

**CASH UR DRIVE MARKETING LIMITED**  
(formerly Known as CASH UR DRIVE MARKETING PRIVATE LIMITED)

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

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

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**NOTICE**

Notice is hereby given that the 15<sup>th</sup> Annual General Meeting of the Members of **CASH UR DRIVE MARKETING LIMITED** will be held on **Tuesday, the 24<sup>th</sup> day of September, 2024** at 11:00A.M. at the registered office of the Company situated at 4th Floor, SCO 0032, Sector-17C, G.P.O., Chandigarh-160017 to transact the following business:

**ORDINARY BUSINESSES:**

- 1, To receive, consider and adopt the financial statements of the Company for the Financial Year ended March 31<sup>st</sup>, 2024 including the Audited Balance Sheet as at March 31<sup>st</sup>, 2024, the Statement of Profit and loss for the year ended on that date and the reports of the Board of Directors and Auditors thereon.
2. To consider appointment of a director in place of Bhupinder Kumar Khanna (DIN: 08709872) who retires by rotation and being eligible, offers himself for reappointment.

**Place: Chandigarh**

**Date: 02/09/2024**

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

**For Cash ur Drive Marketing Limited**

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

DIN:02496328

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

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**NOTES:**

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

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**ATTENDANCE SLIP**

**15<sup>th</sup> Annual General Meeting, 24<sup>th</sup> Day of September 2024 at 11:00 A.M.**

Regd. Folio No.

No. of shares held

I certify that I am a registered shareholder of the Company and hereby record my presence at the 15<sup>th</sup> Annual General Meeting of the Company on Tuesday, 24<sup>th</sup> Day of September 2024 at 11:00 A.M at the registered office of the Company.

\_\_\_\_\_  
Member's/Proxy's name in Block Letters

\_\_\_\_\_  
Member's/Proxy's Signature

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

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**Form No. MGT-11**

**Proxy form**

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

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

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

1. Name: .....  
Address: .....  
E-mail Id: .....  
Signature:....., or failing him/her

2. Name: .....  
Address: .....  
E-mail Id: .....  
Signature:....., or failing him/her

as my/our proxy to attend and vote (on a poll) for me/us and on my/our behalf at the 15<sup>th</sup>  
Annual General Meeting of the Company, to be held on Tuesday, the 24<sup>th</sup> day of September,  
2024 at 11:00 A.M. at the registered office of the Company and at any adjournment thereof in  
respect of such resolutions as are indicated below:

| Resolution No. | Description of Resolutions   | Assent | Dissent |
|----------------|--|--------|---------|
| 1.             | To receive, consider and adopt the financial statements of the Company for the year ended March 31, 2024   |        |         |
| 2.             | To consider appointment of a Director in place of Bhupinder Kumar Khanna (DIN: 08709872) who retires by rotation and being eligible, offers himself for reappointment. |        |         |

Signed this..... day of.....2024

Signature of Proxy holder(s)

Signature of shareholder

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

**CASH UR DRIVE MARKETING LIMITED**  
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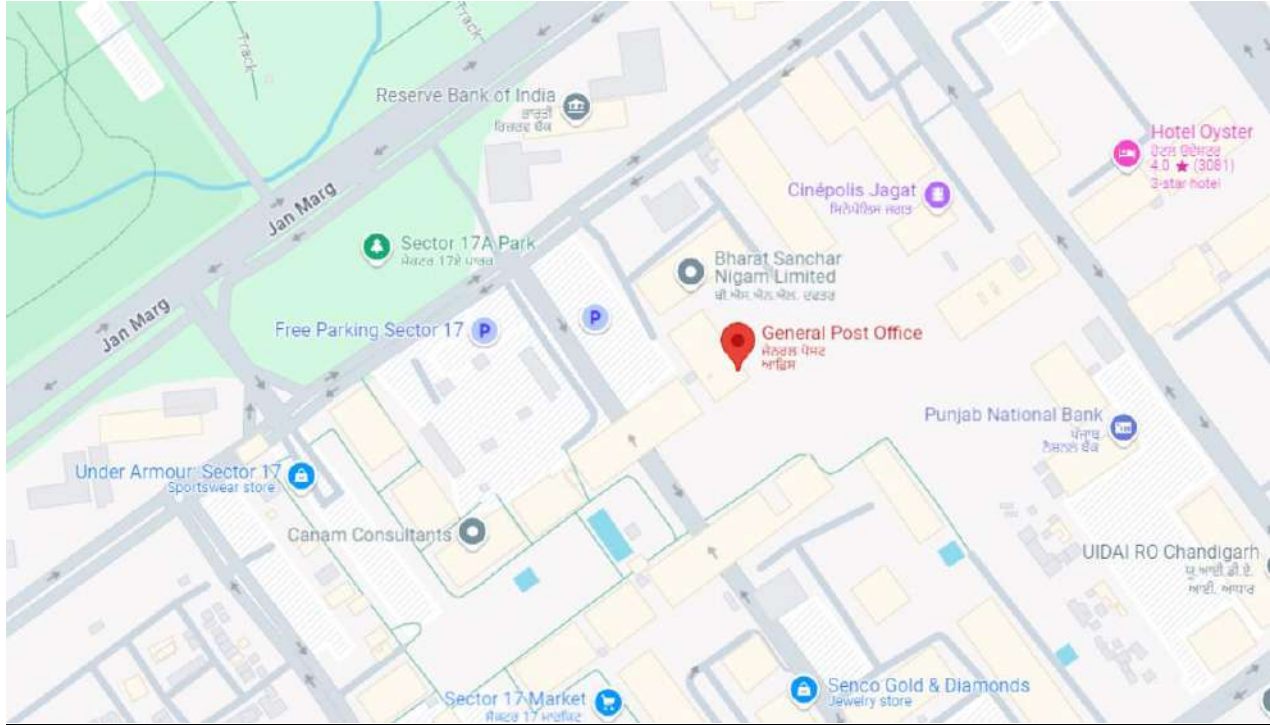
**Regd. Off:** 4th Floor, SCO 0032, Sector-17C, Chandigarh-160017

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**CASH UR DRIVE MARKETING LIMITED**

**ROUTE MAP FOR ANNUAL GENERAL MEETING-2024**

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



For Cash ur Drive Marketing Limited

A handwritten signature in blue ink, appearing to read 'Rajiv', is written over the printed name of the Managing Director.

Managing Director

# CASH UR DRIVE MARKETING LIMITED

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Regd. Off: 4TH FLOOR, SCO 0032, SECTOR-17C, CHANDIGARH G.P.O., CHANDIGARH, INDIA, 160017

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

## DIRECTORS' REPORT

**Dear Members,**

The Directors of your Company is presenting this **15<sup>th</sup> Annual Report** on the working of your Company together with the Audited Statements of Accounts for the financial year ended on 31<sup>st</sup> March, 2024 and Auditors' Report thereon.

### **1. FINANCIAL PERFORMANCE OF THE COMPANY**

The Company's financial performance, for the year ended 31<sup>st</sup> March, 2024 is summarized below:

| (In lakhs)                                       |   |   |
|--|---|---|
| Particulars                                      | Year ended 31 <sup>st</sup> March, 2024 | Year ended 31 <sup>st</sup> March, 2023 |
| Turnover   | 10188.55                                | 8180.42                                 |
| Other Income                                     | 910.30                                  | 122.86                                  |
| <b>Total Income</b>                              | <b>11098.85</b>                         | <b>8303.27</b>                          |
| <b>Total Expense</b>                             | <b>9486.63</b>                          | <b>7562.14</b>                          |
| <b>Profit / (Loss) before taxation</b>           | <b>1612.22</b>                          | <b>741.14</b>                           |
| <b>Prior Period Items</b>                        | <b>(63.15)</b>                          | <b>-</b>                                |
| <b>Profit before extraordinary items and tax</b> | <b>1549.07</b>                          | <b>741.14</b>                           |
| <b>Less: Tax Expense</b>                         |   |   |
| Current Tax                                      | 375.36                                  | 186.29                                  |
| Deferred Tax                                     | (11.93)                                 | (0.87)                                  |
| Preference Share Dividend                        | -                                       | -                                       |
| <b>Profit / (Loss) after tax</b>                 | <b>1185.64</b>                          | <b>555.72</b>                           |
| Earnings/ (Loss) Per Equity Share                | <b>57.22</b>                            | <b>613.75</b>                           |

The highlights of the Company's performance for the financial year ended 31st March, 2024 are as under: -

1. Revenue from Operations increased from Rs. 8180.42 lacs to Rs. 10188.55 lacs during the year ended on 31<sup>st</sup> March, 2024.
2. Your Company net profit has increased from Rs. 555.72 lacs to Rs. 1185.64 lacs during the year ended on 31<sup>st</sup> March, 2024.
3. Your directors are very confident to increase the business in coming years to achieve better financial results.

For Cash ur Drive Marketing Limited

*Payson K Khanna*  
Whole Time Director

For Cash ur Drive Marketing Limited

*Payson K Khanna*  
Managing Director

## 2 THE STATE OF COMPANY'S AFFAIRS

Your Company is engaged in the business of Out of Home (OOH) advertisement, Transit Media, Outdoor Media, Campaign Media, Product Promotion Media and Digital Marketing Services.

Your Company also altered the object clause in Extra Ordinary General Meeting held on 01<sup>st</sup> July 2023.

Your Company directors are very confident to increase the market presence in view of the previous year performance.

## 3 CAPITAL STRUCTURE OF THE COMPANY (in lacs)

| Particulars  | As At<br>31.03.2024<br>(Rs.) | As At<br>31.03.2023<br>(Rs.) |
|--|------------------------------|------------------------------|
| <b>AUTHORISED</b>  |                              |                              |
| 90 Lacs Equity Shares of Rs.10/-each<br>(Previous Year 1 Lac Equity Shares of Rs.10/-each)                 | 900.00                       | 10.00                        |
| <b>ISSUED, SUBSCRIBED &amp; FULLY PAID UP</b>  |                              |                              |
| 60 Lac Equity Shares of Rs.10/-each fully paid up<br>(Previous Year 1.00 Lac Equity Shares of Rs.10/-each) | 600.00                       | 10.00                        |
| <i>Increased Auth Capital from 10L to 9 Cr during the year<br/>dated 04/11/2023</i>                        |                              |                              |

Your Company has only one class of shares referred to as Equity Shares having a par value of Rs.10/-per share. Each holder of Equity Shares is entitled to one vote per share.

Further, during the year under review, the Company has not issued debenture, bonds or any non-convertible securities and has not issued warrants and Rights issue.

The Company has issued 59 Lac Bonus Shares on 30<sup>th</sup> November 2023 @Rs.10/- in the following manner:

| S. No. | Name of The Shareholder | Bonus Share Issued |
|--------|-------------------------|--------------------|
| 1      | Raghu Khanna            | 24,13,277          |
| 2      | Parveen K Khanna        | 34,86,723          |
|        | <b>Total</b>            | <b>59,00,000</b>   |

## 4 DIVIDEND

Your Company intends for long-term expansion plan thereby no dividend has been recommended by the Company for the financial year ended 31<sup>st</sup> March, 2024.

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

For Cash ur Drive Marketing Limited

Parveen K Khanna  
Whole Time Director

For Cash ur Drive Marketing Limited

Rajiv  
Managing Director

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

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

The Company did not make any transfer to the reserves during the financial year ended on 31<sup>st</sup> March, 2024.

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

There were no materials changes and commitments affecting the financial position of the Company occurred during the financial year to which this financial statement relates on the date of this report. Your directors are contemplating for SME IPO and therefore decisions impacting financial statements may occur accordingly.

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

There being no any significant and material orders passed by the regulators, courts or tribunals against the company during financial year 2023-24, impacting the going concern status and company's operations in future.

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

The information on conservation of energy, technology absorption and foreign exchange earnings and outgo stipulated under Section 134 (3) (m) of the Companies Act, 2013 read with Rule 8 (3) of the Companies (Accounts) Rule, 2014 is annexed herewith as Annexure-A.

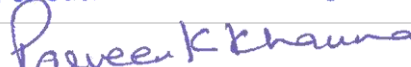
## **10 STATEMENT CONCERNING DEVELOPMENT AND IMPLEMENTATION OF RISK MANAGEMENT POLICY OF THE COMPANY**

The Board of Directors has regularly kept itself updated about the market trends and government policies related to your business objectives so that company will be safeguarded from various risks which are prevailing in the market. The Company remains committed to maintaining a robust risk management system that aligns with its overall strategic objectives and regulatory requirements, thereby safeguarding the interests of all stakeholders.

For Cash ur Drive Marketing Limited

  
Managing Director

For Cash ur Drive Marketing Limited

  
Whole Time Director

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

Your Company falls under the provisions of Section 135 of the Companies Act 2013 due to which 2% of net profit amounting to Rs. 9,64,200 was mandated to spend for CSR Activities. The Company could not spend the requisite amount due to lack of finding adequate avenues within the prescribed time therefore the Board has recommended to transfer the amount to PM's Citizen Assistance & Relief in Emergency Situations Fund (PM Cares) within the stipulated time period.

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

Your Company has made Investment, Guarantee or given any Loans under Section 186 of the Companies Act, 2013. Further, if any loans, guarantees and investments are made by the Company otherwise of the provision of Section 186 of the Act, the same is properly disclosed in note 16 of the Financial Statements.

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

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

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

Your Company has made transactions with related parties are in ordinary course of business and transaction entered into with related parties as defined under section 2 (76) of the Companies Act, 2013 are at arm's length basis. Some transactions which have been done at not at arm length price has been mentioned in AOC 2. The details of related parties' transactions are given in attached financial statements. Pursuant to the provisions of section 134 (3) (h) **Form AOC-2** is annexed herewith in **Annexure-B**.

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

The observations of the auditors in their report are self-explanatory and therefore, in the opinion of the Directors, do not call for further explanations or comments. The Auditor's Report does not contain any qualification, reservation or adverse remark. However, the auditor has emphasized on the matters which requires attention of the management and the said points have been mentioned in the audit report. The management has taken note of same and the Board has reviewed the corrective measures with respect to the same

## **16 EXPLANATIONS OR COMMENTS ON QUALIFICATIONS,**

For Cash ur Drive Marketing Limited

*Prasen K Khanna*  
Whole Time Director

For Cash ur Drive Marketing Limited

*Prasen K Khanna*  
Managing Director

## **RESERVATIONS OR ADVERSE REMARKS OR DISCLAIMERS MADE BY THE PRACTICING COMPANY SECRETARY IN THEIR REPORTS**

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

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

Your Board appointed Mr. Bhupinder Kumar Khanna as Additional Director w.e.f. 08/09/2023 the term for which ended in the Annual General Meeting held on 17/11/2023. The said director was regularised in the said Annual General Meeting as Director.

Further, the Private Company has been converted into a public Company w.e.f. 01<sup>st</sup> December 2023 thereby provisions of rotation of Directors has become applicable. Mr. Bhupinder Kumar Khanna (DIN: 08709872), who retires by rotation and being eligible, seeks reappointment in the ensuing Annual General Meeting

The Board has proposed for Change in designation of Directors Mr. Raghu Khanna as Managing Director & Parveen K Khanna as Whole Time Director subject to the members approval through the Extra Ordinary General Meeting held on 06 April 2024. The members have accorded their consent for change in designation of both the Directors.

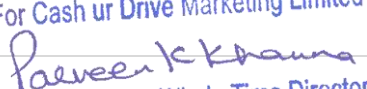
None of the Key Managerial Personnel (KMP) were appointed during the year ended 31<sup>st</sup> March, 2024. Provisions of Section 203 w.r.t. KMPs are not applicable to your Company during the Financial Year 2023-24.

None of the Directors of the Company have resigned or disqualified under the Companies Act, 2013 during the financial year ended on 31<sup>st</sup> March, 2024.

