



PSSM Media Limited

CIN - U74994TG2017PLC121367

7th Annual Report

FY 2023 -2024

PSSM Media Limited



Balakrishna Gadde
Managing Director



Navakanth Mgadda
Whole Time Director



Anand Kumar Chedarla
Whole Time Director & CFO



**Thanguturu
Krishna Mohan**
Director



**Venkateswarlu
Jonnalagadda**
Independent Director



**Cherukumudi
Prabhakar**
Independent Director



**Chenchu Subba Rao
Kopparapu**
Director



Sidda Nageswararao
Director



Rambabu Potluri
Director



**Veera Raghava Rao
Tatavarty**
Director





ప్రతి క్షణం... సత్య దర్శనం

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CORPORATE INFORMATION:

Board of Directors:

Mr. Balakrishna Gadde	:	Managing Director
Mr. Anand Kumar Chedarla	:	Whole Time Director
Mr. Navakanth Mgadda	:	Whole Time Director
Mr. Veera Raghava Rao Tatavarty	:	Director
Mr. Sidda Nageswararao	:	Director
Mr. Rambabu Potluri	:	Director
Mr. Thanguturu Krishna Mohan	:	Director
Mr. Chenchu Subba Rao Kopparapu	:	Director
Mr. Venkateswarlu Jonnalagadda	:	Independent Director
Mr. Cherukumudi Prabhakar	:	Independent Director

Board Committees:

Audit Committee:

Mr. Venkateswarlu Jonnalagadda (Chairman)
Mr. Cherukumudi Prabhakar (Member)
Mr. Balakrishna Gadde (Member)

Nomination & Remuneration Committee :

Mr. Cherukumudi Prabhakar (Chairman)
Mr. Venkateswarlu Jonnalagadda (Member)
Mr. Rambabu Potluri (Member)

Stakeholders Relationship Committee :

Mr. Rambabu Potluri (Chairman)
Mr. Balakrishna Gadde (Member)
Mr. Anand Kumar Chedarla (Member)
Mr. Navakanth Mgadda (Member)

Chief Financial Officer :

Mr. Anand Kumar Chedarla

Company Secretary :

Ms. Bhavana Rajput

Registrar and Share Transfer Agents :

Bigshare Services Private Limited
306, Right Wing, 3rd Floor, Amrutha Ville,
Opp. Yashoda Hospital, Somajiguda,
Rajbhavan Road, Hyderabad - 500 082

Registered Office :

8-2-603/1/2, 1st Floor,
Road No. 10, Banjara Hills,
Hyderabad-500 034,
Telangana.

Email id:

pssmmedia@gmail.com

Website:

www.pmconlinetv.com

Statutory Auditors :

M/s Rathnakar & Co
(FRN: 022726S),
Chartered Accountants,
Hyderabad.

Internal Auditors :

M/s Finpro Consulting
Management Consultants

Secretarial Advisors :

M/s D. Hanumanta Raju & Co
Company Secretaries



COMPANY AT A GLANCE

Pyramid Meditation Channel (PMC) under the aegis of Pyramid Spiritual Societies Movement is the media brand name of PSSM Media Limited (CIN: U74994TG2017PLC121367). It was registered as a media company to promote the principles of Pyramid Spiritual Societies Movement (PSSM) founded and established by Brahmarshi Pitamaha Patriji.

**“ Within 30 years the entire planet earth will become Swarga Loka through PMC ”
- Brahmarshi Pitamaha Patriji**

BE A LIGHT UNTO YOURSELF

PMC is a unique meditation channel the first of its kind in the world established in the year 2017. PMC envisions and endeavours to make universal spiritual truths reach the whole of mankind through positive media. The intent of PMC is to achieve and establish a society which has its fundamental traits as vegetarianism and non-violence. PMC aspires for establishing a peaceful meditative world.

PMC proposes making of every human being into a Buddha.

PMC is a transformative media which will present "Truth As It Is". PMC showcases the spiritual services offered by the PSSM in around 10,000 energy zones (modern temples i.e., Pyramids), through the combined efforts of around 1,44,000 spiritual masters for around three decades. PMC has several crores of viewers base at present.

PMC is a weapon to spread truths on spiritual and holistic living through the messages of a multitude of Gurus and Spiritual masters past and present whose success stories can be eye-openers to masses of individuals across the world.

PMC is the VOICE of all pyramid masters and is meant to spread the great truths of pyramid energy and Anapanasati Breath-Meditation throughout the globe.



OUR VISION

To spread Spiritual Truths to mankind through positive media and enable the transformation of individual human consciousness into unified God Consciousness.

OUR MISSION

To make everyone a total vegetarian and an accomplished meditator on this planet.



CORE VALUES

PMC works on the value bases as below:

- Producing effective Positive Media Content for an Enlightened Society.
- Creating World Peace through Spiritual Education from a Tender Age.
- Inspiring people to move from Ignorance to the Truth of Higher Consciousness.
- Saving the five elements of Nature by creating an Environmentally Sustainable Planet.
- Creating a generic Platform for World Gurus to spread their valuable teachings.
- Developing Spirituo-Scientific Temperament amongst people.
- Promoting a variety of Healthy Life Style Choices for people to live a Happy & Healthy Life.

PMC is a conscious effort for the first time ever in the Mainstream Media to awaken mass spiritual consciousness.

PMC facilitates everyone's spiritual blossoming by bridging the gap between New Age Wisdom and the ancient Sanatana Dharma.

OUR CORE PRINCIPLES



- To instill the value of Non-Violence in communication and living.
- To create awareness about complete physical health, mental health, and social well-being in society.
- To promote the reading of Right Spiritual Books.
- To facilitate the sharing of deep Spiritual Experiences of meditators.
- To promote Full Moon Meditations.
- To inspire everyone to become a Vegetarian, do Anapanasati Meditation, and utilise Pyramid Energy.
- To create a Deep Connection with Nature places like forests, river banks, mountains etc., for people.
- To spread Spiritual Values based on Spiritual Science.
- To promote Music, Dance and the Art of Living.
- To promote and raise awareness about the importance of natural resources in the environment.
- To inspire everyone to overcome their personal problems through the power of their own Meditation.
- To contribute to World Peace by spreading the knowledge of Peaceful Co-existence.

“ Enlightenment with Enjoyment ”

– Brahmarshi Pitamaha Patriji

BACKDROP

The Pyramid Spiritual Societies Movement (PSSM) under the guidance of its founder Brahmarshi Patriji, has completed three decades of spiritual journey. PSSM is relentlessly striving to achieve a non-violent society, a peaceful pyramid-meditative world and aspires to make every human being a Buddha on this Planet.

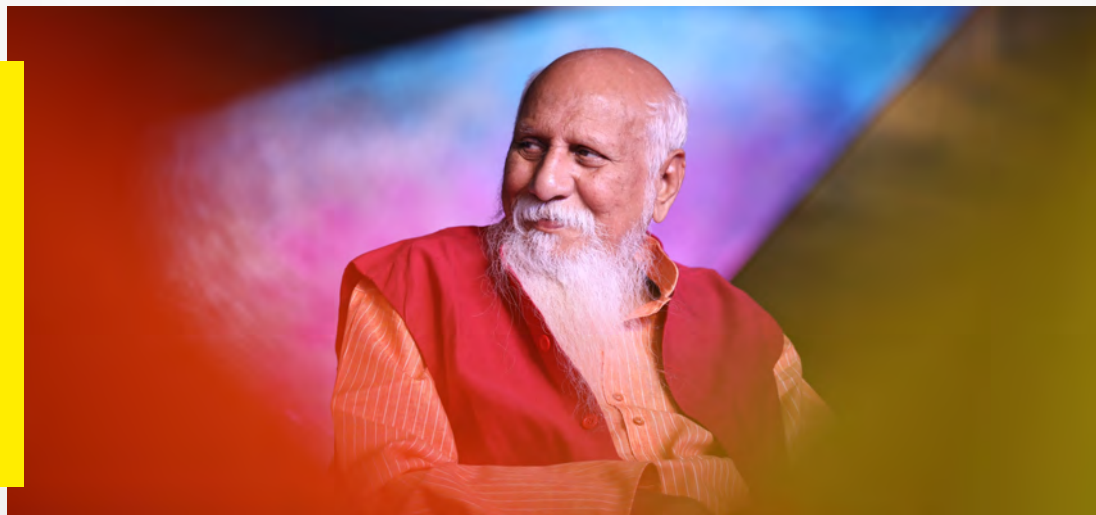
PSSM is an eternal mission which promotes pyramids as energy centres globally, making everyone vegetarian, spreading soul-level wisdom among human beings, preaching Anapanasati Meditation, spreading the utilization of pyramid energies across the world for a blissful, healthy and spiritual living for all. PSSM is a revolutionary Spiritual Movement reaching all sections of masses, transforming human beings into divine beings beyond all boundaries of caste, religion, race, region and working towards the dawn of a Golden New Age of oneness and one global family - "Vasudhaika Kutumbakam"

PMC is a tribute to the nearly three decades of the Miraculous Journey of PSSM.

The initial focus of PMC as a web-based channel for the year 2017-18 was:

1. To highlight the activities of Pyramid Masters
2. To present the experiences of Pyramid Meditators.
3. To give all the relevant information about existing Pyramid Meditation Centres primarily in the twin Telugu states of Andhra Pradesh and Telangana and telugu speaking people across all the states in India as well as outside India.

Later PMC has telecasted its programs through satellite channel with the help of Aashirwad.





PHASE 1:
PMC SATELLITE CHANNEL

aashirwad



PATRIJI DHYANA MAHA YAGAM - 2023



PATRIJI DHYANA MAHA YAGAM - 2023



PATRIJI DHYANA MAHA YAGAM - 2023





OUR MAJOR MSO DISTRIBUTORS THROUGH AASHIRWAD CHANNEL

	Telecasting all the programs all over India
	Telecasting all the programs all over South
	Telecasting all the programs all over South
	Telecasting all the programs all over Andhra Pradesh
	Telecasting all the programs all over the INDIA
	Telecasting all the programs all over Telangana and Andhra Pradesh
	Telecasting all the programs all over Telangana and Andhra Pradesh
	Telecasting all the programs all over Telangana and Andhra Pradesh

PMC PROGRAMS



PMC PROGRAMS





PMC PROGRAMS



PMC PROGRAMS



PHASE 2: PMC TELUGU YOUTUBE CHANNEL

All countries views



PMC Telugu YouTube channel now has a global reach with people watching from 150 countries

India



41,02,49,135
Views

USA



80,41,420
Views

Qatar



4,19,015
Views

Oman



3,67,013
Views

UK



9,79,030
Views

UAE



17,05,009
Views

Kuwait



19,53,386
Views



Canada



6,04,271
Views

Australia



7,95,324
Views

Saudi Arabia



6,65,781
Views

Singapore



4,07,212
Views

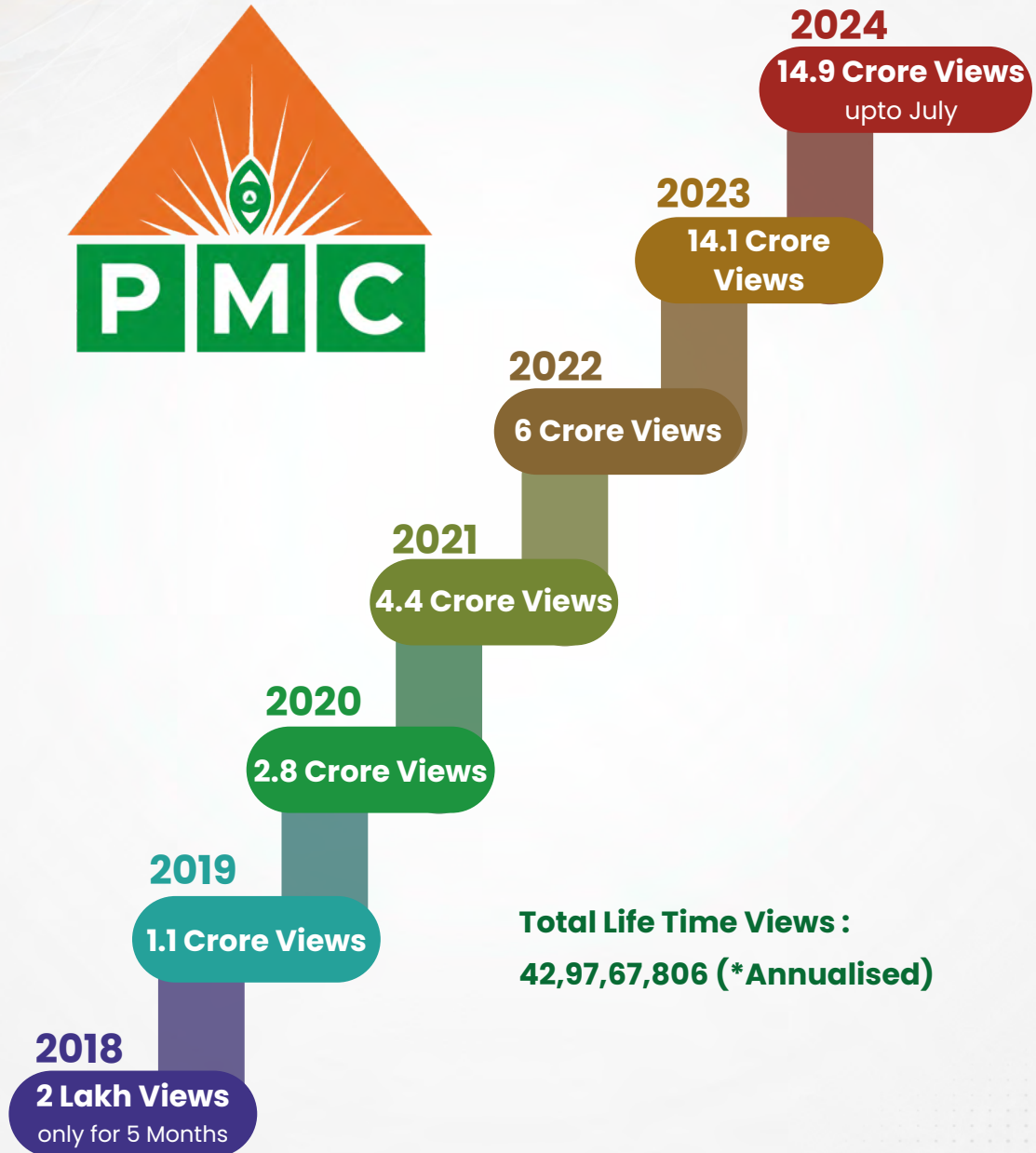
Bahrain



3,21,928
Views

PMC TELUGU YOUTUBE CHANNEL

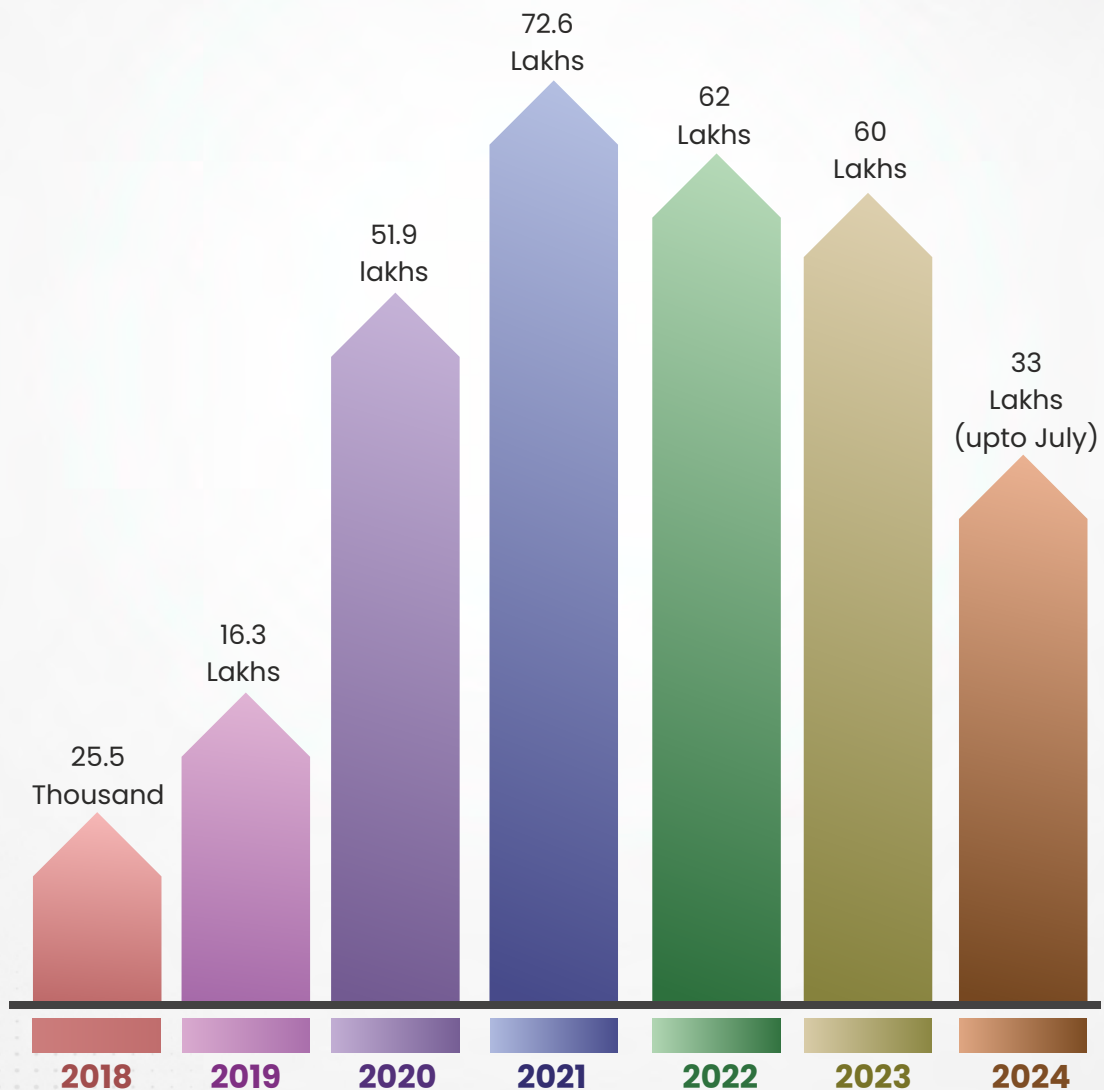
YEAR WISE VIEWS



PMC TELUGU YOUTUBE CHANNEL

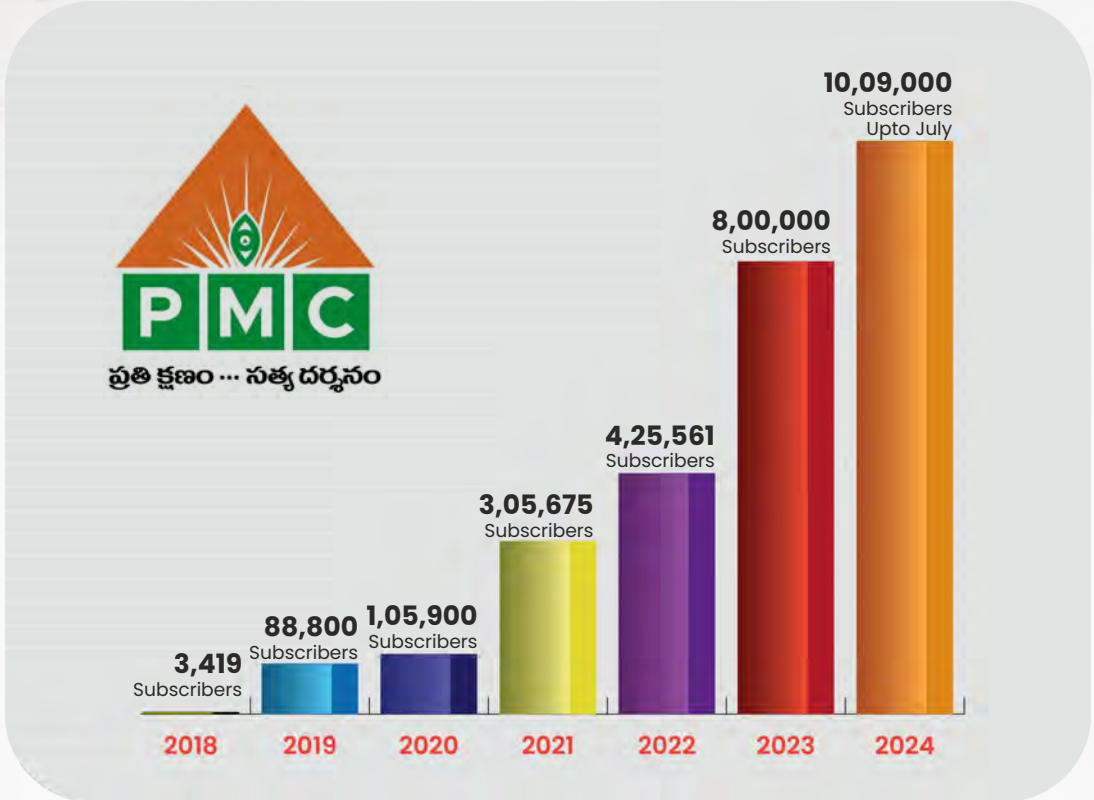
WATCH TIME (HOURS)

