's Code of Ethics. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## **Information Other than the Financial Statements and Auditor's Report Thereon**

The Company's Board of Directors is responsible for the other information. The other information comprises the information included in the Director'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 such other information is materially inconsistent with the financial statements or our knowledge obtained in the 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.

## **Management's Responsibility for the Financial Statements**

The Company's Board of Directors is responsible for the matters stated in Section 134(5) of the Act with respect to the preparation of these financial statements that give a true and fair view of the financial position, financial performance, total comprehensive income, changes in equity and cash flows of the Company in accordance with the accounting principles generally accepted in India, including the Indian 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, the 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 the management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

The 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 Act, we are also responsible for expressing our opinion on whether the company has adequate internal financial controls system with reference to financial statements 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 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.



## 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 Act, we give in the Annexure A, a statement on the matters specified in paragraphs 3 and 4 of the Order, to the extent applicable.
2. As required by Section 143(3) of the Act, we report to the extent applicable 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 including Other Comprehensive Income, Statement of Changes in Equity and the Statement of Cash Flows dealt with by this Report are in agreement with the books of account.
  - (d) In our opinion, the aforesaid financial statements comply with the Indian Accounting Standards specified under Section 133 of the Act.
  - (e) On the basis of the written representations received from the directors as on 31 March 2024 taken on record by the Board of Directors, none of the directors is disqualified as on 31 March 2024 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 with reference to financial statements of the Company and the operating effectiveness of such controls, refer to our separate Report in Annexure B.
  - (g) According to the information and explanations given to us, the Company has not paid any managerial remuneration during the current year and accordingly the requirements as stipulated by Section 197(16) of the Act are not applicable to the Company.
  - (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. The Company has disclosed the impact of pending litigations on its financial position in its financial statements – Refer 29 to the financial statements.
    - ii. The Company did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses.
    - iii. There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Company.
    - iv. (a) The management has represented that, to the best of its knowledge and belief, no funds (which are material either individually or in the aggregate) have been advanced or loaned or invested (either from borrowed funds or share premium or any other sources or kind of funds) by the Company to or in any other person or entity, including foreign entity ("Intermediaries"), with the understanding, whether recorded in writing or otherwise, that the Intermediary shall, whether, directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Company ("Ultimate Beneficiaries") 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 (which are material either individually or in the aggregate) have been received by the Company from any person or entity, including foreign entity ("Funding Parties"), with the understanding, whether recorded in writing or otherwise, that the Company shall, whether, directly or indirectly, lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Funding Party ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries.



- (c) Based on the audit procedures that have been considered reasonable and appropriate in the circumstances, nothing has come to our notice that has caused us to believe that the representations under sub-clause (i) and (ii) of Rule 11(e), as provided under (a) and (b) above, contain any material misstatement.
- v. The Company has not declared or paid any dividend during the year and has not proposed final dividend for the year.
- vi. Based on our examination which included test checks, the company has used accounting softwares for maintaining its books of account for the financial year ended 31 March 2024, which has a feature of recording audit trail (edit log) facility and the same has operated throughout the year for all relevant transactions recorded in the softwares. Further, during the course of our audit we did not come across any instance of audit trail feature being tampered with.

As proviso to Rule 3(1) of the Companies (Accounts) Rules, 2014, as amended is applicable for the Company only with effect from 01 April 2023, therefore, reporting under Rule 11(g) of the Companies (Audit and Auditors) Rules, 2014, as amended, on preservation of audit trail as per the statutory requirements for record retention is not applicable for financial year ended 31 March 2024.

For **S.N. Dhawan & CO LLP**  
Chartered Accountants  
Firm Registration No.: 000050N/N500045

*B Sen.*

**Bhaskar Sen**  
Partner  
Membership No.: 096985  
UDIN: 24096985BKBWEV7486



Place: New Delhi  
Date: 23 April 2024

## **Annexure A to the Independent Auditor's Report**

(Referred to in paragraph 1 under 'Report on Other Legal and Regulatory Requirements' section of the Independent Auditor's Report of even date to the members of **Red Pixels Ventures Limited** on the financial statements as of and for the year ended 31 March 2024)

- (i) (a) (A) The Company has maintained proper records showing full particulars, including quantitative details and situation of property, plant and equipment.
- (B) The Company has maintained proper records showing full particulars of intangible assets.
- (b) The Company has a regular program of physical verification of its property, plant and equipment under which property, plant and equipment are verified in a phased manner over a period of three years, which, in our opinion, is reasonable having regard to the size of the Company and the nature of its assets. In accordance with this program, certain property, plant and equipment were verified during the year and according to the information and explanations given to us, no material discrepancies were noticed on such verification.
- (c) According to the information and explanations given to us and the records examined by us, the Company does not hold any immovable property (other than properties where the Company is the lessee and the lease agreements are duly executed in favour of the lessee). Accordingly, the provisions of clause 3(i)(c) of the Order are not applicable.
- (d) The Company has not revalued its property, plant and equipment (including right-of-use assets) and intangible assets during the year, being under cost model. Accordingly, the provisions of clause 3(i)(d) of the Order are not applicable.
- (e) There are no proceedings which have been initiated or are pending against the Company for holding benami property under the Benami Transactions (Prohibition) Act, 1988 (45 of 1988) (as amended in 2016) and rules made thereunder.
- (ii) (a) According to the information and explanations given to us, the Company does not have any inventory. Accordingly, the provisions of clause 3(ii)(a) of the Order are not applicable.
- (b) According to the information and explanations given to us, during the year, the Company has not been sanctioned any working capital, from banks or financial institutions on the basis of security of current assets. Accordingly, the provisions of clause 3(ii)(b) of the Order are not applicable.
- (iii) According to the information and explanations given to us, the Company has not made investments in, provided any guarantee or security or granted any loans or advances in the nature of loans, secured or unsecured to companies, firms, Limited Liability Partnerships (LLPs) or any other parties. Accordingly, the provisions of clause 3(iii)(a) to (f) of the Order are not applicable.
- (iv) According to the information and explanations given to us, the Company has not entered into any transaction covered under Sections 185 and 186 of the Act. Accordingly, the provisions of clause 3(iv) of the Order are not applicable.
- (v) According to the information and explanations given to us, the Company has neither accepted any deposits nor the amounts which are deemed to be deposits during the year and further the Company had no unclaimed deposits at the beginning of the year within the meaning of Sections 73 to 76 of the Act and the Companies (Acceptance of Deposits) Rules, 2014 (as amended). Accordingly, the provisions of clause 3(v) of the Order are not applicable.
- (vi) According to the information and explanations given to us, the Central Government has not specified maintenance of cost records under sub-section (1) of Section 148 of the Act, in respect of Company's services. Accordingly, the provisions of clause 3(vi) of the Order are not applicable.



- (vii) (a) In our opinion and according to the information and explanations given to us, the Company is regular in depositing undisputed statutory dues including goods and services tax, provident fund, employees' state insurance, income-tax, cess and other material statutory dues, as applicable, to the appropriate authorities. Further, no undisputed amounts payable in respect thereof were outstanding at the year-end for a period of more than six months from the date they become payable.
- (b) According to the information and explanations given to us, there are no statutory dues referred to in sub-clause (a) that have not been deposited with the appropriate authorities on account of any dispute except for the following cases:

(Amounts in INR millions)

Name of the statute	Nature of dues	Amount	Amount paid under protest*	Net outstanding dues	Period to which the amount relates	Forum where dispute is pending
Income Tax Act, 1961	Income tax	120.99	25.00	95.99	AY 2016-17	Commissioner of Income Tax (Appeals)
		2.39**	-	2.39		

\* Includes the amounts adjusted against tax refunds by the authorities.

\*\* Interest charged under Section 220(2).

- (viii) According to the information and explanations given to us, there were no such transactions relating to previously unrecorded income that have been surrendered or disclosed as income during the year in the tax assessments under the Income Tax Act, 1961 (43 of 1961).
- (ix) (a) According to the information and explanations given to us, the Company has no loans or other borrowings or interest payable to any lender during the year. Accordingly, the provisions of clause 3(ix) of the Order are not applicable.
- (b) According to the information and explanations given to us and, we report that the Company has not been declared wilful defaulter by any bank or financial institution or, government or any government authority.
- (c) According to the information and explanations given to us, the Company did not have any term loans outstanding during the year. Accordingly, the provisions of clause 3(ix) (c) of the Order are not applicable.
- (d) According to the information and explanations given to us and on an overall examination of the financial statements of the Company, we report that no funds raised on short-term basis have been used for long-term purposes by the Company.
- (e) According to the information and explanations given to us, since the Company does not have subsidiaries, associates or joint ventures, accordingly, the provisions of clause 3(ix) (e) to (f) of the Order are not applicable.
- (x) (a) According to the information and explanations given to us, the Company did not raise moneys by way of initial public offer or further public offer (including debt instruments) during the year. Accordingly, the provisions of clause 3(x)(a) of the Order are not applicable.
- (b) During the year, the Company has not made any preferential allotment or private placement of shares or convertible debentures (fully, partially or optionally). Accordingly, provisions of clause 3 (x) (b) of the order are not applicable.



- (xi) (a) To the best of our knowledge and according to the information and explanations given to us, no fraud by the Company or on the Company has been noticed or reported during the period covered by our audit.
- (b) No report under sub-section (12) of Section 143 of the Act has been filed in Form ADT-4 as prescribed under Rule 13 of Companies (Audit and Auditors) Rules, 2014 (as amended) with the Central Government, during the year and upto the date of this report.
- (c) As represented to us by the management, there are no whistle blower complaints received by the Company during the year.
- (xii) According to the information and explanations given to us, the Company is not a Nidhi Company. Accordingly, the provisions of clause 3(xii) (a) to (c) of the Order are not applicable.
- (xiii) In our opinion and according to the information and explanations given to us, all transactions with the related parties are in compliance with Sections 177 and 188 of the Act, where applicable, and the requisite details have been disclosed in the financial statements etc., as required by the applicable accounting standards.
- (xiv) In our opinion and according to the information and explanations given to us, the Company does not have an internal audit system as it is not required to have an internal audit system as per Section 138 of the Act. Accordingly, the provisions of clause 3(xiv) (a) to (b) of the Order are not applicable.
- (xv) In our opinion and according to the information and explanation given to us, during the year the Company has not entered into any non-cash transactions with the directors, or any person connected with them covered under Section 192 of the Act.
- (xvi) (a) The Company is not required to be registered under Section 45-IA of the Reserve Bank of India Act, 1934. Accordingly, provisions of clause 3(xvi)(a) of the Order are not applicable.
- (b) The Company has not conducted non-banking financial or housing finance activities during the year.
- (c) The Company is not a Core Investment Company ("CIC") as defined in the regulations made by the Reserve Bank of India. Accordingly, provisions of clause 3(xvi)(c) of the Order are not applicable.
- (d) The Group has no CIC, which are part of the Group.
- (xvii) The Company has not incurred any cash losses in the current financial year and in the immediately preceding financial year.
- (xviii) There has been no resignation of the statutory auditors during the year.
- (xix) According to the information and explanations given to us and on the basis of the financial ratios, ageing and expected dates of realization of financial assets and payment of financial liabilities, other information accompanying the financial statements, our knowledge of the Board of Directors and management plans and based on our examination of the evidence supporting the assumptions, nothing has come to our attention, which causes us to believe that any material uncertainty exists as on the date of the audit report that Company is not 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. We, however, state that this is not an assurance as to the future viability of the Company. We further state that our reporting is based on the facts up to the date of the audit report and we neither give any guarantee nor any assurance that all liabilities falling due within a period of one year from the balance sheet date, will get discharged by the Company as and when they fall due.