## **18 COMPANY POLICY RELATING TO DIRECTORS' APPOINTMENT, PAYMENT OF REMUNERATION AND DISCHARGE OF THEIR DUTIES**

During the year under review, Your Company is not required to constitute the Nomination and Remuneration Committee under Section 178 of the Companies Act, 2013 and the rules made there under, as the provision of Section 178 of the Companies Act, 2013 are not applicable on your Company. Hence your Company has not devised any policy relating to appointment of Directors', payment of Managerial Remuneration, Directors' qualifications, positive attributes, Independence of Directors' and other related matters as provided under Section 178(3) of the Companies Act, 2013.

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

For Cash ur Drive Marketing Limited  
  
Whole Time Director

For Cash ur Drive Marketing Limited  
  
Managing Director

The Company is having adequate internal financial control systems and procedures with reference to financial statements which commensurate with the size of the Company. During the year, such controls were tested and no reportable material weakness in the design or operation was observed.

## **20 SECRETARIAL STANDARDS**

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

## **21 DETAILS OF SUBSIDIARY / JOINT VENTURE AND ASSOCIATES COMPANIES**

Your Company have not any Subsidiary / Joint Venture or Associates Company during the year 2023-24. Also, during the year under review and till the date of report, the Company has not acquired or formed any new subsidiary, associate or joint venture.

## **22 CONSOLIDATED FINANCIAL STATEMENTS**

Your Company have not any Subsidiaries / Joint Venture or Associates Company during the financial year 2023-24 therefore the requirement of preparing Consolidated Financial Statements as required under Sub-Section (3) of Section 129 of Companies Act, 2013 is not applicable on your company.

## **23 PERFORMANCE AND FINANCIAL POSITION OF SUCH SUBSIDIARY, JOINT VENTURE AND ASSOCIATES COMPANY INCLUDED IN THE CONSOLIDATED FINANCIAL STATEMENT.**

Your Company does not have any Subsidiary / Joint Venture or Associates Company during the year 2023-24 therefore performance and financial position of the same is not provided.

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

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


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

Your Company are not required to established any vigil mechanism for Directors and Employees under Section 177 of the Companies Act, 2013, as the provisions under sub-section 9 & 10 of Section 177 of the Companies Act, 2013 are not applicable on your company.

For Cash ur Drive Marketing Limited

  
Managing Director

For Cash ur Drive Marketing Limited

  
Whole Time Director

## **26 AUDIT COMMITTEE**

Your Company are not required to constitute the Audit Committee according to section 177 of the Companies Act, 2013 and the rules made there under, as the provisions of this sections are not applicable on your company during the year under review.

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

Since there was no requirement for appointment of Independent Director in our company during the year, so we have not appointed any Independent Director in our Company. Therefore, necessary declaration under Section 149 (6) of the Companies Act, 2013 are not required.

## **28 SECRETARIAL AUDIT REPORT**

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

## **29 REPORTING ON FRAUD**

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

## **30 STATUTORY AUDITORS**

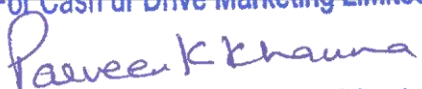
M/s Khurana Sharma and Co., Chartered Accountant (F.R.No. 010920N), having address as 1299, Sector 15 B, Chandigarh 160015, has been appointed as statutory auditors of the Company in the Annual General Meeting held on 30.09.2022 for the period of five years until the conclusion of Annual General Meeting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

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

## **31 DEPOSITS**

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

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

For Cash ur Drive Marketing Limited  
  
Whole Time Director

For Cash ur Drive Marketing Limited  
  
Managing Director

Your Company is committed for providing and promoting a safe and healthy work environment for all its employees. Your Company has extreme intolerance towards anti-social behaviour at the workplace and has followed the provisions of the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 and the Rules framed there under for prevention and redressal of complaints of sexual harassment at workplace, along with a structured reporting and redressal mechanism.

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

### **33 NUMBER OF MEETINGS OF THE BOARD OF DIRECTORS**

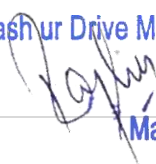
The Board of Directors duly met 14 times during the financial year 2023-24:

| <b>Sr. No.</b> | <b>Date</b>        | <b>Number of Directors attended the meetings</b> |
|----------------|--------------------|--|
| 1.             | April 10, 2023     | 2  |
| 2.             | June 9, 2023       | 2  |
| 3.             | August 18, 2023    | 2  |
| 4.             | September 8, 2023  | 2  |
| 5.             | October 10, 2023   | 3  |
| 6.             | November 1, 2023   | 3  |
| 7.             | November 3, 2023   | 3  |
| 8.             | November 15, 2023, | 3  |
| 9.             | November 30, 2023, | 3  |
| 10.            | January 10, 2024   | 3  |
| 11.            | February 1, 2024,  | 3  |
| 12.            | February 14, 2024  | 3  |
| 13.            | March 6, 2024      | 3  |
| 14.            | March 15, 2024     | 3  |

### **34 DIRECTORS RESPONSIBILITY STATEMENT**

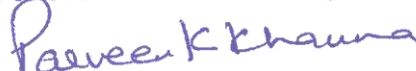
Pursuant to the requirement under Section 134 (5) of the Companies Act, 2013, with respect to Directors' Responsibility Statement, it is hereby confirmed that:

For Cash ur Drive Marketing Limited



Managing Director

For Cash ur Drive Marketing Limited



Whole Time Director

1. In the preparation of the annual accounts, for the financial year ended 31<sup>st</sup> March, 2024, the applicable accounting standards have been followed by the company along with proper explanation relating to material departure.
2. The Directors' have selected such accounting policies and applied them consistently and made judgments and estimates that are reasonable and prudent so as to give a true and fair view of the state of affairs of the Company as at 31<sup>st</sup> March, 2024 and of the Profit of the Company for that financial year ended on 31<sup>st</sup> March, 2024.
3. The Directors have taken proper and sufficient care for the maintenance of adequate accounting records in accordance with the provisions of the Companies Act, 2013 for safeguarding the Assets of the Company and for preventing and detecting fraud and other irregularities.
4. The Directors' have prepared the annual accounts of the Company for the financial year ended 31<sup>st</sup> March, 2024 on "a going concern" basis.
- 5 That the Directors had devised proper systems to ensure compliance with the provisions of all applicable laws and that such systems are adequate and operating effectively.

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

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

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

Your Company has not done any One Time Settlement (OTS) with any Banks or Financial Institutions or with any other lenders during the financial year ended on 31<sup>st</sup> March, 2024. Hence no disclosure is required under this clause.

### **37 INDUSTRIAL RELATIONS**

For Cash ur Drive Marketing Limited  
*Pavneet K Khosla*  
Whole Time Director

For Cash ur Drive Marketing Limited  
*[Signature]*  
Managing Director

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

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

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

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

### **39 ACKNOWLEDGEMENTS**

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

For and on behalf of the Board

**CASH UR DRIVE MARKETING LIMITED**

For Cash ur Drive Marketing Limited

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

Managing Director


DIN:02496328

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

**Date: 02/09/2024**

**Place: Chandigarh**

For Cash ur Drive Marketing Limited

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

Whole Time Director

DIN:02630636

Address: 3010, Sector 28-D  
Chandigarh-160002

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

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

(INFORMATION AS PER SECTION 134 (3) (m) OF COMPANIES ACT, 2013 READ WITH RULE 8 (3) OF THE COMPANIES (ACCOUNTS) RULE, 2014 AND FORMING PART OF THE DIRECTORS' REPORT FOR THE YEAR ENDED 31<sup>ST</sup> MARCH, 2024.)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

For Cash ur Drive Marketing Limited

*Pavani K Khanna*  
Whole Time Director

For Cash ur Drive Marketing Limited

*[Signature]*  
Managing Director

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

### 3 Imported Technology:

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

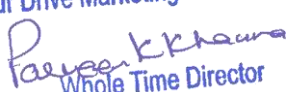
### 4 Expenditure incurred on Research and Developments:

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

## C. FOREIGN EXCHANGE EARNING AND OUTGO

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

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

For Cash ur Drive Marketing Limited  
  
 Whole Time Director

For Cash ur Drive Marketing Limited  
  
 Managing Director

## **ANNEXURE “B”**


### **FORM NO. AOC -2**

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

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

**1. Details of contracts or arrangements or transactions not at Arm’s length basis.**

| <b>SL. No.</b> | <b>Particulars</b>  | <b>Details</b>   |
|----------------|---|--|
| a)             | Name (s) of the related party & nature of relationship  | Kolkata Call Taxi Private Limited<br>(Common Shareholder)                |
| b)             | Nature of contracts/arrangements/transaction  | Commission   |
| c)             | Duration of the contracts/arrangements/transaction  | During the year  |
| d)             | Salient terms of the contracts or arrangements or transaction including the value, if any                         | As per the agreement   |
| e)             | Justification for entering into such contracts or arrangements or transactions’                                   |  |
| f)             | Date of approval by the Board   | 10/04/2023   |
| g)             | Amount paid as advances, if any   | -  |
| h)             | Date on which the special resolution was passed in General meeting as required under first proviso to section 188 | 16/10/2021<br>(Agreement was entered in during FY 2021-22 for 30 Months) |

For Cash ur Drive Marketing Limited  
  
Whole Time Director

For Cash ur Drive Marketing Limited  
  
Managing Director

2. Details of contracts or arrangements or transactions at Arm's length basis.

| SL. No. | Particulars   | Details  |
|---------|---|--|
| a)      | Name (s) of the related party & nature of relationship                                    | Acur Media<br>Partnership firm of the Director |
| b)      | Nature of contracts/arrangements/transaction  | Purchases, Sales & Rental Income               |
| c)      | Duration of the contracts/arrangements/transaction  | During the year                                |
| d)      | Salient terms of the contracts or arrangements or transaction including the value, if any | As per the arrangement                         |
| e)      | Date of approval by the Board   | April 10, 2023                                 |
| f)      | Amount paid as advances, if any   | -  |

| SL. No. | Particulars   | Details   |
|---------|---|---|
| a)      | Name (s) of the related party & nature of relationship                                    | Admate Technologies Private Limited<br>Common Shareholder/s |
| b)      | Nature of contracts/arrangements/transaction  | Purchases & Sales   |
| c)      | Duration of the contracts/arrangements/transaction  | During the year   |
| d)      | Salient terms of the contracts or arrangements or transaction including the value, if any | As per the arrangement                                      |
| e)      | Date of approval by the Board   | April 10, 2023  |
| f)      | Amount paid as advances, if any   | -   |

| SL. No. | Particulars   | Details   |
|---------|---|---|
| a)      | Name (s) of the related party & nature of relationship                                    | All White Communications LLP<br>Common Shareholder/s & Designated Partner |
| b)      | Nature of contracts/arrangements/transaction  | Purchases & Sales   |
| c)      | Duration of the contracts/arrangements/transaction  | During the year   |
| d)      | Salient terms of the contracts or arrangements or transaction including the value, if any | As per the arrangement  |
| e)      | Date of approval by the Board   | April 10, 2023  |
| f)      | Amount paid as advances, if any   | -   |

For Cash ur Drive Marketing Limited

Managing Director

For Cash ur Drive Marketing Limited


Whole Time Director

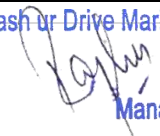
| SL. No. | Particulars   | Details  |
|---------|---|--|
| a)      | Name (s) of the related party & nature of relationship                                    | Cash Ur Drive Electric Vehicles Private Limited<br>Common Management |
| b)      | Nature of contracts/arrangements/transaction  | Purchases & Rental Income  |
| c)      | Duration of the contracts/arrangements/transaction  | During the year  |
| d)      | Salient terms of the contracts or arrangements or transaction including the value, if any | As per the arrangement   |
| e)      | Date of approval by the Board   | April 10, 2023   |
| f)      | Amount paid as advances, if any   | -  |

| SL. No. | Particulars   | Details  |
|---------|---|--|
| a)      | Name (s) of the related party & nature of relationship                                    | Cityscape Integrated Media<br>Common Shareholder/s |
| b)      | Nature of contracts/arrangements/transaction  | Purchases & Sales                                  |
| c)      | Duration of the contracts/arrangements/transaction  | During the year                                    |
| d)      | Salient terms of the contracts or arrangements or transaction including the value, if any | As per the arrangement                             |
| e)      | Date of approval by the Board   | April 10, 2023                                     |
| f)      | Amount paid as advances, if any   | -  |

| SL. No. | Particulars   | Details  |
|---------|---|--|
| a)      | Name (s) of the related party & nature of relationship                                    | Creative Owl Advertising Private Limited<br>Common Shareholder/s |
| b)      | Nature of contracts/arrangements/transaction  | Sales  |
| c)      | Duration of the contracts/arrangements/transaction  | During the year  |
| d)      | Salient terms of the contracts or arrangements or transaction including the value, if any | As per the arrangement   |
| e)      | Date of approval by the Board   | April 10, 2023   |
| f)      | Amount paid as advances, if any   | -  |

| SL. No. | Particulars  | Details  |
|---------|--|--|
| a)      | Name (s) of the related party & nature of relationship | CUD Digital<br>Firm of the Relative of Directors |
| b)      | Nature of contracts/arrangements/transaction           | Purchases & Rental Income                        |
| c)      | Duration of the contracts/arrangements/transaction     | During the year                                  |
| d)      | Salient terms of the contracts or arrangements         | As per the arrangement                           |

For Cash ur Drive Marketing Limited  
  
 Whole Time Director

For Cash ur Drive Marketing Limited  
  
 Managing Director


|    |  |                |
|----|--|----------------|
|    | or transaction including the value, if any |                |
| e) | Date of approval by the Board              | April 10, 2023 |
| f) | Amount paid as advances, if any            | -              |

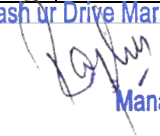
| SL. No. | Particulars   | Details   |
|---------|---|---|
| a)      | Name (s) of the related party & nature of relationship                                    | Frappe Ads<br>Firm of the Relative of Directors |
| b)      | Nature of contracts/arrangements/transaction  | Purchases, Sales & Commission                   |
| c)      | Duration of the contracts/arrangements/transaction  | During the year                                 |
| d)      | Salient terms of the contracts or arrangements or transaction including the value, if any | As per the arrangement                          |
| e)      | Date of approval by the Board   | April 10, 2023                                  |
| f)      | Amount paid as advances, if any   | -   |

| SL. No. | Particulars   | Details                                     |
|---------|---|---|
| a)      | Name (s) of the related party & nature of relationship                                    | Sahir Exports<br>Firm of the Director's HUF |
| b)      | Nature of contracts/arrangements/transaction  | Purchases & Rental Income                   |
| c)      | Duration of the contracts/arrangements/transaction  | During the year                             |
| d)      | Salient terms of the contracts or arrangements or transaction including the value, if any | As per the arrangement                      |
| e)      | Date of approval by the Board   | April 10, 2023                              |
| f)      | Amount paid as advances, if any   | -   |


| SL. No. | Particulars   | Details   |
|---------|---|---|
| a)      | Name (s) of the related party & nature of relationship                                    | Tecfin Enterprises Private Limited<br>Common Director |
| b)      | Nature of contracts/arrangements/transaction  | Rental Income & Expenses                              |
| c)      | Duration of the contracts/arrangements/transaction  | During the year                                       |
| d)      | Salient terms of the contracts or arrangements or transaction including the value, if any | As per the arrangement                                |
| e)      | Date of approval by the Board   | April 10, 2023  |
| f)      | Amount paid as advances, if any   | -   |

| SL. No. | Particulars  | Details  |
|---------|--|--|
| a)      | Name (s) of the related party & nature of relationship | Trajectore Works<br>Firm of the Relative of the Director |

For Cash ur Drive Marketing Limited  
  
 Whole Time Director

For Cash ur Drive Marketing Limited  
  
 Managing Director

|    |   |                        |
|----|---|------------------------|
| b) | Nature of contracts/arrangements/transaction  | Sales                  |
| c) | Duration of the contracts/arrangements/transaction  | During the year        |
| d) | Salient terms of the contracts or arrangements or transaction including the value, if any | As per the arrangement |
| e) | Date of approval by the Board   | April 10, 2023         |
| f) | Amount paid as advances, if any   | -                      |

For Cash ur Drive Marketing Limited  
  
 Whole Time Director

For Cash ur Drive Marketing Limited  
  
 Managing Director

# CASH UR DRIVE MARKETING LIMITED

(formerly Known as CASH UR DRIVE MARKETING PRIVATE LIMITED)

Regd. Off: 4TH FLOOR, SCO 0032, SECTOR-17C, CHANDIGARH G.P.O., CHANDIGARH, INDIA, 160017

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

## LIST OF EQUITY SHAREHOLDERS AS ON 31.03.2024

| S. No. | Name of the Shareholders   | No. Equity Shares | Face value | Address of Shareholder  | % of Shares |
|--------|----------------------------|-------------------|------------|---|-------------|
| 1.     | Raghu Khanna               | 24,54,165         | 10/-       | S-418, Third Floor, Greater Kailash-2, Greater Kailash, South Delhi, Delhi-110048 | 40.90276    |
| 2      | Parveen K Khanna           | 35,45,810         | 10/-       | 3010, Sector-28 D Chandigarh-160002   | 59.09684    |
| 3      | Bhupinder Kumar Khanna     | 5                 | 10/-       | 74, Khanna Building, Ram Bazar, Shimla, Himachal Pradesh-171001                   | 0.00008     |
| 4      | Pallavi Khanna             | 5                 | 10/-       | S-418, Third Floor, Greater Kailash-2, Greater Kailash, South Delhi, Delhi-110048 | 0.00008     |
| 5      | Raghu Khanna HUF           | 5                 | 10/-       | S-418, Third Floor, Greater Kailash-2, Greater Kailash, South Delhi, Delhi-110048 | 0.00008     |
| 6      | Bhupinder Kumar Khanna HUF | 5                 | 10/-       | 74, Khanna Building, Ram Bazar, Shimla, Himachal Pradesh-171001                   | 0.00008     |
| 7      | Subhash Chander Khurana    | 5                 | 10/-       | H. No. G-274, Near Shiv Mandir, Preet Vihar, Shakarpur, East Delhi, Delhi-110092  | 0.00008     |
|        | <b>Total</b>               | <b>60,00,000</b>  |            |   | <b>100%</b> |

For CASH UR DRIVE MARKETING LIMITED

For Cash ur Drive Marketing Limited

(.....)