Total Life Time watch time (hours) :
2,94,73,085.90 (*Annualised)



PMC TELUGU YOUTUBE CHANNEL

YEAR WISE SUBSCRIBERS



Year	Subscribers
2018	3,419
2019	88,800
2020	1,05,900
2021	3,05,675
2022	4,25,561
2023	8,00,000
2024	10,09,000 (upto July)

Total Life Time

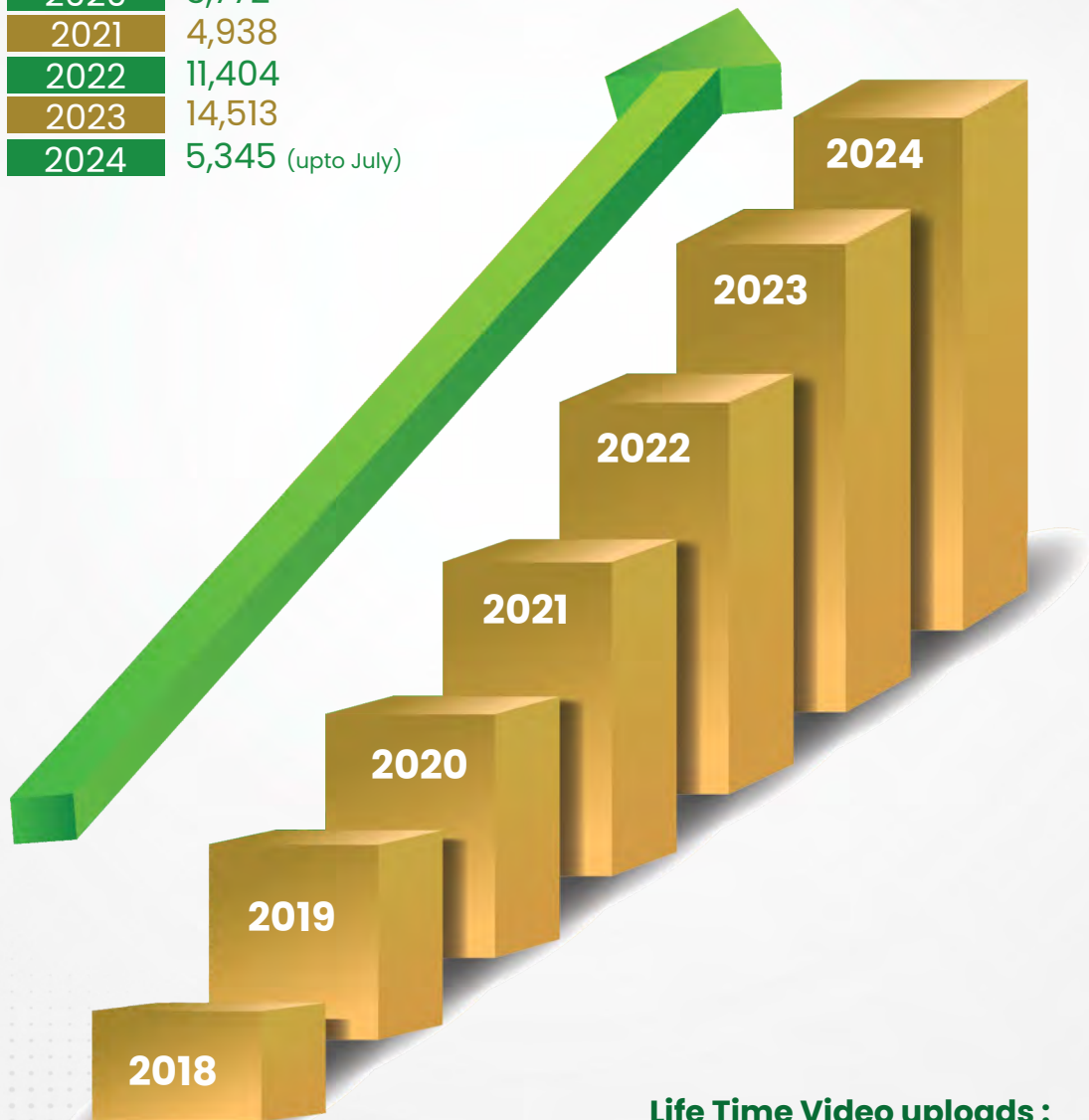
Subscribers :

10,09,098 (*Annualised)

PMC TELUGU YOUTUBE CHANNEL

YEAR WISE VIDEO UPLOADS

Year	Uploads
2018	369
2019	2,246
2020	3,772
2021	4,938
2022	11,404
2023	14,513
2024	5,345 (upto July)



Life Time Video uploads :
42,586 (*Annualised)

PMC HEALTH YOUTUBE CHANNEL

OVERVIEW WORLDWIDE

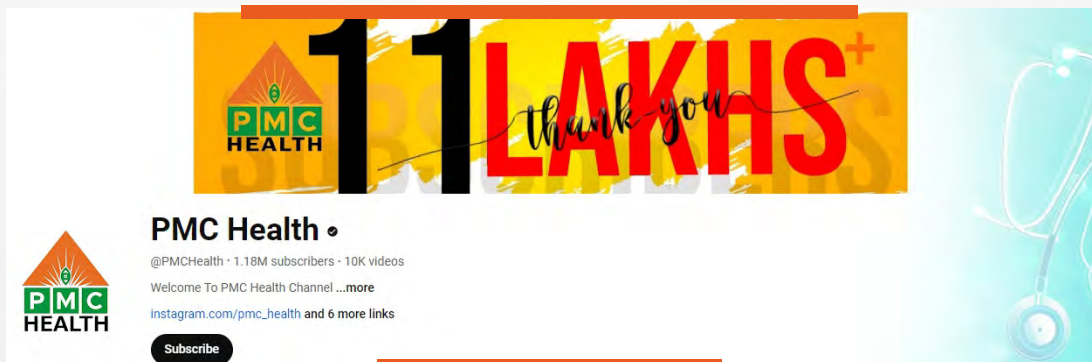


CHANNEL GOT
328.2M
VIEWS SO FAR

Views +328.2M **Watch Time (hours)** 12.9M

Subscribers 1.2 million **Impressions** +200 crores

PMC Health Youtube channel now has a global reach with people watching from 100+ countries



PMC HEALTH YOUTUBE CHANNEL

GEOGRAPHY WISE VIEWS, WATCH TIME & AVERAGE VIEW DURATION

Geography	Views ↓	Average view duration	Watch time (hours)
<input type="checkbox"/> Total	328,200,382	2:21	12,911,433.1
<input type="checkbox"/> India	314,021,808 95.7%	2:19	12,160,933.7 94.2%
<input type="checkbox"/> United States	5,144,384 1.6%	4:02	346,465.8 2.7%
<input type="checkbox"/> Kuwait	1,925,590 0.6%	2:17	73,428.0 0.6%
<input type="checkbox"/> United Arab Emirates	1,521,995 0.5%	2:18	58,563.4 0.5%
<input type="checkbox"/> Saudi Arabia	712,014 0.2%	2:29	29,503.8 0.2%
<input type="checkbox"/> United Kingdom	651,599 0.2%	2:49	30,675.7 0.2%
<input type="checkbox"/> Australia	522,510 0.2%	3:30	30,518.1 0.2%
<input type="checkbox"/> Qatar	432,229 0.1%	2:07	15,252.2 0.1%
<input type="checkbox"/> Canada	403,680 0.1%	3:03	20,589.1 0.2%
<input type="checkbox"/> Oman	369,374 0.1%	1:54	11,711.8 0.1%
<input type="checkbox"/> Singapore	320,713 0.1%	2:54	15,589.3 0.1%
<input type="checkbox"/> Bahrain	299,924 0.1%	1:49	9,088.1 0.1%
<input type="checkbox"/> Malaysia	118,956 0.0%	2:49	5,591.3 0.0%
<input type="checkbox"/> Germany	102,213 0.0%	3:30	5,985.3 0.1%
<input type="checkbox"/> France	68,337 0.0%	0:56	1,064.8 0.0%
<input type="checkbox"/> New Zealand	57,185 0.0%	3:01	2,879.8 0.0%

PMC ENGLISH YOUTUBE CHANNEL

OVER VIEW WORLDWIDE



**CHANNEL GOT
6.9M
VIEWS SO FAR**

Views 6.9M Watch Time (hours) 534.8K

Subscribers 41.5K Impressions 7,26,26,197

**PMC English Youtube channel now has a global reach with people
watching from 100+ countries**

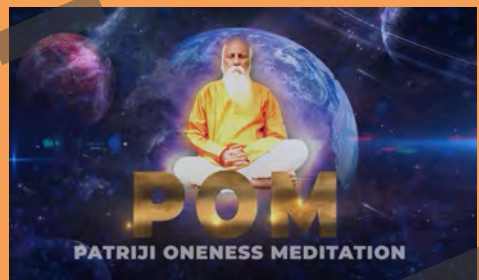


PMC ENGLISH YOUTUBE CHANNEL

GEOGRAPHY WISE VIEWS, WATCH TIME & AVERAGE VIEW DURATION

Geography	Views ↓	Average view duration	Watch time (hours)
<input type="checkbox"/> Total	6,885,708	4:39	534,778.5
<input type="checkbox"/> India	5,963,452 86.6%	4:37	459,299.4 85.9%
<input type="checkbox"/> United States	221,564 3.2%	5:08	18,990.3 3.6%
<input type="checkbox"/> United Kingdom	33,069 0.5%	3:47	2,093.2 0.4%
<input type="checkbox"/> United Arab Emirates	20,350 0.3%	2:09	729.6 0.1%
<input type="checkbox"/> Canada	19,735 0.3%	3:42	1,221.4 0.2%
<input type="checkbox"/> Australia	16,985 0.3%	3:01	855.9 0.2%
<input type="checkbox"/> Malaysia	16,958 0.3%	4:39	1,318.2 0.3%
<input type="checkbox"/> Nepal	16,122 0.2%	2:11	591.0 0.1%
<input type="checkbox"/> Russia	11,979 0.2%	1:11	238.2 0.0%
<input type="checkbox"/> Pakistan	9,767 0.1%	1:26	234.1 0.0%
<input type="checkbox"/> Bangladesh	9,553 0.1%	1:37	258.4 0.1%
<input type="checkbox"/> Kuwait	9,358 0.1%	3:27	540.4 0.1%
<input type="checkbox"/> Indonesia	8,005 0.1%	5:37	750.9 0.1%
<input type="checkbox"/> Singapore	7,120 0.1%	2:08	254.2 0.1%
<input type="checkbox"/> Germany	5,262 0.1%	1:29	131.2 0.0%
<input type="checkbox"/> Saudi Arabia	4,535 0.1%	2:54	219.2 0.0%

PMC ENGLISH YOUTUBE CHANNEL PROGRAMS



PMC LIVE 24/7 YOUTUBE CHANNEL

OVERVIEW WORLDWIDE



CHANNEL GOT
1,12,41,536
VIEWS SO FAR

Views 1,12,41,536 **Watch Time (hours)** 18,20,823.80

Subscribers 65,125 **Impressions** 12,77,44,499

PMC Live 24/7 Youtube channel now has a global reach with people watching from 80 countries



PMC LIVE 24/7 YOUTUBE CHANNEL

GEOGRAPHY WISE VIEWS, WATCH TIME & AVERAGE VIEW DURATION

<input type="checkbox"/> India	10,793,634	96.0%	9:41	1,744,507.8	95.8%
<input type="checkbox"/> United States	138,697	1.2%	13:10	30,440.5	1.7%
<input type="checkbox"/> United Kingdom	6,784	0.1%	11:06	1,256.4	0.1%
<input type="checkbox"/> Australia	5,229	0.1%	12:41	1,106.3	0.1%
<input type="checkbox"/> United Arab Emirates	4,873	0.0%	12:10	988.3	0.1%
<input type="checkbox"/> Malaysia	2,436	0.0%	8:51	359.6	0.0%
<input type="checkbox"/> Kuwait	2,199	0.0%	10:20	379.2	0.0%
<input type="checkbox"/> Canada	2,085	0.0%	14:49	515.0	0.0%
<input type="checkbox"/> Bangladesh	1,066	0.0%	0:30	9.1	0.0%
<input type="checkbox"/> Singapore	726	0.0%	14:40	177.6	0.0%
<input type="checkbox"/> Pakistan	661	0.0%	0:29	5.5	0.0%
<input type="checkbox"/> Qatar	591	0.0%	11:47	116.2	0.0%
<input type="checkbox"/> Indonesia	551	0.0%	3:26	31.5	0.0%
<input type="checkbox"/> Oman	539	0.0%	7:09	64.3	0.0%
<input type="checkbox"/> Nepal	427	0.0%	0:46	5.6	0.0%
<input type="checkbox"/> Germany	410	0.0%	5:17	36.1	0.0%
<input type="checkbox"/> Kenya	396	0.0%	8:25	55.6	0.0%
<input type="checkbox"/> Vietnam	393	0.0%	5:49	38.1	0.0%
<input type="checkbox"/> Thailand	352	0.0%	0:30	3.0	0.0%
<input type="checkbox"/> Saudi Arabia	274	0.0%	8:27	38.6	0.0%
<input type="checkbox"/> Bahrain	249	0.0%	5:10	21.5	0.0%

DVM GLOBAL YOUTUBE CHANNEL



YOUTUBE ANALYTICS

Views **57.6M** Watch Time (hours) **712.0K**

Subscribers **+187.3K** Impressions **2,87,07,356**

DVM Global Youtube channel now has a global reach with people watching from 61 countries.



PMC OTHER

FULLY LOADED CHANNELS



PMC Telugu



PMC Health



PMC English



**PMC
Telugu Live**



**PMC Dhyana
Diya Jeevitam**



PMC Music



**Patriji Telugu
Sandesalu**



**Patriji English
Messages**



**Patriji
Daily Wisdom**



**Unstoppable
Motivations**



PMC Kids



Icon Talks



PMC Films



PMC Digital



DVM English

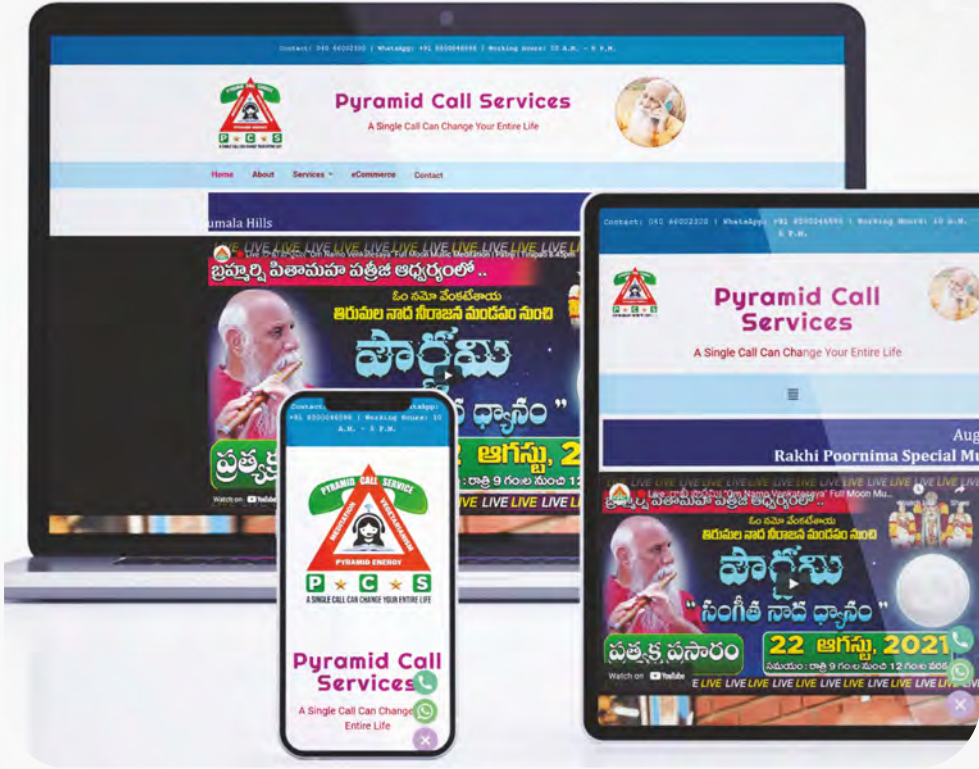


DVM Global

OUR WEBSITE

PYRAMID CALL SERVICES

WWW.PYRAMIDCALLSERVICES.ORG



Pyramid Call Services (PCS) has been established as a specialized service to serve humanity and is set up according to the vision and dreams of Brahmarshi Pitamaha Patriji. Its primary aim is to lend active support to the Pyramid Spiritual Societies Movement in making available to the spiritual community across the world, products and services that they may require for carrying out their spiritual tasks in the best manner possible.