- (xx) (a) There is no unspent amount towards Corporate Social Responsibility (CSR) on other than ongoing projects requiring a transfer to a Fund specified in Schedule VII to the Act in compliance with the second proviso to sub-section (5) of Section 135 of the said Act.
- (b) There is no unspent amount towards Corporate Social Responsibility (CSR) on ongoing projects requiring a transfer to a special account in compliance with provision of sub-section (6) of Section 135 of the said Act.
- (xxi) The reporting under clause 3(xxi) of the Order is not applicable in respect of audit of standalone financial statements. Accordingly, no comment in respect of the said clause has been included in this report.

For **S.N. Dhawan & CO LLP**  
Chartered Accountants  
Firm Registration No.: 000050N/N500045

*B Sen.*

**Bhaskar Sen**  
Partner  
Membership No.: 096985  
UDIN: 24096985BKBWEV7486



Place: New Delhi  
Date: 23 April 2024



## **Annexure B to the Independent Auditor's Report**

(Referred to in paragraph 1(f) under 'Report on Other Legal and Regulatory Requirements' section of the Independent Auditor's Report of even date to the members of **Red Pixels Ventures Limited** on the financial statements as of and for the year ended 31 March 2024)

### **Independent Auditor's report on the Internal Financial Controls under Clause (i) of sub-section 3 of Section 143 of the Companies Act, 2013 ("the Act")**

We have audited the internal financial controls with reference to financial statements of **Red Pixels Ventures Limited** ("the Company") as of 31 March 2024 in conjunction with our audit of the financial statements of the Company for the year ended on that date.

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

The Company's management is responsible for establishing and maintaining internal financial controls based on the internal financial control with reference to financial statements 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 (the 'Guidance Note') 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 the company's 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 Act.

#### **Auditors' Responsibility**

Our responsibility is to express an opinion on the Company's internal financial controls with reference to financial statements based on our audit. We conducted our audit in accordance with the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting (the "Guidance Note") and the Standards on Auditing, issued by the Institute of Chartered Accountants of India ("the ICAI") and deemed to be prescribed under Section 143(10) of the Act, 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 ICAI. 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 with reference to financial statements were 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 with reference to financial statements and their operating effectiveness. Our audit of internal financial controls with reference to financial statements included obtaining an understanding of internal financial controls with reference to financial statements, 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 judgement, 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 with reference to financial statements.

#### **Meaning of Internal Financial Controls with reference to Financial Statements**

A company's internal financial controls with reference to financial statements 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 controls with reference to financial statements 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 with reference to Financial Statements**

Because of the inherent limitations of internal financial controls with reference to financial statements, 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 with reference to financial statements to future periods are subject to the risk that the internal financial controls with reference to financial statements may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

### **Opinion**

In our opinion, the Company has, in all material respects, adequate internal financial controls system with reference to financial statements and such internal financial controls with reference to financial statements were operating effectively as at 31 March 2024, based on the internal financial control with reference to financial statements criteria established by the Company considering the essential components of internal control stated in the Guidance Note issued by the ICAI.

For **S.N. Dhawan & CO LLP**  
Chartered Accountants  
Firm Registration No.: 000050N/N500045

*B Sen*

**Bhaskar Sen**  
Partner  
Membership No.: 096985  
UDIN: 24096985BKBWEV7486



Place: New Delhi  
Date: 23 April 2024

**Red Pixels Ventures Limited**  
Balance Sheet as at 31 March 2024

(All amounts in INR millions, unless otherwise stated)			
	Note	As at 31 March 2024	As at 31 March 2023
<b>Assets</b>			
<b>Non-current assets</b>			
Property, plant and equipment	3	1.88	2.38
Other Intangible assets	4 (a)	7.15	8.50
Intangible assets under development	4 (b)	5.02	5.64
Other non-current assets	10(b)	-	26.77
Income tax assets (net)	5	31.72	26.15
Deferred tax assets (net)	28	0.91	0.55
<b>Total non-current assets</b>		<b>46.68</b>	<b>69.99</b>
<b>Current assets</b>			
<b>Financial assets</b>			
Trade receivables	6	100.21	28.82
Cash and cash equivalents	7	5.28	35.61
Bank balances other than cash and cash equivalents mentioned above	8	132.61	134.10
Other financial assets	9	16.94	6.78
Other current assets	10(a)	75.60	46.01
<b>Total current assets</b>		<b>330.64</b>	<b>251.32</b>
<b>Total assets</b>		<b>377.32</b>	<b>321.31</b>
<b>Equity and liabilities</b>			
<b>Equity</b>			
Equity share capital	11	0.54	0.54
Other equity	12	308.68	298.48
<b>Total equity</b>		<b>309.22</b>	<b>299.02</b>
<b>Liabilities</b>			
<b>Non-current liabilities</b>			
<b>Financial liabilities</b>			
Provisions	16(a)	2.67	1.76
<b>Total non-current liabilities</b>		<b>2.67</b>	<b>1.76</b>
<b>Current liabilities</b>			
<b>Financial liabilities</b>			
Trade payables			
- total outstanding dues of micro enterprises and small enterprises	14	1.93	0.23
- total outstanding dues of creditors other than micro enterprises and small enterprises	14	44.07	10.92
Other financial liabilities	13	8.81	6.40
Provisions	16(b)	0.13	0.10
Other current liabilities	15	10.49	2.88
<b>Total current liabilities</b>		<b>65.43</b>	<b>20.53</b>
<b>Total liabilities</b>		<b>68.10</b>	<b>22.29</b>
<b>Total equity and liabilities</b>		<b>377.32</b>	<b>321.31</b>

The accompanying notes are an integral part of these financial statements

As per our report of even date attached

For S.N. Dhawan & CO LLP  
Chartered Accountants  
Firm Registration No. 000050N/N500045



**Bhaskar Sen**  
Partner  
Membership No. 096085  
Place: New Delhi  
Date: 23 April 2024



For and on behalf of the Board of Directors of  
Red Pixels Ventures Limited



**Ashvin Chadha**  
Director  
DIN: 01962798  
Place: Mumbai  
Date: 23 April 2024



**Senthil Srinivas Chengalvarayan**  
Director  
DIN: 02330757  
Place: Mumbai  
Date: 23 April 2024



**Vaibhav Sehgal**  
CEO  
Place: New Delhi  
Date: 23 April 2024

**Red Pixels Ventures Limited**  
Statement of Profit and Loss for the year ended 31 March 2024

(All amounts in INR millions, unless otherwise stated)

	Note	For the year ended 31 March 2024	For the year ended 31 March 2023
<b>Income</b>			
Revenue from operations	17	219.22	142.29
Other income	18	12.40	9.21
<b>Total income</b>		<b>231.62</b>	<b>151.50</b>
<b>Expenses</b>			
Cost of services	19	88.66	41.58
Employee benefits expense	20	74.76	55.16
Depreciation and amortisation expense	21	3.75	4.23
Operations and administration expenses	22	27.77	23.31
Marketing, distribution and promotion expenses		20.08	7.64
<b>Total expenses</b>		<b>215.02</b>	<b>131.92</b>
<b>Profit before tax</b>		<b>16.60</b>	<b>19.58</b>
<b>Income tax expense</b>			
Current tax	28	4.94	5.05
Tax for earlier years		0.97	0.27
Deferred tax	28	(0.15)	(0.10)
<b>Total tax expenses</b>		<b>5.76</b>	<b>5.22</b>
<b>Profit for the year</b>		<b>10.84</b>	<b>14.36</b>
<b>Other comprehensive income</b>			
Items that will not be reclassified subsequently to profit or loss			
Gain/(loss) on defined benefit obligations, net of taxes		(0.85)	(0.69)
Income tax relating to these items		0.21	-
<b>Other comprehensive loss for the year</b>		<b>(0.64)</b>	<b>(0.69)</b>
<b>Total comprehensive income for the year</b>		<b>10.20</b>	<b>13.67</b>
<b>Earnings per share</b>			
Basic earnings per share ( INR )	25	200.77	265.89
Diluted earnings per share ( INR )	25	200.77	265.89

The accompanying notes are an integral part of these financial statements

As per our report of even date attached

For S.N. Dhawan & CO LLP  
Chartered Accountants  
Firm Registration No. 000050N/N500045



**Bhaskar Sen**  
Partner  
Membership No. 096985  
Place: New Delhi  
Date: 23 April 2024



For and on behalf of the Board of Directors of  
**Red Pixels Ventures Limited**



**Ashvin Chadha**  
Director  
DIN: 01962798  
Place: Mumbai  
Date: 23 April 2024



**Senthil Srinath Chengalvarayan**  
Director  
DIN: 02330757  
Place: Mumbai  
Date: 23 April 2024



**Vaibhav Sehgal**  
CEO  
Place: New Delhi  
Date: 23 April 2024

**Red Pixels Ventures Limited**  
Statement of Cash Flows for the year ended 31 March 2024

Particulars	(All amounts in INR millions, unless otherwise stated)	
	For the year ended 31 March 2024	For the year ended 31 March 2023
<b>Cash flow from operating activities</b>		
Profit/ (Loss) before income tax	16.60	19.58
<b>Adjustments for:</b>		
Depreciation and amortisation expense	3.75	4.23
(Gain)/loss on sale / disposal of property, plant and equipment	(0.01)	0.29
Interest income	(11.01)	(8.67)
Liabilities no longer required written back	(1.37)	(0.51)
<b>Cash generated from operations before working capital changes</b>	<b>7.96</b>	<b>14.92</b>
<b>Working capital adjustments</b>		
Change in trade receivables	(71.39)	15.89
Change in other financial assets	(10.06)	1.63
Change in other assets	(29.59)	(18.42)
Change in other non-current assets	26.77	26.78
Change in trade payables	36.22	(4.84)
Change in other financial liabilities	2.41	3.13
Change in other liabilities	7.61	(0.84)
Change in provisions	0.09	(0.21)
<b>Cash generated from operating activities</b>	<b>(29.98)</b>	<b>38.04</b>
Income tax paid (net)	(11.48)	(6.92)
<b>Net cash generated from operating activities (A)</b>	<b>(41.46)</b>	<b>31.12</b>
<b>Cash flows from investing activities</b>		
Purchase of property, plant and equipment	(0.28)	(1.14)
Purchase of Intangible assets	(1.00)	(5.64)
Investment in deposits with banks	1.49	(4.74)
Proceeds from sale of property, plant and equipment	0.01	0.01
Interest received	10.91	8.13
<b>Net cash used in investing activities (B)</b>	<b>11.13</b>	<b>(3.38)</b>
<b>Cash flows from financing activities</b>		
Finance cost paid	-	-
<b>Net cash generated from / (used in) financing activities (C)</b>	<b>-</b>	<b>-</b>
<b>Net increase / (decrease) in cash and cash equivalents (A+B+C)</b>	<b>(30.33)</b>	<b>27.74</b>
Cash and cash equivalents at the beginning of the year (refer note 7)	35.61	7.87
<b>Cash and cash equivalents at the end of the year (refer note 7)</b>	<b>5.28</b>	<b>35.61</b>
<b>Notes to the statement of cash flows:</b>		
Components of cash and cash equivalents -		
Cash on hand	0.03	0.01
Balance with banks:		
- in current accounts	5.25	35.60
<b>Balances per statement of cash flows</b>	<b>5.28</b>	<b>35.61</b>

The above Statement of Cash Flows has been prepared under the 'Indirect Method' as set out in Ind AS 7, 'Statement of Cash Flows'.