(Raghu Khanna) Managing Director

Managing Director

DIN: 02496328

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

For Cash ur Drive Marketing Limited

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

(Parveen K Khanna)

Whole Time Director

DIN: 02630636

Address: 3010, Sector 28-D  
Chandigarh-160002

Place: Chandigarh

Date: 02/09/2024

# **KHURANA SHARMA & COMPANY**

## **CHARTERED ACCOUNTANTS**

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

PHONE : 9988070254, 9878029920

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

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

#### **Opinion**

We have audited the financial statements of **CASH UR DRIVE MARKETING LIMITED** ("the Company"), which comprise the balance sheet as at 31<sup>ST</sup> March, 2024 and the statement of Profit and Loss for the year then ended, and notes to the financial statements, including a summary of significant 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 Act in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India, of the state of affairs of the Company as at 31<sup>ST</sup> March, 2024, its profit for the period ended on that date.

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

We draw attention to the following points:

- 1) Certain items routed through Reserves and Surplus, instead of Profit & Loss:  
There are certain items routed through Reserves and Surplus which should have been passed through Profit & Loss, as follows:

"GST Penalty" and "Unclaimed GST Input Tax Credit" amounting to Rs. 976.52 lakhs and Rs. 54.48 lakhs respectively.

Income Tax items, namely "Income Tax Refund" and "Previous year's tax provision" amounting to Rs. 4.51 lakhs and Rs. 2.94 lakhs respectively.

- 2) GST Input Reversal:

Verification on test check basis, we have noticed purchases made from various parties but payments are not made on timely basis which attracts GST ITC Reversal under Section 16(2) of CGST Act, 2017 amounting to Rs. 392.12 lakhs.

During the year, company has also written back Creditors amounting 418.74 lakhs for which GST ITC to be reversed amounts to Rs. 10.45 lakhs.

Aggregate GST ITC Reversal amounting to Rs. 402.57 lakhs has been incorporated under "Statutory Dues Payable" as reversal item.



3) Related Party transactions:

The loans advanced, and unsecured loans availed by the company, amounting to Rs. 380.43 Lakhs and Rs. 209.42 Lakhs, respectively, are not on arms' length basis, on ground that interest has not been provided/ received on them. According to the agreements, the interest is payable/ receivable at the time of repayment of such loans and advances.

**Basis for Opinion**

We conducted our audit in accordance with the Standards on Auditing (SAs) specified under section 143(10) of the Companies Act, 2013. Our responsibilities under those Standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Company in accordance with the Code of Ethics issued by the Institute of Chartered Accountants of India together with the ethical requirements that are relevant to our audit of the financial statements under the provisions of the Companies Act, 2013 and the Rules thereunder, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the Code of Ethics. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

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

The Company's board of directors is responsible for the preparation of the other information. The other information comprises the information included in the Board's Report including Annexures to Board's Report but does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained during the course of our audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

**Responsibilities of Management and Those Charged with Governance for the Standalone Financial Statements**

The Company's Board of Directors is responsible for the matters stated in section 134(5) of the Companies Act, 2013 ("the Act") with respect to the preparation of these financial statements that give a true and fair view of the financial position,



financial performance of the Company in accordance with the accounting principles generally accepted in India, including the accounting Standards specified under section 133 of the Act. This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding of the assets of the Company and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and design, implementation and maintenance of adequate internal financial controls, that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so. Those Board of Directors are also responsible for overseeing the Company's financial reporting process.

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

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with SAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under section 143(3)(i) of the Companies Act, 2013, we are also responsible for expressing our opinion on whether the company has adequate internal financial controls system in place and the operating effectiveness of such controls.



- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

From the matters communicated with those charged with governance, we determine those matters that were of most significance in the audit of the financial statements of the current period and are therefore the key audit matters. We describe these matters in our auditor's report unless law or regulation precludes public disclosure about the matter or when, in extremely rare circumstances, we determine that a matter should not be communicated in our report because the adverse consequences of doing so would reasonably be expected to outweigh the public interest benefits of such communication.

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

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

1. As required by the Companies (Auditor's Report) Order, 2016 ("the Order"), issued by the Central Government of India in terms of sub-section (11) of section 143 of the Companies Act, 2013, the report is attached as an "Annexure A".



2. As required by Section 143 (3) of the Act, we report that:

- a) We have sought and obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of our audit.
- b) In our opinion, proper books of account as required by law have been kept by the Company so far as it appears from our examination of those books.
- c) The Balance Sheet, the Statement of Profit and Loss dealt with by this Report are in agreement with the books of account.
- d) In our opinion, the aforesaid financial statements comply with the Accounting Standards specified under Section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014.
- e) None of the directors is disqualified as on 31st March, 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 over financial reporting of the Company and the operating effectiveness of such controls, the report is attached as an "**Annexure B**".
- g) With respect to the matter to be included in the Auditor's Report under section 197(16), In our opinion and according to the information and explanations given to us, the remuneration paid by the Company to its directors during the current year is in accordance with the provisions of section 197 of the Act. The remuneration paid to any director is not in excess of the limit laid down under section 197 of the Act. The Ministry of Corporate Affairs has not prescribed other details under section 197(16) which are required to be commented upon by us.
- h) With respect to the other matters to be included in the Auditor's Report in accordance with Rule 11 of the Companies (Audit and Auditors) Rules, 2014, in our opinion and to the best of our information and according to the explanations given to us:
  - i. There are ongoing proceedings against Company by an employee for illegal termination and gratuity recovery. Due to ongoing case, company has Contingent liability of Rs. 0.91 lakhs and same has been disclosed as Contingent Liability in Financials in Para VI.
  - 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 have been advanced or lend or invested (either from borrowed funds or any other sources) by the Company to/in any person or entity ("Intermediary"), with the understanding, whether recorded in writing or otherwise, that the Intermediary shall, directly or indirectly lend or invest, in any person or entity, identified in any manner whatsoever ("Ultimate Beneficiaries"), by or on behalf of the Company or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries;

b) The management has represented that, to the best of its knowledge and belief, no funds have been received by the Company from any person or entity ("Funding Parties"), with the understanding, whether recorded in writing or otherwise, that the Company shall, directly or indirectly, lend or invest in any person or entity identified in any manner whatsoever ("Ultimate Beneficiaries") by or on behalf of the Funding Party or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries.

c) Based on the audit procedures adopted by us, nothing has come to our attention that has caused us to believe that the representations made by the management under sub clause (a) & (b) above, contain any material misstatement.

v. The Company has not declared or paid any dividend, during the year.

vi. Based on our examination, the company has used such accounting software for maintaining its books of account which has a feature of recording audit trail (edit log) facility but the same has not been activated and thus, has not been operated throughout the year for the transactions recorded in the software as per the statutory requirements for record retention.

**For KHURANA SHARMA & CO**

**Chartered Accountants**

**FRN: 010920N**



**(RAHV KHURANA)**

**PARTNER**

**Membership No. - 089478**

**UDIN: 24089478BKELYJ6762**

**Date: 20.06.2024**

**Place: Chandigarh**

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

**(Referred to in paragraph 5 of our report of even date on accounts of CASH UR DRIVE MARKETING LIMITED for the period ended 31<sup>ST</sup> March, 2024).**

- i. a) The Company has maintained proper records showing full particulars, including quantitative details and situation of Property, Plant & Equipment.
- b) The Company has a regular programmer of physical verification of its fixed assets by which all fixed assets are verified in a phased manner, over a period of three years. In our opinion, the periodicity of physical verification is reasonable having regarding to the size of the Company and nature of its assets. No material discrepancies were noticed on such verification.
- c) According to the information and explanations given by the management & on the basis of examination of the records of the Company, the title deeds of immovable properties are held in the name of the Company.
- d) According to the information and explanations given to us and on the basis of our examination of the records of the Company, the company has not revalued its Property, Plant and Equipment (including Right of Use assets) or intangible assets during the year. Accordingly, the reporting under Clause 3(i)(d) of the Order is not applicable to the Company.
- e) According to the information and explanations given to us and on the basis of our examination of the records of the Company, no proceedings have been initiated or are pending against the company for holding any benami property under the Benami Transactions (Prohibition) Act, 1988 (45 of 1988) and rules made there under.
- ii. a) As explained to us & on the basis of the records examined by us, in our opinion, physical verification of inventory has been conducted at reasonable intervals by the management. In our opinion, the coverage and procedure of such verification by the management is appropriate. No discrepancies of 10% or more in the aggregate for each class of inventory were noticed on physical verification of stocks by the management as compared to book records.
- b) No working capital limit in excess of five (5) crore rupees has been sanctioned to the Company.
- iii. a) During the year, the Company has not stood any guarantee or provided security to companies, firms, limited liability partnerships, or any other parties. The Company has provided loans, advances in the nature of loans to companies. Aggregate amount granted during the year amounts to Rs. 380.43 Lakhs. Balance outstanding as at balance sheet date in respect of them is Rs. 145.45 Lakhs.
- b) During the year, loans and advances granted in the nature of loans to companies and other parties are not prejudicial to the Company's interest.



c) In respect of loans and advances in the nature of loans, as per agreements, loan and interest thereon is repayable at the time of expiry of tenure of loan.

d) No amounts of loans and advances in the nature of loans granted to companies are overdue for more than ninety days as no amount became due during the year.

e) There were no loans or advance in the nature of loan granted to companies fallen due during the year, that have been renewed or extended or fresh loans granted to settle the overdues of existing loans given to the same parties.

f) The Company has granted loans or advances to companies in the nature of loans, repayable at the time of expiry of tenure of loan. Aggregate amount of such loans and advances is Rs. 380.43 Lakhs and percentage thereof to the total loans granted during the year is 100%. The companies to whom the advances are made are related parties as defined in clause (76) of section 2 of the Companies Act, 2013.

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

iv. According to the information and explanations given to us, the Company has granted loans or provided any guarantees or security to the parties covered under Section 185(2) of the Companies Act, 2013 after complying with the provision of this section. However, company has granted advance to director, amounting to Rs. 10.05 Lakhs, which is a contravention to section 185(1). The Company has also complied with the provisions of Section 186 of the Companies Act, 2013.

However, special resolutions passed in compliance to provisions of section 185(2) and 186 were not filed with Registrar.

v. According to the information and explanations given to us, the Company has not accepted deposits from the public in terms of provisions of sections 73 to 76 of the Companies Act, 2013 therefore reporting under this clause is not applicable.

vi. According to the information and explanations given to us, the Central Government has not prescribed the maintenance of cost records under Section 148(1) of the Companies Act, 2013.

Accordingly, paragraph 3(vi) of the Order is not applicable.

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



According to the information and explanations given to us, no undisputed amounts payable, in respect of Employees' State Insurance, Provident Fund, Income Tax, GST, Duty of Customs and other material statutory dues were in arrears, as on 31<sup>st</sup> March, 2024, for a period of more than six months from the date they became payable. However, CSR liability of Rs. 6.86 lakhs is due for more than six months from date it become payable.

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

| Nature of Statute               | Nature of Dues   | Period for which amount payable | Amount (in lakhs) |
|---------------------------------|--|---------------------------------|-------------------|
| Income Tax Act, 1961            | Income Tax   | Assessment Year: 2018-19        | 0.32              |
|                                 | Income Tax   | Assessment Year: 2021-22        | 88.28             |
|                                 | Income Tax   | Assessment Year: 2022-23        | 15.94             |
|                                 | Income Tax   | Assessment Year: 2023-24        | 69.67             |
| Goods and Service Tax Act, 2017 | Goods and Service Tax                                  | Financial Year: 2017-18         | 5.81              |
|                                 | Goods and Service Tax                                  | Financial Year: 2018-19         | 582.69            |
|                                 | Goods and Service Tax                                  | Financial Year: 2019-20         | 43.36             |
|                                 | Goods and Service Tax                                  | Multiple Financial Years        | 125.82            |
|                                 | Clarification regarding discrepancies in returns filed | Financial Year: 2019-20         | 16.36             |
|                                 | Clarification regarding discrepancies in returns filed | Financial Year: 2020-21         | 88.77             |
|                                 | Clarification regarding discrepancies in returns filed | Financial Year: 2021-22         | 23.50             |
| Employees'                      | Provident Fund   | Multiple                        | 1.79              |



|                             |  |                 |  |
|-----------------------------|--|-----------------|--|
| Provident Fund<br>Act, 1952 |  | Financial Years |  |
|-----------------------------|--|-----------------|--|

- viii. According to the information and explanations given by the management, transactions recorded in the books of account have been surrendered or disclosed as income during the year in the tax assessments under the Income Tax Act, 1961.
- ix. a) According to the information & explanations given to us and on the basis of verification of records, the Company has not defaulted in repayment of loans or borrowings to Banks/Financial Institutions, during the year. The Company, during the year, has not borrowed/raised Loans from Government and has not issued any debentures.
- b) According to the information and explanations given by the management, the company has not been declared willful defaulter by any bank or financial institution or other lender;
- c) In our opinion and according to the information and explanations given by the management, the Company has utilized the money obtained by way of term loans during the year for the purposes for which they were obtained.
- d) In our opinion and according to the information and explanations given by the management, funds raised on short term basis have not been utilized for long term purposes.
- e) In our opinion and according to the information and explanations given by the management, the company has not taken any funds from any entity or person on account of or to meet the obligations of its subsidiaries, associates or joint ventures,
- f) In our opinion and according to the information and explanations given by the management, the company has not raised loans during the year on the pledge of securities held in its subsidiaries, joint ventures or associate companies.
- x. a) According to the information & explanations given to us, the Company did not raise any money by way of initial public offer or further public offer (including debt instruments) during the period.  
Loan availed by the Company, were prima-facie, applied by the Company, during the year, for the purposes for which loans were obtained.
- b) The company has not made any preferential allotment or private placement of shares or convertible debentures (fully, partially or optionally convertible) during the period.
- xi. a) According to the information and explanations given by the management, no fraud by the company or any fraud on the company has been noticed or reported during the year;