PCS is a unique spiritual call service the first of its kind in the world, established in the year 2021. PCS envisions and endeavors to make universal spiritual truths reach the whole of mankind through call service.

The intent of PCS is to achieve and establish a society that has its fundamental traits as mastery of self. PCS aspires for establishing a peaceful meditative world.

PCS proposes making every human being achieve Self-Mastery in life.

PCS is a call service that will share "Truth as it is" in all languages.

PCS's motto is to teach Anapanasati Meditation, Vegetarianism, Pyramid Energy and Spiritual Science to seekers through free phone calls.

PCS offers solutions to the various needs for services and products through the efforts of more than 1,44,000 dedicated masters of the PSSM around the world through, around 10,000 energy centers or zones (modern temple i.e., Pyramids) across the world.

PCS is a call service weapon to spread truths on spiritual and holistic living through the messages of a multitude of gurus and spiritual masters past and present and whose success stories can be eye-openers to masses of individuals across the world..

PATRIJI GLIMPSES



PMC OWN SATELLITE LAUNCH AT KANHA



PMC OWN SATELLITE LAUNCH AT KANHA



DIRECTORS' REPORT

To
The Members,
PSSM MEDIA LIMITED
Hyderabad

Your Directors hereby presents the 07th Annual Report of your Company together with the Audited Financial Statements for the financial year ended 31st March, 2024. The summarized financial results for the year ended 31st March, 2024 are as under:

FINANCIAL RESULTS:

(Amounts in Rupees)

	Standalone 2023-24	Consolidated 2023-24	Standalone 2022-23	Consolidated 2022-23
Net Sales / Income from Operations	1,89,59,000	1,93,47,000	1,72,64,000	1,80,93,000
Other income	79,72,000	79,73,000	67,74,000	67,74,000
Total Expenses	6,64,80,000	6,76,71,000	5,73,06,000	5,84,06,000
Net Profit (+) / (Loss) (-) before Tax for the Period	(3,95,49,000)	(4,03,51,000)	(3,32,68,000)	(3,35,39,000)
Add: Minority Share of Loss	-	16,000	-	5,000
Net Profit (+) / (Loss) (-) for the Period	(3,95,49,000)	(4,03,35,000)	(3,32,68,000)	(3,35,34,000)

REVIEW OF OPERATIONS:

During the period under review the Revenue from operations of the Company increased from Rs. 1,72,64,000/- to Rs. 1,89,59,000/-. The Company had incurred an operating loss of Rs. 3,95,49,000/- during the financial year.

DIRECTORS' RESPONSIBILITY STATEMENT:

The Board of Directors confirm that in the preparation of Profit & Loss Account for the year ended and Balance Sheet as at that date ("Financial Statements") that:

- (a) in the preparation of the annual accounts, the applicable accounting standards had been followed along with proper explanation relating to material departures;
- (b) the directors had 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 at the end of the financial year and of the profit and loss of the company for that period;
- (c) the directors had taken proper and sufficient care for the maintenance of adequate accounting records in accordance with the provisions of this Act for safeguarding the assets of the company and for preventing and detecting fraud and other irregularities;
- (d) the directors had prepared the annual accounts on a going concern basis; and
- (e) the Company being unlisted, sub clause (e) of section 134(5) of the Companies Act, 2013 pertaining to laying down internal financial controls is not applicable; and
- (f) the directors had devised proper systems to ensure compliance with the provisions of all applicable laws and that such systems were adequate and operating effectively.

DISCLOSURES UNDER SECTION 134 OF THE COMPANIES ACT, 2013:

1. State of affairs of the company:

The Board of Directors has constantly monitoring the operations of the company and exploring wide range of innovative methods to improve revenue of the company through maximizing content variety and will try to make the Company profitable. The Board of Directors looks towards the future performance with a positive approach.

During the year, Your Company has achieved the following milestones and conducted under mentioned events:

- (a) successful acquisition of a satellite license, which enables the company to launch its own satellite license with its logo. This achievement underscores the commitment to expand the reach and enhancing quality of broadcasting services.
- (b) content of the Company is now available on Jio Fiber TV, providing a new and expansive platform to reach the audience across India.
- (c) launch of the satellite license was celebrated as a grand event at Kanha Shanti Vanam graced by esteemed chief guest DAAJI and was well attended by the shareholders, reflecting strong support and enthusiasm for company's growth and future endeavors.
- (d) content of library has grown substantially, by uploading more than 85,000 videos on YouTube pertaining to diverse material. The channel continues to flourish, with PMC Telugu reaching one million subscribers and PMC Health achieving 1.2 million subscribers. These milestones highlight the successful efforts in delivering valuable content to the viewers.
- (e) DVM Global channel has been launched to target youth worldwide to inspire and educate them about spirituality. Additionally, PMC Digital Online, a global platform dedicated to teaching meditation and spirituality has been introduced.
- (f) programmes have been expanded with new shows such as Body Mind Soul Show, Slow Talk Show, Tele marketing to sell spiritual products in addition to regular programmes. Number of special events increased to provide audience with rich viewing experience.

2. Future Projections and Expansions of the Company:

Your Company is planning to initiate following events and programmes for increasing revenue and to flourish with new wings and aspirations:

- (a) Conducting more physical detox workshops to tap the growing health and wellness market.
- (b) Enhancing brand's reputation as a holistic wellness provider through Customer engagement workshops, increasing customer loyalty and engagement programmes.

- (c) With an aim to install spiritual values early on, Spiritual events for youth will be conducted in schools. This initiative is projected to have a long-term impact, youth engagement, building a future customer base and potentially influencing school partnerships and sponsorships.
- (d) Holding Social Impact events to enhance brand image as a socially responsible organization, potentially attracting sponsorships and partnerships with educational institutions.
- (e) Launch of Animated Stories on PMC Kids YouTube Channel. The animated stories will attract younger audience, increasing the company's YouTube channel viewership and engagement.
- (f) Popularizing Patriji Life History Web Series to attract a large audience interested in Patriji's life and teachings, providing opportunities for content monetization through subscriptions and advertisements.
- (g) Launching of E-commerce platform for Spiritual Products to expand our market reach and to sell our spiritual products globally.
- (h) Conducting Paid Spiritual Events and Meditation Classes for Software Employees and Corporate Wellness programs to tap the lucrative corporate wellness market.

3. Amounts, if any, they proposed to carry to any reserves:

No Amounts are proposed to be carried to reserves.

4. Dividend:

As the Company is suffering from losses, no dividend was recommended by Board during the current financial year.

5. Deposits:

The Company has not accepted any deposits during the year under review.

6. Details of the Board meetings held during the year:

Secretarial Standards as applicable have been complied with. The Board of Directors met 4 (Four) times during the financial year ended 31st March, 2024 in accordance with the provisions of the Companies Act, 2013 and rules made there under which are as follows:

S.No	Date of meeting	Total No. of Directors as on the Date of Meeting	No. of Directors attended	Attendance Percentage
1	27.05.2023	10	10	100%
2	16.08.2023	10	9	90%
3	15.11.2023	10	9	90%
4	08.02.2024	10	7	70%

7. Performance Evaluation:

The Board of Directors has carried out an annual evaluation of its own performance, Board Committees and individual directors pursuant to the provisions of the Act.

The performance of the Board was evaluated by the Board after seeking inputs from all the directors on the basis of the criteria such as the Board composition and structure, effectiveness of board processes, information and functioning, etc.

The performance of the committees was evaluated by the Board after seeking inputs from the committee members on the basis of the criteria such as the composition of committees, effectiveness of committee meetings, etc.

The Board and the Nomination and Remuneration Committee ("NRC") reviewed the performance of the individual directors including Independent Directors on the basis of the criteria such as the contribution of the individual director to the board and committee meetings like preparedness of the issues to be discussed, meaningful and constructive contribution and inputs in meetings, etc.

8. Key Managerial Personnel:

S. No	Name	Designation
1	Mr. Balakrishna Gadde	Managing Director
2	Mr. Anand Kumar Chedarla	Whole Time Director and Chief Financial officer (CFO)
3	Mr. Navakanth Mgadda	Whole Time Director
4	Ms. Bhavana Rajput	Company Secretary (Resigned w.e.f 15.07.2024)
5	Mr N. Purna Chandra Rao	Company Secretary (Appointed w.e.f 22.07.2024)

9. Material changes and commitments, if any, affecting the financial position of the company which have occurred between the end of financial year of the company to which the financial statements relate and the date of the report:

There are no material changes and commitments affecting the financial position of the Company occurred between the end of the financial year to which these financial statements relates and on the date of this report.

10. A statement on declaration given by Independent Directors under Sub Section (6) of Section 149:

The Independent Directors of the Company have submitted a declaration under Section 149(7) of the Act that each of them meets the criteria of independence as provided in Section 149(6) of the Act and there has been no change in the circumstances which may affect their status as Independent Director during the year.

11. Disclosure of composition of Audit Committee:

The provisions of Section 177(1) relating to constitution of Audit Committee are applicable to the Company and details of the same is attached as Annexure-I

12. Disclosure on establishment of Vigil Mechanism:

The provisions of Section 177(9) of the Companies Act, 2013 is not applicable to the Company

13. Disclosure of composition of Nomination and Remuneration Committee and Company's policy relating to director's appointment, payment of remuneration and discharge of their duties under Sub-section (1) of Section 178:

The provisions of Section 178(1) relating to constitution of Nomination and Remuneration Committee are applicable to the Company and Company's policy on Directors appointment and remuneration and other matters provided in Section 178(3) of the Companies Act has been disclosed, which is attached as Annexure-I

14. Statement indicating development and implementation of a risk management policy for the company including identification therein of elements of risk, if any, which in the opinion of the Board may threaten the existence of the company:

The Board of the Company regularly reviews and had adopted measures to

frame, implement and monitor the risk management plan for the Company. The Board is responsible for reviewing the risk management plan and ensuring its effectiveness. The audit committee has additional oversight in the area of financial risks and controls.

No elements of risk were identified by the Company, which in the opinion of the Board might threaten the existence of the company.

15. Explanations or comments by the Board on every qualification, reservation or adverse remark or disclaimer made by the auditor in his report.

There were no qualifications, reservations or adverse remarks made by the Auditors in their report.

16. The details about the policy developed and implemented by the company on corporate social responsibility initiatives taken during the year:

The Company has not developed and implemented any Corporate Social Responsibility policy and initiatives, as the said provisions are not applicable.

17. Particulars of Loans, Guarantees or Investments Under Section 186 of the Companies Act, 2013:

There were no Loans, guarantees or investments made under Section 186 during the year.

18. Particulars of contracts or arrangements made with related parties under Section 188 of the Companies Act, 2013:

During the period under review, there are no contracts or arrangements made with related parties under Section 188 of the Companies Act, 2013.

19. The change in the nature of business, if any:

There was no change in the nature of Business.

20. The details of directors or key managerial personnel who were appointed or have resigned during the year:

During the period under review, the following changes occurred in the Board:

S.No.	Name of the Director	Appointment/ Change in Designation/	Designation	Date
1	Mr. Navakanth Mgadda	Re-appointment	Whole Time Director	01.04.2023
2	Mr. Anand Kumar Chedarla	Re-appointment	Whole Time Director	01.04.2023

21. The names of companies which have become or ceased to be its Subsidiaries, joint ventures or associate companies during the year:

There are no companies which have become or ceased to be the Subsidiaries, joint ventures or associate companies during the year.

22. The 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 are no material orders passed by the regulators or courts or tribunals impacting the going concern status and company's operations in future.

23. Adequacy of internal financial controls with reference to financial statements:

Internal control framework including clear delegation of authority and standard operating procedures are established and laid out across all functions. These are reviewed periodically at all levels. These measures have helped in ensuring the adequacy of internal financial controls commensurate with the scale of operations of the Company. During the period under review no reportable material weakness in the design and operations were observed.

24. Disclosure as per Sexual Harassment of Women at Work Place (Prevention, Prohibition and Redressal) Act, 2013:

Your company has zero tolerance for sexual harassment at work place and has adopted a policy on prevention, prohibition and redressal of sexual harassment at work place in line with the provision of Sexual Harassment of Women at Work Place (Prevention, Prohibition and Redressal) Act, 2013 and rules framed there under.

An Internal Complaints Committee ("ICC") has been set up by the senior management (with women employees constituting the majority). The ICC is responsible for redressal of complaints related to sexual harassment and follows the guidelines provided in the Policy.

No complaints have been received by the company on sexual harassment during the financial year 2023-2024.

25. Particulars of Employees:

None of the employees whether employed through the period or part of the period were in receipt of the remuneration exceeding limited specified under section 197 of the Act read with Rule 5(2) of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014.

The company recognizes the importance and contribution of its human resources in its growth and development. It is committed to development of human resources by appropriate training, motivation and employee welfare activities.

26. Statutory Auditors:

Company has appointed M/s. Rathnakar & Co., Chartered Accountants (Firm Registration No. 022726S) as Statutory Auditors of the Company at its AGM held on 19.12.2023 to hold office as statutory auditor for a period of five years and being eligible they continue to hold office.

27. Maintenance of Cost Records:

Maintenance of cost records is not specified by the Central Government under sub-section (1) of section 148 of the Companies Act, 2013 to our company.

28. Details in respect of Frauds reported by Auditors under 143(12) of Companies Act 2013:

During the period under review there were no instances of Fraud reported by the Auditors in the Company.

29. Annual Return and its web link:

In terms of Section 92(3) of the Act, the Annual Return for the financial year ended 31st March, 2024 is displayed on the website of the Company <https://www.pmconlinetv.com/pmc-telugu-channel-events>

30. The details of Application made or any proceeding pending under the Insolvency and Bankruptcy Code, 2016 (31 of 2016) during the Year along with their Status as at the end of the Financial Year:

During the period under review, there was neither any application made nor

any proceedings initiated or pending under the Insolvency and Bankruptcy code, 2016.

31. The 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:

During the period under review, there was no one time settlement with Bank.

32. Conservation of energy, technology absorption, foreign exchange earnings and outgo:

The information pertaining to conservation of energy, technology absorption, Foreign exchange Earnings and outgo as required under Section 134 (3)(m) of the Companies Act, 2013 read with Rule 8(3) of the Companies (Accounts) Rules, 2014 is as under.

Conservation of energy	:	NIL
Technology absorption	:	NIL
Foreign exchange earnings	:	Rs. 25,65,000/-
Foreign exchange outgo	:	NIL

33. Acknowledgement:

Your Directors wish to place on record their gratitude to shareholders and thank the customers, bankers, vendors, State and Central Governments Authorities for their continued support to your Company's growth. Your Directors also wish to place on record, their appreciation for the contribution made by the employees at all levels, who, through their competence, sincerity, hard work, solidarity and dedicated support enabled to your company to make continued progress.

Place: Hyderabad
Date: 22.07.2024

For and on behalf of the Board of
PSSM MEDIA LIMITED

Sd/-
Balakrishna Gadde
Managing Director
(DIN: 08915090)

Sd/-
Navakanth Mgadda
Whole Time Director
(DIN: 07629009)

Sd/-
Anand Kumar Chedarla
Whole Time Director and CFO
(DIN: 07702546)

1. Board of Directors:**Composition and Category of Directors:**

The Board of Directors comprises of (3) Three Executive Directors, (5) Five Non Executive Non Independent Directors and (2) Two Independent Directors as on 31st March, 2024. .

Board Meetings Attendance details:

The compositions of the Board of Directors as on 31st March, 2024 and their attendance at the Board Meetings during the year are as follows:

Name of the Director	Category of Directorship	No. of Board Meetings entitled to Attend	No. of Board Meetings Attended
Mr. Balakrishna Gadde	Managing Director	4	4
Mr. Anand Kumar Chedarla	Whole Time Director	4	4
Mr. Navakanth Mgadda	Whole Time Director	4	4
Mr. Veera Raghava Rao Tatavarty	Director	4	1
Mr. Sidda Nageswararao	Director	4	3
Mr. Rambabu Potluri	Director	4	4
Mr. Krishna Mohan Thanguturu	Director	4	4
Mr. Chenchu Subba Rao Kopparapu	Director	4	4
Mr. Venkateswarlu Jonnalagadda	Independent Director	4	4
Mr. Prabhakar Cherukumudi	Independent Director	4	3

2. Audit Committee:

The Audit Committee comprises of 2 (Two) Independent Directors and 1 (One) Executive Director as on 31st March, 2024. Audit Committee met 2 (Two) times during the year under review on 27.05.2023 and 16.08.2023.

The Composition of Audit Committee and the details of meeting attended are given below:

S.No.	Name of the Director	Position held in the Committee	Number of meetings entitled to Attend	Number of meeting Attended
1	Mr.Venkateswarlu Jonnalagadda	Chairman	2	2
2	Mr. Cherukumudi Prabhakar	Member	2	2
3	Mr. Balakrishna Gadde	Member	2	2

During the meeting, the Committee inter alia, reviewed the auditor's independence and performance, and effectiveness of audit process, recommended the appointment of auditors including fixation of audit fee, and reviewed the company's financial and risk management policies.

3. Nomination and Remuneration Committee:

The terms of reference stipulated by the board of directors to the Nomination and Remuneration Committee under sub-section (1) of Section 178 of Companies Act, 2013, are as follows:

- Formulate the criteria for determining qualifications, positive attributes and independence of a director and recommend to the Board a policy, relating to the appointment and remuneration of the directors, key managerial personnel and other employees.
- Formulation of criteria for evaluation of Independent Director and the Board.
- Devising a policy on Board diversity
- Identify persons who are qualified to become directors and who may be appointed in senior management in accordance with the criteria laid down and recommend to the Board their appointment and removal. The company shall disclose the remuneration policy and the evaluation criteria in its Annual report.

During the year the committee met on 08.02.2024

The Composition of Nomination and remuneration committee is given below.

S.No.	Name of the Director	Position held in the Committee	Number of meetings entitled to Attend	Number of meeting Attended
1	Mr. Cherukumudi Prabhakar	Chairman	1	-
2	Mr. Venkateswarlu Jonnalagadda	Member	1	1
3	Mr. Rambabu Potluri	Member	1	1

Performance Evaluation

During the year, the Board adopted a formal mechanism for evaluation of its performance and as well as that of its committees and individual directors, including Independent Directors. Separate exercise was carried out to evaluate the performance of individual director who were evaluated on parameters such as attendance, contribution at the meeting and other wise. The guidelines for evaluation of Board and committee are available at the registered office of the company.

Salient Features of Nomination and Remuneration policy

The nomination and remuneration policy of your company is a comprehensive policy which is competitive, in line with the industry practices and reward good performance of employees of the company. The policy is available at the registered office of the company.

The objectives and Broad framework of the policy is to consider and determine the remuneration based on the fundamental principles of payment for performance, for potential, and for growth and to provide to Key Managerial personnel and Senior Management reward linked directly to their effort, performance, dedication and achievement relating to the company operations.