The accompanying notes are an integral part of these financial statements

As per our report of even date attached


For S.N. Dhawan & CO LLP  
Chartered Accountants  
Firm Registration No.: 000050N/N500045




**Bhaskar Sen**  
Partner  
Membership No. 096985  
Place: New Delhi  
Date: 23 April 2024



For and on behalf of the Board of Directors of  
Red Pixels Ventures Limited

  
**Ashvin Chadha**  
Director  
DIN: 01962798  
Place: Mumbai  
Date: 23 April 2024

  
**Senthil Siniiah Chengalvarayan**  
Director  
DIN: 02330757  
Place: Mumbai  
Date: 23 April 2024



**Vaibhav Sehgal**  
CEO  
Place: New Delhi  
Date: 23 April 2024

**Red Pixels Ventures Limited**  
**Statement of Changes in Equity for the year ended 31 March 2024**  
**(All amounts in INR millions, unless otherwise stated)**

**I) Equity share capital**

**1) Current reporting period**

Balance at the beginning of the current reporting period	Changes in Equity Share Capital due to prior period errors	Restated balance at the beginning of the current reporting period	Changes in equity share capital during the current year	Balance at the end of the current reporting period
0.54	-	0.54	-	0.54

**2) Previous reporting period**

Balance at the beginning of the previous reporting period	Changes in Equity Share Capital due to prior period errors	Restated balance at the beginning of the previous reporting period	Changes in equity share capital during the previous year	Balance at the end of the previous reporting period
0.54	-	0.54	-	0.54

**II) Other equity**

**For the year ended 31 March 2024**

Particulars	Attributable to owners of the Company			Total
	Reserves and surplus			Total
	Securities premium	General reserve	Retained earnings	
Balance as at 1 April 2023	237.08	413.15	(351.75)	298.48
Profit for the year	-	-	10.84	10.84
Other comprehensive income, net of tax	-	-	(0.64)	(0.64)
Total comprehensive income for the year	-	-	10.20	10.20
Balance as at 31 March 2024	237.08	413.15	(341.55)	308.68

**For the year ended 31 March 2023**

Particulars	Attributable to owners of the Company			Total
	Reserves and surplus			Total
	Securities premium	General reserve	Retained earnings	
Balance as at 1 April 2022	237.08	413.15	(365.42)	284.81
Profit for the year	-	-	14.36	14.36
Other comprehensive loss, net of tax	-	-	(0.69)	(0.69)
Total comprehensive loss for the year	-	-	13.67	13.67
Balance as at 31 March 2023	237.08	413.15	(351.75)	298.48

The Company has not declared and paid any dividend during the year

The accompanying notes are an integral part of these financial statements

As per our report of even date attached

For S.N. Dhawan & CO LLP  
Chartered Accountants  
Firm Registration No.: 000050N/N500045

*B. Sen*

**Bhaskar Sen**  
Partner  
Membership No.: 096985  
Place: New Delhi  
Date: 23 April 2024

*Ashvin Chadha*

**Ashvin Chadha**  
Director  
DIN: 01962798  
Place: Mumbai  
Date: 23 April 2024

For and on behalf of the Board of Directors of  
**Red Pixels Ventures Limited**

*Senthil Srinivas Chengalvarayan*

**Senthil Srinivas Chengalvarayan**  
Director  
DIN: 02330757  
Place: Mumbai  
Date: 23 April 2024



*Vaibhav Sehgal*

**Vaibhav Sehgal**  
CEO  
Place: New Delhi  
Date: 23 April 2024

**Red Pixels Ventures Limited**  
**Notes to the financial statements for the year ended 31 March 2024**

**Reporting entity**

The Company was incorporated on 1 September, 2015 under the provisions of the Companies Act, 2013 with its registered office situated at 1st Floor, Office no 8, Scindia House, K G Marg, New Delhi-110001. The Company maintains and operates online platform Gadgets360.com, which keeps its users updated with the latest information and reviews about gadgets.

**Note 1 Basis of preparation**

**a. Statement of compliance**

Financial statements have been prepared in accordance with Indian Accounting Standards (Ind AS) as notified by Ministry of Corporate Affairs pursuant to section 133 of the Companies Act, 2013 ("Act") read with of the Companies (Indian Accounting Standards) Rules, 2015 as amended and other relevant provisions of the Act.

The financial statements were authorised for issue by the Company's Board of Directors on 23 April 2024.

**b. Functional and presentation currency**

The financial statements are presented in Indian Rupee (INR), which is the functional and presentation currency of the parent company.

**c. Basis of measurement**

The financial statements have been prepared on the historical cost basis except for the following items:

Items	Measurement basis
Certain financial assets	Fair value

**d. Use of estimates and judgements**

In preparing the financial statements, management has made judgements, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets, liabilities, income and expenses. Actual results may differ from these estimates.

Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised prospectively.

**i. Judgements**

The preparation of financial statements requires the use of accounting estimates which, by definition, will seldom equal the actual results. Management exercises judgement in applying the Company's accounting policies.

This note provides an overview of the areas that involved a higher degree of judgement or complexity, and of items which are more likely to be materially adjusted due to estimates and assumptions turning out to be different than those originally assessed. Detailed information about each of these estimates and judgements is included in relevant notes together with information about the basis of calculation for each affected line item in the financial statements.

**ii. Assumptions and estimation uncertainties**

The areas involving critical estimates are:

- Recognition and measurement of provisions and contingencies;
- Estimation of defined benefit obligation;
- Estimated useful life of intangible assets;
- Impairment test of non-financial assets; and
- Impairment of trade receivables and other financial assets.

Estimates and judgements are continually evaluated. They are based on historical experience and other factors, including expectations of future events that may have a financial impact on the Company and that are believed to be reasonable under the circumstances.

**e. Current versus non-current classification**

The Company presents assets and liabilities in the Balance Sheet based on the current/non current classification.

All assets and liabilities have been classified as current and non-current as per the Company's normal operating cycle. Based on the nature of services rendered to customers and time elapsed between deployment of resources and the realisation in cash and cash equivalents of the consideration for such services rendered, the Company has considered an operating cycle of 12 months. The statement of cash flows has been prepared under indirect method, whereby profit or loss is adjusted for the effects of transactions of a non-cash nature, any deferrals or accruals of past or future operating cash receipts or payments and items of income or expense associated with investing or financing cash flows. The cash flows from operating, investing and financing activities of the Company are segregated. The Company considers all highly liquid investments that are readily convertible to known amounts of cash and are subject to an insignificant risk of changes in value to be cash equivalents.

**f. Measurement of fair values**

A number of accounting policies and disclosures require measurement of fair value for both financial and non-financial assets and liabilities.

The Company has an established control framework with respect to the measurement of fair values. This includes a finance team that has overall responsibility for overseeing all significant fair value measurements, including Level 3 fair values, and reports directly to the Board.

When measuring the fair value of an asset or a liability, the Company uses observable market data as far as possible. If the inputs used to measure the fair value of an asset or a liability fall into different levels of the fair value hierarchy, then the fair value measurement is categorised in its entirety in the same level of the fair value hierarchy as the lowest level input that is significant to the entire measurement.

The Company recognise transfers between levels of the fair value hierarchy at the end of the reporting period during which the change has occurred.

Further the information about the assumptions made in measuring fair values is included in the financial instruments.

- financial instruments.



**Red Pixels Ventures Limited**  
**Notes to the financial statements for the year ended 31 March 2024**

**Note 2: Material accounting policies**

This note provides a list of the material accounting policies adopted in the preparation of standalone financial statements. The accounting policies adopted are consistent with those of the previous financial year, except if mention otherwise.

**a. Financial instruments**

Financial instrument is any contract that gives rise to a financial asset of the entity and a financial liability or equity instrument of another entity.

**i. Recognition and initial measurement**

Trade receivables and debt securities issued are initially recognised when they are originated. All other financial assets and financial liabilities are initially recognised when the Company becomes a party to the contractual provisions of the instrument.

A financial asset or financial liability is initially measured at fair value plus, for an item not at fair value through profit and loss (FVTPL), transaction costs that are directly attributable to its acquisition or issue.

**ii. Classification and subsequent measurement**

**Financial assets**

On initial recognition, a financial asset is classified as measured at:

- amortised cost;
- FVTPL.

Financial assets are not reclassified subsequent to their initial recognition, except if and in the period the Company changes its business model for managing financial assets.

A financial asset is measured at amortised cost if it meets both of the following conditions and is not designated as at FVTPL:

- the asset is held within a business whose objective is to hold assets to collect contractual cash flows; and
- the contractual terms of the financial asset give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding.

**Financial assets: Subsequent measurement and gains and losses**

Financial assets at FVTPL	These assets are subsequently measured at fair value. Net gains and losses, including any interest or dividend income, are recognised in profit or loss.
Financial assets at amortised cost	These assets are subsequently measured at amortised cost using the effective interest method. The amortised cost is reduced by impairment losses, if any. Interest income, foreign exchange gains and losses and impairment are recognised in profit or loss. Any gain or loss on derecognition is recognised in profit or loss.

**Financial liabilities: Classification, subsequent measurement and gains and losses**

Financial liabilities are classified as measured at amortised cost or FVTPL. A financial liability is classified as at FVTPL if it is classified as **held-for-trading**, or it is a derivative or it is designated as such on initial recognition. Financial liabilities at FVTPL are measured at fair value and net gains and losses, including any interest expense, are recognised in profit or loss. Other financial liabilities are subsequently measured at amortised cost using the effective interest method. Interest expense and foreign exchange gains and losses are recognised in profit or loss. Any gain or loss on derecognition is also recognised in profit or loss.

**iii. Derecognition:**

**Financial assets**

The Company derecognises a financial asset when the contractual rights to the cash flows from the financial asset expire, or it transfers the rights to receive the contractual cash flows in a transaction in which substantially all of the risks and rewards of ownership of the financial asset are transferred or in which the Company neither transfers nor retains substantially all of the risks and rewards of ownership and does not retain control of the financial asset.

If the Company enters into transactions whereby it transfers assets recognised on its Balance Sheet, but retains either all or substantially all of the risks and rewards of the transferred assets, the transferred assets are not derecognised.

**Financial liabilities**

The Company derecognises a financial liability when its contractual obligations are discharged or cancelled, or expire.

The Company also derecognises a financial liability when its terms are modified and the cash flows under the modified terms are substantially different. In this case, a new financial liability based on the modified terms is recognised at fair value. The difference between the carrying amount of the financial liability extinguished and the new financial liability with modified terms is recognised in profit or loss.

**b. Property, plant and equipment**

**i. Recognition and measurement:**

Items of property, plant and equipment are measured at cost, which includes capitalised borrowing costs, less accumulated depreciation and accumulated impairment losses, if any.

Cost of an item of property, plant and equipment comprises its purchase price, including import duties and non-refundable purchase taxes, after deducting trade discounts and rebates, any directly attributable cost of bringing the item to its working condition for its intended use and estimated costs of dismantling and removing the item and restoring the site on which it is located.