- b) No report under sub-section (12) of section 143 of the Companies Act has been filed by the auditors in Form ADT-1 as prescribed under rule 13 of Companies (Audit and Auditors) Rules, 2014 with the Central Government;
  - c) According to the information and explanations given to us by the management, no whistle-blower complaints had been received by the company.
- xii. According to the information & explanations given to us, the Company is not a Nidhi Company. Accordingly, paragraph 3(xii) of the Order is not applicable.
- xiii. According to the information and explanations given to us and based on our examination of the records of the Company, transactions with the related parties are in compliance with Section 188 of the Act, where applicable, and details of such transactions have been disclosed in the financial statements as required by the applicable accounting standards. Section 177 is not applicable to the company.
- xiv. The company is not covered by section 138 of the Companies Act, 2013, related to appointment of internal auditor of the company. Therefore, the company is not required to appoint any internal auditor. Therefore, the provisions of Clause (xiv) of paragraph 3 of the order are not applicable to the Company.
- xv. According to the information and explanations given to us, during the year, the Company has not entered into any non-cash transactions with its Directors or persons connected to its Directors and hence provisions of Section 192 of the Companies Act, 2013 are not applicable.  
Accordingly, paragraph 3(xv) of the Order is not applicable.
- xvi. a) In our Opinion and based on our examination, the Company is not required to be registered under section 45-IA of the Reserve Bank of India Act, 1934 (2 of 1934).  
b) In our Opinion and based on our examination, the Company has not conducted any Non-Banking Financial or Housing Finance activities without a valid Certificate of Registration (CoR) from the Reserve Bank of India as per the Reserve Bank of India Act, 1934,  
c) In our Opinion and based on our examination, the Company is not a Core Investment Company (CIC) as defined in the regulations made by the Reserve Bank of India.  
d) According to the information and explanations given by the management, the Group does not have not more than one CIC as part of the Group.
- xvii. Based on our examination, the company has not incurred cash losses in the financial year and in the immediately preceding financial year.



xviii. There has been no resignation of the statutory auditors during the year.

xix. On the information obtained from the management and audit procedures performed, the auditor's knowledge of the Board of Directors and management plans, we are of the opinion that no material uncertainty exists as on the date of the audit report that company is capable of meeting its liabilities existing at the date of balance sheet as and when they fall due within a period of one year from the balance sheet date.

xx. The provision of section 135 is applicable on the company. Outstanding amount for CSR expense as at 31<sup>st</sup> March, 2024 is Rs. 16.60 lakhs. An amount of 17 lakhs was deposited in Escrow account/CSR Unspent account in the month of April, 2024.

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



**(RAJIV KHURANA)**  
**PARTNER**  
**Membership No. - 089478**

**UDIN: 24089478BKELYJ6762**  
**Date: 20.06.2024**  
**Place: Chandigarh**

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

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

**Opinion**

We have audited the internal financial controls over financial reporting of **Cash Ur Drive Marketing Limited** for period ended 31.03.2024 in conjunction with our audit of the financial statements of the Company for the year ended on that date.

In our opinion, the Company has, in all material respects, an adequate internal financial controls system over financial reporting and such internal financial controls over financial reporting were operating effectively as at 31.03.2024, based on the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting issued by the Institute of Chartered Accountants of India.

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

The Company's management is responsible for establishing and maintaining internal financial controls based on the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls over Financial Reporting issued by the Institute of Chartered Accountants of India (ICAI). These responsibilities include the design, implementation and maintenance of adequate internal financial controls that were operating effectively for ensuring the orderly and efficient conduct of its business, including adherence to Company's policies, the safeguarding of its assets, the prevention and detection of frauds and errors, the accuracy and completeness of the accounting records and the timely preparation of reliable financial information, as required under the Companies Act, 2013.

**Auditor's Responsibility**

Our responsibility is to express an opinion on the Company's internal financial controls over financial reporting based on our audit. We conducted our audit in accordance with the Guidance Note on Audit of Internal Financial Controls over Financial Reporting and the Standards on Auditing, issued by ICAI and deemed to be prescribed under Section 143(10) of the Companies Act, 2013, to the extent applicable to an audit of internal financial controls, both applicable to an audit of Internal Financial Controls and, both issued by the Institute of Chartered



Accountants of India. Those Standards and the Guidance Note require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether adequate internal financial controls over financial reporting was established and maintained and if such controls operated effectively in all material respects.

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

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

### **Meaning of Internal Financial Controls over Financial Reporting**

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

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

Because of the inherent limitations of internal financial controls over financial reporting, including the possibility of collusion or improper management override of controls, material misstatements due to error or fraud may occur and not be detected. Also, projections of any evaluation of the internal financial controls over financial reporting to future periods are subject to the risk that the internal financial control over financial reporting may become inadequate



because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

**For KHURANA SHARMA & CO  
CHARTERED ACCOUNTANTS  
Firm Registration No.: - 010920N**



**RAJIV KHURANA  
(PARTNER)  
Membership No.: 089478**

**UDIN: 24089478BKELYJ6762  
Dated: 20.06.2024  
Place: Chandigarh**

**CASH UR DRIVE MARKETING LIMITED**

Notes to accounts for the period ended March 31, 2024

**Notes to accounts:**

**I GST Payable on Advance:**

As per the provisions laid down under the Central Goods and Service Tax Act, 2017, in case of supply of services, the entity is required to pay GST on the earliest of:

- a. Date of issue of invoice
- b. Date of receipt of payment/advance
- c. Date on which invoice should be issued

The entity has received advance against the supply of services but GST amount of Rs. 16.52 on the same is not deposited.

**II Employee Benefits:**

**Gratuity:** In accordance with the Payment of Gratuity Act, 1972, the company provides gratuity, a benefit plan covering eligible employees. The Gratuity plan provides a lump sum payment to vested employees at retirement, death, incapacitation or termination of employment, of an amount based on the respective employee's salary and the tenure of employment.

Company has made provision for Gratuity Liability in current year which also includes provisioning of last financial years, whose effect has been taken as Prior Period Item and current year's provision has been made through Profit and Loss account.

**Leave Encashment:** Leave Encashment refers to compensation or payment made in return for unused leaves. Employees can encash their accumulated leave at any moment during their employment, while retiring or continuing to work, while leaving the organization, or as per the organization's policy.

The company does not have any defined policy for the employees to avail their unavailed leaves. Thus, unavailed leaves, if any shall lapse at the end of the financial year. As a result, there shall be no outstanding leaves as at 31<sup>st</sup> March and thus, the company doesn't create any provision for the same.

**III Closing Stock:**

The company deals mainly in service industry (advertising) but also sometimes deals in various products ranging from edible foods to electronics. The opening stock as on 01.04.2023 consisted of Ice cream which has a limited shelf life and had been written off in current year. The closing stock as on 31.03.2024 consists of electronic speakers.

**IV Consumable and conveyance Expenses:**

There has been a considerable increase in consumable and conveyance expenses as compared to previous years.

Management representation has been provided to statutory auditor in this regard, according to which, during the previous years most of the projects were outsourced but during current period work is executed by team itself.

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

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

**VI Contingent Liability:**

- There are outstanding demands as on balance sheet date raised by the Income Tax Department. These include demand raised u/s 153C for the Assessment year 2018-19 of Rs. 0.32 lakhs, u/s 143(3) for Assessment year 2021-22 of Rs. 88.28 lakhs, u/s 154 for Assessment year 2022-23 of Rs. 15.94 lakhs and u/s 143(1)(a) for Assessment year 2023-24 of Rs. 69.67 lakhs with Income Tax Department.
- There are ongoing proceedings against Company by an employee for illegal termination and gratuity recovery. Due to ongoing case company has Contingent liability of Rs. 0.91 lakhs.
- Company has outstanding demand of GST of Rs. 5.81 lakhs for financial year 2017-18, Rs. 582.69 lakhs for financial year 2018-19, Rs. 43.36 lakhs for financial year 2019-20. Clarifications have been demanded under GST regarding discrepancies in returns filed of Rs. 16.36 lakhs for financial year 2019-20, Rs. 88.77 lakhs for financial year 2020-21, Rs. 23.50 lakhs for financial year 2021-22 and a demand of Rs. 125.82 lakhs regarding excess ITC claimed in different financial years as on date of balance sheet.
- Other contingencies related to EPF of Rs. 1.79 lakhs and Performance and Financial Guarantees of Rs. 95.50 lakhs and Rs. 97.18 lakhs respectively.

**VII Comparative Financial Statements:**

As per AS -1, "Presentation of Financial Statements", an entity shall present comparative information in respect of the preceding period for all amounts reported in the current period's financial statements. An entity shall include comparative information for narrative and descriptive information if it is relevant to understanding the current period's financial statements.

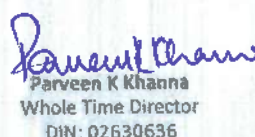
An entity shall present, as a minimum, two balance sheets, two statements of profit and loss, two statements of cash flows and two statements of changes in equity, and related notes.

**VIII GST Input Reversal:**

As per rule 37 of CGST Act, 2017, if a registered taxpayer has availed ITC on the supply of goods and/or services but has yet to pay for the supply along with tax payable on it within 180 days of the issue of the invoice, the ITC claim will be reversed.

In certain cases, reversal of ITC on payment exceeding 180 has not been made by the company amounting to Rs 392.12 lakhs. The impact of the same has been accounted for but is pending to be reversed on GST portal.

  
Rajesh Khanna  
Managing Director  
DIN: 02496328

  
Parveen K Khanna  
Whole Time Director  
DIN: 02630636

  
Ruchi Jindal  
CFO

**CASH UR DRIVE MARKETING LIMITED**  
Notes to accounts for the period ended March 31, 2024

Also during the year company has written back the Creditors amounting 418.74 lakhs for which ITC to be reversed on GST portal of Rs. 10.45 lakhs.

**IX Items debited/credited in Reserves and Surplus, instead of Profit & Loss:**

Certain items have been debited and credited in Reserves and Surplus instead of Profit & Loss, as these items relate to the previous years and thus are adjusted against Reserves and Surplus which is also generated in previous years. Items debited being GST Penalty amounting to Rs. 976.52 lakhs and Unclaimed GST Input amounting to Rs. 54.48 lakhs. Items credited being Income Tax Refund amounting to Rs. 4.51 lakhs and Income Tax Provision of previous year amounting to Rs. 2.94 lakhs.

**X Sale/Work Order:**

Services are provided in accordance with sale/ work orders received. However, there are some discrepancies during the year, as specified below:

As per Purchase/Work orders received from Easy trip Planners dated 19<sup>th</sup> January 2024, Place of supply is Delhi but as per Sale Invoice issued services has been provided in Ayodhya.

No place of service has been mentioned in Purchase/Work order No 4100100166 placed by Anmol Industries Ltd dated 26.02.2024.

Purchase/Work order has not been received against invoice no. THT/UP/FY24/0608 dated 30.12.2023 amounting Rs. 21.60 lakhs issued to Odissy innovative Private Limited.

**XI Loan and advances by Company:**

As per section 185, No company shall, directly or indirectly, advance any loan, including any loan represented by a book debt to, or give any guarantee or provide any security in connection with any loan taken by,—

- (a) any director of company, or of a company which is its holding company or any partner or relative of any such director; or
- (b) any firm in which any such director or relative is a partner.

A company may advance any loan including any loan represented by a book debt, or give any guarantee or provide any security in connection with any loan taken by any person in whom any of the directors of the company is interested, subject to the condition that a special resolution is passed by the company in general meeting.

However, Company has provided advance to director, amounting to Rs. 10.05 lakhs. Company has also provided advances to companies in which director is interested and to firm in which such director is partner, aggregating to Rs. 380.43 lakhs, for which Special resolutions have been passed but not filed with ROC in Form MGT-14.

The loans advanced by the company are not on arms' length basis, on ground that interest has not been received on them. According to the agreements, the interest is receivable at the time of repayment of such loans and advances.

**XII Unsecured Loans:**

Company has taken certain unsecured loans, amounting to Rs. 209.42 lakhs, not on arm's length basis, as interest has not been provided in books because as per the agreements interest is payable at the time of maturity of respective loans.

**XIII Advances to Suppliers:**

Company has given advances to suppliers older than 1 years. Suppliers were e-mailed requesting balance confirmations for the same, in relation to which confirmations were received from some of them. However, no revert was received from the rest despite numerous efforts.

**XIV Loans to Employees:**

Company has provided loans to Employees of Rs. 1.01 lakhs which will be adjusted with future salary.

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

Creditors and Debtors were e-mailed requesting balance confirmations, in relation to which confirmations were received from some of them. Balance confirmation has not been done in number of the cases.

**XVI Classification of Creditors:**

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

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

**XVII Deemed Dividend u/s 2(22)(e) of Income Tax Act:**

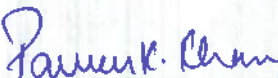
According to Section 2(22)(e) of Income Tax Act, when a company in which the public are not substantially interested, extends a loan or an advance to:

- a. any of its shareholders who has more than 10% voting power in the company; or
- b. to any concern in which such shareholder is substantially interested; or
- c. for the individual benefit of such shareholder; or
- d. on behalf of such shareholder,

to the extent the company has accumulated profits, such payment would be deemed as a dividend.

Company has provided loan to Tecfin Enterprises Private Limited in which Director is substantially interested, thus, attracting this provision.

