

**ESHA MEDIA RESEARCH LIMITED**  
CIN : L72400MH1984PLC322857

**Statement of unaudited financials results for the quarter and half year ended 30th September 2024**

(Rs. in Lakhs)

Sr. No.	Particulars	Quarter ended (Unaudited)			Half year ended (Unaudited)		Year ended (Audited)
		30th September 2024	30th June 2024	30th September 2023	30th September 2024	30th September 2023	31st March 2024
1	Revenue from Operations	38.43	114.61	2.61	153.04	6.99	13.62
2	Other Income	-	-	-	-	-	-
3	<b>Total Income (1+2)</b>	<b>38.43</b>	<b>114.61</b>	<b>2.61</b>	<b>153.04</b>	<b>6.99</b>	<b>13.62</b>
4	<b>Expenses</b>						
	a) Employee benefits expenses	37.55	29.08	0.54	66.63	1.08	6.17
	b) Depreciation	5.45	0.67	0.29	6.12	0.58	1.22
	c) Other expenses	64.70	50.01	1.18	114.71	6.93	15.12
	<b>Total Expenses</b>	<b>107.70</b>	<b>79.76</b>	<b>2.01</b>	<b>187.46</b>	<b>8.59</b>	<b>22.51</b>
5	<b>Profit / (Loss) before exceptional items and tax (3-4)</b>	<b>(69.27)</b>	<b>34.85</b>	<b>0.60</b>	<b>(34.42)</b>	<b>(1.60)</b>	<b>(8.89)</b>
6	Exceptional items	-	-	-	-	-	-
7	<b>Profit / (Loss) before tax (5-6)</b>	<b>(69.27)</b>	<b>34.85</b>	<b>0.60</b>	<b>(34.42)</b>	<b>(1.60)</b>	<b>(8.89)</b>
8	Tax Expenses						
	a) Current Tax	-	-	-	-	-	-
	b) Deferred Tax	2.02	0.05	0.07	2.07	0.14	0.25
	c) Short / (Excess) provision of tax relating to earlier years (Refer note 6 below)	301.65	-	-	301.65	-	-
9	<b>Profit / (Loss) after tax for the period from continuing operations(7-8)</b>	<b>(372.94)</b>	<b>34.80</b>	<b>0.53</b>	<b>(338.14)</b>	<b>(1.74)</b>	<b>(9.14)</b>
10	Other comprehensive income / (Loss)	-	-	-	-	-	-
	A.(i) Items that will not be reclassified subsequently to profit or loss						
	- Remeasurement of the net defined benefit plan	-	-	-	-	-	-
	(ii) Income tax (expense) / credit relating to items that will not be reclassified to profit or loss						
	- Remeasurement of the net defined benefit plan	-	-	-	-	-	-
	B.(i) Items that will be reclassified to profit or loss	-	-	-	-	-	-
	(ii) Income tax relating to items that will be reclassified to profit or loss	-	-	-	-	-	-
11	<b>Total comprehensive income for the period (9+10)</b>	<b>(372.94)</b>	<b>34.80</b>	<b>0.53</b>	<b>(338.14)</b>	<b>(1.74)</b>	<b>(9.14)</b>
12	Paid-up equity share capital (Face value of Rs. 10/- per share )	780.69	780.69	780.69	780.69	780.69	780.69
13	Other Equity	-	-	-	-	-	(1,510.42)
14	Earnings Per Share (EPS) (Face value of Rs. 10/- per share)						
	a) Basic	(4.78)	0.45	0.01	(4.33)	(0.02)	(0.12)
	b) Diluted	(4.78)	0.45	0.01	(4.33)	(0.02)	(0.12)

**Notes:**

- The above unaudited financial results ("the Statement") for the quarter and half year ended 30th September, 2024 have been reviewed by the Audit Committee and approved by the Board of Directors of the Company at its meeting held on 13th November, 2024. The statutory auditors have expressed a qualified audit conclusion on these financial results for the quarter and half year ended 30th September 2024, in regard to the matter given in note (5) below.
- The above Statement has been prepared in accordance with the guidelines issued by the Securities and Exchange Board of India ("SEBI") and the Indian Accounting Standards (Ind AS) prescribed under Section 133 of the Companies Act, 2013.
- The Company has a single reportable segment i.e. 'Media Monitoring'.
- The Company is in the process of regularising the procedural compliances for the past period as per the requirement of the SEBI LODR Regulations, 2015
- The Company is in the process of regularizing the compliance requirement as per the provisions of the Companies Act 2013 with respect to monies received from parties / related parties in the past period. Based on above, financial impact if any is currently not quantifiable and will be given in the books when the matter is resolved.
- Short/(excess ) provision for quarter and half year ended 30th September, 2024 includes provision for income tax pertaining to earlier years, in respect of which the Company is in the process of filing an application with Income tax authorities under the Vivad se Vishwas Scheme notified by CBDT vide Circular no. 12 dated 15th October 2024.
- The net-worth of the Company is fully eroded and the Company's current liabilities exceed its current assets. This indicates that there is significant uncertainty on its ability to continue as going concern. The Company has received commitment from promoters / management for infusing the funds as and when required for any working capital requirement or any other shortfall that may arise. Accordingly, the financial results are prepared on a going concern basis.
- The Company has not recognised differed tax assets on account of reasonable certainty
- Previous period figures have been regrouped and rearranged wherever necessary to confirm current period presentation .