**Red Pixels Ventures Limited**  
**Notes to the financial statements for the year ended 31 March 2024**

The cost of a self-constructed item of property, plant and equipment comprises the cost of materials and direct labour, any other costs directly attributable to bringing the item to working condition for its intended use, and estimated costs of dismantling and removing the item and restoring the site on which it is located.

If significant parts of an item of property, plant and equipment have different useful lives, then they are accounted for as separate items (major components) of property, plant and equipment.

Any gain or loss on disposal of an item of property, plant and equipment is recognised in profit or loss.

ii. **Subsequent expenditure:**

Subsequent expenditure is capitalised only if it is probable that the future economic benefits associated with the expenditure will flow to the Company.

iii. **Capital Work in Progress**

Expenditure related to and incurred during implementation of capital projects to get the assets ready for intended use is included under "Capital Work in Progress". The same is allocated to the respective items of property plant and equipment on completion of construction/ property plant and equipment. The cost of asset not ready for its intended use before the year end & capital inventory are disclosed under capital work in progress.

iv. **Depreciation:**

Depreciation is calculated on cost of items of property, plant and equipment less their estimated residual values over their estimated useful lives using the straight-line method, and is generally recognised in the Statement of Profit and Loss.

The useful lives as estimated for tangible assets are in accordance with the useful lives as indicated in Schedule II of the Companies Act, 2013 except for the following classes of assets where difference useful lives have been used

Asset Class	Useful life (in years)
Computers	3-6

Depreciation method, useful lives and residual values are reviewed at each financial year-end and adjusted if appropriate. Based on technical evaluation and consequent advice, the management believes that its estimates of useful lives as given above best represent the period over which management expects to use these assets.

Depreciation on additions (disposals) is provided on a pro-rata basis i.e. from (upto) the date on which asset is ready for use (disposed of).

c. **Intangible assets**

i. **Recognition and measurement:**

Intangible assets including those acquired by the Company in a business combination are initially measured at cost. Such intangible assets are subsequently measured at cost less accumulated amortisation and any accumulated impairment losses.

ii. **Subsequent expenditure:**

Subsequent expenditure is capitalised only when it increases the future economic benefits embodied in the specific asset to which it relates. All other expenditure, including expenditure on subsequent date is recognised in profit or loss as incurred.

iii. **Amortisation:**

Amortisation is calculated to write off the cost of intangible assets less their estimated residual values over their estimated useful lives using the straight-line method, and is included in depreciation and amortisation in Statement of Profit and Loss.

The estimated useful lives are as follows:

Asset Class	Useful life (In years)
Computer Software	6
Website	6

Amortisation method, useful lives and residual values are reviewed at the end of each financial year and adjusted if appropriate.

d. **Impairment**

At each reporting date, the Company assesses whether financial assets carried are **credit-impaired**. A financial asset is '**credit-impaired**' when one or more events that have a detrimental impact on the estimated future cash flows of the financial asset have occurred.

**Write-off**

The gross carrying amount of a financial asset is written off (either partially or in full) to the extent that there is no realistic prospect of recovery. This is generally the case when the Company determines that the debtor does not have assets or sources of income that could generate sufficient cash flows to repay the amounts subject to the **write-off**. However, financial assets that are written off could still be subject to enforcement activities in order to comply with the Company's procedures for recovery of amounts due.

e. **Employee benefits:**

i. **Short-term employee benefits:**

Short-term employee benefit obligations are measured on an undiscounted basis and are expensed as the related service is provided. A liability is recognised for the amount expected to be paid e.g., under short-term cash bonus, if the Company has a present legal or constructive obligation to pay this amount as a result of past service provided by the employee, and the amount of obligation can be estimated reliably.

ii. **Defined contribution plan**

A defined contribution plan is a post-employment benefit plan under which an entity pays fixed contributions into a separate entity and will have no legal or constructive obligation to pay further amounts. The Company makes specified monthly contributions towards Government administered provident fund scheme. Obligations for contributions to defined contribution plans are recognised as an employee benefit expense in profit or loss in the periods during which the related services are rendered by employees.



**Red Pixels Ventures Limited**  
**Notes to the financial statements for the year ended 31 March 2024**

iii. *Defined benefit plan*

A defined benefit plan is a post-employment benefit plan other than a defined contribution plan. The Company's net obligation in respect of defined benefit plans is calculated separately for each plan by estimating the amount of future benefit that employees have earned in the current and prior periods, discounting that amount.

The calculation of defined benefit obligation is performed annually by a qualified actuary using the projected unit credit method taking into consideration the various determination of the discount rate, future salary increases and mortality rate.

Remeasurements of the net defined benefit liability, which comprise actuarial gains and losses, are recognised in OCI. The Company determines the net interest expense on the net defined benefit liability for the period by applying the discount rate used to measure the defined benefit obligation at the beginning of the annual period to the then-net defined benefit liability, taking into account any changes in the net defined benefit liability during the period as a result of contributions and benefit payments. Net interest expense and other expenses related to defined benefit plans are recognised in profit or loss.

When the benefits of a plan are changed or when a plan is curtailed, the resulting change in benefit that relates to past service ('past service cost' or 'past service gain') or the gain or loss on curtailment is recognised immediately in profit or loss. The Company recognises gains and losses on the settlement of a defined benefit plan when the settlement occurs.

iv. *Termination benefits*

Termination benefits are expensed at the earlier of when the Company can no longer withdraw the offer of those benefits and when the Company recognises costs for a restructuring. If benefits are not expected to be settled wholly within 12 months of the reporting date, then they are discounted.

v. *Other Employee Benefits*

Other employee benefits comprise of compensated absences/leaves. The actuarial valuation is done as per projected unit credit method. Remeasurements as a result of experience adjustments and changes in actuarial assumptions are recognised in the Statement of Profit and Loss effective from 1 April 2023.

f. **Provisions:**

A provision is recognised if, as a result of a past event, the Company has a present legal or constructive obligation that can be estimated reliably, and it is probable that an outflow of economic benefits will be required to settle the obligation. In case the time value of money exist in a contract, provisions if required are determined by discounting the expected future cash flows (representing the best estimate of the expenditure required to settle the present obligation at the Balance Sheet date) at a pre-tax rate that reflects current market assessments of the time value of money and the risks specific to the liability only if it is material. The unwinding of the discount is recognised as finance cost. Expected future operating losses are not provided for.

g. **Revenue from contracts with customers**

The Company earns revenue primarily from advertisement, technical support and commission from online booking of gadgets and its accessories under marketplace model.

In case the performance obligation in a contract is performed over a period, then revenue is recognized "over the period of contract". In case the performance obligation in the contract has been performed at a time, revenue is recognized at a "point in time"

Revenue is recognised upon transfer of control of promised services to customers in an amount that reflects the consideration which the Company expects to receive in exchange for those services.

- Advertisement revenue is recognized at a point of time when "click through" occur. A "click-through" occurs when a user clicks on an advertiser's listing.

- Technical support revenue is recognised once the services are rendered as per the terms of the contract with customers.

- Commission from online booking of gadgets and its accessories under marketplace model is recognized when the product is delivered to the buyer.

Revenue is measured based on the transaction price, which is the consideration and excludes taxes collected from customers.

Revenue from related party is recognised based on transaction price which is at arm's length.

Contract assets are recognised when there is excess of revenue earned over billings on contracts. Contract assets are classified as unbilled receivables (only act of invoicing is pending) when there is unconditional right to receive cash, and only passage of time is required, as per contractual terms.

Contract liabilities primarily relate to the consideration received from customers in advance for the Company's performance obligations which is classified as income received in advance and deferred revenue which is recognised when there is billings in excess of revenues.

h. **Barter transactions**

The Company enter in arrangements for sale of advertisement space on various platforms in exchange of non cash consideration. Revenue from such services is recognised at a point in time on actual performance of the contract to the extent of performance completed by the Company against its part of contract and is measured at standalone selling price of the services of the Company or if the same cannot be measured reliably, then the fair value of the services rendered, as estimated by management. The total transaction price for a contract is allocated amongst the various performance obligations based on their relative stand-alone selling prices and are being recorded at transaction price/fair value.

i. **Recognition of interest income or expense**

Interest income or expense is recognised using the effective interest method.

The 'effective interest rate' is the rate that exactly discounts estimated future cash payments or receipts through the expected life of the financial instrument to:

- the gross carrying amount of the financial asset; or
- the amortised cost of the financial liability.

In calculating interest income and expense, the effective interest rate is applied to the gross carrying amount of the asset (when the asset is not credit-impaired) or to the amortised cost of the liability. However, for financial assets that have become credit-impaired subsequent to initial recognition, interest income is calculated by applying the effective interest rate to the amortised cost of the financial asset. If the asset is no longer credit-impaired, then the calculation of interest income reverts to the gross basis.

j. **Income tax**

Income tax comprises current and deferred tax. It is recognised in profit or loss except to the extent that it relates to a business combination or to an item recognised directly in equity or in other comprehensive income.

**Current tax**

Current tax comprises the expected tax payable or receivable on the taxable income or loss for the year and any adjustment to the tax payable or receivable in respect of previous years. The amount of current tax reflects the best estimate of the tax amount expected to be paid or received after considering the uncertainty, if any, related to income taxes. It is measured using tax rates (and tax laws) enacted or substantively enacted by the reporting date.



**Red Pixels Ventures Limited**  
**Notes to the financial statements for the year ended 31 March 2024**

Current tax assets and current tax liabilities are offset only if there is a legally enforceable right to set off the recognised amounts, and it is intended to realise the asset and settle the liability on a net basis or simultaneously.

**k. Cash and cash equivalents:**

Cash and cash equivalents includes cash on hand, deposits held at call with financial institutions, other short-term, highly liquid investments with original maturities of three months or less that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities in the Balance Sheet.

**l. Earnings per share**

*Basic earnings (loss) per share*

Basic earnings per share is calculated by dividing:

· the profit / (loss) attributable to owners of the Company

· by the weighted average number of equity shares outstanding during the financial year, adjusted for bonus elements in equity shares issued during the year.

**m. Contingent liabilities**

Contingent liabilities are disclosed when there is a possible obligation arising from past events, the existence of which will be confirmed only by the occurrence or non occurrence of one or more uncertain future events not wholly within the control of the Company or a present obligation that arises from past events where it is either not probable that an outflow of resources will be required to settle or a reliable estimate of the amount cannot be made.

**n. Recent accounting pronouncements**

Ministry of Corporate Affairs ("MCA") notifies new standards or amendments to the existing standards under Companies (Indian Accounting Standards) Rules as issued from time to time. For the year ended 31 March 2024, MCA has not notified any new standards or amendments to the existing standards applicable to the Company.