  
Raghu Khanna  
Managing Director  
DIN: 02496328

  
Parveen K Khanna  
Whole Time Director  
DIN: 02630636

  
Ruchi Jindal  
CFO

**CASH UR DRIVE MARKETING LIMITED**  
**Notes to accounts for the period ended March 31, 2024**

**XVIII Related party Transactions:**

| Name of related parties                         | Nature of transaction     | Amount (In Lakhs) |
|---|---------------------------|-------------------|
| Acur Media                                      | Interest on Loan Paid     | 31.05             |
| Acur Media                                      | Unsecured Loans           | 179.42            |
| Acur Media                                      | Purchases                 | 10.62             |
| Acur Media                                      | Rental Income             | 0.83              |
| Acur Media                                      | Sales                     | 14.27             |
| Admate Technologies Private Limited             | Purchases                 | 19.94             |
| Admate Technologies Private Limited             | Sales                     | 27.44             |
| All White Communications LLP                    | Purchases                 | 30.72             |
| All White Communications LLP                    | Sales                     | 4.25              |
| Cash Ur Drive Electric Vehicles Private Limited | Loans and Advances        | 53.31             |
| Cash Ur Drive Electric Vehicles Private Limited | Purchases                 | 58.34             |
| Cash Ur Drive Electric Vehicles Private Limited | Rental Income             | 2.78              |
| Cityscape Integrated Media                      | Purchases                 | 19.47             |
| Cityscape Integrated Media                      | Sales                     | 59.72             |
| CUD Digital                                     | Purchases                 | 826.36            |
| CUD Digital                                     | Rental Income             | 19.09             |
| Frappe Ads                                      | Purchases                 | 92.75             |
| Frappe Ads                                      | Sales                     | 341.64            |
| Knowledge Informatics Private Limited           | Interest on Loan received | 2.52              |
| Knowledge Informatics Private Limited           | Loans and Advances        | 83.00             |
| Kolkata Call Taxi Private Limited               | Interest on Loan Paid     | 30.87             |
| Kolkata Call Taxi Private Limited               | Unsecured Loans           | 30.00             |
| Kolkata Call Taxi Private Limited               | Purchases                 | 36.09             |
| Parveen Kumari Khanna                           | Director Remuneration     | 30.00             |
| Parveen Kumari Khanna                           | Loans and Advances        | 10.05             |
| Raghu Khanna                                    | Director Remuneration     | 132.00            |
| Sahir Exports                                   | Purchases                 | 3.06              |
| Sahir Exports                                   | Rental Income             | 3.09              |
| Tecfin Enterprises Private Limited              | Interest on Loan received | 57.14             |
| Tecfin Enterprises Private Limited              | Loans and Advances        | 244.12            |
| Tecfin Enterprises Private Limited              | Rental Expense            | 47.23             |
| Tecfin Enterprises Private Limited              | Rental Income             | 3.57              |
| Trajectore Works                                | Interest on Loan Paid     | 7.20              |
| Trajectore Works                                | Sales                     | 124.02            |
| US Advertising Private Limited                  | Purchases                 | 210.08            |
| US Advertising Private Limited                  | Sales                     | 59.00             |

  
**Raghu Khanna**  
Managing Director  
DIN: 02496328

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

  
**Ruchi Jindal**  
CFO

**CASH UR DRIVE MARKETING LTD.  
BALANCE SHEET AS AT 31st March, 2024**

| Particulars  | Note No | Amount in lakhs for the Current Year<br>31.03.2024 | Amount in lakhs for the Previous Year<br>31.03.2023 |
|--|---------|--|---|
| <b>I. EQUITY AND LIABILITIES</b>   |         |  |   |
| <b>(1) Shareholders' Funds</b>   |         |  |   |
| (a) Share Capital  | 1       | 600.00   | 10.00   |
| (b) Reserves and Surplus   | 2       | 1605.84  | 2033.75   |
| <b>(2) Non-Current Liabilities</b>   |         |  |   |
| (a) Long-term borrowings   | 3       | 27.40  | 506.36  |
| (b) Long-term provisions   | 4       | 28.36  | 0.00  |
| <b>(3) Current Liabilities</b>   |         |  |   |
| (a) Short-term borrowings  | 6       | 18.05  | 16.28   |
| (b) Trade payables   | 5       |  |   |
| - total outstanding dues of micro enterprises and small enterprises; and                 |         | 68.09  | 66.91   |
| - total outstanding dues of creditors other than micro enterprises and small enterprises |         | 6118.79  | 3204.44   |
| (c) Other current liabilities  | 6       | 2192.51  | 1900.13   |
| (d) Short-term provisions  | 7       | 26.76  | 21.47   |
| <b>Total</b>   |         | <b>10685.81</b>                                    | <b>7759.34</b>                                      |
| <b>II. Assets</b>  |         |  |   |
| <b>(1) Non-current assets</b>  |         |  |   |
| (a) Property , Plant and Equipment   | 8       |  |   |
| (i) Tangible assets  |         | 95.97  | 104.35  |
| (ii) Intangible assets   |         | 0.00   | 0.16  |
| (iii) Capital work-in-progress   |         | 49.90  | 0.00  |
| (b) Non-current investments  | 9       | 1762.86  | 746.22  |
| (c) Deferred tax asset   | 10      | 20.73  | 8.80  |
| (d) Long term loans and advances   | 11      | 125.96   | 885.78  |
| (e) Other non-current assets   | 12      | 316.72   | 148.94  |
| <b>(2) Current assets</b>  |         |  |   |
| (a) Inventories  | 13      | 37.91  | 280.83  |
| (b) Trade receivables  | 14      | 3714.05  | 3372.42   |
| (c) Cash and cash equivalents  | 15      | 2843.54  | 928.46  |
| (d) Short-term loans and advances  | 16      | 1519.59  | 909.88  |
| (e) Other current assets   | 17      | 198.59   | 373.51  |
| <b>Total</b>   |         | <b>10685.81</b>                                    | <b>7759.34</b>                                      |

As per our report of even date annexed

For Khurana Sharma and Co.  
Chartered Accountants



Rajiv Khurana  
M.No. 089478

Place: Chandigarh  
UDIN: 24089478BKELYJ6762  
Dated: 20-06-2024

For and on behalf of board  
Cash ur Drive Marketing Limited

For Cash ur Drive Marketing Limited For Cash ur Drive Marketing Limited

Raghu Khanna  
(Managing Director)  
DIN: 02496328

Parveen K Khanna  
(Whole Time Director)  
DIN: 02630636

For Cash ur Drive Marketing Limited

Ruchi Jindal  
(Chief Financial Officer)  
PAN: BOTPJ8365K

Abhineet Sharma  
(Company Secretary)  
M. NO. 60242

**CASH UR DRIVE MARKETING LTD.**  
**STATEMENT OF PROFIT AND LOSS FOR THE YEAR ENDED 31st March, 2024**

|       | Particulars   | Note No | Amount in lakhs for the Current Year<br>31.03.2024 | Amount in lakhs for the Previous Year<br>31.03.2023 |
|-------|---|---------|--|---|
| I.    | Revenue from operations   | 18      | 10188.55   | 8180.42   |
| II.   | Other Income  | 19      | 910.30   | 122.86  |
| III.  | <b>Total Revenue (I + II)</b>   |         | <b>11098.85</b>                                    | <b>8303.27</b>                                      |
| IV.   | <u>Expenses:</u>  |         |  |   |
|       | Cost of Services  | 20      | 7662.13  | 6340.57   |
|       | Purchase of Stock-in-Trade  |         | 0.00   | 0.00  |
|       | Changes in inventories of finished goods, work-in-progress and Stock-in-Trade |         | -37.91   | 0.00  |
|       | Employee benefit expense  | 21      | 610.93   | 526.52  |
|       | Financial costs   | 22      | 74.02  | 5.27  |
|       | Depreciation and amortization expense   |         | 20.29  | 23.84   |
|       | Other expenses  | 23      | 1157.16  | 665.93  |
|       | <b>Total Expenses</b>   |         | <b>9486.63</b>                                     | <b>7562.14</b>                                      |
| V.    | Profit before exceptional and extraordinary items and tax (III - IV)          |         | 1612.22  | 741.14  |
| VI.   | Prior Period Items  | 24      | -63.15   | 0.00  |
| VII.  | Exceptional Items   |         | 0.00   | 0.00  |
| VIII. | Profit before extraordinary items and tax (V - VI - VII)                      |         | 1549.07  | 741.14  |
| IX.   | Extraordinary Items   |         | 0.00   | 0.00  |
| X.    | Profit before tax (VIII - IX)   |         | 1549.07  | 741.14  |
| XI.   | Tax expense:  |         |  |   |
|       | (1) Current tax   | 7       | 375.36   | 186.29  |
|       | (2) Deferred tax  | 10      | -11.93   | -0.87   |
| XII.  | Profit/(Loss) from the period from continuing operations (X-XI)               |         | 1185.64  | 555.72  |
| XIII. | Profit/(Loss) from discontinuing operations                                   |         | 0.00   | 0.00  |
| XIV.  | Tax expense of discounting operations   |         | 0.00   | 0.00  |
| XV.   | Profit/(Loss) from Discontinuing operations (XIII - XIV)                      |         | 0.00   | 0.00  |
| XVI.  | Profit/(Loss) for the period (XII + XV)                                       |         | 1185.64  | 555.72  |
| XVII. | Earning per equity share:   |         |  |   |
|       | (1) Basic   | 25      | 57.22  | 613.75  |
|       | (2) Diluted   | 25      | 57.22  | 613.75  |

As per our report of even date annexed

For and on behalf of board  
Cash ur Drive Marketing Limited

For Khurana Sharma and Co.  
Chartered Accountants  
  
Rajiv Khurana  
M.No. 089478

For Cash ur Drive Marketing Limited  
  
Raghu Khanna  
(Managing Director)  
DIN: 02496328

For Cash ur Drive Marketing Limited  
  
Parveen K Khanna  
(Whole Time Director)  
DIN: 02630636

Place: Chandigarh  
UDIN: 24089478BKELYJ6762  
Dated: 20-06-2024

For Cash ur Drive Marketing Limited  
  
Ruchi Jindal  
(Chief Financial Officer)  
DIN: 02496328

  
Abhineet Sharma  
(Company Secretary)  
M. NO. 60242

| CASH UR DRIVE MARKETING LIMITED<br>Statement of Cash Flows  |   |   |
|---|---|---|
| PARTICULARS   | Figures for the year ending<br>31.03.2024 | Figures for the year ending<br>31.03.2023 |
| <b>Cash flows from operating activities</b>   |   |   |
| Profit before taxation  | 154,807,319.96                            | 74,113,707.96                             |
| <b>Adjustments for non-operating and non-cash transactions:</b>   |   |   |
| Depreciation  | 2,029,451.07                              | 2,384,291.52                              |
| Finance Cost  | 7,438,902.51                              | 61,223.57                                 |
| Advance to suppliers written back   | 732,474.00                                | -   |
| Advance from customers written back   | (5,300,605.93)                            | -   |
| Bad Debts   | 15,515,400.01                             | -   |
| Creditors written back  | (42,120,596.49)                           | -   |
| Discount Received   | (228,840.00)                              | -   |
| GST Penalty   | (97,651,767.00)                           | -   |
| Income from Rental & Leasing Services   | (4,325,261.00)                            | (3,899,000.00)                            |
| Interest Income   | (13,258,795.22)                           | (3,714,000.00)                            |
| Inventory written off   | 28,083,114.90                             | -   |
| Loan and Advances written back  | 16,866,000.38                             | -   |
| Long term Capital Gain  | (18,474,095.87)                           | (764,201.69)                              |
| Provision for Gratuity  | 3,145,418.00                              | -   |
| Unclaimed GST Input   | (5,448,202.18)                            | -   |
| <b>Working capital changes:</b>   |   |   |
| Increase/(Decrease) in Trade Payables   | 333,902,092.10                            | 158,344,686.28                            |
| Increase/(Decrease) in Other Current Liabilities  | 34,539,019.45                             | 7,063,100.60                              |
| (Increase)/Decrease in Trade Receivables  | (49,677,603.79)                           | (225,899,446.06)                          |
| (Increase)/Decrease in Inventories  | (3,790,837.90)                            | -   |
| (Increase)/Decrease in Short Term Loans and Advances  | (61,704,022.44)                           | 37,379,888.96                             |
| (Increase)/Decrease in Other Current Assets   | 17,491,983.61                             | (37,009,137.37)                           |
| (Increase)/Decrease in Advance Tax/TDS/TCS net off from Provision of Income Tax   | (18,687,783.41)                           | -   |
| Cash generated from operations  | 293,982,764.76                            | 8,061,113.80                              |
| Less: Income tax paid   | (18,334,618.00)                           | (14,160,928.00)                           |
| Add: Income Tax Refund  | 450,857.00                                | -   |
| <b>Net cash from/(used in) operating activities</b>   | <b>276,099,003.76</b>                     | <b>(6,099,814.20)</b>                     |
| <b>Cash flows from investing activities</b>   |   |   |
| Additions in Tangible & Intangible Assets   | (1,349,246.65)                            | (1,621,532.63)                            |
| Capital work in progress  | (4,988,800.00)                            | -   |
| Purchase of Non-Current Investments   | (107,191,720.32)                          | -   |
| Purchase of Current Investments   | -   | (95,029,453.10)                           |
| Purchase of Other Non-Current Assets  | (16,777,524.96)                           | -   |
| Proceeds from Sale of Intangible Asset  | 173,597.75                                | -   |
| Proceeds from Sale of Non-Current Investments   | 5,527,896.36                              | -   |
| Proceeds from Sale of Current Investments   | -   | 21,091,201.00                             |
| Long Term Loans & Advances received   | 59,115,393.67                             | -   |
| LTCG  | 18,474,095.87                             | 764,201.69                                |
| Interest income   | 13,258,795.22                             | 3,714,000.00                              |
| Rental & Leasing Service  | 4,325,261.00                              | 3,899,000.00                              |
| <b>Net cash from/(used in) investing activities</b>   | <b>(29,433,252.06)</b>                    | <b>(67,182,583.04)</b>                    |
| <b>Cash flows from financing activities</b>   |   |   |
| Proceeds from long-term borrowings  | -   | 42,969,705.19                             |
| Repayment of long-term borrowings   | (47,896,402.94)                           | (6,049,463.15)                            |
| Proceeds of short term borrowings   | 177,588.44                                | -   |
| Finance Cost  | (7,438,902.51)                            | (61,223.57)                               |
| <b>Net cash from/(used in) financing activities</b>   | <b>(55,157,717.01)</b>                    | <b>36,859,018.47</b>                      |
| <b>Net Increase in cash and cash equivalents</b>  | <b>191,508,034.69</b>                     | <b>(36,423,378.77)</b>                    |
| Cash and cash equivalents at beginning of period  | 92,845,517.57                             | 46,628,744.74                             |
| Cash and cash equivalents at end of period  | 284,353,552.26                            | 10,205,365.97                             |
| <p>Notes: 1. The cash flow statement had been prepared under the "Indirect Method" as set out in AS-3.</p> <p>2. Cash and Cash Equivalents represent balances with banks, cheques in hand, cash in hand, imprest and bank deposits.</p> <p>3. Cash and cash equivalents at beginning of 2023-24 does not match with cash and cash equivalents at end of period of 2022-23 due to re-classification of imprest and bank deposits.</p> <p>4. GST Penalty and Unclaimed GST Input, being operating items, have been reduced as effect to them has been taken under Reserves and Surplus.</p> <p>As per our report of even date annexed</p> <p>For KHURANA SHARMA &amp; CO.<br/>Chartered Accountants<br/>FRN: 010820N</p> <p>For Cash ur Drive Marketing Limited</p> <p>For and on behalf of board<br/>Cash Ur drive Marketing Limited</p> <p>Director<br/>(Parveen K Khanna)<br/>DIN: 02630636</p> <p>Managing Director<br/>(Ruchi Jindal)<br/>DIN: 02430328</p> <p>Whole Time Director<br/>(Abhinav Sharma)<br/>DIN: 02430328</p> <p>Place: Chandigarh<br/>Dated: 20-06-2024</p> <p>For Cash ur Drive Marketing Limited</p> <p>For Cash ur Drive Marketing Limited</p> |   |   |