Your company endeavours to attract, retain, develop and motivate a high performance workforce.

Your company follows a compensation mix of fixed and variable pay. Individual performance pay is determined by the business performance and the performance of the individuals measured through the annual appraisal process.

The remuneration policy of the company for managerial personnel is primarily based on the performance of the company, performance and potential of individuals, and External competitive environment.

4. Stakeholders Relationship Committee:

The Stakeholders Relationship Committee comprises of 1 (One) Non-Executive Director and 3 (Three) Executive Directors as on 31st March, 2024. Stakeholders Relationship Committee met 1 (One) time during the year under review on 08.02.2024.

The Composition of Stakeholders Relationship Committee and the details of meeting attended are given below:

S.No.	Name of the Director	Position held in the Committee	Number of meetings entitled to Attend	Number of meeting Attended
1	Mr. Rambabu Potluri	Chairman	1	1
2	Mr. Balakrishna Gadde	Member	1	1
3	Mr. Anand Kumar Chedarla	Member	1	1
4	Mr. Navakanth Mgadda	Member	1	1

INDEPENDENT AUDITOR'S REPORT

To the Members of PSSM MEDIA LIMITED

Report on the Audit of the Standalone Financial Statements

Opinion

We have audited the attached Standalone Financial Statements of PSSM MEDIA LIMITED ("the Company"), which comprise the balance sheet as at 31st March 2024, statement of profit and loss and statement of cash flows for the year then ended and notes to the Financial Statements including a summary of significant accounting policies and other explanatory information (the standalone financial statements).

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid Standalone Financial Statements give the information required by the Companies Act, 2013 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 March 31, 2024, and its loss and its cash flows for the year ended on that date.

Basis for Opinion

We conducted our audit of the Standalone Financial Statements 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 Standalone 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 Standalone 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 Standalone Financial Statements and Auditor's Report thereon

The Company's Board of Directors is responsible for the other information. The other information comprises the information included in the Annual Report but does not include the Standalone Financial Statements and our auditor's report thereon.

Our opinion on the Standalone 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 Standalone Financial Statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information; we are required to report that fact. We have nothing to report in this regard.

Management's Responsibility for the Financial Statements

The Company's Board of Directors is responsible for the matters stated in section 134(5) of the Companies Act, 2013 ("the Act") with respect to the preparation of these Standalone Financial Statements that give a true and fair view of the financial position, financial performance, (changes in equity) and cash flows 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 Standalone Financial Statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

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

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 Standalone 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:

- a. 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.
- b. Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under section 143(3)(i) of the 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.
- c. Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- d. 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 Standalone 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.
- e. Evaluate the overall presentation, structure and content of the Financial Statements, including the disclosures, and whether the Standalone Financial Statements represent the underlying transactions and events in a manner that achieves fair presentation.

Materiality is the magnitude of misstatements in the Standalone Financial Statements that, individually or in aggregate, makes it probable that the economic decisions of a reasonably knowledgeable user of the Standalone Financial Statements may be influenced. We consider quantitative materiality and qualitative factors in

- (i) Planning the scope of our audit work and in evaluating the results of our work; and
- (ii) to evaluate the effect of any identified misstatements in the Financial Statements.

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 Standalone 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.

Report on Other Legal and Regulatory Requirements

1. As required by the Companies (Auditor's Report) Order, 2020 ("the Order"), issued by the Central Government of India in terms of sub-section (11) of section 143 of the Companies Act, 2013, we give in the Annexure A, statement on the matters specified in paragraphs 3 and 4 of the said Order, to the extent applicable to this company.
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 Standalone Financial statements dealt with by this Report are in agreement with the books of account of the company.
- (d) In our opinion, the aforesaid Standalone Financial Statements comply with the Accounting Standards specified under Section 133 of the Act and the Rules made thereunder.
- (e) On the basis of the written representations received from the directors as on 31st March 2024 and taken on record by the Board of Directors, 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 regard to the adequacy of internal financial controls with reference to Standalone Financial Statements of the Company and the operating effectiveness of such controls, refer to our separate Report in "Annexure B".
- (g) As required U/s.197(16) of the Act, we report that the remuneration paid by the company to its Directors is in accordance with the provisions of Sec.197 read with Schedule V of the Act and the remuneration paid to any Director is not in excess of the limit laid down U/s.197 of the Act.
- (h) With respect to the other matters to be included in the Auditor's Report in accordance with Rule 11 of the Companies (Audit and Auditors) Rules, 2014, in our opinion and to the best of our information and according to the explanations given to us:
 - i. The Company, as detailed in Notes in the Standalone Financial statements, has disclosed the impact of pending litigations on its financial position as at 31.03.2024.
 - ii. The Company did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses as at 31.03.2024.
 - 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 loaned or invested (either from borrowed funds or share premium or any other sources or kind of funds) by the company to or in any other person(s) or entity(ies),

including foreign entities ("Intermediaries"), with the understanding, whether recorded in writing or otherwise, that the Intermediary shall, whether, directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the company ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries;

(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(s) or entity(ies), including foreign entities ("Funding Parties"), with the understanding, whether recorded in writing or otherwise, that the company shall, whether, directly or indirectly, lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Funding Party ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries; and

(C) Based on such audit procedures that we have considered reasonable and appropriate in the circumstances, nothing has come to our notice that has caused us to believe that the representations under sub-clause (A) and (B) above contain any material misstatement.

(v) The company has not declared or paid any dividend during the year.

(I) Proviso to Rule 3(1) of the Companies (Accounts) Rules, 2014 for maintaining books of account using accounting software which has a feature of recording audit trail (edit log) facility is applicable to the Company with effect from April 1, 2023. The company has used an accounting software for maintaining its books of account which has a feature of recording audit trail (edit log) facility and the same has been operated throughout the year for all transactions recorded in the software and the audit trail feature has not been tampered with and the audit trail has been preserved by the company as per the statutory requirements for record retention.

For S. Rathnakar & Co
Chartered Accountants
FRN: 022726S
Sd/-

S. Rathnakar
Proprietor
M.NO:212105

UDIN : 24212105BKBZLR4258

Place: HYDERABAD
Date: 28.05.2024

ANNEXURE – A

TO THE INDEPENDENT AUDITOR'S REPORT

(Annexure referred to in our report to the members of PSSM MEDIA LIMITED
for the year ended 31st March, 2024)

Statement on the matters specified in paragraphs 3 and 4 of the CARO, 2020 ("Order")

In terms of the information and explanations sought by us and given by the Company and the books of account and records examined by us in the normal course of audit and to the best of our knowledge and belief, we state that:

- (i) (a)(A) The Company has maintained proper records showing relevant particulars, including quantitative details and situation of Property, plant and equipment.
- (B) The Company has maintained proper records showing full particulars of Intangible assets.
- (b) All major Property, plant and equipment have been physically verified by the management at reasonable intervals of time. No material discrepancies were noticed on such verification.
- (c) According to the information and explanations given to us and the title deeds of all immovable properties (other than properties where the company is the lessee and the lease agreement are duly executed in favor of the lessee) disclosed in the financial statement are held in the name of the Company.
- (d) The Company has not revalued its property, plant and equipment (including right to use assets) or Intangible assets or both during the year and rules made there under during the year.
- (e) According to the information and explanations given to us, No proceedings have been initiated or are pending against the company under the Benami Transaction (prohibition) Act, 1988.
- (ii) (a) The company does not have any inventory. Accordingly, the provisions of clause 3(ii) (a) of the Order are not applicable.
- (ii) (b) The company has not been sanctioned working capital limits in excess of 5 crore rupees, in aggregate, at any point of time during the year, from banks or financial institutions on the basis of security of current assets. Hence

reporting under clause 3(ii) (b) of the order is not applicable.

- (iii) During the year The Company has not made investments in, provided any guarantee and security and granted loans and advances in the nature of loans, secured or unsecured, to companies, firms, Limited Liability Partnerships or any other parties during the year.
- (iii) (a) The Company has not provided loans and advances / guarantee in the nature of loan during the year.
- (iii) (b) In our opinion, the investments made, guarantees provided, security given and the terms and conditions of the grant of all loans and advances in the nature of loans and guarantees provided, during the year are, prima facie, not prejudicial to the Company's interest.
- (iii) (c) The company has not provided any loans or advances in the nature of loans, hence reporting under the clause 3(iii)(c), of the order, is not applicable.
- (iii) (d) The company has not provided any loans or advances in the nature of loans, hence reporting under the clause 3(iii)(d), of the order, is not applicable.
- (iii) (e) The company has not provided any loans or advances in the nature of loans, hence reporting under the clause 3(iii)(e), of the order, is not applicable.
- (iii) (f) The Company has not given any loans either repayable on demand or without specifying any terms or period of repayment. Hence reporting under the clause 3 (iii)(f) of the order, is not applicable.
- (iv) In respect of loans and investments providing of sections 185 and 186 of the Act have been complied.
- (v) In our opinion and according to the information and explanations given to us, the Company has not accepted any deposits or amounts which are deemed to be deposits. Therefore, reporting under clause 3(v) of the Order is not applicable.
- (vi) Maintenance of cost records has not been specified by the Central Government under sub section (1) of section 148 of the Companies Act, 2013 for the Company. Hence, reporting under clause(vi) of the order is not applicable.
- (vii) (a) According to the information and explanations given to us and on the basis of our examination of the records of the Company, amounts deducted / accrued in the books of account in respect of undisputed statutory dues

including Provident Fund, Employees' State Insurance, Income-tax, Sales-tax, Service tax, duty of Customs, duty of Excise, value added tax and cess and any other statutory dues to appropriate authority have generally been regularly deposited during the year by the Company.

- (vii) (b) According to the information and explanations given to us and the records of the Company examined by us, there are no dues of Goods and Service Tax or sales tax or service tax or duty of customs or duty of excise or value added tax or Income tax or TDS which have not been deposited on account of any dispute.
- (viii) According to the information and explanations given to us and the records of the Company examined by us, as at the balance sheet date, there were no such transactions relating to previously unrecorded income that have been surrendered or disclosed as income during the year in the tax assessments under the Income Tax Act, 1961 (43 of 1961).
- (ix) (a) The Company has not defaulted in repayment of loans or other borrowings or in the payment of interest thereon to any lender.
- (ix) (b) The Company has not been declared wilful defaulter by any bank or financial institution or other lender.
- (ix) (c) According to the information and explanations given to us and on the basis of our examination of the records of the Company, the term loans obtained have been used for the purpose they have been obtained for.
- (ix) (d) According to the information and explanations given to us and on the basis of our examination of the records of the Company, the funds raised for short-term purposes have not been used for long-term purposes.
- (ix) (e) 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.
- (ix) (f) The Company has not raised any loans during the year on the pledge of securities held in its subsidiaries, joint ventures or associate companies.
- (x) (a) The Company did not raise moneys by way of initial public offer or further public offer (including debt instruments) during the year.
- (x) (b) During the year, the Company has not made any preferential allotment or private placement of shares or convertible debentures (fully or partly or optionally convertible).

- (xi) (a) According to the information & explanation given to us, No fraud by the Company or 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 in Form ADT-4 as prescribed under rule 13 of Companies (Audit and Auditors) Rules, 2014 with the Central Government, during the year and upto the date of this report.
- (c) According to the information & explanation given to us, the Company has not received any whistle blower complaints during the year and upto the date of this report.
- (xii) The company is not a Nidhi company, therefore the provisions of paragraph 3(xii) of the order is not applicable.
- (xiii) In our opinion, the Company has complied with section 177 and 188 of the Companies Act, 2013 with respect to applicable transactions with the related parties and the details of related party transactions have been disclosed in the financial statements as required by the applicable accounting standards.
- (xiv) (a) In our opinion, the company has an internal audit system commensurate with the size and nature of its business.
- (b) Reports of the internal auditors for the period under audit were considered by us.
- (xv) The company has not entered into any non-cash transaction with directors or persons connected with him. Therefore, compliance with the provisions of section 192 of the Companies Act, 2013 is not applicable to the Company.
- (xvi) (a) The Company is not required to be registered under section 45-IA of the Reserve Bank of India Act, 1934.
- (b) The company has not conducted any Non-banking or Housing finance activities.
- (c) In our opinion, the company is not a core investment company as defined in the Core Investment Companies (Reserve Bank) Directions, 2016
- (d) The Company has incurred cash losses of Rs 31604 thousands during the financial year covered by our audit and Rs 25687 thousands in the immediately preceding financial year
- (xvii) There has been no resignation of the statutory auditors of the Company during the year.

(xviii) On the basis of the financial ratios, ageing and expected dates of realization of financial assets and payment of financial liabilities, other information accompanying the financial statements and our knowledge of the Board of Directors and Management plans and based on our examination of the evidence supporting the assumptions, nothing has come to our attention, which causes us to believe that any material uncertainty exists as on the date of the audit report indicating that Company is in 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

(xix) The provisions of Sec 135 of Companies Act 2013 is not applicable to the company. Accordingly reporting under clause 3(xx)(a), in the order is not applicable.

For S. Rathnakar & Co
Chartered Accountants
FRN: 022726S

Sd/-
CA S. Rathnakar
Proprietor
M.NO:212105
UDIN : 24212105BKBZLR4258

Place: HYDERABAD

Date: 28.05.2024

ANNEXURE – B TO THE INDEPENDENT AUDITOR'S REPORT

(Annexure referred to in our report to the members of PSSM MEDIA LIMITED
for the year ended 31st March, 2024)

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

We have audited the internal financial controls with reference to Standalone Financial Statements of PSSM MEDIA LIMITED. ("The Company") as at 31st March 2024 in conjunction with our audit of the Standalone Financial Statements of the Company for the year ended on that date.

Management's Responsibility for Internal Financial Controls

The Company's management is responsible for establishing and maintaining internal financial controls based on the internal control with reference to Standalone Financial Statements criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls over Financial Reporting 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.

Auditors' Responsibility

Our responsibility is to express an opinion on the Company's internal financial controls with reference to Standalone Financial Statements based on our audit. We conducted our audit in accordance with the Guidance Note on Audit of Internal Financial Controls with reference to Standalone Financial Statements (the "Guidance Note") 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 with

reference to Standalone Financial Statements 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 with reference to Standalone Financial Statements and their operating effectiveness. Our audit of internal financial controls over financial reporting included obtaining an understanding of internal financial controls with reference to financial statements, assessing the risk that a material weakness exists, and testing and evaluating the design and operating effectiveness of internal control based on the assessed risk. The procedures selected depend on the auditor's 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 with reference to financial statements.

Meaning of Internal Financial Controls over Financial Reporting

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

Inherent Limitations of Internal Financial Controls with reference to financial statements

Because of the inherent limitations of internal financial controls with reference to financial statements, including the possibility of collusion or improper management override of controls, material misstatements due to error or fraud may occur and not be detected. Also, projections of any evaluation of the internal financial controls with reference to Standalone Financial Statements to future periods are subject to the risk that the internal financial control with reference to Standalone Financial Statements may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

Opinion

In our opinion, the Company has maintained, in all material respects, an adequate internal financial controls system with reference to Standalone Financial Statements and such internal financial controls with reference to Standalone Financial Statements were operating effectively as at 31 March 2024, based on the internal control with reference to Standalone Financial Statements criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting issued by the Institute of Chartered Accountants of India.

For S. Rathnakar & Co
Chartered Accountants
FRN: 022726S

Sd/-
S. Rathnakar

Proprietor

M.NO:212105

UDIN : 24212105BKBZLR4258

Place: HYDERABAD

Date: 28.05.2024

PSSM Media Limited

CIN: U74994TG2017PLC121367

Standalone Balance Sheet as at 31st March 2024

(Amount Rs. in Thousands)

Particulars	Note No.	As at 31 st March 2024	As at 31 st March 2023
I. EQUITY & LIABILITIES			
1) Shareholders' Funds			
(a) Share Capital	2	2,18,035	2,18,035
(b) Reserves and Surplus	3	(78,520)	(38,971)
2) Non-Current Liabilities			
(a) Term Loan from Bank	4 (a)	919	-
(b) Long term Provisions	4 (b)	663	-
3) Current Liabilities		-	-
(a) Trade Payables	5		
(i) Total outstanding dues of Micro & Small Enterprises		5,020	-
(ii) Dues of creditors otherthan Micro & Small Enterprises		3,167	5,753
(b) Other current liabilities	6	3,294	2,001
TOTAL		152,578	1,86,817
II. ASSETS			
1) Non-current assets			
(a) Property, Plant & Equipment - Tangible Assets	7	15,168	18,673
(b) Intangible Assets	8	26,155	16,502
(c) Intangible assets under development	9	5,764	-
(c) Non-current investments	10	12,361	12,355
(e) Other Non-current assets	11	11,400	-
		70,848	47,530
2) Current assets			
(a) Trade Receivables	12	2,557	4,218
(b) Cash and Cash Equivalents	13	61,499	120,495
(c) Short term loans & advances	14	4,057	3,385
(d) Other Current Assets	15	13,617	11,189
		81,730	139,287
TOTAL		152,578	186,817
Significant accounting policies & Notes to Standalone Financial Statements	1 To33		

Notes referred to above form an integral part of the
Balance sheet Per our report of even date

For Rathnakar & Co
Chartered Accountants
FRN : 022726S

Sd/-
S. Rathnakar
Partner
M No: 212105
UDIN : 24212105BKBZLR4258

Place: Hyderabad
Date: 28.05.2024

For and on behalf of the
Board of Directors

Sd/-
Balakrishna Gadde,
Managing Director
DIN: 08915090

Sd/-
Navakanth Mgadda,
Wholetime Director
DIN: 07629009

Sd/-
Anand Kumar Chedarla,
Wholetime Director and CFO
DIN: 07702546

Sd/-
Bhavana Rajput,
Company Secretary
M.NO : A70608

PSSM Media Limited

CIN: U74994TG2017PLC121367

Standalone Statement of Profit and Loss
for the year ended 31st March, 2024

(Amount Rs. in Thousands)

Particulars	Note No.	Year ended 31 st March 2024	Year ended 31 st March 2023
INCOME			
Revenue from Operations	16	18,959	17,264
Other Income	17	7,972	6,774
TOTAL INCOME		26,931	24,038
EXPENSES			
Content (Media) development Expenses	18	31,762	32,857
Employee benefits expense	19	9,870	4,077
Finance Costs	20	348	12
Depreciation and Amortisation Expense	7,8	7,945	7,580
Other Expenses	21	16,555	12,780
TOTAL EXPENSES		66,480	57,306
Profit / (loss) before exceptional and extraordinary items and tax		(39,549)	(33,268)
Exceptional / Extraordinary items		-	-
PROFIT/(LOSS) BEFORE TAX		(39,549)	(33,268)
Tax Expenses:			
Current Tax		-	-
Deferred Tax		-	-
PROFIT/(LOSS) for the year		(39,549)	(33,268)
Earnings per equity share			
Basic and diluted	22	(1.81)	(1.53)
Significant accounting policies & Notes to Standalone Financial Statements	1 To 33		