**Red Pixels Ventures Limited**  
**Notes to the financial statements for the year ended 31 March 2024**  
 (All amounts in INR millions, unless otherwise stated)

**Note 3 : Property, plant and equipment**

Particulars	Computers	Office equipment	Furniture and fixtures	Total
<b>Gross block as at 1 April 2022</b>	5.65	0.46	0.03	6.14
Additions	1.09	0.05	-	1.14
Disposals/Adjustments	(0.40)	-	-	(0.40)
<b>Balance as at 31 March 2023</b>	<b>6.34</b>	<b>0.51</b>	<b>0.03</b>	<b>6.88</b>
Additions	0.26	0.02	-	0.28
Disposals/Adjustment	-	(0.48)	-	(0.48)
<b>Balance as at 31 March 2024</b>	<b>6.60</b>	<b>0.05</b>	<b>0.03</b>	<b>6.68</b>
<b>Accumulated depreciation as at 1 April 2022</b>	3.30	0.46	0.03	3.79
Depreciation for the year	0.80	0.01	-	0.81
Deletion / Adjustments	(0.10)	-	-	(0.10)
<b>Balance as at 31 March 2023</b>	<b>4.00</b>	<b>0.47</b>	<b>0.03</b>	<b>4.50</b>
Depreciation for the year	0.77	0.01	-	0.78
Deletion/Adjustment	-	(0.48)	-	(0.48)
<b>Balance as at 31 March 2024</b>	<b>4.77</b>	<b>0.00</b>	<b>0.03</b>	<b>4.80</b>
<b>Balance as at 31 March 2023</b>	2.34	0.04	-	2.38
<b>Balance as at 31 March 2024</b>	1.83	0.05	-	1.88



**Red Pixels Ventures Limited**  
**Notes to the financial statements for the year ended 31 March 2024**  
 (All amounts in INR millions, unless otherwise stated)

**Note 4 (a). Other Intangible assets**

Particulars	Computer software	Website	Total
<b>Gross block as at 1 April 2022</b>	<b>1.90</b>	<b>30.07</b>	<b>31.97</b>
Additions	-	-	-
<b>Balance as at 31 March 2023</b>	<b>1.90</b>	<b>30.07</b>	<b>31.97</b>
Additions	-	1.62	1.62
<b>Balance as at 31 March 2024</b>	<b>1.90</b>	<b>31.69</b>	<b>33.59</b>
<b>Accumulated amortisation as at 1 April 2022</b>	<b>1.89</b>	<b>18.16</b>	<b>20.05</b>
Amortisation for the year	-	3.42	3.42
<b>Balance as at 31 March 2023</b>	<b>1.89</b>	<b>21.58</b>	<b>23.47</b>
Amortisation for the year	-	2.97	2.97
<b>Balance as at 31 March 2024</b>	<b>1.89</b>	<b>24.55</b>	<b>26.44</b>
<b>Balance as at 31 March 2023</b>	0.01	8.49	8.50
<b>Balance as at 31 March 2024</b>	0.01	7.14	7.15

**Note 4 (b) Intangible assets under development**

Particulars	Total
<b>Balance as at 1 April 2022</b>	-
Additions	5.64
Capitalised during the year	-
<b>Balance as at 31 March 2023</b>	<b>5.64</b>
<b>Balance as at 1 April 2023</b>	5.64
Additions	1.00
Capitalised during the year	(1.62)
<b>Balance as at 31 March 2024</b>	<b>5.02</b>

**Intangible assets under development ageing schedule**

Intangible assets under development	Amount in CWIP for a period of				Total
	Less than 1 year	1-2 years	2-3 years	More than 3 years	
Projects in progress	-	-	-	-	-
Projects temporarily suspended*	-	5.02	-	-	5.02

\*Due to success of present ventures and their future scope, the management has decided to focus to scale current business up and postpone the in progress projects to the next financial year. The management do not see any trigger of impairment of these CWIP projects.

There are no projects whose completion is overdue or has exceeded its cost compared to its original plan.



**Red Pixels Ventures Limited**  
**Notes to the financial statements for the year ended 31 March 2024**  
 (All amounts in INR millions, unless otherwise stated)

**Note 5 : Income tax assets (net)**  
**Non current**

Particulars	As at 31 March 2024	As at 31 March 2023
Income tax assets	31.72	26.15
	<b>31.72</b>	<b>26.15</b>

**Note 6: Trade receivables**  
**(Unsecured and considered good, unless stated otherwise)**

Particulars	As at 31 March 2024	As at 31 March 2023
Trade Receivables considered good - Unsecured	100.21	28.82
	<b>100.21</b>	<b>28.82</b>

**Trade receivables ageing schedule**

Particulars	Outstanding for following periods from due date of payment as at 31 March 2024						Total
	Not Due	Less than 6 months	6 months - 1 year	1-2 years	2-3 years	More than 3 years	
(i) Undisputed Trade receivables -considered good	89.71	10.13	0.37	-	-	-	100.21
	<b>89.71</b>	<b>10.13</b>	<b>0.37</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>100.21</b>

Particulars	Outstanding for following periods from due date of payment as at 31 March 2023						Total
	Not Due	Less than 6 months	6 months - 1 year	1-2 years	2-3 years	More than 3 years	
(i) Undisputed Trade receivables -considered good	9.58	19.24	-	-	-	-	28.82
	<b>9.58</b>	<b>19.24</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>28.82</b>

**Of the above, trade receivables from related parties are as below:**

Particulars	As at 31 March 2024	As at 31 March 2023
NDTV Convergence Limited (refer note 26)	96.27	21.71
	<b>96.27</b>	<b>21.71</b>

**Note 7: Cash and cash equivalents**

Particulars	As at 31 March 2024	As at 31 March 2023
Cash in hand	0.03	0.01
- In current accounts	5.25	35.60
<b>Cash and cash equivalents in balance sheet</b>	<b>5.28</b>	<b>35.61</b>
<b>Cash and cash equivalents in the statement of cash flows</b>	<b>5.28</b>	<b>35.61</b>

**Note 8: Bank balances other than cash and cash equivalents**

Particulars	As at 31 March 2024	As at 31 March 2023
Deposits with banks due to mature within 12 months from the reporting date	132.61	134.10
	<b>132.61</b>	<b>134.10</b>

**Note 9: Current - other financial assets**  
**(Unsecured, considered good unless otherwise stated)**

Particulars	As at 31 March 2024	As at 31 March 2023
Contract asset*	14.95	4.89
Interest accrued on fixed deposits	1.99	1.89
	<b>16.94</b>	<b>6.78</b>



**Red Pixels Ventures Limited**  
**Notes to the financial statements for the year ended 31 March 2024**  
**(All amounts in INR millions, unless otherwise stated)**

**\*Of the above, contract asset from related parties are as below:**

Particulars	As at 31 March 2024	As at 31 March 2023
NDTV Convergence Limited (refer note 26)	3.04	-
	<b>3.04</b>	<b>-</b>

**Note 10(a): Other current assets**  
**(Unsecured, considered good unless otherwise stated)**

Particulars	As at 31 March 2024	As at 31 March 2023
<b>Advances recoverable</b>		
Advance to supplier - considered good*	74.18	45.04
	<b>74.18</b>	<b>45.04</b>
Prepaid expenses	1.42	0.97
	<b>75.60</b>	<b>46.01</b>

\* This amount includes INR 71.81 million paid to New Delhi Television Limited (refer note 26).

**Note 10(b): Other non-current assets**  
**(Unsecured, considered good unless otherwise stated)**

Particulars	As at 31 March 2024	As at 31 March 2023
Advance to supplier - considered good*	-	26.77
	<b>-</b>	<b>26.77</b>

\* This amount is paid to New Delhi Television Limited (refer note 26).



**Red Pixels Ventures Limited**  
**Notes to the financial statements for the year ended 31 March 2024**  
**(All amounts in INR millions, unless otherwise stated)**

**Note 11: Equity share capital**

Particulars	As at	
	31 March 2024	31 March 2023
<b>Authorised</b>		
100,000 (31 March 2023: 100,000) equity shares of INR 10 each	1.00	1.00
	<b>1.00</b>	<b>1.00</b>
<b>Issued</b>		
68,000 (31 March 2023: 68,000) equity shares of INR 10 each fully paid	0.68	0.68
	<b>0.68</b>	<b>0.68</b>
<b>Subscribed and fully paid up</b>		
53,992 (31 March 2023: 53,992) equity shares of INR 10 each fully paid	0.54	0.54
	<b>0.54</b>	<b>0.54</b>

**A. Reconciliation of shares outstanding at the beginning and at the end of the year**

Particulars	No. of shares		Amount
	31 March 2024	31 March 2023	
Balance as at 31 March 2022	53,992	53,992	0.54
Balance as at 31 March 2023	53,992	53,992	0.54
Balance as at 31 March 2024	53,992	53,992	0.54

**B. Rights, preferences and restrictions attached to equity shares**

The Company has a single class of equity shares. Accordingly, all equity shares rank equally with regard to dividends and share in the Company's residual assets. The equity shares are entitled to receive dividend as declared from time to time. The voting rights of an equity shareholder on a poll (not on show of hands) are in proportion to its share of the paid-up equity capital of the Company. Voting rights cannot be exercised in respect of shares on which any call or other sums presently payable have not been paid. Failure to pay any amount called up on shares may lead to forfeiture of the shares. On winding up of the Company, the holders of equity shares will be entitled to receive the residual assets of the Company in proportion of the number of equity shares held.

**C. Details of shareholders holding more than 5% shares in the Company**

Name of shareholder	As at 31 March 2024		As at 31 March 2023	
	No. of shares	% holding	No. of shares	% holding
NDTV Convergence Limited	23,850	44.17%	23,850	44.17%
A R Chadha And Co India Pvt Ltd	26,150	48.44%	26,150	48.44%

**D. Details of shareholding of promoters as given below:**

Promoter name	Shares held by promoters as at 31 March 2024		Shares held by promoters as at 31 March 2023		% Change during the year
	No. of shares	% of total shares	No. of shares	% of total shares	
A R Chadha And Co India Pvt Ltd	26,150	48.44%	26,150	48.44%	0.00%





**Red Pixels Ventures Limited**  
**Notes to the financial statements for the year ended 31 March 2024**  
**(All amounts in INR millions, unless otherwise stated)**

**Note 12: Other equity**

Particulars	As at 31 March 2024	As at 31 March 2023
General reserve <sup>a</sup>	413.15	413.15
Retained earnings <sup>b</sup>	(341.55)	(351.75)
Securities premium <sup>c</sup>	237.08	237.08
	<b>308.68</b>	<b>298.48</b>

**a) General reserve**

Particulars	As at 31 March 2024	As at 31 March 2023
Opening balance	413.15	413.15
<b>Closing balance</b>	<b>413.15</b>	<b>413.15</b>

General reserve is created out of the profits earned by the Company by way of transfer from surplus in the statement of profit and loss. The Company can use this reserve for payment of dividend and issue of fully paid-up and not paid-up bonus shares.

**b) Retained earnings**

Particulars	As at 31 March 2024	As at 31 March 2023
Opening balance	(351.75)	(365.42)
Net profit / (loss) for the year	10.20	13.67
<b>Closing balance</b>	<b>(341.55)</b>	<b>(351.75)</b>

Retained earnings are the profits / (loss) that the Company has earned till date and it includes remeasurements of defined benefit obligations (net of tax).

**c) Securities premium**

Particulars	As at 31 March 2024	As at 31 March 2023
Opening balance	237.08	237.08
<b>Closing balance</b>	<b>237.08</b>	<b>237.08</b>

Securities premium is used to record the premium received on issue of shares. It can be utilised in accordance with the provisions of the Companies Act, 2013.