Chief Financial officer

Company Secretary

AS PER INCOME TAX, 1961

SCHEDULE OF FIXED ASSETS & DEPRECIATION FOR THE YEAR 2023-24

'Amount In Lakhs

| ASSETS                          | RATE OF DEPRECIATION | BALANCE AS ON 01.04.2023 | ADDITIONS BEFORE 03-10-2023 | ADDITIONS AFTER 03-10-2023 | SALES       | TOTAL         | DEPRECIATION FOR THE YEAR | BALANCE AS ON 31.03.2024 |
|---------------------------------|----------------------|--------------------------|-----------------------------|----------------------------|-------------|---------------|---------------------------|--------------------------|
| AIR CONDITIONER                 | 15%                  | 3.54                     | 0.00                        | 5.39                       | 0.00        | 8.93          | 0.94                      | 8.00                     |
| BIO PROXIMITY ATTENDANCE SYSTEM | 15%                  | 0.15                     | 0.00                        | 0.00                       | 0.00        | 0.15          | 0.02                      | 0.13                     |
| CAMERA                          | 15%                  | 2.13                     | 0.00                        | 0.00                       | 0.00        | 2.13          | 0.32                      | 1.81                     |
| CAR                             | 15%                  | 39.01                    | 4.60                        | 0.00                       | 0.00        | 43.61         | 6.54                      | 37.07                    |
| CCTV CAMERAS                    | 15%                  | 0.81                     | 0.00                        | 0.08                       | 0.00        | 0.88          | 0.13                      | 0.76                     |
| COMPUTER                        | 40%                  | 3.11                     | 0.00                        | 0.00                       | 0.00        | 3.11          | 1.24                      | 1.87                     |
| ELECTRICAL & FITTINGS           | 10%                  | 0.54                     | 0.00                        | 0.00                       | 0.00        | 0.54          | 0.05                      | 0.49                     |
| FURNITURE & FIXTURE             | 10%                  | 3.94                     | 0.00                        | 0.30                       | 0.00        | 4.24          | 0.41                      | 3.83                     |
| FIRE SAFETY EQUIPMENT           | 15%                  | 0.07                     | 0.00                        | 0.00                       | 0.00        | 0.07          | 0.01                      | 0.06                     |
| GOLF CART                       | 15%                  | 0.61                     | 0.00                        | 0.00                       | 0.00        | 0.61          | 0.09                      | 0.52                     |
| TRANSFORMER                     | 15%                  | 1.17                     | 0.00                        | 0.00                       | 0.00        | 1.17          | 0.18                      | 1.00                     |
| LAND AND BUILDING(C-37)         | 10%                  | 58.60                    | 0.00                        | 0.00                       | 0.00        | 58.60         | 5.86                      | 52.74                    |
| LAPTOP                          | 40%                  | 0.12                     | 0.00                        | 0.00                       | 0.00        | 0.12          | 0.05                      | 0.07                     |
| MOBILE PHONE                    | 15%                  | 4.86                     | 0.47                        | 0.00                       | 0.00        | 5.33          | 0.80                      | 4.53                     |
| GENERATOR                       | 15%                  | 1.34                     | 0.00                        | 0.00                       | 0.00        | 1.34          | 0.20                      | 1.14                     |
| OFFICE EQUIPMENT                | 15%                  | 5.59                     | 0.00                        | 0.00                       | 0.00        | 5.59          | 0.84                      | 4.75                     |
| REFRIGERATOR                    | 15%                  | 0.51                     | 0.00                        | 0.00                       | 0.00        | 0.51          | 0.08                      | 0.44                     |
| TELEPHONE                       | 15%                  | 0.35                     | 0.00                        | 0.00                       | 0.00        | 0.35          | 0.05                      | 0.30                     |
| TELEVISION                      | 15%                  | 9.68                     | 0.00                        | 0.00                       | 0.00        | 9.68          | 1.45                      | 8.22                     |
| WATER DISPENSER                 | 15%                  | 0.01                     | 0.00                        | 0.00                       | 0.00        | 0.01          | 0.00                      | 0.01                     |
| PRINTER                         | 40%                  | 0.18                     | 0.00                        | 0.00                       | 0.00        | 0.18          | 0.07                      | 0.11                     |
| SOFTWARE                        | 25%                  | 0.32                     | 1.13                        | 0.45                       | 1.74        | 0.16          | 0.16                      | 0.00                     |
| BATTERY & UPS                   | 15%                  | 0.24                     | 0.16                        | 0.00                       | 0.00        | 0.40          | 0.06                      | 0.34                     |
| ELECTRICAL EQUIPMENT            | 15%                  | 1.76                     | 0.00                        | 0.13                       | 0.00        | 1.89          | 0.27                      | 1.62                     |
| PROJECT UNDER CONSTRUCTION      |                      | 0.00                     | 38.33                       | 11.57                      | 0.00        | 49.90         |                           | 49.90                    |
| <b>TOTAL</b>                    |                      | <b>138.64</b>            | <b>44.69</b>                | <b>17.91</b>               | <b>1.74</b> | <b>199.51</b> | <b>19.83</b>              | <b>179.68</b>            |

AS PER COMPANIES ACT, 2013

SCHEDULE OF FIXED ASSETS & DEPRECIATION FOR THE YEAR 2023-24

'Amount In Lakhs

| ASSETS               | BALANCE AS ON 01.04.2023 | ADDITIONS    | SALES        | TOTAL         | DEPRECIATION | BALANCE AS ON 31.03.2024 |
|----------------------|--------------------------|--------------|--------------|---------------|--------------|--------------------------|
| AIR CONDITIONER      | 1.54                     | 5.39         | 0.00         | 6.93          | 0.56         | 6.37                     |
| CAMERA               | 1.02                     | 0.08         | 0.00         | 1.09          | 0.18         | 0.91                     |
| VEHICLE              | 20.23                    | 4.60         | 0.00         | 24.82         | 6.24         | 18.58                    |
| COMPUTER             | 2.80                     | 0.00         | 0.00         | 2.80          | 1.14         | 1.66                     |
| ELECTRICAL FITTING   | 1.35                     | 0.00         | 0.00         | 1.35          | 0.35         | 1.01                     |
| FURNITURE & FITTING  | 1.61                     | 0.30         | 0.00         | 1.90          | 0.40         | 1.50                     |
| LAPTOP               | 0.33                     | 0.00         | 0.00         | 0.33          | 0.17         | 0.16                     |
| MOBILE PHONE         | 0.81                     | 0.47         | 0.00         | 1.28          | 0.45         | 0.84                     |
| OFFICE EQUIPMENTS    | 2.09                     | 0.00         | 0.00         | 2.09          | 0.76         | 1.32                     |
| REFRIGRATOR          | 0.12                     | 0.00         | 0.00         | 0.12          | 0.00         | 0.12                     |
| TELEPHONE            | 0.20                     | 0.00         | 0.00         | 0.20          | 0.09         | 0.11                     |
| BIO MAX              | 0.09                     | 0.00         | 0.00         | 0.09          | 0.04         | 0.05                     |
| TELEVISION           | 6.99                     | 0.79         | 0.00         | 7.77          | 3.02         | 4.75                     |
| SOFA                 | 0.03                     | 0.00         | 0.00         | 0.03          | 0.00         | 0.03                     |
| LAND & BUILDING      | 62.32                    | 0.00         | 0.00         | 62.32         | 5.92         | 56.40                    |
| ELECTRIC GOLF CART   | 0.13                     | 0.00         | 0.00         | 0.13          | 0.00         | 0.13                     |
| TRANSFORMERS         | 1.16                     | 0.00         | 0.00         | 1.16          | 0.21         | 0.95                     |
| BUTTON PRESSING DIE  | 0.01                     | 0.00         | 0.00         | 0.01          | 0.00         | 0.00                     |
| BATTERIES            | 0.20                     | 0.16         | 0.00         | 0.36          | 0.15         | 0.21                     |
| ELECTRICAL EQUIPMENT | 1.34                     | 0.13         | 0.00         | 1.47          | 0.61         | 0.86                     |
| <b>TOTAL</b>         | <b>104.35</b>            | <b>11.91</b> | <b>0.00</b>  | <b>116.26</b> | <b>20.29</b> | <b>95.97</b>             |
| INTANGIBLE ASSETS    | 0.16                     | 1.58         | -1.74        | 0.00          | 0.00         | 0.00                     |
| <b>TOTAL</b>         | <b>104.51</b>            | <b>13.49</b> | <b>-1.74</b> | <b>116.26</b> | <b>20.29</b> | <b>95.97</b>             |

For Cash ur Drive Marketing Limited

Chief Financial officer

For Cash ur Drive Marketing Limited

Whole Time Director

For Cash ur Drive Marketing Limited  
Managing Director

## CASH UR DRIVE MARKETING LTD.

| Note No  | Particulars  | Amount in lakhs for the Current Year 31.03.2024 | Amount in lakhs for the Previous year 31.03.2023 |
|----------|--|---|--|
| <b>1</b> | <b>Share Capital</b>   |   |  |
|          | <b>Equity Share Capital</b>  |   |  |
|          | Authorised Share capital (90.00 Equity Shares @10 per share)                         | 900.00  | 10.00  |
|          |  | (10.00 as on 31.03.2023)                        | (2.00 as on 31.03.2022)                          |
|          | Issued, subscribed & fully paid share capital ( 60.00 Equity Shares @ 10 per share ) | 600.00  | 10.00  |
|          | <b>Total</b>   | <b>600.00</b>                                   | <b>10.00</b>                                     |

| Particulars                                     | As at<br>31st March, 2024 |        | As at<br>31st March, 2023 |        |
|---|---------------------------|--------|---------------------------|--------|
|   | Number                    | Amount | Number                    | Amount |
| Shares outstanding at the beginning of the year | 1.00                      | 10.00  | 0.12                      | 1.15   |
| Add:- Bonus Shares Issued during the year       | 59.00                     | 590.00 | 0.88                      | 8.85   |
| Shares outstanding at the end of the year       | 60.00                     | 600.00 | 1.00                      | 10.00  |

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

| Name of Shareholder | 31st March, 2024      |              | 31st March, 2023      |              |
|---------------------|-----------------------|--------------|-----------------------|--------------|
|                     | Equity Shares         |              | Equity Shares         |              |
|                     | Number of Shares held | % of Holding | Number of Shares held | % of Holding |
| Raghu khanna        | 24.54                 | 41%          | 0.41                  | 41%          |
| Parveen K Khanna    | 35.46                 | 59%          | 0.59                  | 59%          |

|          |  |                         |                         |
|----------|--|-------------------------|-------------------------|
| <b>2</b> | <b>Reserves and Surplus</b>                    | <b>As at 31.03.2024</b> | <b>As at 31.03.2023</b> |
|          | Revenue reserve                                | 2033.75                 | 1487.16                 |
|          | (+) Net Profit/(Net Loss) For the current year | 1185.64                 | 555.72                  |
|          | (+) Income tax Provision                       | 2.94                    | 0.00                    |
|          | (-) GST Penalty                                | -976.52                 | 0.00                    |
|          | (+) Income tax Refund                          | 4.51                    | 0.00                    |
|          | (-) Bonus Shares Issued                        | -590.00                 | -8.85                   |
|          | (-) Advance Tax/ Self Assessment / TDS         | 0.00                    | -0.28                   |
|          | (-) Unclaimed GST Input                        | -54.48                  | 0.00                    |
|          | <b>Total</b>                                   | <b>1605.84</b>          | <b>2033.75</b>          |

For Cash ur Drive Marketing Limited  
**Raghu**  
 Managing Director  
 For Cash ur Drive Marketing Limited  
 Chief Financial officer



For Cash ur Drive Marketing Limited  
**Parveen K Khanna**  
 Whole Time Director

| 3 | Long-Term Borrowings  | 31st March, 2024 |              | As at 31st March 2023 |              |
|---|---|------------------|--------------|-----------------------|--------------|
|   |   | NON CURRENT      | CURRENT      | NON CURRENT           | CURRENT      |
|   | <b>SECURED</b>  |                  |              |                       |              |
|   | (a) Term Loan From Banks:-<br>Loan against Property from IndusInd Bank<br>(Rate of Interest- 10.40% per annum and<br>Tenure- 7 Years) | 18.33            | 18.05        | 36.39                 | 16.28        |
|   | <b>UNSECURED</b>  |                  |              |                       |              |
|   | (a) Loans and advances from related<br>parties  | 9.07             | 0.00         | 453.74                | 0.00         |
|   | (a) Loans and advances from others  | 0.00             | 0.00         | 16.24                 | 0.00         |
|   | <b>Total</b>  | <b>27.40</b>     | <b>18.05</b> | <b>506.36</b>         | <b>16.28</b> |

| 4 | Long Term Provisions                                      | As at 31.03.2024 | As at 31.03.2023 |
|---|---|------------------|------------------|
|   | Provision for Employee Benefits<br>Provision for Gratuity | 28.36            | 0.00             |
|   | <b>Total</b>  | <b>28.36</b>     | <b>0.00</b>      |

For Cash ur Drive Marketing Limited

Chief Financial officer

| 5 | Trade payables  | As at 31.03.2024 | As at 31.03.2023 |
|---|---|------------------|------------------|
|   | <b>Sundry Creditors</b>   |                  |                  |
|   | (A) Total Outstanding dues of micro enterprises and   | 68.09            | 66.91            |
|   | (B) Total Outstanding dues of creditors other than<br>micro enterprises and small enterprises | 6118.79          | 3204.44          |
|   | <b>Total</b>  | <b>6186.88</b>   | <b>3271.35</b>   |

Trade Payables Ageing Schedule:

| Particulars                | Outstanding for following periods from due date of payment |                  |                |              |                   | Total          |
|----------------------------|--|------------------|----------------|--------------|-------------------|----------------|
|                            | Less than 6 months   | 6 months -1 year | 1-2 years      | 2-3 years    | More than 3 years |                |
| (i) MSME                   | 64.43  | 1.70             | 1.96           | 0.00         | 0.00              | 68.09          |
| (ii) Others                | 3583.92  | 409.51           | 2055.94        | 67.07        | 2.34              | 6118.79        |
| (iii) Disputed Dues- MSME  | 0.00   | 0.00             | 0.00           | 0.00         | 0.00              | 0.00           |
| (iv) Disputed Dues- Others | 0.00   | 0.00             | 0.00           | 0.00         | 0.00              | 0.00           |
| <b>Total</b>               | <b>3648.36</b>   | <b>411.21</b>    | <b>2057.90</b> | <b>67.07</b> | <b>2.34</b>       | <b>6186.88</b> |

| Particulars                | Outstanding for following periods from due date of payment |                  |              |              |                   | Total          |
|----------------------------|--|------------------|--------------|--------------|-------------------|----------------|
|                            | Less than 6 months   | 6 months -1 year | 1-2 years    | 2-3 years    | More than 3 years |                |
| (i) MSME                   | 60.96  | 5.95             | 0.00         | 0.00         | 0.00              | 66.91          |
| (ii) Others                | 2665.49  | 326.08           | 20.99        | 26.07        | 165.81            | 3204.44        |
| (iii) Disputed Dues- MSME  | 0.00   | 0.00             | 0.00         | 0.00         | 0.00              | 0.00           |
| (iv) Disputed Dues- Others | 0.00   | 0.00             | 0.00         | 0.00         | 0.00              | 0.00           |
| <b>Total</b>               | <b>2726.45</b>   | <b>332.03</b>    | <b>20.99</b> | <b>26.07</b> | <b>165.81</b>     | <b>3271.35</b> |

For Cash ur Drive Marketing Limited

Managing Director



Palveer Khanna

| 6 | Others Current Liabilities                 | As at 31.03.2024 | As at 31.03.2023 |
|---|--|------------------|------------------|
|   | Current Maturities Of Long term Debts      |                  |                  |
|   | (a) Term Loan From Banks:-                 |                  |                  |
|   | Loan against Property from Indusind Bank   | 18.05            | 16.28            |
|   | (Rate of Interest- 10.40% per annum and    |                  |                  |
|   | Tenure- 7 Years)                           |                  |                  |
|   | Advances From Customers                    | 527.33           | 1765.11          |
|   | Interest accrued but not due on borrowings | 0.24             | 0.00             |
|   | Income received in advance                 | 0.12             | 0.00             |
|   | Creditors for expenses                     | 66.89            | 82.66            |
|   | Statutory dues payable                     | 560.18           | 44.74            |
|   | Cheque pending encashment                  | 1030.21          | 0.00             |
|   | Security Deposits                          | 7.53             | 7.61             |
|   | <b>Total</b>                               | <b>2192.51</b>   | <b>1900.13</b>   |

| 7 | Short Term Provision                                  | As at 31.03.2024 | As at 31.03.2023 |
|---|---|------------------|------------------|
|   | Provision for Income Tax (net of Advance tax and TDS) | 23.67            | 21.47            |
|   | Provision for Employee Benefits                       |                  |                  |
|   | Provision for Gratuity                                | 3.09             | 0.00             |
|   | <b>Total</b>  | <b>26.76</b>     | <b>21.47</b>     |

| 8 | Property, Plant And Equipment  | As at 31.03.2024 | As at 31.03.2023 |
|---|--|------------------|------------------|
|   | Land/ Building/ Plant & Equipment/ Furniture & fixtures/ Vehicles/ Office Equipment/ Others (individually) |                  |                  |
|   | Opening Balance  | 179.54           | 163.33           |
|   | Additions:   | 13.49            | 16.22            |
|   | Other Adjustments  |                  |                  |
|   | Sub total  | 193.04           | 179.54           |
|   | Less: Disposals  | -1.74            |                  |
|   | Gross Block at year end (a)  | 191.30           | 179.54           |
|   | Less: Depreciation   |                  |                  |
|   | Opening Depreciation   | 75.04            | 51.20            |
|   | Depreciation for the year  | 20.29            | 23.84            |
|   | Total accumulated depreciation (b)   | 95.33            | 75.04            |
|   | Net carrying value (a) - (b)   | 95.97            | 104.51           |
|   | Net carrying value of Tangible Assets  | 95.97            | 104.35           |
|   | Net carrying value of Intangible Assets  | 0.00             | 0.16             |
|   | <b>Total</b>   | <b>95.97</b>     | <b>104.51</b>    |