Signed For Identification

By Order of the Board  
For Esha Media Research Limited

Place: Mumbai  
Date: 13th November, 2024

N.A.Shah Associates LLP  
Mumbai

Ms. Shilpa Vinod Pawar  
Whole-time director  
DIN: 01196385

(Rs. in Lakhs)

Particulars	As at 30th September 2024 (Unaudited)	As at 31st March 2024 (Audited)
<b>ASSETS</b>		
<b>Non-current assets</b>		
a) Property, plant & equipment	6.17	4.48
b) Financial assets		
(i) Investments	-	0.12
(ii) Loans and advances	-	9.62
c) Deferred tax assets	-	2.07
d) Other non-current assets	7.00	-
e) Income tax assets (net)	2.45	80.65
	15.62	96.94
<b>Current Assets</b>		
a) Financial Assets		
(i) Trade receivables	34.07	9.21
(ii) Cash and cash equivalents	10.93	0.19
(iii) Other financial assets	-	13.68
b) Other current assets	3.10	-
	48.10	23.08
<b>TOTAL ASSETS</b>	<b>63.72</b>	<b>120.02</b>
<b>EQUITY AND LIABILITIES</b>		
<b>Shareholders' funds</b>		
a) Equity share capital	780.69	780.69
b) Other equity	(1,848.54)	(1,510.42)
	(1,067.85)	(729.73)
<b>Non-current liabilities</b>		
a) Financial Liabilities		
i) Borrowings	-	781.50
	-	781.50
<b>Current liabilities</b>		
a) Financial Liabilities		
(i) Borrowings	793.30	-
(ii) Trade payables enterprises and small enterprises than micro enterprises and small enterprises	- 18.75	- 15.62
(iii) Other financial liabilities	37.49	22.15
b) Other current liabilities	58.25	30.48
c) Provisions	2.78	-
d) Current tax liabilities (net) (Refer note 6 of the statement)	221.00	-
	1,131.57	68.25
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>63.72</b>	<b>120.02</b>

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For Esha Media Research Limited

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Ms. Shilpa Vinod Pawar  
Whole-time director  
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N.A. Shah Associates LLP  
Mumbai

**ESHA MEDIA RESEARCH LIMITED**  
**CIN:L72400MH1984PLC322857**  
**Statement of Cash flow for the half year ended 30th September, 2024 (Unaudited)**

(Rs in lakhs)

Particulars	30th September, 2024 (Unaudited)	31st March, 2024 (Audited)
<b>A. Cash Flows from Operating Activities</b>		
<b>Net profit/ (Loss) before tax</b>	<b>(34.42)</b>	<b>(8.90)</b>
Adjustments for :		
Depreciation	6.12	1.22
Provision for doubtful debts	2.78	-
Investment and loans written off	9.74	-
<b>Operating profit / (Loss) before working capital changes</b>	<b>(15.78)</b>	<b>(7.68)</b>
Movements in Working Capital :		
(Increase)/Decrease in Trade and Other Receivables	(27.65)	(7.21)
(Increase)/Decrease in Other financial assets	13.68	0.31
(Increase)/Decrease in Other Current / non Current assets	(10.09)	(0.27)
Increase/(Decrease) in Trade Payables	3.13	0.11
Increase/(Decrease) in Other financial liabilities	15.34	5.57
Increase/(Decrease) in Other Current liabilities	27.77	(5.58)
Increase/(Decrease) in Provisions	2.78	-
<b>Changes in Working Capital</b>	<b>24.97</b>	<b>(7.07)</b>
<b>Cash generated from / (used in) operations</b>	<b>9.19</b>	<b>(14.75)</b>
Direct Taxes Paid	(2.45)	-
<b>Net Cash from operating activities (A)</b>	<b>6.75</b>	<b>(14.75)</b>
<b>Cash flows from Investing Activities</b>		
Purchase of Property, Plant and Equipments	(7.81)	(0.15)
<b>Net Cash generated from / (used in) Investing Activities (B)</b>	<b>(7.81)</b>	<b>(0.15)</b>
<b>Cash flows from Financing Activities</b>		
Amount received from other / related parties	42.23	5.58
Amount repaid to other / related parties	(30.43)	-
<b>Net Cash generated from / (used in) Financing Activities (C)</b>	<b>11.80</b>	<b>5.58</b>
<b>Net Increase/(Decrease) in cash and cash equivalents (A+B+C)</b>	<b>10.74</b>	<b>(9.32)</b>
Cash and Cash equivalents at the beginning of the period	0.19	9.51
<b>Cash and Cash equivalents at the ending of the period</b>	<b>10.93</b>	<b>0.19</b>

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