**Red Pixels Ventures Limited**  
**Notes to the financial statements for the year ended 31 March 2024**  
**(All amounts in INR millions, unless otherwise stated)**

**Note 13 : Current- other financial liabilities**

Particulars	As at	As at
	31 March 2024	31 March 2023
Payable to employees	8.81	6.40
	<b>8.81</b>	<b>6.40</b>

**Note 14: Trade payables**

Particulars	As at	As at
	31 March 2024	31 March 2023
Trade payables		
- total outstanding dues of micro enterprises and small enterprises (see note below)	1.93	0.23
- total outstanding dues of creditors other than micro enterprises and small enterprises	44.07	10.92
	<b>46.00</b>	<b>11.15</b>

**Trade Payable ageing schedule**

Particulars	Outstanding for following periods from due date of payment as at 31 March 2024					
	Not Due	Less than 1 year	1-2 years	2-3 years	More than 3 years	Total
(i) MSME	0.97	0.96	-	-	-	1.93
(ii) Others	38.46	5.61	-	-	-	44.07
	<b>39.43</b>	<b>6.57</b>	-	-	-	<b>46.00</b>

Trade payable balances includes unbilled dues of INR 22.18 million.

Particulars	Outstanding for following periods from due date of payment as at 31 March 2023					
	Not Due	Less than 1 year	1-2 years	2-3 years	More than 3 years	Total
(i) MSME	0.23	-	-	-	-	0.23
(ii) Others	9.97	0.95	-	-	-	10.92
	<b>10.20</b>	<b>0.95</b>	-	-	-	<b>11.15</b>

Trade payable balances includes unbilled dues of INR 0.91 million.

**Note:**

**Disclosures in relation to Micro enterprises and Small enterprises "Suppliers" as defined in Micro, Small and Medium Enterprises Development Act, 2006**

The Ministry of Micro, Small and Medium Enterprises has issued an Office Memorandum dated 26 August 2008 which recommends that the Micro enterprises and Small Enterprises should mention in their correspondence with their customers the Entrepreneurs Memorandum Number as allocated after filing of the said Memorandum. Accordingly, the disclosures in below respect of the amounts payable to such enterprises as at the year end has been made based on information received and available with the Company.

**(All amounts in INR millions, unless otherwise stated)**

Particulars	As at	As at
	31 March 2024	31 March 2023
(i) the principal amount remaining unpaid to any supplier as at the end of the year	1.93	0.23
(ii) the interest due on the principal remaining outstanding as at the end of the year	-	-
(iii) the amount of interest paid by the buyer in terms of section 16 of the Micro, Small and Medium Enterprises Development Act, 2006, along with the amount of the payment made to the supplier beyond the appointed day during each accounting year	-	-
(iv) the amount of the payment made to micro and small suppliers beyond the appointed day during each accounting year.	-	-
(v) the amount of interest due and payable for the period of delay in making payment (which have been paid but beyond the appointed day during the year) but without adding the interest specified under the Micro, Small and Medium Enterprises Development Act, 2006;	-	-
(vi) the amount of interest accrued and remaining unpaid at the end of the year	-	-
(vii) the amount of further interest remaining due and payable even in the succeeding years, until such date when the interest dues above are actually paid to the small enterprise, for the purpose of disallowance of a deductible expenditure under section 23 of the Micro, Small and Medium Enterprises Development Act, 2006.	-	-

**Of the above, trade payable to related parties are as below:**

Particulars	As at	As at
	31 March 2024	31 March 2023
New Delhi Television Limited	4.35	0.38
NDTV Convergence Limited	17.35	8.71
Cleartrip Packages & Tours Private Limited	0.18	-
	<b>21.88</b>	<b>9.09</b>

(refer note 26)



Red Pixels Ventures Limited  
Notes to the financial statements for the year ended 31 March 2024  
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**Note 15 : Other current liabilities**

Particulars	As at	As at
	31 March 2024	31 March 2023
Statutory dues payable	10.49	2.88
	<u>10.49</u>	<u>2.88</u>

**Note 16 (a): Provisions- non current**

Particulars	As at	As at
	31 March 2024	31 March 2023
Gratuity (refer note no. 27)	2.07	1.76
Compensated Absences	0.60	-
	<u>2.67</u>	<u>1.76</u>

**Note 16 (b): Provisions- current**

Particulars	As at	As at
	31 March 2024	31 March 2023
Gratuity (refer note no. 27)	0.09	0.10
Compensated Absences	0.04	-
	<u>0.13</u>	<u>0.10</u>



Red Pixels Ventures Limited  
Notes to the financial statements for the year ended 31 March 2024  
(All amounts in INR millions, unless otherwise stated)

**Note 17: Revenue from operations**

Particulars	For the year ended 31 March 2024	For the year ended 31 March 2023
Revenue from operations		
Advertisement	219.22	142.21
Technical support services	-	0.08
<b>Total revenue from operations</b>	<b>219.22</b>	<b>142.29</b>

**Revenue disaggregation by geography is as follow:**

Particulars	For the year ended 31 March 2024	For the year ended 31 March 2023
India	217.68	142.16
United States of America	0.17	0.09
Others	1.37	0.04
	<b>219.22</b>	<b>142.29</b>

**Information about major customers:**

There are two customers representing 10% or more of the company's total revenue during the year ended 31 March 2024 and 31 March 2023.

While disclosing the aggregate amount of transaction price yet to be recognised as revenue towards unsatisfied (or partially) satisfied performance obligations, along with the broad time band for the expected time to recognize those revenues, the group has applied the practical expedient in Ind AS 115. Accordingly, the group has not disclosed the aggregate transaction price allocated to unsatisfied (or partially satisfied) performance obligations which pertain to contracts where revenue recognised corresponds to the value transferred to customer typically involving time and material, outcome based and event based contracts.

Change in contract assets are as follow:	As at 31 March 2024	As at 31 March 2023
Balance at the beginning of the year	4.89	6.52
Revenue recognised during the year	(14.92)	(4.88)
Invoices raised during the year	4.86	6.51
<b>Balance at the end of the year</b>	<b>14.95</b>	<b>4.89</b>

**Note 18: Other income**

Particulars	For the year ended 31 March 2024	For the year ended 31 March 2023
Interest income on:		
Fixed deposits	11.01	8.67
Liabilities no longer required written back	1.37	0.51
Profit on sale of fixed assets	0.01	-
Miscellaneous income	0.01	0.03
	<b>12.40</b>	<b>9.21</b>

**Note 19: Cost of services**

Particulars	For the year ended 31 March 2024	For the year ended 31 March 2023
Consultancy and professional fees	25.26	19.44
Hire charges	0.01	-
Graphic, music and editing	-	2.40
Subscription, footage and news service	1.72	2.02
Software expenses	0.75	-
Travelling	0.79	0.06
Website hosting and streaming	16.22	14.61
Stores and spares	0.04	-
Other production expenses	41.68	1.64
Trade mark/license fee	2.19	1.41
	<b>88.66</b>	<b>41.58</b>



Red Pixels Ventures Limited  
Notes to the financial statements for the year ended 31 March 2024  
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**Note 20: Employee benefits expense**

Particulars	For the year ended 31 March 2024	For the year ended 31 March 2023
Salaries, wages and bonus	70.81	51.93
Expense related to post employment defined benefit plan (refer note no. 27)	0.79	0.65
Contribution to provident fund	3.05	2.56
Staff welfare expenses	0.11	0.02
	<u>74.76</u>	<u>55.16</u>

**Note 21: Depreciation and amortisation expense**

Particulars	For the year ended 31 March 2024	For the year ended 31 March 2023
Depreciation on property, plant and equipment	0.78	0.81
Amortisation on intangible assets	2.97	3.42
	<u>3.75</u>	<u>4.23</u>

**Note 22: Operations and administration expenses**

Particulars	For the year ended 31 March 2024	For the year ended 31 March 2023
Rent	0.53	1.74
Rates and taxes	0.09	-
Printing and stationery	0.01	0.01
Local conveyance, travelling and taxi hire	1.51	0.85
Business promotion	0.16	0.02
Repairs and maintenance		
Plant and machinery	0.04	0.10
Building	0.03	-
Charity and donations	1.14	0.97
Payment to Auditors <sup>a</sup>		
For Statutory Audit	0.18	0.16
For Other Services	-	-
Insurance	1.34	1.62
Communication	0.15	0.12
Vehicle running and maintenance	1.07	0.77
Legal, professional and consultancy	21.16	15.74
Foreign exchange fluctuations (net)	0.03	0.02
Loss on sale / disposal of property, plant and equipment	-	0.29
Software expenses	-	0.37
Miscellaneous expenses	0.33	0.53
	<u>27.77</u>	<u>23.31</u>

\*The Company continues to engage in enforcement activity to attempt to recover the receivable due.

**a. Payment to Auditors**

Particulars	For the year ended 31 March 2024	For the year ended 31 March 2023
As Auditors:		
Audit fee	0.15	0.15
Reimbursement of expenses	0.03	0.01
	<u>0.18</u>	<u>0.16</u>



**Red Pixels Ventures Limited**  
**Notes to the financial statements for the year ended 31 March 2024**  
**(All amounts in INR millions, unless otherwise stated)**

**Note 23: Capital management**

Equity share capital and other equity are considered for the purpose of Company's capital management. The Company's objective for capital management is to manage its capital so as to safeguard its ability to continue as a going concern and to support the growth of the Company. The capital structure of the Company is based on management's judgement of its strategic and day-to-day needs with a focus on total equity so as to maintain investors, creditors and market confidence. The funding requirements are met through equity and operating cash. The Company is not subject to any externally imposed capital requirements.

**Note 24: Financial instruments-fair value measurements and financial risk management**

**A. Accounting classifications and fair values**

The following table shows the carrying amounts and fair values of financial assets and financial liabilities, including their levels in the fair value hierarchy.

**(i) As on 31 March 2024**

Particulars	Note	Carrying value			Total	Fair value measurement using		
		FVTPL	FVOCI	Amortised cost		Level 1	Level 2	Level 3
<b>Financial assets - Current</b>								
Trade receivables*	6	-	-	100.21	100.21	-	-	-
Cash and cash equivalents*	7	-	-	5.28	5.28	-	-	-
Bank balances other than cash and cash equivalents mentioned above**	8	-	-	132.61	132.61	-	-	-
Contract asset*	9	-	-	14.95	14.95	-	-	-
Interest accrued on fixed deposits*	9	-	-	1.99	1.99	-	-	-
<b>Total</b>		-	-	<b>255.04</b>	<b>255.04</b>	-	-	-

**Financial liabilities - Current**

Other financial liabilities								
- Payable to employees*	13	-	-	8.81	8.81	-	-	-
Trade payables*	14	-	-	46.00	46.00	-	-	-
<b>Total</b>		-	-	<b>54.81</b>	<b>54.81</b>	-	-	-

**(ii) As on 31 March 2023**

Particulars	Note	Carrying value			Total	Fair value measurement using		
		FVTPL	FVOCI	Amortised cost		Level 1	Level 2	Level 3
<b>Financial assets - Current</b>								
Trade receivables*	6	-	-	28.82	28.82	-	-	-
Cash and cash equivalents*	7	-	-	35.61	35.61	-	-	-
Bank balances other than cash and cash equivalents mentioned above*	8	-	-	134.10	134.10	-	-	-
Contract asset*	9	-	-	4.89	4.89	-	-	-
Interest accrued on fixed deposits*	9	-	-	1.89	1.89	-	-	-
<b>Total</b>		-	-	<b>205.31</b>	<b>205.31</b>	-	-	-



**Red Pixels Ventures Limited**  
**Notes to the financial statements for the year ended 31 March 2024**  
**(All amounts in INR millions, unless otherwise stated)**

**Financial liabilities - Current**

Other financial liabilities				
- Payable to employees*	13	-	6.40	-
Trade payables*	14	-	11.15	-
<b>Total</b>		-	<b>17.55</b>	-

\* The carrying amounts of trade receivables, cash and cash equivalents, bank balances other than cash and cash equivalents, unbilled revenue, trade payables, payable to employees, interest accrued on fixed deposits, payable to seller and payable to payment gateway approximates the fair values due to their short-term nature.