For Cash ur Drive Marketing Limited  
*Raghu* Managing Director



For Cash ur Drive Marketing Limited  
*Paavee K Khanna*  
 Whole Time Director

*[Signature]*

For Cash ur Drive Marketing Limited  
*R*  
 Chief Financial officer

## Capital Work in Progress Ageing Schedule:

As at 31 March 2024

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

As at 31 March 2023

| Capital Work in Progress | Amount in Capital Work in Progress for a period of |             |             |                   | Total       |
|--------------------------|--|-------------|-------------|-------------------|-------------|
|                          | Less than 1 year                                   | 1-2 years   | 2-3 years   | More than 3 years |             |
| Projects in Progress:    |  |             |             |                   |             |
| NIL                      | 0.00   | 0.00        | 0.00        | 0.00              | 0.00        |
| <b>Total</b>             | <b>0.00</b>  | <b>0.00</b> | <b>0.00</b> | <b>0.00</b>       | <b>0.00</b> |

| 9 | Non Current Investments             | As at 31.03.2024 | As at 31.03.2023 |
|---|-------------------------------------|------------------|------------------|
|   | Investment in Properties            | 83.56            | 138.83           |
|   | Investment in Mutual Funds (quoted) | 1679.30          | 607.38           |
|   | <b>Total</b>                        | <b>1762.86</b>   | <b>746.22</b>    |

Note:

| Particulars  | As at 31.03.2024 | As at 31.03.2023 |
|--|------------------|------------------|
| (a) Aggregate amount of quoted investments - cost              | 1679.30          | 607.38           |
| (b) Aggregate amount of quoted investments - market value      | 1855.21          | 624.42           |
| (c) Aggregate amount of unquoted investments                   | 83.56            | 138.83           |
| (d) Aggregate provision for diminution in value of investments | 0.00             | 0.00             |

| 10 | Deferred Tax   | As at 31.03.2024 | As at 31.03.2023 |
|----|--|------------------|------------------|
|    | Fixed Assets excluding land (As per Companies Act, 2013)                           | 95.97            | 104.51           |
|    | Fixed Assets excluding land (As per Income Tax Act, 1961)                          | 129.78           | 138.64           |
|    | <b>Net Difference</b>  | <b>33.81</b>     | <b>34.13</b>     |
|    | Disallowance u/s 43B   | 48.55            | 0.82             |
|    | <b>Total Deferred Tax Assets</b>   | <b>20.73</b>     | <b>8.80</b>      |
|    | Op Balance of Defferred Tax Assets   | 8.80             | 7.92             |
|    | Closing Balance of Defferred Tax Assets  | 20.73            | 8.80             |
|    | <b>Deferred Tax Assets - considered in Tax Expenses in Profit and Loss Account</b> | <b>11.93</b>     | <b>0.87</b>      |

For Cash ur Drive Marketing Limited  
 Managing Director



For Cash ur Drive Marketing Limited  
 Paaveen K Khanna  
 Whole Time Director

For Cash ur Drive Marketing Limited

Chief Financial officer

| 11 | Long term loans and advances          | As at 31.03.2024 | As at 31.03.2023 |
|----|---------------------------------------|------------------|------------------|
|    | Unsecured; considered good            |                  |                  |
|    | Loans and Advances to related parties | 55.96            | 815.78           |
|    | Loans and Advances to others          | 70.00            | 70.00            |
|    | <b>Total</b>                          | <b>125.96</b>    | <b>885.78</b>    |

Note: 1) These loans and advances to related parties and others have been granted for business purposes

2) Related party advances are at interest rate of 7% pa. and 9% pa.

3) Advances to others are interest free

| 12 | Other Non-Current Assets                              | As at 31.03.2024 | As at 31.03.2023 |
|----|---|------------------|------------------|
|    | FDR BG for Tender (with more than 12 months maturity) | 65.44            | 61.78            |
|    | Security Deposits                                     | 251.28           | 87.16            |
|    | <b>Total</b>  | <b>316.72</b>    | <b>148.94</b>    |

| 13 | Inventories    | As at 31.03.2024 | As at 31.03.2023 |
|----|----------------|------------------|------------------|
|    | Stock in Trade | 37.91            | 280.83           |
|    | <b>Total</b>   | <b>37.91</b>     | <b>280.83</b>    |

| 14 | Trade Receivables                  | As at 31.03.2024 | As at 31.03.2023 |
|----|------------------------------------|------------------|------------------|
|    | <u>Undisputed-</u>                 |                  |                  |
|    | Considered Good                    | 3714.05          | 3308.06          |
|    | Considered Doubtful                | 0.00             | 64.36            |
|    | Less: Provision for Doubtful Debts | 0.00             | 0.00             |
|    |                                    | 3714.05          | 3372.42          |
|    | <u>Disputed-</u>                   |                  |                  |
|    | Considered Good                    | 0.00             | 0.00             |
|    | Considered Doubtful                | 0.00             | 0.00             |
|    | Less: Provision for Doubtful Debts | 0.00             | 0.00             |
|    |                                    | 0.00             | 0.00             |
|    | <b>Total</b>                       | <b>3714.05</b>   | <b>3372.42</b>   |

For Cash ur Drive Marketing Limited

*Raghu*  
Managing Director

For Cash ur Drive Marketing Limited

*Paaveen K Khanna*  
Whole Time Director



For Cash ur Drive Marketing Limited

*K*  
Chief Financial officer

*[Signature]*

## Trade Receivables Ageing Schedule:

| Particulars                        | Outstanding for following periods from due date of payment |                  |           |           |                   | Total   |
|------------------------------------|--|------------------|-----------|-----------|-------------------|---------|
|                                    | Less than 6 months   | 6 months -1 year | 1-2 years | 2-3 years | More than 3 years |         |
| (i) Undisputed-                    |  |                  |           |           |                   |         |
| (a) Considered Good                | 2618.55  | 280.73           | 795.18    | 16.05     | 3.53              | 3714.05 |
| (b) Considered Doubtful            | 0.00   | 0.00             | 0.00      | 0.00      | 0.00              | 0.00    |
| Less: Provision for Doubtful Debts | 0.00   | 0.00             | 0.00      | 0.00      | 0.00              | 0.00    |
| Subtotal (i)                       | 2618.55  | 280.73           | 795.18    | 16.05     | 3.53              | 3714.05 |
| (ii) Disputed-                     |  |                  |           |           |                   |         |
| (a) Considered Good                | 0.00   | 0.00             | 0.00      | 0.00      | 0.00              | 0.00    |
| (b) Considered Doubtful            | 0.00   | 0.00             | 0.00      | 0.00      | 0.00              | 0.00    |
| Less: Provision for Doubtful Debts | 0.00   | 0.00             | 0.00      | 0.00      | 0.00              | 0.00    |
| Subtotal (ii)                      | 0.00   | 0.00             | 0.00      | 0.00      | 0.00              | 0.00    |
| Total                              | 2618.55  | 280.73           | 795.18    | 16.05     | 3.53              | 3714.05 |

| Particulars                        | Outstanding for following periods from due date of payment |                  |           |           |                   | Total   |
|------------------------------------|--|------------------|-----------|-----------|-------------------|---------|
|                                    | Less than 6 months   | 6 months -1 year | 1-2 years | 2-3 years | More than 3 years |         |
| (i) Undisputed-                    |  |                  |           |           |                   |         |
| (a) Considered Good                | 2994.65  | 171.47           | 74.09     | 59.77     | 8.08              | 3308.06 |
| (b) Considered Doubtful            | 0.00   | 0.08             | 0.66      | 13.53     | 50.09             | 64.36   |
| Less: Provision for Doubtful Debts | 0.00   | 0.00             | 0.00      | 0.00      | 0.00              | 0.00    |
| Subtotal (i)                       | 2994.65  | 171.55           | 74.75     | 73.30     | 58.17             | 3372.42 |
| (ii) Disputed-                     |  |                  |           |           |                   |         |
| (a) Considered Good                | 0.00   | 0.00             | 0.00      | 0.00      | 0.00              | 0.00    |
| (b) Considered Doubtful            | 0.00   | 0.00             | 0.00      | 0.00      | 0.00              | 0.00    |
| Less: Provision for Doubtful Debts | 0.00   | 0.00             | 0.00      | 0.00      | 0.00              | 0.00    |
| Subtotal (ii)                      | 0.00   | 0.00             | 0.00      | 0.00      | 0.00              | 0.00    |
| Total                              | 2994.65  | 171.55           | 74.75     | 73.30     | 58.17             | 3372.42 |

For Cash ur Drive marketing Limited

| 15 | Cash and cash equivalents | As at 31.03.2024 | As at 31.03.2023 |
|----|---------------------------|------------------|------------------|
|    | Balances with banks       | 1399.39          | 83.92            |
|    | Cheques In hand           | 1027.92          | 0.00             |
|    | Cash in hand              | 21.80            | 18.39            |
|    | Imprest A/c               | 27.51            | 53.06            |
|    | Bank Deposits             | 366.93           | 773.09           |
|    | Total                     | 2843.54          | 928.46           |

Raghu  
Managing Director



For Cash ur Drive Marketing Limited  
Raveen K Khanna  
Whole Time Director

| 16 | Short term loans and advances         | As at 31.03.2024 | As at 31.03.2023 |
|----|---------------------------------------|------------------|------------------|
|    | Unsecured; considered good            |                  |                  |
|    | Loans and advances to related parties | 1.50             | 16.95            |
|    | Loans and advances to others          | 98.74            | 262.10           |
|    | Employee advances                     | 51.12            | 6.66             |
|    | Advance to suppliers                  | 765.96           | 287.83           |
|    | Balance With Govt Authorities         | 597.73           | 333.64           |
|    | Prepaid Expense                       | 4.54             | 2.70             |
|    | Total                                 | 1519.59          | 909.88           |

For Cash ur Drive marketing Limited

R  
Chief Financial officer

| 17 | Other Current Asset                                   | As at 31.03.2024 | As at 31.03.2023 |
|----|---|------------------|------------------|
|    | Unbilled revenue                                      | 2.07             | 207.37           |
|    | Interest receivable                                   | 5.84             | 5.97             |
|    | FDR BG for Tender (with less than 12 months maturity) | 190.68           | 160.17           |
|    | <b>Total</b>  | <b>198.59</b>    | <b>373.51</b>    |

| 18 | Revenue from Operations | For the year 31.03.2024 | For the year 31.03.2023 |
|----|-------------------------|-------------------------|-------------------------|
|    | Sale of services        | 10180.49                | 8115.40                 |
|    | Sale of Goods           | 3.14                    | 16.77                   |
|    | Sale of vouchers        | 4.93                    | 48.25                   |
|    | <b>Total</b>            | <b>10188.55</b>         | <b>8180.42</b>          |

| 19 | Other Incomes                        | For the year 31.03.2024 | For the year 31.03.2023 |
|----|--------------------------------------|-------------------------|-------------------------|
|    | Interest Income                      | 132.86                  | 66.02                   |
|    | Net gain/loss on sale of investments | 184.74                  | 7.64                    |
|    | Business support & Consultancy       | 75.00                   | 0.00                    |
|    | Rental & Leasing servicing           | 43.25                   | 38.99                   |
|    | Central Agency fee                   | 0.22                    | 9.28                    |
|    | Creditors written back               | 418.74                  | 0.00                    |
|    | Advance from customers written back  | 53.01                   | 0.00                    |
|    | Freight Charges                      | 0.19                    | 0.93                    |
|    | Discount Received                    | 2.29                    | 0.00                    |
|    | <b>Total</b>                         | <b>910.30</b>           | <b>122.86</b>           |

| 20 | Cost of Services Rendered     | For the year 31.03.2024 | For the year 31.03.2023 |
|----|-------------------------------|-------------------------|-------------------------|
|    | Commission-Direct             | 28.37                   | 19.86                   |
|    | Purchases of services         | 6945.66                 | 5961.93                 |
|    | Purchases of goods/ Materials | 683.25                  | 310.53                  |
|    | Purchase of vouchers          | 4.85                    | 48.25                   |
|    | <b>Total</b>                  | <b>7662.13</b>          | <b>6340.57</b>          |

| 21 | Employee Benefits Expense | For the year 31.03.2024 | For the year 31.03.2023 |
|----|---------------------------|-------------------------|-------------------------|
|    | Salaries and wages        | 420.03                  | 382.23                  |
|    | Employee Welfare          | 22.79                   | 5.82                    |
|    | Director's Remuneration   | 162.00                  | 138.00                  |
|    | Gratuity                  | 6.11                    | 0.47                    |
|    | <b>Total</b>              | <b>610.93</b>           | <b>526.52</b>           |

For Cash ur Drive Marketing Limited

Ragh Managing Director

R



For Cash ur Drive Marketing Limited

R. Chief Financial officer

For Cash ur Drive Marketing Limited

Paiveen K Khanna  
Whole Time Director

Khanna

| 22 | Finance Costs    | For the year 31.03.2024 | For the year 31.03.2023 |
|----|------------------|-------------------------|-------------------------|
|    | Bank Charges     | 5.01                    | 4.66                    |
|    | Interest on Loan | 69.02                   | 0.61                    |
|    | <b>Total</b>     | <b>74.02</b>            | <b>5.27</b>             |

| 23 | Other Expenses                                 | For the year 31.03.2024 | For the year 31.03.2023 |
|----|--|-------------------------|-------------------------|
|    | Administrative expense- Boarding and lodging   | 0.00                    | 5.04                    |
|    | Business Advertisement and Management expenses | 242.96                  | 233.54                  |
|    | AMC Charges                                    | 0.00                    | 32.04                   |
|    | Audit fee                                      | 8.75                    | 5.90                    |
|    | Bad Debts                                      | 155.15                  | 0.00                    |
|    | Broadcasting and Information expenses          | 3.15                    | 0.00                    |
|    | Consultancy Charges                            | 42.09                   | 163.50                  |
|    | Conveyance expenses                            | 28.68                   | 6.01                    |
|    | Advance to Suppliers written back              | 7.63                    | 0.00                    |
|    | Provision for CSR                              | 9.74                    | 0.00                    |
|    | Miscellaneous expenses                         | 0.43                    | 0.00                    |
|    | Utility expenses                               | 5.41                    | 6.64                    |
|    | Festival expenses                              | 2.32                    | 2.93                    |
|    | Foreign Currency Fluctuations                  | 0.05                    | 0.00                    |
|    | Freight Charges                                | 35.22                   | 14.98                   |
|    | GST Late fee & Penalty                         | 0.00                    | 0.21                    |
|    | Housekeeping expenses                          | 1.21                    | 4.02                    |
|    | HR Services expenses                           | 0.00                    | 35.78                   |
|    | Indriver Driver payments                       | 2.46                    | 0.00                    |
|    | Insurance expenses                             | 4.22                    | 1.67                    |
|    | Interest & Late fee on Income Tax              | 2.11                    | 0.00                    |
|    | Internet & telephone expenses                  | 1.88                    | 3.89                    |
|    | IPO Related Professional fee                   | 10.00                   | 0.00                    |
|    | Labour/ vehicle pasting Charges                | 1.23                    | 11.63                   |
|    | Legal Professional Fees/ expenses              | 29.31                   | 31.85                   |
|    | Loading & unloading expenses                   | 0.05                    | 0.02                    |
|    | Loan and Advances written off                  | 168.66                  | 0.00                    |
|    | Office expenses                                | 4.78                    | 7.25                    |
|    | Postage & Courier Charges                      | 0.53                    | 1.06                    |
|    | Power and Fuel expenses                        | 0.35                    | 0.27                    |
|    | Printing & Stationery expenses                 | 4.75                    | 5.16                    |
|    | Rent expenses                                  | 61.97                   | 51.21                   |
|    | Repair & Maintenance expenses                  | 3.25                    | 16.46                   |
|    | Retainer Ship Charges                          | 0.00                    | 3.00                    |
|    | ROC Charges                                    | 8.24                    | 0.07                    |
|    | RTO Charges                                    | 5.08                    | 5.04                    |
|    | Security expenses                              | 9.96                    | 7.59                    |
|    | Software expenses                              | 4.50                    | 0.30                    |
|    | Stock Written Off                              | 280.83                  | 0.00                    |
|    | Staff Welfare expenses                         | 0.00                    | 0.35                    |
|    | Technical Services expenses                    | 1.85                    | 0.00                    |
|    | Tender fees                                    | 3.28                    | 2.75                    |
|    | Travelling expenses                            | 5.08                    | 5.77                    |
|    | <b>Total</b>                                   | <b>1157.16</b>          | <b>665.93</b>           |