Notes referred to above form an integral part of the statement of Profit & Loss Per our report of even date

For Rathnakar & Co
Chartered Accountants
FRN : 022726S

Sd/-
S. Rathnakar
Partner
M No: 212105
UDIN : 24212105BKBZLR4258

Place: Hyderabad
Date: 28.05.2024

For and on behalf of the
Board of Directors

Sd/-
Balakrishna Gadde,
Managing Director
DIN: 08915090

Sd/-
Navakanth Mgadda,
Wholetime Director
DIN: 07629009

Sd/-
Anand Kumar Chedarla,
Wholetime Director and CFO
DIN: 07702546

Sd/-
Bhavana Rajput,
Company Secretary
M.NO : A70608

PSSM Media Limited

CIN: U74994TG2017PLC121367

STANDALONE CASH FLOW STATEMENT FOR THE YEAR ENDED March 31,2024

(Amount Rs. in Thousands)

Particulars	Year ended 31 st March 2024	Year ended 31 st March 2023
Cash Flows from Operating Activates		
Net Profit Before Tax and Extra Ordinary Items	(39,549)	(33,268)
Adjustment For		
Depreciation	7,945	7,580
Gain on sale of Tangible Asset	(2,451)	-
Loss on sale of Tangible Asset	305	-
Excess provision written off	(28)	-
Write off of Computer software	73	-
Finance Cost	348	-
Total Adjustment to Profit/Loss (A)	6,192	7,580
Adjustment For working Capital Change		
Adjustment for Increase/Decrease in Trade Receivables	1,661	(4,218)
Adjustment for Increase/Decrease in Short term Loans and Advances	(672)	-
Adjustment for Increase/Decrease in Other Current Assets	(2,427)	(2,236)
Adjustment for Increase/Decrease in Trade Payable	2,434	1,506
Adjustment for Increase/Decrease in other current Liabilities	1,321	1,523
Total Adjustment For Working Capital (B)	2,316	(3,425)
Total Adjustment to reconcile profit (A+B)	8,508	4,155
Net Cash flow from (Used in) Operations	(31,041)	(29,113)
Interest received	(5,415)	(6,573)
Net Cash flow From Operating Activities	(36,456)	(35,686)

Particulars	Year ended 31 st March 2024	Year ended 31 st March 2023
Cash Flows from Financial Activities		
Purchase of Tangible Asset	(4,097)	(25,410)
Sale of Tangible Assets	4,409	-
Investment in Intangible Assets	(12,331)	(33)
Intangible assets under development	(5,764)	-
Non-current investments	(6)	-
Security deposits	(11,400)	-
Interest received(Inflow)	5,415	6,573
Net Cash flow from (Used in) in Investing Activities	(23,774)	(18,870)
Cash Flows from Financial Activities	-	-
Loans received (net of repayments)	919	-
Provision for Gratuity	663	-
Interest Paid(Outflow)	(348)	-
Net Cash flow from (Used in) in Financial Activities	1,234	-
Net increase (decrease) in cash and cash equivalents	(58,995)	(54,556)
Cash and cash equivalents at beginning of period	1,20,494	1,75,050
Cash and cash equivalents at end of period	61,499	1,20,494

Note: Accompanying notes form an integral part of the Cash Flow Statement

Per our report of even date
For Rathnakar & Co
Chartered Accountants
FRN : 022726S

Sd/-
S. Rathnakar
Partner
M No: 212105

Place: Hyderabad
Date: 28.05.2024

For and on behalf of the
Board of Directors
Sd/-
Balakrishna Gadde,
Managing Director
DIN: 08915090

Sd/-
Navakanth Mgadda,
Wholetime Director
DIN: 07629009

Sd/-
Anand Kumar Chedarla,
Wholetime Director and CFO
DIN: 07702546

Sd/-
Bhavana Rajput,
Company Secretary
M.NO : A70608

1. SIGNIFICANT ACCOUNTING POLICIES:

General Information:

PSSM Media Limited ("the company") is a public company incorporated under the Companies Act, 2013 and domiciled in India. Incorporated on 21st December 2017, the company is carrying on the business of promoting the principles of Spirituality through business of producing, distributing, and broadcasting television programs, films, documentaries, and other multimedia content. The Registered office of the company is situated at H.No: 8-2-603/12, Road No.10, Banjara Hills, Hyderabad – 500034.

Standalone Financial statements of the company are for the year ended 31st March 2024 with comparatives of year ended 31st March 2023.

a) Basis of preparation of Standalone Financial Statements

The Standalone financial statements have been prepared and presented in accordance with the Generally Accepted Accounting Principles (GAAP) followed in India under historical cost convention on accrual basis complying in all material respects with the Accounting Standards notified under the Companies Act, 2013 read with the (Companies Accounting Standards) Rules, 2006 (as amended) and the other applicable provisions of the Companies Act, 2013. These financial Statements have been prepared by the Company as a going concern.

The accounting policies are applied consistently to all the periods presented in the financial statements, except where a newly issued accounting standard is initially adopted or a revision to an existing standard requires a change in the accounting policy hitherto in use.

All assets and liabilities have been classified as current and non-current as per the company's normal operating cycle and other criteria set out in Division I of schedule III to the Companies Act, 2013. Assets and Liabilities are classified as Current or Non-current as per the provisions of Schedule III to the Companies Act, 2013 and the Company's Normal Operating Cycle. Based on the nature of business, the Company has ascertained its operating cycle as 12 months for the classification of assets and liabilities.

b) Use of estimates

The preparation of Standalone financial statements in conformity with GAAP requires management to make estimates and assumptions that affect the

reported amounts of assets and liabilities and disclosure of contingent liabilities at the date of the financial statements and the results of operations during the reporting period. Although these estimates are based upon management's best knowledge of current events and actions, actual results could differ from these estimates.

c) Property, Plant and Equipment (PPE) and Intangible Assets

PPE - Tangible assets are carried at cost, less accumulated depreciation, impairment losses and specific grant / subsidies, if any. Cost comprises the purchase price, freight, incidental expenses related to the acquisition and installation of the asset and directly attributable cost of bringing the asset to its working condition for the intended use.

Based on the assessment of generating future economic benefits, certain expenditure incurred on content development programs, have been capitalized at their cost as intangible assets.

Capital work-in-progress comprises the cost of assets and related expenses that are not yet ready for their intended use at the reporting date.

The cost of internally developed d intangible asset includes the directly attributable expenditure of preparing the asset for its intended use. Expenditure on training activities, Identified inefficiencies and initial operating losses is expensed as it is incurred.

Intangible assets under development comprise the cost of assets and the related expenses that are not yet ready for their intended use at the reporting date.

The Company's management has decided to capitalise the expenditure on certain content programme as intangible assets which will generate probable future economic benefits to the Company. The content of these programmes is viewable to all sections of society and will be helpful to viewers at all points of time.

The entity can demonstrate the existence of a market for the output of the intangible asset.

The management has decided to reliably measure the expenditure attributable to the intangible asset during its development. The cost intangible asset includes all the directly attributable expenditure of preparing the asset for its intended use. The management has decided to amortise the

cost attributable to the intangible assets in a period of 10 years on a straight-line basis.

d) Depreciation on PPE and Amortization

Depreciable amount of PPE (including intangible assets) is the cost of an asset or other amount substituted for cost, less its estimated residual value. Depreciation on PPE is provided on written down value method based on the estimated useful life of the assets. The estimated useful life of the assets made by the management is in line with the useful life prescribed in Schedule II to the Companies Act, 2013.

The percentage of Depreciation charged on assets is as follows.

Name	% on WDV Basis
Building	4.87%
Office Equipment	45.07%
Computers & Data processing Units	39.03%
Computers Network	
Computers	63.16%
Other Equipments:-	
Electrical installation	15.00%
Generator	18.10%
Plant & Machinery	20.58%
Solar System	11.29%
Studio Equipment	20.58%
Furniture & Fixtures:	
Furniture	25.89%
Furniture & Fixture	31.23%
Motor Vehicles:-	
Motor Vehicles (Old vehicles)	25.89%
Motor Vehicles	31.23%
Media content (capitalised) straight-line basis	10.00%
Yes TV channel	30.00%

e) Revenue recognition

Revenue is recognized to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured.

Advertisement revenue is recognized when the related advertisement or the commercial is aired / telecast. Income from shooting services is recognized upon completion of shooting activities.

Interest income is recognized on a time proportion basis taking into account the amount outstanding and the rate applicable except in case where recovery is uncertain.

Revenue from other services is recognized as and when such services are completed / performed.

f) Borrowing costs

Borrowing cost include interest, amortization of ancillary costs incurred in connection with the arrangement of borrowings and exchange differences arising from foreign currency borrowings to the extent they are regarded as an adjustment to the interest cost.

Borrowing costs directly attributable to the acquisition, construction or production of an asset that necessarily takes a substantial period of time to get ready for its intended use or sale are capitalized as part of the cost of the respective asset. All other borrowing costs are expensed in the period in which they are incurred.

g) Impairment of assets

The carrying amount of assets are reviewed at each Balance Sheet date if there is any indication of impairment based on internal/external factors. An impairment loss is recognized wherever the carrying amount of an asset exceeds its recoverable amount. The recoverable amount is the greater of the asset's net selling price and value in use. In assessing value in use, the estimated future cash flows are discounted to their present value at the weighted average cost of capital.

After impairment, depreciation / amortization is provided on the revised carrying amount of the asset over its remaining useful life.

h) Investments

Investments are classified into current and non-current investments. Investments that are readily realizable and intended to be held for not more than one year from the date on which such investments are made are classified as current investments. All other investments are classified as non-

current investments.

On initial recognition, all investments are measured at cost. The cost comprises purchase price and directly attributable acquisition charges such as brokerage, fees and duties.

Current investments are carried at lower of cost and fair value, determined on individual investment basis. Non-current investments are carried at cost. However, provision for diminution in value is made to recognize a decline, other than temporary, in the value of the non-current investments.

I) Income Tax

Tax expense consists of current and deferred tax. Current income tax is measured at the amount expected to be paid to the tax authorities in accordance with the provisions of Income Tax Act, 1961. The tax rates and tax laws used to compute the amount are those that are enacted or substantively enacted at the reporting date. Current income tax relating to items recognized directly in equity is recognized in equity and not in statement of profit and loss.

Deferred income tax reflect the impact of current year timing differences between taxable income and accounting income for the year and reversal of timing differences of earlier years. Deferred tax is measured based on the tax rates and the tax laws enacted or substantively enacted at the reporting date.

In situations where the Company has unabsorbed depreciation or carry forward tax losses, deferred tax asset is recognized only if there is virtual certainty supported by convincing evidence that they can be realized against future taxable profits.

At each reporting date, the Company re-assesses the reasonable certainty of the unrecognized deferred tax assets of earlier years. It recognizes unrecognized deferred tax assets to the extent that it has become reasonably certain or virtually certain, as the case may be, that sufficient future taxable income will be available against which such deferred tax assets can be realized.

The carrying amount of deferred tax assets are reviewed at each reporting date. The company writes-down the carrying amount of a deferred tax asset to the extent that it is no longer reasonably certain or virtually certain, as the case may be, that sufficient future taxable income will be available against

which deferred tax asset can be realized. Any such write-down is reversed to the extent that it becomes reasonably certain or virtually certain, as the case may be, that sufficient future taxable income will be available.

Deferred tax assets and deferred tax liabilities are offset, if a legally enforceable right exists to set-off current tax assets against current tax liabilities and the deferred tax assets and deferred taxes relate to the same taxable entity and the same taxation authority.

j) Earnings per equity share

Basic earnings per equity share are calculated by dividing the net profit or loss for the period attributable to equity shareholders by the weighted average number of equity shares outstanding during the period. The weighted average number of equity shares outstanding during the period is adjusted for events of bonus issue; bonus element in right issue to existing shareholders; share split and reverse share split.

k) Provisions

A provision is recognized when the Company has a present obligation as a result of past event i.e., 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 are not discounted to its present value and are determined based on best estimate required to settle the obligation at the reporting date. These are reviewed at each reporting date and adjusted to reflect the current best estimates.

l) Cash and cash equivalents

Cash and cash equivalents for the purpose of cash flow statement comprise cash in hand, cash at bank, demand deposits and short term highly liquid investments having original maturity of twelve months or less.

Fixed Deposits and Bank balances under lien was recognised under Non-Current Assets

m) Leases

A lease is classified as an operating lease if it does not transfer substantially all the risks and rewards incident to ownership. The lease payments are recognized based on the lease rental agreed in the lease agreement with the lessor for the duration of the lease.

n) Inventories Media Content

Media content i.e. Programmes, including content in digital form are stated at lower of cost/ unamortised cost or realisable value. Cost comprises acquisition/ direct production cost. Where the realisable value of media content is less than its carrying amount, the difference is expensed. Programmes, intellectual property rights are expensed/amortised as under:

1. Programmes - news-related programs, live programs etc. are fully expensed on telecast/upload
2. Programmes (other than (1) above) relating to education, meditation, Indian culture and heritage, health and vegetarianism etc. are amortised over ten financial years starting from the year of first telecast/upload, as per management estimate of future revenue potential.
3. Intellectual property rights acquired - Amortised at the rate of 30% on a written-down value basis.

o) Contingent assets and liabilities

A contingent liability is a possible obligation that arises from past events whose existence will be confirmed by the occurrence or nonoccurrence of one or more uncertain future events beyond the control of the company or a present obligation that is not recognised because it is not probable that the 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 recognised because it cannot be measured reliably.

Contingent assets are not recognised in the consolidated financial statements, however they are disclosed where the inflow of economic benefits is probable. When the realisation of income is virtually certain, then the related asset is no longer a contingent asset and is recognised as an asset.

p) Employee Benefits

Employee benefits include salaries, wages, contribution to provident fund, gratuity, post-retirement medical benefits and other terminal benefits

Employee benefits such as salaries, wages, short-term compensated absences, cost of bonus, ex-gratia and performance linked rewards falling due wholly within twelve months of rendering the service are classified as

short-term employee benefits and are expensed in the period in which the employee renders the related service. The obligations are presented as current liability in the balance sheet if the entity does not have an unconditional right to defer the settlement for atleast 12 months after reporting date

Payments to defined contribution plans viz. Government administered provident funds and pension schemes are recognised as an expense when employees have rendered service entitling them to the contributions.

For defined retirement benefit plans in the form of gratuity, the cost of providing benefits is determined using management estimate.

q) Transactions in Foreign currency

The functional currency of the company is Indian Rupees (INR).

Foreign currency transactions are accounted at the exchange rate prevailing on the date of such transactions

Foreign currency monetary items are translated using the exchange rate prevailing at the reporting date. Exchange differences arising on settlement of monetary items or on reporting such monetary items at rates different from those at which they were initially recorded during the period, or reported in previous consolidated financial statements are recognised as income or as expenses in the period in which they arise

PSSM Media Limited : 2023 – 2024

NOTES TO STANDALONE FINANCIAL STATEMENTS

(Amount Rs. in Thousands)

2. Share Capital	As at 31-03-2024		As at 31-03-2023	
A) Authorised:				
3,00,00,000 equity shares of Rs.10/- each	3,00,000		3,00,000	
B) Issued, subscribed and fully paid-up:				
2,18,03,455 equity shares of Rs.10/- each	2,18,035		2,18,035	
C. Reconciliation of the shares outstanding at the beginning and at the end of the reporting period:				
Class of shares: Equity Shares of Rs.10/- each fully paid-up	As at 31-03-2024		As at 31-03-2023	
	No.of shares	Amount (000's)	No.of shares	Amount (000's)
At the beginning of the period	2,18,03,455	2,18,035	2,18,03,455	2,18,035
Issued during the period			-	-
Outstanding at the end of the period	2,18,03,455	2,18,035	2,18,03,455	2,18,035

D. Rights, preferences and restrictions attached to each class of shares:

The Company has only one class of shares i.e equity shares having a par value of Rs. 10. Each holder of equity shares is entitled to one vote per share. In the event of liquidation of the Company, the holders of equity shares will be entitled to receive remaining assets of the Company, after distribution of all preferential amounts. The distribution will be in proportion to the number of equity shares held by the shareholders.

E. Details of shareholders holding more than 5% shares in the company

	As at 31-03-2024		As at 31-03-2023	
Name of the Shareholder	No. of shares	Amount	No. of shares	Amount
Nil	Nil	Nil	Nil	Nil

Note: As per records of the company, including its register of shareholders/members and other declarations received from shareholders regarding beneficial interest, the above shareholding represents both legal and beneficial ownerships of shares.

Notes to Standalone Financial Statements

F. Shareholding of promoters

Shares held by promoters at the end of the year				% change during the year
S.No.	Promoter name	No.of shares	% of total no.of shares	
1	Navakanth Mgadda	41,000	0.19%	Nil
2	Anand kumar Chedarla	43,970	0.20%	Nil
3	Nirmala Devi Makam	1,000	0.004%	Nil
4	Sesha Ratnam Vallabhaneni	2,783	0.01%	Nil
5	Madhavi Challamalla	27,500	0.13%	Nil
6	N Jayalakshmi	20,336	0.09%	0.09%
7	Tirunagari Vani	15,229	0.07%	Nil

G. In the period of five years immediately preceding the date of balance sheet :

i. aggregate number and class of shares allotted as fully paid up without payment being received in cash - Nil (Previous year - Nil)

ii. aggregate number and class of shares allotted as fully paid up by way of bonus shares - Nil (Previous year - Nil)

iii. aggregate number and class of shares bought back - Nil (Previous year - Nil)

(Amount Rs. in Thousands)

3. Reserves and Surplus	As at 31-03-2024	As at 31-03-2023
i) Securities Premium :		
Balance at the beginning of the year	1,00,892	1,00,892
Add : Premium on issue of equity shares	-	-
Closing Balance	1,00,892	1,00,892
ii).Surplus / (Deficit) in statement of Profit & loss:		
Balance as at the beginning of the year	(1,39,863)	(1,06,596)
Loss for the year	(39,549)	(33,267)
Total	(1,79,412)	(1,39,863)
Grand Total	(78,520)	(38,971)

(Amount Rs. in Thousands)

4. Non-Current Liabilities	As at 31-03-2024	As at 31-03-2023
a) Long term Borrowings:		
Secured:	919	-
Term loan from Bank (for car)	919	-

*Note:- The company has obtained a vehicle loan of Rs-10.00 Lakhs from Union Bank of India, S.R Nagar Branch; repayment period is 60 months; monthly installment is Rs 20,686 and interest @ 8.85% P.A. The loan is secured by hypothecation of car acquired with the loan. There are no defaults as on Balance sheet date in repayment of loan and interest thereon.