Fair values are categorised into different levels in a fair value hierarchy based on the inputs used in the valuation techniques as follows.

Level 1: quoted prices (unadjusted) in active markets for identical assets or liabilities.

Level 2: inputs other than quoted prices included in Level 1 that are observable for the asset or liability, either directly (i.e. as prices) or indirectly (i.e. derived from prices).

Level 3: inputs for the asset or liability that are not based on observable market data (unobservable inputs).

There has been no transfers between Level 1, Level 2 and Level 3 for the years ended 31 March 2024 and 31 March 2023.

**Valuation technique used to determine fair value**

Specific valuation techniques used to value financial instruments include:

- the fair value of the remaining financial instruments is determined using discounted cash flow method.

**B. Financial risk management**

The Company has exposure to the following risks arising from financial instruments:

- Credit risk
- Liquidity risk;
- Market Risk - Foreign currency
- Market Risk - Interest rate

**(i) Risk management framework**

The Company's key management has overall responsibility for the establishment and oversight of the Company's risk management framework.

The Company's risk management policies are established to identify and analyse the risks faced by the Company to set appropriate risks limits and controls and to monitor risks and adherence to limits. Risk management policies are reviewed regularly to reflect changes in market conditions and the Company's activities. The Company through its training and management standards and procedures, aims to maintain a disciplined and constructive control environment in which employees understand their roles and obligations.



**Red Panda Ventures Limited**  
**Notes to the financial statements for the year ended 31 March 2024**  
**(All amounts in INR millions, unless otherwise stated)**  
**(ii) Credit risk**

The maximum exposure to credit risks is represented by the total carrying amount of these financial assets in the Balance Sheet

Particulars	As at	
	31 March 2024	31 March 2023
Trade receivables	100.21	28.82
Cash and cash equivalents	5.28	35.61
Bank balances other than cash and cash equivalents mentioned above	132.61	134.10
Other financial assets	16.94	6.78
Advance to supplier	74.18	71.81
	<b>329.22</b>	<b>277.12</b>

Credit risk is the risk of financial loss to the Company if a customer or counter-party fails to meet its contractual obligations. Credit risk encompasses both, the direct risk of default and the risk of deterioration of credit worthiness as well as concentration of risks.

Credit risk on cash and cash equivalents and bank deposits is limited as the Company generally deals with banks with high credit ratings assigned by domestic credit rating agencies.

The Company uses expected credit loss model to assess the impairment loss. The Company uses a provision matrix to compute the expected credit loss allowance for trade receivables. The provision matrix takes into account available internal credit risk factors such as the Company's historical experience for customers. Based on the business environment in which the Company operates, management considers that the trade receivables are in default (credit impaired) if the payments are more than 180 days past due.

Trade receivables as at year end primarily includes INR 96.27 millions (31 March 2023: INR 21.71 millions) relating to related parties and INR 3.94 millions (31 March 2023: INR 7.11 millions) relating to others.

The Company believes that amount receivable from related parties is collectible in full, based on historical payment behaviour and hence no loss allowance has been recognized on the same. The Company based upon past trends determine an impairment allowance for loss on receivables from others.

**(iii) Liquidity risk**

Liquidity risk is the risk that the Company will encounter difficulty in meeting the obligations associated with its financial liabilities that are settled by delivering cash or another financial asset. The Company's approach to manage liquidity is to ensure, as far as possible, that it will have sufficient liquidity to meet its liabilities when they are due, under both normal and stressed conditions, without incurring unacceptable losses or risking damage to the Company's reputation.

The Company aims to maintain the level of its cash and cash equivalents at an amount in excess of expected cash outflows on financial liabilities over the next six months. The Company also monitors the level of expected cash inflows on trade receivables together with expected cash outflows on trade payables and other financial liabilities.

**Exposure to liquidity risk**

The following are the remaining contractual maturities of financial liabilities at the reporting date. The contractual cash flow amounts are gross and undiscounted.

As at 31 March 2024	Carrying amount	Contractual cash flow		
		Less than one year	Between one and three years	More than three years
Trade payables	46.00	46.00	-	-
Other financial liabilities	8.81	8.81	-	-
	<b>54.81</b>	<b>54.81</b>	<b>-</b>	<b>-</b>





**Red Pixels Ventures Limited**  
**Notes to the financial statements for the year ended 31 March 2024**  
 (All amounts in INR millions, unless otherwise stated)

As at 31 March 2023	Carrying amount	Less than one year	Between one and three years	More than three years	Contractual cash flow
Trade payables	11.15	11.15	-	-	11.15
Other financial liabilities	6.40	6.40	-	-	6.40
	17.55	17.55	-	-	17.55

**(iv) Market risk**

Market risk is the risk that the future cash flows of a financial instrument will fluctuate because of changes in market prices. Market risk comprises two types of risk namely: currency risk and interest rate risk. The objective of market risk management is to manage and control market risk exposures within acceptable parameters, while optimising the return.

**(a) Interest rate risk**

Interest rate risk is the risk that the future cash flows of a financial instrument will fluctuate because of changes in market interest rates. The Company is not exposed to such risk as the Company does not have any floated interest rate financial investment.

**(b) Currency risk**

Currency risk is the risk that the future cash flows of a financial instrument will fluctuate because of changes in foreign exchange rates. The Company is not exposed to such risk as the Company does not have any significant transaction in foreign currency.



**Red Pixels Ventures Limited**  
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**Note 25: Earnings per equity share ( 'EPS')**

The calculations of profit / (loss) attributable to equity shareholders and weighted average number of equity shares outstanding for purposes of earnings per share calculations are as follows:

Particulars	For the year ended 31 March 2024	For the year ended 31 March 2023
<b>Profit / (loss) for the year - (A)</b>	10.84	14.36
<b>Calculation of weighted average number of equity shares</b>		
Number of equity shares at the beginning of the year	53,992	53,992
Number of equity shares outstanding at the end of the year	53,992	53,992
<b>Weighted average number of shares outstanding during the year - (B)</b>	53,992	53,992
<b>Face value of each equity share (INR)</b>	10	10
<b>Basic and diluted earnings per equity share ( in absolute terms ) (INR) - (A)/(B)</b>	200.77	265.89



**Red Pixels Ventures Limited**  
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**Note 26: Related party disclosures**

**(a) List of related parties and nature of relationship where control exists**

**Related parties where control exists**

A R Chadha And Co India Pvt Ltd	Associate
NDTV Convergence Limited	Associate

**Key management personnel**

Ashvin Chadha	Executive Director
Chander Mohan Chadha	Executive Director
Sadhana Chadha	Executive Director
Sanjay Pugalia	Non- Executive Director (Appointment w.e.f. 26 January 2023)
Senthil Sinniah Chengalvarayan	Non- Executive Director (Appointment w.e.f. 26 January 2023)
Vaibhav Sehgal	CEO (Appointment w.e.f. 02 August 2022)
Kawaljit Singh Bedi	Non-Executive Director (Resigned w.e.f. 26 January 2023)
Rajneesh Gupta	Non-Executive Director (Resigned w.e.f. 26 January 2023)

**(b) Transactions with related parties**

Particulars	Associate		Other Related Parties*	
	For the year ended 31 March 2024	For the year ended 31 March 2023	For the year ended 31 March 2024	For the year ended 31 March 2023
<b>i) Rendering of services</b>				
NDTV Convergence Limited	142.75	96.55	-	-
<b>ii) Trade Mark / Royalty Paid</b>				
New Delhi Television Limited	2.19	1.41	-	-
<b>iii) Services availed of</b>				
NDTV Convergence Limited	1.30	7.22	0.18	-
New Delhi Television Limited	1.30	-	-	-
Cleartrip Packages & Tours Private Limited	-	7.22	-	-
<b>iv) Reimbursement of expenses (incurred by related parties on Company's behalf)</b>				
New Delhi Television Limited	31.50	21.03	-	-
NDTV Convergence Limited	0.91	0.05	-	-
<b>v) Shared service cost</b>				
NDTV Convergence Limited	11.97	15.16	-	-
New Delhi Television Limited	6.32	8.32	-	-
<b>vi) Rent expense</b>				
New Delhi Television Limited	5.65	6.84	-	-
	0.53	1.74	-	-
	0.53	1.74	-	-

\* Entities over which Controlling Entity has significant influence.

**(c) Key management personnel compensation**

Particulars	For the year ended 31 March 2024	For the year ended 31 March 2023
Vaibhav Sehgal	9.70	4.24

**(d) Outstanding balances**

Particulars	Associate		Other Related Parties <sup>1</sup>	
	For the year ended 31 March 2024	For the year ended 31 March 2023	For the year ended 31 March 2024	For the year ended 31 March 2023
Trade payable (Refer note 14)	21.70	9.09	0.18	-
Trade receivables (Refer note 6)	96.27	21.71	-	-
Other receivables (Refer note 9)	3.04	-	-	-
Loans and advances <sup>2</sup> (Refer note 10)	60.85	60.85	-	-

1. Entities over which Controlling Entity has significant influence.

2. Net of GST.



Red Pixels Ventures Limited  
Notes to the financial statements for the year ended 31 March 2024  
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Note 27: Employee Benefits

(i) Gratuity

Gratuity is payable to all eligible employees of the Company on retirement or separation from the Company. The following table sets out the status of the defined benefit plan as required under Ind AS 19 - Employee Benefits:

(a) Movement in net defined benefit liability:

Particulars	Present value of obligation
<b>Balance as at 1 April 2022</b>	<b>1.37</b>
Current service cost	0.55
Interest expense	0.10
<b>Total amount recognised in profit or loss</b>	<b>0.65</b>
<i>Remeasurements</i>	
Gain from change in financial assumptions	(0.06)
Gain from change in experience variance	0.75
<b>Total amount recognised in other comprehensive income</b>	<b>0.69</b>
Benefit payments	(0.85)
<b>Balance at 31 March 2023</b>	<b>1.86</b>
<b>Balance as at 1 April 2023</b>	<b>1.86</b>
Current service cost	0.65
Interest expense	0.14
<b>Total amount recognised in profit or loss</b>	<b>0.79</b>
<i>Remeasurements</i>	
Gain from change in financial assumptions	0.08
Loss from change in experience variance	0.77
<b>Total amount recognised in other comprehensive income</b>	<b>0.85</b>
Benefit payments	(1.34)
<b>Balance at 31 March 2024</b>	<b>2.16</b>

The net liability disclosed above relates to unfunded plans are as follows:

Particulars	As at 31 March 2024	As at 31 March 2023
Present value of unfunded obligations	2.16	1.86
<b>Deficit of gratuity plan</b>	<b>2.16</b>	<b>1.86</b>

The Company has a defined benefit gratuity plan in India, governed by the Payment of Gratuity Act, 1972. Plan entitles an employee, who has rendered at least five years of continuous service, to gratuity at the rate of fifteen days wages for every completed year of service or part thereof in excess of six months, based on the rate of wages last drawn by the employee concerned.