For Cash ur Drive Marketing Limited

Raghu  
Managing Director



For Cash ur Drive Marketing Limited

Paaveen K Khanna  
Whole Time Director

*[Signature]*

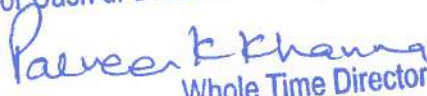
For Cash ur Drive Marketing Limited

Chief Financial officer

| 24 | Prior Period Items                              | For the year 31.03.2024 | For the year 31.03.2023 |
|----|---|-------------------------|-------------------------|
|    | Other Income:                                   |                         |                         |
|    | Interest Income- Excess Booked in Previous Year | -0.27                   | 0.00                    |
|    | Creditors written back                          | 2.47                    |                         |
|    | <b>Total Prior Period Income</b>                | <b>2.20</b>             | <b>0.00</b>             |
|    | Expenses :                                      |                         |                         |
|    | Pasting & Installation Exp                      | 19.72                   | 0.00                    |
|    | Provision for Gratuity                          | 26.55                   | 0.00                    |
|    | Provision for CSR Exp                           | 6.86                    | 0.00                    |
|    | Travelling Exp                                  | 10.99                   | 0.00                    |
|    | Insurance Exp                                   | 0.02                    | 0.00                    |
|    | Miscellaneous expenses                          | 0.07                    | 0.00                    |
|    | Advance to Suppliers written back               | -0.31                   | 0.00                    |
|    | Interest on Loan                                | 0.37                    | 0.00                    |
|    | Internet & telephone expenses                   | 1.08                    | 0.00                    |
|    | <b>Total Prior Period Expenses</b>              | <b>65.34</b>            | <b>0.00</b>             |
|    | <b>Total</b>                                    | <b>-63.15</b>           | <b>0.00</b>             |

| 25 | Earning per equity share  | For the year 31.03.2024 | For the year 31.03.2023 |
|----|---|-------------------------|-------------------------|
|    | Net profit/(loss) for calculation of basic and diluted EPS (Profit after tax) | 1185.64                 | 555.72                  |
|    | Weighted average number of equity shares in calculating basic and diluted EPS | 20.72                   | 0.91                    |
|    | <b>Basic and Diluted EPS (in rupees)</b>                                      | <b>57.22</b>            | <b>613.75</b>           |

For Cash ur Drive Marketing Limited  
  
 Managing Director

For Cash ur Drive Marketing Limited  
  
 Whole Time Director

For Cash ur Drive Marketing Limited  
  
 Chief Financial officer





### Provision For Income Tax

| Particulars  | Amount in lakhs as<br>at 31.03.2024 | Amount in lakhs as at<br>31.03.2023 |
|--|-------------------------------------|-------------------------------------|
| Net profit as per Profit & Loss Account                      | 1549.07                             | 741.14                              |
| Add: Depreciation as per companies act                       | 20.29                               | 23.84                               |
| Less: Depreciation as per income tax act                     | -19.83                              | -21.20                              |
| Add: EPF paid after due date (Disallowed u/s 43B)            | 0.50                                | 0.82                                |
| Add: Provision for CSR Expense (Disallowed u/s 43B)          | 16.60                               | 0.00                                |
| Add: Gst penalty & Late fee (Disallowed u/s 37)              | 0.00                                | 0.21                                |
| Add: Interest and Late fee on Income Tax (Disallowed u/s 37) | 2.11                                | 0.00                                |
| Add: Provision for Gratuity less paid (Disallowed u/s 43B)   | 31.45                               | 0.00                                |
| Less: Net gain/loss on sale of investments                   | -184.74                             | -7.64                               |
| Less: Rental & Leasing servicing                             | -43.25                              | 0.00                                |
| Add: Taxable House Property income                           | 30.28                               | 0.00                                |
| <b>Total</b>   | <b>1402.48</b>                      | <b>737.17</b>                       |
| Tax on normal income @25.168%                                | 352.98                              | 185.53                              |
| Tax on STCG  | 1.23                                | 0.00                                |
| Tax on LTCG on sale of mutual funds                          | 17.47                               | 0.76                                |
| Tax on LTCG on sale of properties                            | 3.69                                | 0.00                                |
| <b>Total</b>   | <b>375.36</b>                       | <b>186.29</b>                       |

For Cash ur Drive Marketing Limited  
*Paveen K Khanna*  
 Whole Time Director

For Cash ur Drive Marketing Limited  
*Raghu*  
 Managing Director



For Cash ur Drive Marketing Limited  
*[Signature]*  
 Chief Financial officer

**CASH UR DRIVE MARKETING LIMITED**  
**Significant Accounting Policies**

**A Corporate Information**

Cash Ur Drive Marketing Limited is a company registered under the Companies Act, 2013, having its registered office at 4th Floor, SCO 0032, Sector-17C, Chandigarh. The company is engaged in business of advertising & publicity.

**B Significant accounting policies**

**1.1 Basis of accounting and preparation of financial statements**

The financial statements of the company have been prepared in accordance with the Generally Accepted Accounting Principles in India (Indian GAAP) to comply with the Accounting Standards notified under the Companies (Accounting Standards) Rules, 2006 (as amended) and the relevant provisions of the Companies Act, 2013.

**1.2 Presentation of Financial Statements**

**Comparative Information**

An entity shall present comparative information in respect of the preceding period for all amounts reported in the current period's financial statements. An entity shall present, as a minimum, two balance sheets, two statements of profit and loss, two statements of cash flows and two statements of changes in equity, and related notes.

**GST Liability on Advances and Reversal**

As per the provisions laid down under the Central Goods and Service Tax Act, 2017, in case of supply of services, the entity is required to pay GST on the earliest of:

- a. Date of issue of invoice
- b. Date of receipt of payment/advance
- c. Date on which invoice should be issued

The company keeps in consideration this provision and deposits GST at the earliest.

As per rule 37 of CGST Act, 2017, if a registered taxpayer has availed ITC on the supply of goods and/or services but has yet to pay for the supply along with tax payable on it within 180 days of the issue of the invoice, the ITC claim will be reversed.

The company keeps track of the age of creditors and pays the amount due within the limit prescribed, or credit period available from the creditors, whichever is earlier.

**1.3 Use of estimates**

The preparation of financial statements in conformity with GAAP requires management to make estimates and assumptions that affect the reported balances of assets and liabilities and disclosures relating to contingent liabilities as at the date of the financial statements and reported amounts of income and expenses during the period.

Accounting estimates could change from period to period. Actual results could differ from those estimates. Appropriate changes in estimates are made as the Management becomes aware of changes in circumstances surrounding the estimates. Changes in estimates are reflected in the financial statements in the period in which changes are made and, if material, their effects are disclosed in the notes to the financial statements.

**1.4 Inventories**

Inventories are measured at lower of cost and net realizable value. The cost of inventories is based on the moving average method, and includes expenditure incurred in acquiring the inventories and other costs incurred in bringing them to their present location and condition.

Net realizable value is the estimated selling price in the ordinary course of business, less the estimated costs of completion and the estimated costs necessary to make the sale.

**1.5 Cash and cash equivalents**

Cash and cash equivalents comprise cash at bank and cash in hand as at the reporting date.

**1.6 Cash flow statements**

Cash flows are reported using the Indirect method, whereby profit / (loss) before tax is adjusted for the effects of transactions of non-cash nature and any deferrals or accruals of past or future cash receipts or payments. The cash flows from operating, investing and financing activities of the Company are segregated.

**1.7 Trade Payables**

**Balance Confirmation**

Statements from creditors are received through e-mail and reconciled at regular intervals.

Classification of creditors into 'micro & small enterprises' and 'other creditors'

New provisions with respect to payment to micro & small enterprises have been inserted by the Income Tax department through the Finance Act 2023. As per section 43B(h) of the Income Tax Act 1961, any sum payable to the creditors/vendors, being a Micro & Small enterprise, has to be cleared with 15 days from the date of purchase. In cases, when a written agreement has been entered into with the parties, the payment will have to be cleared within 45 days of the date of Purchase. The company has provided the bifurcation for creditors into 'micro & small enterprises' and 'other creditors' duly certified by directors of the company in its books of accounts.

**1.8 Revenue Recognition**

Revenue is primarily derived from advertising & publicity and are recognized on due basis, as and when the services are

  
Raghu Khanna  
Managing Director  
DIN: 02496128

  
Parveen K Khanna  
Whole Time Director  
DIN: 02630636

  
Ruchi Jindal  
CFO

**CASH UR DRIVE MARKETING LIMITED**  
**Significant Accounting Policies**

rendered, based on the agreements/arrangements and work orders received from concerned parties.

**1.9 Property Plant and Equipment**

Property, plant and equipment are stated at cost, less accumulated depreciation. Cost comprises the purchase price and any attributable cost in bringing the asset to its working condition for its intended use. Financing costs relating to acquisition of property, plant and equipment are also included to the extent they relate to the period till such assets are ready to be put to use.

Subsequent expenditure related to an item of asset is added to its book value only if it increases the future benefits from the existing asset beyond its previously assessed standard performance. All other expenses on assets including day to day repair and maintenance expenditure are charged to the statement of profit or loss account for the period during which such expense is incurred.

Depreciation for assets purchased/sold during a period is proportionately charged.

Intangible assets are amortized on a Written Down value over the estimated useful economic life. The company uses a rebuttable presumption that the useful life of an intangible asset will not exceed ten years from the date when the asset is available for use. If the persuasive evidence exists to the effect that useful life of an intangible asset exceeds ten years, the company amortizes the intangible asset over the best estimate of its useful life.

The estimated useful life of the intangible assets and the amortization period are reviewed at the end of each financial year and the amortization method is revised to reflect the changed pattern.

**1.10 Investments**

Long-term investments (excluding investment properties), are carried individually at cost less provision for diminution, other than temporary, in the value of such investments. Current investments are carried individually, at the lower of cost and fair value. Cost of investments includes acquisition charges such as brokerage, fees and duties.

Investment properties are carried individually at cost less accumulated depreciation and impairment, if any. Investment properties are capitalized and depreciated (where applicable) in accordance with the policy stated for Tangible Fixed Assets. Impairment of investment property is determined in accordance with the policy stated for Impairment of Assets.

**1.11 Employee Benefits**

Employees' benefits comprise of gratuity, leave encashment, state insurance and provident fund.

**Defined Benefit Plans**

**Gratuity:** In accordance with the Payment of Gratuity Act, 1972, the company provides gratuity, a benefit plan covering eligible employees. The gratuity plan provides a lumpsum payment to vested employees at retirement, death, incapacitation or termination of employment, of an amount based on the respective employee's salary and the tenure of employment.

Company has made provision for Gratuity Liability in current year which also includes provisioning of last financial years, whose effect has been taken as Prior Period Item and current year's provision has been made through Profit and Loss account.

**Leave encashment:** Leave encashment refers to compensation or payment made in return for unused leaves. Employees can encash their accumulated leaves at any moment during the employment, while retiring or continuing to work, while leaving the organization, or as per the organization's policy.

The company does not have any defined policy for the employees to avail their unused leaves. Thus, unused leaves, if any shall lapse at the end of the financial year. As a result, there shall be no outstanding leaves as at 31st March and thus, the company doesn't create any provision for the same.

**Employees' State Insurance:** Eligible employees drawing wages upto Rs. 15,000/- a month, are entitled to social security cover under the ESI Act. Contributions to the Employees' State Insurance are as per statute and are recognised as expenses during the period in which the employees perform the services.

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

**1.12 Borrowing costs**

Borrowing costs that are directly attributable to the acquisition, construction or production of a qualifying asset are capitalized as part of the cost of that asset. Other borrowing costs are recognized as an expense in the period in which they are incurred. Capitalization of borrowing costs ceases when substantially all activities necessary to prepare the qualifying assets for its intended use are complete.

Company has taken certain unsecured loans on which interest has not been provided in books because as per the agreements interest is payable at the time of maturity of respective loans.

**1.13 Leases**

In accordance with AS 19, the classification of leases is based on the extent to which risks and rewards incident to ownership of a leased asset lie with the lessor or the lessee. Risks include the possibilities of losses from idle capacity or technological obsolescence and of variations in return due to changing economic conditions. Rewards may be represented by the expectation of profitable operation over the economic life of the asset and of gain from appreciation in value or

  
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**Significant Accounting Policies**

realization of residual value.

A lease is classified as a finance lease if it transfers substantially all the risks and rewards incident to ownership. Title may or may not eventually be transferred. A lease is classified as an operating lease if it does not transfer substantially all the risks and rewards incident to ownership.

**1.14 Earnings Per Share**

Basic earnings per share are computed by dividing the net profit after tax by the weighted average number of equity shares outstanding during the period.

**1.15 Tax Expenses**

Income taxes are computed using the tax effect accounting method, where taxes are accrued in the same period in which the related revenue and expense arise. Provision for tax consists of current tax and deferred tax. A provision is made for income tax annually based on the tax liability computed, after considering tax allowances and exemptions. Provisions are recorded when it is estimated that a liability due to disallowances or other matters is probable.

The differences that result between the profit offered for income tax and the profit as per the financial statements are identified, and thereafter a deferred tax asset or deferred tax liability is recorded for timing differences namely the differences that originate in one accounting period and reverse in another, based on the tax effect of the aggregate amount being considered. The tax effect is calculated on the accumulated timing differences at the end of an accounting period based on prevailing enacted or substantially enacted regulations. Deferred tax assets are recognized only if there is virtual certainty that they will be realized and are reviewed for the appropriateness of the irrespective carrying values at each balance sheet date.

**1.16 Impairment of assets**

The carrying values of assets/ cash generating units at each Balance Sheet date are reviewed for impairment. If any indication of impairment exists, the recoverable amount of such assets is estimated and impairment is recognized, if the carrying amount of these assets exceeds their recoverable amount. The recoverable amount is the greater of the net selling price and their value in use. Value in use is arrived at by discounting the future cash flows to their present value based on an appropriate discount factor. When there is indication that an impairment loss recognized for an asset in earlier accounting periods no longer exists or may have decreased, such reversal of impairment loss is recognized in the Statement of Profit and Loss, except in case of revalued assets.

**1.17 Provisions**

A provision is recognized when the Company has a present obligation as a result of past events and it is probable that an outflow of resources will be required to settle the obligation in respect of which a reliable estimate can be made. Provisions (excluding retirement benefits) are not discounted to their present value and are determined based on the best estimate required to settle the obligation at the Balance Sheet date. These are reviewed at each Balance Sheet date and adjusted to reflect the current best estimates.

**1.18 Contingent Liabilities**

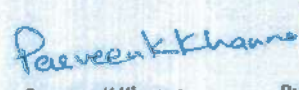
A contingent liability is a possible obligation that arises from past events whose existence will be confirmed by the occurrence or non-occurrence of one or more uncertain future events beyond the control of the company or a present obligation that is not recognized because it is not probable that an outflow of resources will be required to settle the obligation. A contingent liability also arises in extremely rare cases where there is a liability that cannot be recognized because it cannot be measured reliably. The company does not recognize a contingent liability but discloses its existence in the notes to financial statements.

**1.19 Related Party Disclosures**

In accordance with AS 18, if there have been transactions between related parties, during the existence of a related party relationship, the reporting enterprise should disclose the following:

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

  
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