There are no borrowings which are taken by the company during the year on the basis of security of current assets.

b). Long term Provisions	As at 31-03-2024	As at 31-03-2023
Provision for Gratuity	663	-
	663	-

5. Trade Payables	As at 31-03-2024	As at 31-03-2023
(i) Total outstanding dues to Micro & Small Enterprises	5,020	-
(ii) Dues of creditors other than Micro & Small Enterprises	3,167	5,753
	8,187	5,753

The creditors covered by Micro, Small and Medium Enterprises Development Act, 2006 have been identified on the basis of information available with the Company. Disclosures in respect of the amounts payable to such parties are given below:

Trade Payables ageing schedule for the year ended as on March 31, 2024					
Particulars	Outstanding for following periods from due date of payment				
	Less than 1Yr	1-2 yrs	2-3 yrs	More than 3yrs	Total
MSME	130	4,890	-	-	5,020
Others	2,856	311	-	-	3,167
Dispute dues-MSME	-	-	-	-	-
Dispute dues- Others	-	-	-	-	-
	2,986	5,201	-	-	8,187

Trade Payables ageing schedule for the year ended as on March 31, 2023					
Particulars	Less than 1Yr	1-2 yrs	2-3 yrs	More than 3yrs	Total
MSME	-	-	-	-	-
Others	1,947	1,690	-	-	3,637
Dispute dues-MSME	-	-	-	-	-
Dispute dues- Others	-	-	-	-	-
	1,947	1,690	-	-	3,637

(Amount Rs. in Thousands)

6. Other Current Liabilities	As at 31-03-2024	As at 31-03-2023
Advances from customers	600	-
Salaries Payable	691	271
TDS, GST, PF & Others	1,584	1,100
Rent Payable	170	158
Electricity Charges Payable	79	66
Audit fee payable	115	100
Internal audit fee payable	40	80
Other Creditors	15	226
	3,294	2,001

7. Property, Plant & Equipment – Tangible Assets

S.No.	Description	GROSS BLOCK			DEPRECIATION			NET BLOCK	
		As on 01-04-2023	Additions	Deletions	Total as on 31-03-2024	Upto 01.04.2023	Deletions for the year	Upto 31-03-2024	As on 31-03-2024
1	Land	2,086	-	-	2,086	-	-	-	2,086
2	Building	3,490	-	-	3,490	204	160	364	3,286
3	Office Equipment	1,937	172	-	2,109	1,439	360	1,799	498
4	Computers Data processing Units	7,294	1,215	-	8,509	6,094	1,755	7,849	1,200
5	Other Equipments	11,251	259	-	11,510	4,059	1,553	5,612	7,192
6	Furniture & Fixtures:	2,695	272	-	2,967	1,841	361	2,202	854
7	Motor Vehicles: Cars	7,235	2,179	4,587	4,827	3,678	1,150	2,504	3,557
	TOTAL	35,988	4,097	4,587	35,498	17,315	5,339	20,330	18,672
	Previous year	29,104	6,885	-	35,989	11,757	5,558	17,315	17,347

In the opinion of the Board, the assets other than Property, Plant and Equipment and non-current investments have a value on realization in the ordinary course of business at least equal to the amount at which they are stated.

8. Intangible Assets

S.No.	Description	GROSS BLOCK			DEPRECIATION			NET BLOCK	
		As on 01-04-2023	Additions	Deletions	Total as on 31-03-2024	Upto 01.04.2023	Deletions for the year	Upto 31-03-2024	As on 31-03-2024
1	Computer Software**	78	-	78	-	6	6	-	72
2	Media Content *	18,446	12,330	-	30,776	2,015	2,606	4,621	16,431
	TOTAL	18,524	12,330	78	30,776	2,021	2,606	4,621	16,503
	Previous year	-	18,524	-	18,524	-	2,021	2,021	-

* The Company's has capitalised the expenditure on certain content programme as intangible assets which will generate economic benefits to the Company. The content of these programmes is viewable to all sections of society and the management opines that it will be helpful to viewers at all points of time and is certain that demonstration of existence of market for the output of the intangible asset is possible. The management has decided to reliably measure the expenditure attributable to the intangible asset during its development. The cost of intangible asset includes all the directly attributable expenditure of preparing the asset for its intended use. The management has decided to amortise the intangible assets in a period of 10 years on a straight-line basis.

** As per the Company, the software purchased for editing has limited use. Therefore, Company had decided to write it off. Moving forward, Company will adopt a subscription-based service for editing.

Notes to Standalone Financial Statements

(Amount Rs. in Thousands)

9. Intangible assets under development	As at 31-03-2024	As at 31-03-2023
Documentary under development	5,764	-
	5,764	-
Intangible assets under Development aging schedule		
Biopic film in progress		
Less than 1 year	5,764	-
1-2 years	-	-
2-3 years	-	-
More than 3 years	-	-

10. Non-Current Investments	As at 31-03-2024	As at 31-03-2023
i. Investment in Equity Instruments Onemedia Network Private Ltd		
10,00,000 Shares of Rs.10 each fully paidup, at cost	10,000	10,000
ii. Investment in Partnership firm - PMC Publications *		
Opening balance of Investment	2,355	2,322
Add: Invested during the year	6	33
Less: Share of loss for the year	-	-
Closing balance	2,361	2,355
Grand total (i+ii)	12,361	12,355
a. Aggregate amount of quoted investments and market value	-	-
b. Aggregate amount of unquoted investments	-	10,000
c. Aggregate provision for diminution in value of investments	-	-

* OneMedia Network Limited (CIN: U74999DL2020PLC362823 Registered address: F-45, Basement, Block F, Green Park (Main) New Delhi DL 110016 IN.) - 10,00,000 equity shares of 10/- each fully paid up, aggregating to Rs. 10,000 thousands (previous year - Rs. 10,000 thousands). OneMedia Network Limited has been classified as 'Associate' as per the provisions of Accounting Standard 23 ('Accounting for Investments in Associates in Consolidated Financial Statements') for the FY 21-22 and ceased to be an associate during the FY 2022-23.

* The company has invested in 'PMC Publications' (date of formation is 8th Aug 2020), a sum of Rs 98,000 for 98% share in Profit & Loss; Capital contributions to the firm has been classified as 'Investments'

11. Other Non-Current Assets	As at 31-03-2024	As at 31-03-2023
Security Deposit with the Ministry of Information and Broadcasting	1,400	-
Deposit with Bank with Maturity of over 1 year kept as margin for a BG	10,000	-
	11,400	-

* The company has arranged Bank Gurantee for Rs 1 cr to the Ministry of Information and Broadcasting, Government of India towards uplinking and downlinking TV channels in India; The Fixed Deposit of the company for Rs-1,00,00,000 is kept as margin for Bank Gurantee.

(Amount Rs. in Thousands)

12. Trade Receivables	As at 31-03-2024	As at 31-03-2023
Unsecured, Considered good	2,557	4,219
	2,557	4,219

Trade Receivables Ageing Schedule

Particulars	Outstanding for following periods from due date of payment					
	Less than 6 Months	6 Months -1Year	1-2 Years	2-3 Years	More than 3 Years	Total
Undisputed Trade Receivables - Considered Goods	627	1,930	-	-	-	2,557
Undisputed Trade Receivables - Considered Doubtful	-	-	-	-	-	-
Disputed Trade Receivables - Considered Goods	-	-	-	-	-	-
Disputed Trade Receivables- Considered Doubtful	-	-	-	-	-	-
Others	-	-	-	-	-	-
	627	1,930	-	-	-	2,557

13. Cash and cash equivalents	As at 31-03-2024	As at 31-03-2023
Cash on hand	2	4,219
Balances with Banks :	-	-
- In Current Accounts	847	1,042
- In Deposit Accounts with less than 12 months maturity	60,650	1,19,450
	61,499	1,20,494

14. Short term Loans and Advances Unsecured, considered good	As at 31-03-2024	As at 31-03-2023
Loans and Advances to others:		
Loans and Advances to others:	-	-
Deposits	1,133	690
Rent Advance	885	1,051
TDS & TCS Receivable	761	166
Salary Advance	21	-
Advance to suppliers	556	-
Short term Loans & Advance to Directors	-	1,478
Other advances	701	-
	4,057	3,385

(Amount Rs. in Thousands)

15. Other Current Assets	As at 31-03-2024	As at 31-03-2023
GST Input Credit	12,111	11,189
Excess Reverse charge GST paid	13	-
Prepaid Expenses	1,493	-
	13,617	11,189

16. Revenue From Operations	As at 31-03-2024	As at 31-03-2023
Revenue from Advertisements & other services	18,959	17,264
	18,959	17,264

17. Other Income	As at 31-03-2024	As at 31-03-2023
Interest on Bank Deposits	5,415	6,751
Interest on IT Refund	55	2
Discount received	23	21
Excess provision written in	28	-
Profit on sale of used vehicles	2,451	-
	7,972	6,774

* During the year, the company has sold its motor vehicles Suzuki Ertiga and Tata Caravaan in the months of March 2024 and June 2023 respectively. The corresponding excess received over the written down value of the asset has been shown under this head. Refer Note 7

18. Content (Media) development Expenses	As at 31-03-2024	As at 31-03-2023
Shooting Expenses	1,777	1,113
Placement Expenses	7,274	14,907
Teleporting Expenses	10,755	10,574
Professional Charges	11,956	6,263
	31,762	32,857

19. Employee Benefits Expense	As at 31-03-2024	As at 31-03-2023
Salaries & Wages	8,789	3,568
PF contribution	414	-
ESI contribution	24	-
Staff Welfare Expenses	643	509
	9,870	4,077

Notes to Standalone Financial Statements

(Amount Rs. in Thousands)

20. Finance Costs	As at 31-03-2024	As at 31-03-2023
Bank charges	13	12
BG Commision	133	-
Others	202	-
	348	12

21. Other Expenses	As at 31-03-2024	As at 31-03-2023
Advertisement expenses	102	566
Meeting Expenses	305	314
Computer accessories	195	-
Electricity Charges	911	937
Event expenses	1,582	1,141
Exchange Fluctuations	88	60
Insurance	114	45
Internet charges	556	1,042
MIB Annual Permission Fee	700	-
Loss on sale of vehicle	305	-
Office Rent	2,737	2,337
Internal auditor Fee	160	160
Payment to Statutory auditor	125	100
Printing & Stationery	374	404
Rates and Taxes	408	617
Repairs & Maintenance	546	784
Security Charges	528	533
Software Expenses	175	-
Telephone Charges	163	171
Travelling & Transport Charges	5,070	3,344
Vehicle Maintanance	408	224
Other Misc. Expenses	1,004	-
	16,555	12,779

22. Earnings Per share	As at 31-03-2024	As at 31-03-2023
Net Profit/ (loss) after tax	(39,549)	(33,268)
Number of equity shares (of Rs.10/- each)	21,803,455	21,803,455
Basic EPS	(1.81)	(1.53)
Diluted EPS	(1.81)	(1.53)

Notes to Standalone Financial Statements

(Amount Rs. in Thousands)

23. Disclosures under AS 19 'Leases'	As at 31-03-2024	As at 31-03-2023
General Description of Lessee significant leasing arrangements		
The company has taken its premises on Operating lease.		
Future lease payments		
Not later than one year	1,809	2,213
Later than one year but not later than five years	-	-
Later than five years	-	-
Total Expected future lease payment		

Lease payments are recognized in the statement of Profit and Loss for the period over the lease term over straight-line basis.

Note: The future lease payments have been recognized over the period for the which the signed agreement is valid.

24. Contingent Liabilities	As at 31-03-2024	As at 31-03-2023
Contingent Liabilities: (to the extent not provided for)		
- Claims against the company not acknowledged as debts	-	-
- Guarantees	10,000	-
- Other money for which the company is contingently liable	-	-

*Note: Company has arranged a Performance Bank Guarantee for UPLINKING and DOWNLINKING of Television Channels (PBG-TV) Vide B.G.No. 052211gl0019723 valid upto i.e 29-12-2025 and claim expiry period 26-01-2026, issued on 30th Dec 2023 by Union bank of India against FDR lien marked for Rs. 1 crore

Note: The Company has no pending litigations which will impact its financial position.

25. Related party disclosures:

A. Name of Related parties and description of relationship:

a) Key management personnel:

Sl. No.	Name	Designation
1.	Navakanth Mgadda	Whole-time Director
2.	Anand Kumar Chedarla	Whole-time Director & CFO
3.	Balakrishna Gadde	Managing Director
4.	Rambabu Potluri	Director
5.	Sidda Nageswara Rao	Director
6.	Krishna Mohan Thanguturu	Director
7.	Chenchu Subba Rao Kopparapu	Director
8.	Veera Raghava Rao Tatavarty	Director
9.	Venkateswarlu Jonnalagadda	Independent Director
10.	Prabhakar Cherukumudi	Independent Director
11.	Bhavana Rajput	Company Secretary

b) Subsidiaries

1. PMC Publications	Partnership Firm in which the company is a partner.
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B) Transactions with the related parties:

i) Remuneration / Fee to Key Management personnel: (Amount Rs. in Thousands)

Name of the related party	Nature of Transaction	Value of the Transaction	
		Year ended March 2024	Year ended March 2023
Anand Kumar Chederla	Remuneration	621	621
Navakanth Mgadda	Remuneration	621	621
Balakrishna Gadde	Remuneration	662	662
Venkateswarlu Jonnalagadda	Sitting Fee	125	110
Prabhakar Cherukumudi	Sitting Fee	90	110

ii) Investment / Loans:

Name of the related party	Nature of Transaction	Value of the Transaction	
		Year ended March 2024	Year ended March 2023
PMC Publications	Balance in the Capital A/c (Net of share of loss for the year)	2,360	2,354
OneMedia Network Limited (at cost)	Investment in Equity shares	10,000	10,000

* OneMedia Network Limited (CIN: U74999DL2020PLC362823 Registered address: F-45, Basement, Block F, Green Park (Main) New Delhi DL 110016 IN.) - 10,00,000 equity shares of 10/- each fully paid up, aggregating to Rs. 10,000 thousands (previous year - Rs. 10,000 thousands). OneMedia Network Limited has been classified as 'Associate' as per the provisions of Accounting Standard 23 ('Accounting for Investments in Associates in Consolidated Financial Statements') for the FY 21-22 and ceased to be an associate during the FY 2022-23

26. Payment to auditors	As at 31-03-2024	As at 31-03-2023
- as Auditors	100	75
- for Taxation matters	25	25
Total	125	100

27. INFORMATION UNDER SECTION 186 (4) OF THE COMPANIES ACT, 2013

Investment in One Media Network Limited (Associate)	As at 31-03-2024	As at 31-03-2023
% of shares held	12.95	12.95

Notes to Standalone Financial Statements

PMC Publications (Subsidiary)	As at 31-03-2024	As at 31-03-2023
% of shares held	98	98

The company has not received any funds from any persons or entities including foreign entities (funding party) with the understanding (whether recorded in writing or otherwise) that the company shall directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the funding party (ultimate beneficiaries) or provide any guarantee, security or the like to or on behalf of the ultimate beneficiaries.

28. Segment Reporting

The company has only one segment, Media 'Content Development and Broadcasting'.

29. Foreign exchange earnings and outgo	As at 31-03-2024	As at 31-03-2023
Value of Imports calculated on CIF Basis	-	-
Expenditure in foreign currency on account of Royalty, Knowhow, Professional Fee, Interest and others	-	-
Amount remitted during the year in foreign currencies on account of Dividends	-	-
Earnings in foreign exchange	2,565	2,085

30. Other disclosures	As at 31-03-2024	As at 31-03-2023
Proceedings under Benami Transactions (Prohibition) Act, 1988	-	-
Transactions with companies struck off under section 248 of the Companies Act, 2013 or Section 560 of Companies Act, 1956.	-	-
Charges or satisfaction which are yet to be registered with the Registrar of companies beyond the statutory period.'	-	-
Complied with the number of layers prescribed U/s.2 (87) of the Act	Fulfilled	Fulfilled
Scheme of arrangement was approved by the competent authority in terms of Section 230 to 237 of the Companies Act, 2013, in which the company was a party.	Nil	Nil
Disclosure of any transactions which are not recorded in its books of account as income during the year in the tax assessments under the I.T. Act, 1961.	Nil	Nil
Trading or investment in Crypto currency or Virtual currency	Nil	Nil
Advances or loans or invested funds (either borrowed funds or share premium or any other sources or kind of funds) to any other persons or entities including foreign entities (intermediaries) with the understanding (whether recorded in writing or otherwise) that the intermediary shall directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the company (ultimate beneficiaries) or provide any guarantee, security or the like to or on behalf of the ultimate beneficiaries.	Nil	Nil

31. Ratios

Particulars	2022-23	2023-24	Variance
Current Ratio	17.97	7.12	60.38%
Debt-Equity Ratio	-	0.01	-
Debt Service Coverage Ratio	-	(43.06)	-
Return on Equity Ratio	(0.19)	(0.28)	(49.21%)
Inventory Turnover Ratio	No inventory. Hence Not Applicable	No inventory. Hence Not Applicable	-
Trade Receivables Turnover Ratio	4.09	7.41	(81.28%)
Net Capital Turnover Ratio	0.13	0.27	(107.69%)
Net Profit Ratio (%)	(192.69%)	(207.50%)	14.81%
Return on Capital Employed	(0.1900)	(0.2778)	(46.23%)
Return on Investment (%)	(18.58%)	(28.35%)	9.77%

32. In accordance with accounting standards, Deferred Tax Asset (DTA) is recognized only if there is virtual certainty of future taxable income. DTA is realized when the company can reliably estimate sufficient future taxable income. As of the balance sheet date, a virtual certainty test has been conducted, and it has been decided not to recognize a DTA in the current year's financial statements.

33. Previous year's figures have been regrouped wherever necessary to conform to the classification adopted in the current year.

Per our report of even date

For Rathnakar & Co

Chartered Accountants

FRN : 022726S

Sd/-

S. Rathnakar

Partner

M No: 212105

Place: Hyderabad

Date: 28.05.2024

For and on behalf of the
Board of Directors

Sd/-

Balakrishna Gadde,

Managing Director

DIN: 08915090

Sd/-

Navakanth Mgadda,

Wholetime Director

DIN: 07629009

Sd/-

Anand Kumar Chedarla,

Wholetime Director and CFO

DIN: 07702546

Sd/-

Bhavana Rajput,

Company Secretary

M.NO : A70608

INDEPENDENT AUDITOR'S REPORT

**To the Members of
PSSM MEDIA LIMITED**

Report on the Audit of the Consolidated Financial Statements

Opinion

We have audited the accompanying Consolidated Financial Statements of PSSM MEDIA LIMITED ("the Holding Company") and its Subsidiary, PMC Publications (the Holding Company and its Subsidiary together referred to as "the Group"), which comprise the consolidated Balance Sheet as at March 31, 2024, the consolidated Statement of Profit and Loss and the consolidated Statement of Cash Flows for the year ended, and notes to the consolidated financial statements, including a summary of the Significant Accounting Policies and other Explanatory Information ("the consolidated financial statements").

In our opinion and to the best of our information and according to the explanations given to us and based on the consideration of the reports of the other auditor on separate financial statements of subsidiary, the aforesaid consolidated financial statements give the information required by the Companies Act, 2013, as amended ("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 Group as at March 31, 2024, its Loss and its cash flows for the year then ended.