(b) Assumptions:

1. Economic assumptions

Particulars	As at 31 March 2024	As at 31 March 2023
Discount rate	7.15%	7.50%
Salary growth rate	5.00%	5.00%

The discount rate is based on the prevailing market yields of government bonds as at the balance sheet date for the estimated term of the obligations. The salary escalation rate is based on estimates of salary increases, which takes into account inflation, promotion and other relevant factors.

2. Demographic assumptions:

Particulars	As at 31 March 2024	As at 31 March 2023
Withdrawal rate	5.00%	5.00%
Mortality rate (% of IALM 2012-14)	100%	100%
Retirement age (years)	58	58



Red Pixels Ventures Limited  
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(c) Sensitivity analysis

Reasonably possible changes at the reporting date to one of the relevant actuarial assumptions, holding other assumptions constant, would have affected the defined benefit obligation by the amounts shown below.

Particulars	Impact on defined benefit obligation					
	Change in assumption		Increase in assumption		Decrease in assumption	
	As at 31 March 2024	As at 31 March 2023	As at 31 March 2024	As at 31 March 2023	As at 31 March 2024	As at 31 March 2023
Discount rate	1.00%	1.00%	(0.23)	(0.19)	0.27	0.22
Salary growth rate	1.00%	1.00%	0.27	0.23	(0.23)	(0.20)
Attrition rate	50.00%	50.00%	0.04	0.06	(0.07)	(0.09)
Mortality rate	10.00%	10.00%	-	-	-	-

Although the analysis does not take account of the full distribution of cash flows expected under the plan, it does provide an approximation of the sensitivity of the assumptions shown.

The actuarial liability for compensated absences as at the year ended 31 March 2024 is INR 0.64 million (31st March 2023 INR nil)

(d) Expected Contribution during the next annual reporting period

The Company's best estimate of Contribution during the next year*	-
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\* Please note that since the scheme is managed on unfunded basis, the next year contribution is taken as nil.

(e) Maturity Profile of Obligations

The weighted average duration of the defined benefit plan obligation at the end of the reporting period is 12 years (31st March 2023: 12 years). The expected maturity analysis of gratuity benefits is as follows :

Particulars	As at 31 March 2024	As at 31 March 2023
1 year	0.09	0.09
2 to 5 years	0.53	0.54
6 to 10 years	0.80	0.68
More than 10 years	4.29	3.77



**Red Pixels Ventures Limited**

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**Note 28 : Taxation**

A) The reconciliation of estimated income tax to income tax expense is as follows:

Particulars	For the year ended 31 March 2024	For the year ended 31 March 2023
Profit / (loss) before taxes	16.60	19.58
Tax using the Company's applicable tax rate (25.17%)	4.19	4.93
Effect of:		
Non deductible expenses	0.39	0.37
Others	0.21	(0.35)
Tax expense for earlier years	0.97	0.27
<b>Effective tax</b>	<b>5.76</b>	<b>5.22</b>

B) Recognised deferred tax assets and liabilities

Deferred tax assets and liabilities are attributable to following:

Particulars	As at 31 March 2024	As at 31 March 2023
<b>Deferred tax assets</b>		
- Expenditure allowed for tax purposes on payment basis	0.71	0.47
- Property, plant and equipment, intangible asset and investment property	0.20	0.08
<b>Total deferred tax assets</b>	<b>0.91</b>	<b>0.55</b>
<b>Net deferred tax assets</b>	<b>0.91</b>	<b>0.55</b>

C) Movement in deferred assets / (liabilities) during year :

Particulars	Balance as at 1 April 2022	Recognised in opening reserves	Recognised in profit or loss	Recognised in other comprehensive income	Balance as at 31 March 2023	Recognised in opening reserves	Recognised in profit or loss	Recognised in other comprehensive income	Balance as at 31 March 2024
<b>Deferred tax assets</b>									
- Property, plant and equipment, intangible asset and investment property	0.11	-	(0.03)	-	0.08	-	0.12	-	0.20
- Expenditure allowed for tax purposes on payment basis	0.34	-	0.13	-	0.47	-	0.03	-	0.71
<b>Total deferred tax assets</b>	<b>0.45</b>	<b>-</b>	<b>0.10</b>	<b>-</b>	<b>0.55</b>	<b>-</b>	<b>0.15</b>	<b>0.21</b>	<b>0.91</b>
<b>Net deferred tax assets</b>	<b>0.45</b>	<b>-</b>	<b>0.10</b>	<b>-</b>	<b>0.55</b>	<b>-</b>	<b>0.15</b>	<b>0.21</b>	<b>0.91</b>



**Red Pixels Ventures Limited**  
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**Note 29: Contingent liabilities**

1) During the financial year 2019-20, the Company has received a demand of income tax amounting to INR 120.9 millions based on an assessment order for Assessment Year 2016-17 issued by the Income Tax Department. The Company has filed an appeal against the said order before CIT(Appeals) which is pending for disposal. The Company also filed a stay of demand application before the Assessing Officer. Following the stay application filed by the Company, the stay was granted upon payment of 20% of the demand as prescribed by CBDT. The Company has engaged reputed professional advisors to protect its interest and has been advised that it has strong legal positions in relation to the tax disputes.

2) There are no transactions that has been surrendered or disclosed under the Income Tax Act (such as, survey or any other relevant provisions of the Income Tax Act, 1961) which were not recorded in the books of accounts.

**Note 30: Segment Information**

Operating segments are reported in a manner consistent with the internal reporting provided to the Chief Operating Decision Maker ("CODM") as required under Ind AS 108. The CODM is considered to be Board of directors who makes strategic decisions and is responsible for allocating resources and assessing performance of the operating segments. The principal activities of the Company comprises of online advertisement. Accordingly, the Company has one reportable segments consisting of online advertisement.

**Note 31: Corporate Social Responsibility (CSR)**

Pursuant to Section 135 introduced by Companies Act, 2013 pertaining to Corporate Social Responsibility, the Company has contributed INR 1.14 million (Previous year INR 0.97 million) (refer note 31) towards the CSR activities during the financial year 2023-24. As required by the aforesaid law, the amount represents 2 percent of the average net profits of last three immediately preceding financial year computed as per section 198 of the Act.

Particulars	For the year ended 31 March 2024	For the year ended 31 March 2023
a) Gross amount required to be spent by the Company during the year	1.14	0.97
b) Amount spent during the year	1.14	0.97
c) Nature of CSR activities	Animal welfare activities	Animal welfare activities

**Note 32: Ratios**

Ratio	Numerator	Denominator	Current	Previous	%	Reason for variance
			Period	Period	Variance	
Current ratio	Total Current Assets	Total Current Liabilities	5.05	12.24	-59%	Variance due to increase in trade payable by Rs. 34.85 mil. as compared to previous year.
Debt-equity ratio	Current and Non-Current Borrowings	Total Equity	NA	NA	NA	
Debt service coverage ratio	Cash Profit used in Operations before working Capital Changes + Interest earned	Interest expenses + Repayment of borrowings	NA	NA	NA	
Return on equity ratio	Net Profit after Tax	Average Total Equity	3%	5%	-28%	Variance due to lower profit in current year.
Inventory turnover ratio			NA	NA	NA	There is no Inventory in the Company.
Trade receivables turnover ratio	Revenue from operations	Average Trade Receivables + Average recoverable under barter transactions	3.40	3.87	-12%	Variance due to increase in average trade receivable by Rs. 27.75 mil. in current year.
Trade payables turnover ratio	Production Expenses, Marketing Expenses and Operating and Admin Expenses	Average Trade Payables + Average payables under barter transactions	4.78	5.25	-9%	Variance due to increase in average trade payable by Rs. 14.75 mil. in current year.
Net capital turnover ratio	Revenue from operations	Working Capital (Current Assets - Current Liabilities)	83%	62%	34%	Variance due to higher revenue by Rs. 76.93 mil.
Net profit ratio	Net Profit after Tax	Revenue from operations	5%	10%	-52%	Variance due to higher revenue by Rs. 76.93 mil.
Return on capital employed	Profit before tax and interest	Tangible Networth (Total Equity - Intangible Assets - Intangible under development - Right of use assets) + Current and Non-current Borrowings	6%	7%	-19%	Variance due to lower profit in current year.
Return on investment			NA	NA	NA	Company has no investment

**Note 33: Additional regulatory information required by Schedule III of Companies Act, 2013**

**(i) Details of Benami Property held**

No proceedings have been initiated on or are pending against the Company for holding benami property under the Benami Transactions (Prohibition) Act, 1988 (45 of 1988) and Rules made thereunder.

**(ii) Valuation of Property, Plant and Equipment, intangible assets and investment property**

The Company has not revalued its property, plant and equipment (including right-of-use assets) or intangible assets or both during the current or previous year.

**(iii) Details of crypto currency or virtual currency**

The Company has not traded or invested in crypto currency or virtual currency during the year.

**(iv) Wilful defaulter**

The Company has not been declared wilful defaulter by any bank or financial institution or government or any government authority.

**(v) Relationship with Struck off Companies**

The Company does not have any transaction during the year or investment, receivable from, payable to or its Shares held by or any other outstanding with Struck off companies under section 248 of the Companies Act, 2013 or section 560 of Companies Act, 1956.

**(vi) Compliance with number of layers of companies**

The Company has complied with the number of layers prescribed under the Companies Act, 2013.



**(vii) Compliance with approved scheme(s) of arrangements**

The Company has not entered into any scheme of arrangement which has an accounting impact on current or previous financial year

**(viii) Registration of charges or satisfaction with registrar of companies**

There are no charges or satisfaction which are yet to be registered with the registrar of companies beyond the statutory period.

**(ix) Undisclosed income**

There is no income surrendered or disclosed as income during the current or previous year in the tax assessments under the Income Tax Act, 1961, that has not been recorded in the books of account

(x) No funds have been advanced or loaned or invested (either from borrowed funds or share premium or any other sources or kind of funds) by the Company to or in any other person or entity, including foreign entities ("Intermediaries"), with the understanding, whether recorded in writing or otherwise, that the Intermediary shall, whether, directly or indirectly, lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Company ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries

(xi) No funds have been received by the Company from any person or entity, including foreign entities ("Funding Parties"), with the understanding, whether recorded in writing or otherwise, that the Company shall, whether, directly or indirectly, lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Funding Party ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries

(xii) The Company is using accounting softwares for maintaining its books of account and other records which has a feature of recording audit trail (edit log) facility and the same has operated throughout the year for all relevant transactions recorded in the softwares. Audit trail feature was neither disabled nor tampered during the year.

**Note 34: Subsequent events**

There has been no subsequent events which required any adjustment for the financial year ending 31 March 2024.

**As per our report of even date attached**

**For S.N. Dhawan & CO LLP**

Chartered Accountants

Firm Registration No. 000050N/N500045

  
**Bhaskar Sen**

Partner

Membership No. 096985

Place: New Delhi

Date: 23 April 2024



For and on behalf of the Board of Directors of  
**Red Pixels Ventures Limited**

  
**Ashvin Chadha**

Director

DIN: 01962798

Place: Mumbai

Date: 23 April 2024

  
**Senthil Srinivas Chengalvarayan**

Director

DIN: 02330757

Place: Mumbai

Date: 23 April 2024



**Vaibhav Sehgal**

CEO

Place: New Delhi

Date: 23 April 2024