We conducted our audit in accordance with the Standards on Auditing specified under section 143(10) of the Act. Our responsibilities under those Standards are further described in the Auditor's Responsibilities for the Audit of the Consolidated 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 (ICAI) together with the ethical requirements that are relevant to our audit of the consolidated financial statements under the provisions of the Act and the Rules made 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 opinion on the consolidated financial statements.

Information other than the Consolidated Financial Statements and Auditor's Report thereon

The Holding 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 thereto, Management discussion and analysis, Corporate Governance report and Shareholders' information, but does not include the consolidated financial statements and our auditor's report thereon.

Our opinion on the consolidated 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 consolidated financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the consolidated financial statements or our knowledge obtained during the course of our in the audit or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

The said other information is expected to be made available to us after the date of this audit report. When the other information is furnished to us, we read the same and if we conclude that there is a material misstatement therein, we are required to communicate the same to those charged with governance and the shareholders.

Management's Responsibility for the Consolidated Financial Statements

The Holding Company's Board of Directors is responsible for the matters stated in section 134(5) of the Act with respect to the preparation and presentation of these consolidated financial statements in term of the requirements of the Companies Act, 2013 that give a true and fair view of the financial position, financial performance, total comprehensive income, changes in equity and cash flows of the Group in accordance with the Accounting Standards and other accounting principles generally accepted in India. This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding of the assets of the Group 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 consolidated financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the consolidated financial statements, management is responsible for assessing the Group'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 Group or to cease operations, or has no realistic alternative but to do so.

The respective Board of Directors of the companies included in the Group are responsible for overseeing the financial reporting process of the Group.

Auditor's Responsibilities for the Audit of the Consolidated Financial Statements

Our objectives are to obtain reasonable assurance about whether the consolidated 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 the Standards on Auditing will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these consolidated financial statements.

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

- Identify and assess the risks of material misstatement of the consolidated 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 controls relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under section 143(3)(i) of the Act, we are also responsible for expressing our opinion on whether the Holding company and its subsidiary company have 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 Group's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the consolidated financial 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 Group 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 consolidated financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial statements of the entities within the Group to express an opinion on the consolidated financial statements. For the other subsidiary included in the consolidated financial statements, which have been audited by the other auditors, such other auditors remain responsible for the direction, supervision and performance of the audits carried out by them. We remain solely responsible for our audit opinion.

Materiality is the magnitude of misstatements in the consolidated financial statements that, individually or in aggregate, makes it probable that the economic decisions of a reasonably knowledgeable user of the financial statements may be influenced. We consider quantitative materiality and qualitative factors in (i) planning the scope of our audit work and in evaluating the results of our work; and (ii) to evaluate the effect of any identified misstatements in the financial statements.

We communicate with those charged with governance of the Holding Company

and such other entities included in the consolidated financial statements of which we are the independent auditors 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 consolidated 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.

Other Matters

- i) We did audit the financial statements / financial information of the subsidiary, whose financial statements / financial information reflect total assets (before consolidation adjustments) of Rs 19,83,909 as at 31st March, 2024, total revenues (before consolidation adjustments) of Rs 3,88,543, total net loss after tax (before consolidation adjustments) of Rs 8,01,328 for the year ended on that date, as considered in the consolidated financial statements.

Report on Other Legal and Regulatory Requirements

1. As required by Section 143(3) of the Act, based on our audit, 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 Group so far as it appears from our examination of those books.
 - (c) The Consolidated Financial statements dealt with by this Report are in

agreement with the books of account of the Group.

- (d) In our opinion, the aforesaid Consolidated Financial Statements comply with the Accounting Standards specified under Section 133 of the Act and the Rules made thereunder.
- (e) On the basis of the written representations received from the directors as on 31st March 2024 taken on record by the Board of Directors of respective companies, none of the directors of the group is disqualified as on 31st March, 2024 from being appointed as a director in terms of Section 164(2) of the Act.
- (f) With regard to the adequacy of internal financial controls with reference to Consolidated Financial Statements and the operating effectiveness of such controls, refer to our separate Report in "Annexure A".
- (g) As required U/s.197(16) of the Act, we report that the remuneration paid by the holding company to its Directors is in accordance with the provisions of and limits under Sec.197 read with Schedule V of the Act. Section 197 is not applicable to the subsidiary.
- (h) With respect to the other matters to be included in the Auditor's Report in accordance with Rule 11 of the Companies (Audit and Auditors) Rules, 2014, in our opinion and to the best of our information and according to the explanations given to us:
 - i. The Group, as detailed in Notes in the Consolidated Financial statements, has disclosed the impact of pending litigations on its financial position as at 31.03.2024.
 - ii. The Group did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses as at 31.03.2024.
 - iii. There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Group.
 - iv. (A) The management has represented that, to the best of its knowledge and belief, no funds have been advanced or loaned or invested (either from borrowed funds or share premium or any other sources or kind of funds) by the Group to or in any other person(s) or entity(ies), including foreign entities ("Intermediaries"), with the understanding, whether recorded in writing or otherwise, that the Intermediary shall, whether,

directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Group ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries;

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

(C) Based on such audit procedures that we have considered reasonable and appropriate in the circumstances, nothing has come to our notice that has caused us to believe that the representations under sub-clause (A) and (B) above contain any material misstatement.

(v) The Group has not declared or paid any dividend during the year.

2. As required by clause (xxi) of Para 3 of Companies (Auditor's Report) Order, 2020, issued by the Central Government in terms of section 143 (11) of the Act, we report nil qualifications in the CARO report of the subsidiary whose accounts are consolidated with the parent company:

For

S. Rathnakar & Co

Chartered Accountants

FRN: 022726S

Sd/-

S. Rathnakar

Proprietor

M.NO:212105

UDIN : 24212105BKBZLS4452

Place: HYDERABAD

Date: 28.05.2024

ANNEXURE – A

TO THE INDEPENDENT AUDITOR'S REPORT

(Annexure referred to in our report to the members of
PSSM MEDIA LIMITED for the year ended 31st March, 2024)

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

We have audited the internal financial controls with reference to Consolidated Financial Statements of PSSM MEDIA LIMITED and its Subsidiary ("The Group") as at 31st March 2024 in conjunction with our audit of the Consolidated Financial Statements of the Group for the year ended on that date.

Management's Responsibility for Internal Financial Controls

The Group's management is responsible for establishing and maintaining internal financial controls based on the internal control with reference to Consolidated Financial Statements criteria established by the Group 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.

Auditors' Responsibility

Our responsibility is to express an opinion on the Group's internal financial controls with reference to Consolidated Financial Statements based on our audit. We conducted our audit in accordance with the Guidance Note on Audit of Internal Financial Controls with reference to Consolidated Financial Statements 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 with reference to Standalone Financial Statements 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 with reference to Consolidated Financial Statements and their operating effectiveness. Our audit of internal financial controls over financial reporting included obtaining an understanding of internal financial controls with reference to financial statements, assessing the risk that a material weakness exists, and testing and evaluating the design and operating effectiveness of internal control based on the assessed risk. The procedures selected depend on the auditor's 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 Group's internal financial controls system with reference to financial statements.

Meaning of Internal Financial Controls over Financial Reporting

A Group's internal financial control with reference to Consolidated Financial Statements is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of Consolidated Financial Statements for external purposes in accordance with generally accepted accounting principles. A Group's internal financial control with reference to Consolidated Financial Statements includes those policies and procedures that (1) pertain to the maintenance of records that, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the company; (2) provide reasonable assurance that transactions are recorded as necessary to permit preparation of Consolidated Financial Statements in accordance with generally accepted accounting principles, and that receipts and expenditures of the group 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 group's assets that could have a material effect on the financial statements.

Inherent Limitations of Internal Financial Controls with reference to financial statements

Because of the inherent limitations of internal financial controls with reference to

financial statements, including the possibility of collusion or improper management override of controls, material misstatements due to error or fraud may occur and not be detected. Also, projections of any evaluation of the internal financial controls with reference to Consolidated Financial Statements to future periods are subject to the risk that the internal financial control with reference to Consolidated Financial Statements may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

Opinion

In our opinion, the Group has maintained, in all material respects, adequate internal financial controls with reference to the Consolidated Financial Statements and such internal financial controls were operating effectively as at 31st March 2024, based on the internal controls with reference to Financial Statements criteria established by the Group considering the essential components of internal control stated in the Guidance Note.

For
S. Rathnakar & Co
Chartered Accountants
FRN: 022726S

Sd/-
S. Rathnakar
Proprietor
M.NO:212105

UDIN : 24212105BKBZLS4452

Place: HYDERABAD
Date: 28.05.2024

PSSM Media Limited

Consolidated Balance Sheet as at 31st March 2024

(Amount Rs. in Thousands)

Particulars	Note No.	As at 31 st March 2024	As at 31 st March 2023
I. EQUITY & LIABILITIES			
1) Shareholders' Funds			
(a) Share Capital	2	2,18,035	2,18,035
(b) Reserves and Surplus	3	(79,573)	(39,238)
2) Minority Interest/share		79	95
3) Non-Current Liabilities			
(a) Term Loan from Bank	4	919	-
(b) Long term Provisions		663	-
4) Current liabilities			
(a) Trade Payables	5		
(i) Total outstanding dues to Micro & Small Enterprises		5,020	-
(ii) Dues to creditors other than Micro & Small Enterprises		3,720	6,067
(b) Other current liabilities	6	3,338	2,042
TOTAL		1,52,201	1,87,001
II.ASSETS			
1) Non-current assets			
(a) Property, Plant & Equipment - Tangible Assets	7	15,173	18,679
(b) Intangible assets	8	26,155	16,502
(c) Intangible assets under development	9	5,764	-
(d) Non-current investments	10	10,000	10,000
(e) Other Non-current assets	11	11,400	-
		68,492	45,181
2) Current assets			
(a) Inventories	12	1,188	1,609
(b) Trade receivables	13	2,562	4,293
(c) Cash and Cash Equivalents	14	62,204	1,21,220
(d) Short term loans & advances	15	4,138	3,464
(e) Other Current Assets	16	13,617	11,234
		83,709	1,41,820
TOTAL		1,52,201	1,87,001
Notes to Consolidated Financial Statements & Significant accounting policies	1 To 36		

Notes referred to above form an integral part of the Balance sheet Per our report of even date

For Rathnakar & Co

Chartered Accountants

FRN : 022726S

Sd/-

S. Rathnakar

Partner

M No: 212105

UDIN : 24212105BKBZLS4452

Place: Hyderabad

Date: 28.05.2024

For and on behalf of the

Board of Directors

Sd/-

Balakrishna Gadde,

Managing Director

DIN: 08915090

Sd/-

Navakanth Mgadda,

Wholetime Director

DIN: 07629009

Sd/-

Anand Kumar Chedarla,

Wholetime Director and CFO

DIN: 07702546

Sd/-

Bhavana Rajput,

Company Secretary

M.NO : A70608

PSSM Media Limited

Consolidated Statement of Profit and Loss for the year ended 31st March, 2024

(Amount Rs. in Thousands)

Particulars	Note No.	As at 31 st March 2024	As at 31 st March 2023
INCOME			
Revenue from Operations	17	19,347	18,093
Other Income	18	7,973	6,774
Total Income		27,320	24,867
EXPENSES			
Purchase of books	19	264	513
Change in inventory	20	421	158
Content (Media) Expenses	21	31,762	32,872
Employee benefits expense	22	10,140	4,194
Finance Costs	23	349	13
Depreciation and Amortisation Expenses	7,8	7,945	7,581
Other Expenses	24	16,790	13,075
Total Expenses		67,671	58,406
Profit / (loss) before exceptional and extraordinary items and tax		(40,351)	(33,539)
Exceptional / Extraordinary items		-	-
PROFIT/(LOSS) BEFORE TAX		(40,351)	(33,539)
Tax Expense:			
- Current Tax		-	-
- Deferred Tax		-	-
PROFIT/(LOSS) for the year (transfer to balance sheet)		(40,351)	(33,539)
Add: Minority share of loss		16	5
Less: Share of Loss from Associate company			
PROFIT/(LOSS) for the year		(40,335)	(33,534)
Earnings per equity share			
Basic and diluted	25	(1.85)	(1.54)
Notes to Consolidated Financial Statements & Significant accounting policies	1 To 36		

Notes referred to above form an integral part of the Balance sheet Per our report of even date

For Rathnakar & Co

Chartered Accountants

FRN : 022726S

**Sd/-
S. Rathnakar**

Partner

M No: 212105

UDIN : 24212105BKBZLS4452

Place: Hyderabad

Date: 28.05.2024

For and on behalf of the
Board of Directors

**Sd/-
Balakrishna Gadde,
Managing Director**

DIN: 08915090

**Sd/-
Navakanth Mgadda,
Wholetime Director**

DIN: 07629009

**Sd/-
Anand Kumar Chedarla,
Wholetime Director and CFO**

DIN: 07702546

**Sd/-
Bhavana Rajput,
Company Secretary**

M.NO : A70608

PSSM Media Limited
CIN: U74994TG2017PLC121367
CONSOLIDATED STATEMENT OF CASH FLOW
FOR THE YEAR ENDED 31st March, 2024

(Amount Rs. in Thousands)

Particulars	As at 31 st March 2024	As at 31 st March 2023
Cash Flows from Operating Activates		
Net Profit Before Tax and Extra Ordinary Items	(40,351)	(33,539)
Adjustment For		
Depreciation	7,945	7,581
Gain on sale of Tangible Asset	(2,451)	-
Loss on sale of Tangible Asset	305	-
Excess provision written off	(28)	-
Write off of Computer software	73	-
Finance Cost	349	-
Total Adjustment to Profit/Loss (A)	6,193	7,581
Adjustment For working Capital Change		
Adjustment for Increase/Decrease in Inventories	421	158
Adjustment for Increase/Decrease in Trade Receivables	1,731	(4,293)
Adjustment for Increase/Decrease in Short term Loans and Advances	(674)	-
Adjustment for Increase/Decrease in Other Current Assets	(2,383)	(2,235)
Adjustment for Increase/Decrease in Trade Payable	2,673	1,848
Adjustment for Increase/Decrease in other current Liabilities	1,323	1,543
Adjustment for Provisions	663	-
Total Adjustment For Working Capital (B)	3,754	(2,979)
Total Adjustment to reconcile profit (A+B)	9,947	4,602
Net Cash flow from (Used in) Operations	(30,404)	(28,937)
Interest received	(5,415)	(6,753)
Net Cash flow from (Used in) Operations	(35,819)	(35,690)
Cash Flows from Investing Activities		
Purchase of Tangible Asset	(4,098)	(25,410)
Sale of TangibleAssets	4,410	-
Investment in Intangible Assets	(12,330)	-

Capital work in progress (Intangible Asset)	(5,764)	-
Non-current investments	-	-
Security deposits	(11,400)	-
Interest received(Inflow)	5,415	6,753
Net Cash flow from (Used in) in Investing Activities	(23,767)	(18,657)
Cash Flows from Financial Activities		
Loans received (net of repayments)	919	-
Interest Paid(Outflow)	(349)	-
Net Cash flow from (Used in) in Financial Activities	570	-
Net increase (decrease) in cash and cash equivalents	(59,016)	(54,347)
Cash and cash equivalents at beginning of period	1,21,220	1,75,050
Add: Opening balance of Subsidiary	-	517
Cash and cash equivalents at beginning of period (Consolidated)	1,21,220	1,75,567
Cash and cash equivalents at end of period	62,204	1,21,220

Per our report of even date

For Rathnakar & Co

Chartered Accountants

FRN : 022726S

Sd/-

S. Rathnakar

Partner

M No: 212105

Place: Hyderabad

Date: 28.05.2024

For and on behalf of the

Board of Directors

Sd/-

Balakrishna Gadde,

Managing Director

DIN: 08915090

Sd/-

Navakanth Mgadda,

Wholetime Director

DIN: 07629009

Sd/-

Anand Kumar Chedarla,

Wholetime Director and CFO

DIN: 07702546

Sd/-

Bhavana Rajput,

Company Secretary

M.NO : A70608

1. SIGNIFICANT ACCOUNTING POLICIES:

General Information:

PSSM Media Limited ("the company") is a public company incorporated under the Companies Act, 2013 and domiciled in India. Incorporated on 21st December 2017, the company is carrying on the business of producing, distributing, and broadcasting television programs, films, documentaries, and other multimedia content on spirituality matters. The Registered office of the company is situated at H.No: 8-2-603/12, Road No.10, Banjara Hills, Hyderabad – 500034.

Consolidated Financial statements of the group for the year ended 31st March 2024 with comparatives of year ended 31st March 2023 are prepared and attached.

a) Basis of preparation of Consolidation Financial Statements

The Consolidated financial statements have been prepared and presented in accordance with the Generally Accepted Accounting Principles (GAAP) followed in India under historical cost convention on accrual basis complying in all material respects with the Accounting Standards notified under the Companies Act, 2013 read with the (Companies Accounting Standards) Rules, 2006 (as amended) and the other applicable provisions of the Companies Act, 2013. These Consolidated financial Statements have been prepared by the group as a going concern.

The accounting policies are applied consistently to all the periods presented in the Consolidated financial statements, except where a newly issued accounting standard is initially adopted or a revision to an existing standard requires a change in the accounting policy hitherto in use.

Business combinations

Business combinations have been accounted for using the acquisition method.

The consideration transferred is measured at the fair value of the assets transferred, equity instruments issued and liabilities incurred or assumed at the date of acquisition, which is the date on which control is achieved by the Parent. The cost of acquisition also includes the fair value of any contingent consideration. Identifiable assets acquired and liabilities and contingent liabilities assumed in a business combination are measured initially at their fair value on the date of acquisition. Business combinations involving entities that are controlled by the Parent are accounted for using the pooling of interests method as follows:

- I. The assets and liabilities of the combining entities are reflected at their carrying



amounts.

- II. No adjustments are made to reflect fair values, or recognise any new assets or liabilities. Adjustments are only made to harmonise accounting policies.
- III. The balance of the retained earnings appearing in the financial statements of the transferor is aggregated with the corresponding balance appearing in the financial statements of the transferee or is adjusted against general reserve.
- IV. The identity of the reserves are preserved and the reserves of the transferor become the reserves of the transferee.
- V. The difference, if any, between the amounts recorded as share capital issued plus any additional consideration in the form of cash or other assets and the amount of share capital of the transferor is transferred to capital reserve and is presented separately from other capital reserves.
- VI. The financial information in the financial statements in respect of prior periods is restated as if the business combination had occurred from the beginning of the preceding period in the financial statements, irrespective of the actual date of combination. However, where the business combination had occurred after that date, the prior period information is restated only from that date.

All assets and liabilities have been classified as current and non-current as per the Entity's normal operating cycle and other criteria set out in Division I of schedule III to the Companies Act, 2013. Assets and Liabilities are classified as Current or Non-current as per the provisions of Schedule III to the Companies Act, 2013 and the Entity's Normal Operating Cycle. Based on the nature of business, the group has ascertained its operating cycle as 12 months for the classification of assets and liabilities.

b) Use of estimates

The preparation of Consolidated financial statements in conformity with GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent liabilities at the date of the Consolidated financial statements and the results of operations during the reporting period. Although these estimates are based upon management's best knowledge of current events and actions, actual results could differ from these estimates.

c) Property, Plant and Equipment (PPE) and Intangible Assets

PPE – Tangible assets are carried at cost, less accumulated depreciation, impairment losses and specific grant / subsidies, if any. Cost comprises the

purchase price, freight, incidental expenses related to the acquisition and installation of the asset and directly attributable cost of bringing the asset to its working condition for the intended use.

Based on the assessment of generating future economic benefits, certain expenditure incurred on content development programs, have been capitalized at their cost as intangible assets.

Capital work-in-progress comprises the cost of assets and related expenses that are not yet ready for their intended use at the reporting date.

The cost of internally developed d intangible asset includes the directly attributable expenditure of preparing the asset for its intended use. Expenditure on training activities, identified inefficiencies and initial operating losses is expensed as it is incurred

Intangible assets under development comprise the cost of assets and the related expenses that are not yet ready for their intended use at the reporting date.

The management has decided to capitalise the expenditure on certain content programme as intangible assets which will generate probable future economic benefits to the group. The content of these programmes is viewable to all sections of society and will be helpful to viewers at all points of time.

The Group can demonstrate the existence of a market for the output of the intangible asset.

The management has decided to reliably measure the expenditure attributable to the intangible asset during its development. The cost intangible asset includes all the directly attributable expenditure of preparing the asset for its intended use. The management has decided to amortise the cost attributable to the intangible assets in a period of 10 years on a straight-line basis.

d) Depreciation on PPE and Amortization

Depreciable amount of PPE (including intangible assets) is the cost of an asset or other amount substituted for cost, less its estimated residual value. Depreciation on PPE is provided on written down value method based on the estimated useful life of the assets. The estimated useful life of the assets made by the management is in line with the useful life prescribed in Schedule II to the Companies Act, 2013.

The percentage of Depreciation charged on assets is as follows.

Name	% on WDV Basis
Building	4.87%
Office Equipment	45.07%
Computers & Data processing Units	39.03%
Computers Network	
Computers	63.16%
Other Equipments:-	
Electrical installation	15.00%
Mobile Phone	15.00%
Generator	18.10%
Plant & Machinery	20.58%
Solar System	11.29%
Studio Equipment	20.58%
Furniture & Fixtures:	
Furniture	25.89%
Furniture & Fixture	31.23%
Motor Vehicles:-	
Motor Vehicles (Old vehicles)	25.89%
Motor Vehicles	31.23%
Media content (capitalised) straight-line basis	10.00%
Yes TV channel	30.00%

e) Revenue recognition

Revenue is recognized to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured. Advertisement revenue is recognized when the related advertisement or the commercial is aired / telecast. Income from shooting services is recognized upon completion of shooting activities.

Interest income is recognized on a time proportion basis taking into account the amount outstanding and the rate applicable except in case where recovery is uncertain.

Revenue from other services is recognized as and when such services are completed / performed.

f) Borrowing costs

Borrowing cost include interest, amortization of ancillary costs incurred in connection with the arrangement of borrowings and exchange differences arising from foreign currency borrowings to the extent they are regarded as an adjustment to the interest cost.

Borrowing costs directly attributable to the acquisition, construction or production of an asset that necessarily takes a substantial period of time to get ready for its intended use or sale are capitalized as part of the cost of the respective asset. All other borrowing costs are expensed in the period in which they are incurred.

g) Impairment of assets

The carrying amount of assets are reviewed at each Balance Sheet date if there is any indication of impairment based on internal/external factors. An impairment loss is recognized wherever the carrying amount of an asset exceeds its recoverable amount. The recoverable amount is the greater of the asset's net selling price and value in use. In assessing value in use, the estimated future cash flows are discounted to their present value at the weighted average cost of capital.

After impairment, depreciation / amortization is provided on the revised carrying amount of the asset over its remaining useful life.

h) Investments

Investments are classified into current and non-current investments. Investments that are readily realizable and intended to be held for not more than one year from the date on which such investments are made are classified as current investments. All other investments are classified as non-current investments.

On initial recognition, all investments are measured at cost. The cost comprises purchase price and directly attributable acquisition charges such as brokerage, fees and duties.

Current investments are carried at lower of cost and fair value, determined on individual investment basis. Non-current investments are carried at cost. However, provision for diminution in value is made to recognize a decline, other than temporary, in the value of the non-current investments.

i) Income Tax

Tax expense consists of current and deferred tax. Current income tax is

measured at the amount expected to be paid to the tax authorities in accordance with the provisions of Income Tax Act, 1961. The tax rates and tax laws used to compute the amount are those that are enacted or substantively enacted at the reporting date. Current income tax relating to items recognized directly in equity is recognized in equity and not in statement of profit and loss.

Deferred income tax reflect the impact of current year timing differences between taxable income and accounting income for the year and reversal of timing differences of earlier years. Deferred tax is measured based on the tax rates and the tax laws enacted or substantively enacted at the reporting date.

In situations where the Company has unabsorbed depreciation or carry forward tax losses, deferred tax asset is recognized only if there is virtual certainty supported by convincing evidence that they can be realized against future taxable profits.

At each reporting date, the Company re-assesses the reasonable certainty of the unrecognized deferred tax assets of earlier years. It recognizes unrecognized deferred tax assets to the extent that it has become reasonably certain or virtually certain, as the case may be, that sufficient future taxable income will be available against which such deferred tax assets can be realized.

The carrying amount of deferred tax assets are reviewed at each reporting date. The company writes-down the carrying amount of a deferred tax asset to the extent that it is no longer reasonably certain or virtually certain, as the case may be, that sufficient future taxable income will be available against which deferred tax asset can be realized. Any such write-down is reversed to the extent that it becomes reasonably certain or virtually certain, as the case may be, that sufficient future taxable income will be available.

Deferred tax assets and deferred tax liabilities are offset, if a legally enforceable right exists to set-off current tax assets against current tax liabilities and the deferred tax assets and deferred taxes relate to the same taxable entity and the same taxation authority.

j) Earnings per equity share

Basic earnings per equity share are calculated by dividing the net profit or loss for the period attributable to equity shareholders by the weighted average number of equity shares outstanding during the period. The weighted average number of equity shares outstanding during the period is adjusted for events of

bonus issue; bonus element in right issue to existing shareholders; share split and reverse share split.

k) Provisions

A provision is recognized when the group has a present obligation as a result of past event i.e., 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 are not discounted to its present value and are determined based on best estimate required to settle the obligation at the reporting date. These are reviewed at each reporting date and adjusted to reflect the current best estimates.

l) Cash and cash equivalents

Cash and cash equivalents for the purpose of cash flow statement comprise cash in hand, cash at bank, demand deposits and short term highly liquid investments having original maturity of twelve months or less.

m) Leases

A lease is classified as an operating lease if it does not transfer substantially all the risks and rewards incident to ownership. The lease payments are recognized based on the lease rental agreed in the lease agreement with the lessor for the duration of the lease.

n) Inventories Media Content

Media content i.e. Programmes, including content in digital form are stated at lower of cost/ unamortised cost or realisable value. Cost comprises acquisition/ direct production cost. Where the realisable value of media content is less than its carrying amount, the difference is expensed. Programmes, intellectual property rights are expensed/amortised as under:

1. Programmes – news-related programs, live programs etc. are fully expensed on telecast/upload.
2. Programmes (other than (1) above) relating to education, meditation, Indian culture and heritage, health and vegetarianism etc. are amortised over ten financial years starting from the year of first telecast/upload, as per management estimate of future revenue potential.
3. Intellectual property rights acquired – Amortised at the rate of 30% on a written-down value basis.

o) Contingent assets and liabilities

A contingent liability is a possible obligation that arises from past events whose

existence will be confirmed by the occurrence or nonoccurrence of one or more uncertain future events beyond the control of the group or a present obligation that is not recognised because it is not probable that the 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 recognised because it cannot be measured reliably.

Contingent assets are not recognised in the consolidated financial statements, however they are disclosed where the inflow of economic benefits is probable. When the realisation of income is virtually certain, then the related asset is no longer a contingent asset and is recognised as an asset.

p) Employee Benefits

Employee benefits include salaries, wages, contribution to provident fund, gratuity, post-retirement medical benefits and other terminal benefits.

Employee benefits such as salaries, wages, short-term compensated absences, cost of bonus, ex-gratia and performance linked rewards falling due wholly within twelve months of rendering the service are classified as short-term employee benefits and are expensed in the period in which the employee renders the related service. The obligations are presented as current liability in the balance sheet if the entity does not have an unconditional right to defer the settlement for at least 12 months after reporting date.

Payments to defined contribution plans viz. Government administered provident funds and pension schemes are recognised as an expense when employees have rendered service entitling them to the contributions.

For defined retirement benefit plans in the form of gratuity, the cost of providing benefits is determined using management estimate.

q) Transactions in Foreign currency

The functional currency of the group is Indian Rupees (INR).

Foreign currency transactions are accounted at the exchange rate prevailing on the date of such.

Foreign currency monetary items are translated using the exchange rate prevailing at the reporting date. Exchange differences arising on settlement of monetary items or on reporting such monetary items at rates different from those at which they were initially recorded during the period, or reported in previous consolidated financial statements are recognised as income or as expenses in the period in which they arise.

PSSM Media Limited : 2023 – 2024**NOTES TO CONSOLIDATED FINANCIAL STATEMENTS****2. Share Capital**

(Amount Rs. in Thousands)

PSSM Media Limited	As at 31-03-2024		As at 31-03-2023	
A) Authorised:				
3,00,00,000 equity shares of Rs.10/- each	3,00,000		3,00,000	
B) Issued, subscribed and fully paid-up:				
2,18,03,455 equity shares of Rs.10/- each	2,18,035		2,18,035	
C. Reconciliation of the shares outstanding at the beginning and at the end of the reporting period:				
Class of shares: Equity Shares of Rs.10/- each fully paid-up	As at 31-03-2024		As at 31-03-2023	
	No. of shares	Amount (000's)	No. of shares	Amount (000's)
At the beginning of the period	2,18,03,455	2,18,035	2,18,03,455	2,18,035
Issued during the period				
Outstanding at the end of the period	2,18,03,455	2,18,035	2,18,03,455	2,18,035

D. Rights, preferences and restrictions attached to each class of shares:

The Company has only one class of shares i.e equity shares having a par value of Rs. 10. Each holder of equity shares is entitled to one vote per share. In the event of liquidation of the Company, the holders of equity shares will be entitled to receive remaining assets of the Company, after distribution of all preferential amounts. The distribution will be in proportion to the number of equity shares held by the shareholders.

E. Details of shareholders holding more than 5% shares in the company

	As at 31-03-2024		As at 31-03-2023	
Name of the Shareholder	No. of shares	Amount	No. of shares	Amount
Nil	Nil	Nil	Nil	Nil

Note: As per records of the parent company, including its register of shareholders/members and other declarations received from shareholders regarding beneficial interest, the above shareholding represents both legal and beneficial ownerships of shares.

F. Shareholding of promoters

Shares held by promoters at the end of the year				% change during the year
S.No.	Promoter name	No.of shares	% of total no.of shares	
1	Navakanth Mgadda	41000	0.19%	Nil
2	Anand kumar Chedarla	43970	0.20%	Nil
3	Nirmala Devi Makam	1000	0.004%	Nil
4	Sesha Ratnam Vallabhaneni	2783	0.01%	Nil
5	Madhavi Challamalla	27500	0.13%	Nil
6	N Jayalakshmi	20336	0.09%	0.09%
7	Tirunagari Vani	15229	0.06%	Nil

G. In the period of five years immediately preceding the date of balance sheet :

- I. aggregate number and class of shares allotted as fully paid up without payment being received in cash - Nil (Previous year - Nil)
- II. aggregate number and class of shares allotted as fully paid up by way of bonus shares - Nil (Previous year - Nil)
- III. aggregate number and class of shares bought back - Nil (Previous year - Nil)

3. Reserves and Surplus

(Amount Rs. in Thousands)

i) Securities Premium :	As at 31-03-2024	As at 31-03-2023
Balance at the beginning of the year	1,00,892	1,00,892
Add : Premium on issue of equity shares	-	-
Closing Balance	1,00,892	1,00,892
ii).Surplus / (Deficit) in statement of Profit & loss:		
Balance as at the beginning of the year	(1,40,130)	(1,09,767)
Deficit of associate (previous year)	-	3,171
Loss for the year	(40,335)	(33,534)
Total	(1,80,465)	(1,40,130)
Grand Total	(79,573)	(39,238)

(Amount Rs. in Thousands)

4. Non-Current Liabilities	As at 31-03-2024	As at 31-03-2023
a) Long term Borrowings:		
Secured:	-	-
Term loan from Bank (for car)	919	-
	919	

*Note:- The company has obtained a vehicle loan of Rs-10.00 Lakhs from Union Bank of India, S.R Nagar Branch ; repayment period is 60 months; monthly installment is Rs 20,686 and interest rate @ 8.85% P.A. The loan is secured by hypothecation of car acquired with the loan. There are no defaults as on Balance sheet date in repayment of loan and interest thereon.

There are no borrowings which are taken by the company during the year on the basis of security of current assets.

b). Long term Provisions	As at 31-03-2024	As at 31-03-2023
Provision for Gratuity	663	-
	663	-

5. Trade Payables	As at 31-03-2024	As at 31-03-2023
(i) Total outstanding dues to Micro & Small Enterprises	5,020	-
(ii) Dues of creditors other than Micro & Small Enterprises	3,720	6,067
	8,740	6,067

The creditors covered by Micro, Small and Medium Enterprises Development Act, 2006 have been identified on the basis of information available with the group. Disclosures in respect of the amounts payable to such parties are given below:

Trade Payables ageing schedule for the year ended as on March 31, 2024					
Particulars	Less than 1Yr	1-2 yrs	2-3 yrs	More than 3yrs	Total
MSME	130	4,890	-	-	5,020
Others	3,095	596	29	-	3,720
Dispute dues-MSME	-	-	-	-	-
Dispute dues	-	-	-	-	-
Total					8,740

Trade Payables ageing schedule for the year ended as on March 31, 2023

Particulars	Less than 1Yr	1-2 yrs	2-3 yrs	More than 3yrs	Total
MSME		-	-	-	
Others	4,298	1,769	-	-	6,067
Dispute dues-MSME	-	-	-	-	-
Dispute dues	-	-	-	-	-
Total					6,067

(Amount Rs. in Thousands)

6. Other Current Liabilities	As at 31-03-2024	As at 31-03-2023
Advances from customers	639	-
Salaries Payable	691	301
TDS, GST, PF & Others	1,589	1,106
Rent Payable	170	158
Electricity Charges Payable	79	66
Financial audit fee payable	115	100
Internal audit fee payable	40	80
Others	15	231
	3,338	2,042

(Amount Rs. in Thousands)

7. Property, Plant & Equipment – Tangible Assets										
		GROSS BLOCK			DEPRECIATION				NET BLOCK	
s.No.	Description	As on 01-04-2023	Additions	Deletions	Total as on 31-03-2024	Upto 01.04.2023	Deletions for the year	Upto 31-03-2024	As on 31-03-2024	As on 31-03-2023
1	Land	2,086	-	-	2,086	-	-	-	2,086	2,086
2	Building	3,490	-	-	3,490	204	160	364	3,126	3,286
3	Office Equipment	1,937	172	-	2,109	1,439	360	1,799	310	498
4	Computers Data processing Units	7,294	1,215	-	8,509	6,094	1,755	7,849	660	1,200
5	Other Equipments	11,251	259	-	11,510	4,059	1,553	5,612	5,898	7,192
6	Furniture & Fixtures:	2,695	272	-	2,967	1,841	361	2,202	765	854
7	Motor Vehicles: Cars	7,235	2,179	4,587	4,827	3,678	2,324	2,504	2,323	3,557
	TOTAL	35,988	4,097	4,587	35,498	17,315	5,339	20,330	15,168	18,672
	Previous year	29,104	6,885	-	35,989	11,757	5,558	17,315	18,672	17,347
	Assets of Subsidiary									
1	Office Equipment	7	-	-	7	1	1	2	5	6
	TOTAL	7	-	-	7	1	1	2	5	6
	Previous year	-	-	-	7	1	-	1	6	1

In the opinion of the Board, the assets other than Property, Plant and Equipment and non-current investments have a value on realization in the ordinary course of business at least equal to the amount at which they are stated.

8. Intangible Assets									
S.No.	Description	GROSS BLOCK			DEPRECIATION			NET BLOCK	
		As on 01-04-2023	Additions	Deletions	Total as on 31-03-2024	Upto 01.04.2023	Deletions for the year	Upto 31-03-2024	As on 31-03-2024
1	Computer Software**	78	-	78	-	6	6	-	72
2	Media Content *	18,446	12,330	-	30,776	2,016	2,605	4,621	16,430
	TOTAL	18,524	12,330	78	30,776	2,022	6	4,621	16,502
	Previous year	-	18,524	-	18,524	-	-	2,022	16,502
									-

* The management has decided to capitalise the expenditure on certain content programme as intangible assets which will generate economic benefits to the Company. The content of these programmes is viewable to all sections of society and the management opines that it will be helpful to viewers at all points of time and is certain that demonstration of existence of market for the output of the intangible asset is possible.

** The management has decided to reliably measure the expenditure attributable to the intangible asset during its development. The cost of intangible asset includes all the directly attributable expenditure of preparing the asset for its intended use. The management has decided to amortise the cost attributable to the intangible assets in a period of 10 years on a straight-line basis.

(Amount Rs. in Thousands)

9. Intangible assets under development	As at 31-03-2024	As at 31-03-2023
Documentary film of life of Patriji *	5,764	-
	5,764	-
Intangible assets aging schedule		
Name of the project: 'Biopic of Patriji'		
Less than 1 year	5,764	-
1-2 years	-	-
2-3 years	-	-
More than 3 years	-	-

10. Non-Current Investments	As at 31-03-2024	As at 31-03-2023
i. Investment in Equity Instruments Onemedia Network Private Ltd		
10,00,000 Shares of Rs.10 each fully paidup, at cost	10,000	10,000
Total	10,000	10,000
a. Aggregate amount of quoted investments and market value	-	-
b. Aggregate amount of unquoted investments	-	10,000
c. Aggregate provision for diminution in value of investments	-	-

** OneMedia Network Limited (CIN: U74999DL2020PLC362823 Registered address: F-45, Basement, Block F, Green Park (Main) New Delhi DL 110016 IN,) - 10,00,000 equity shares of 10/- each fully paid up, aggregating to Rs. 10,000 thousands (previous year - Rs. 10,000 thousands). OneMedia Network Limited has been classified as 'Associate' as per the provisions of Accounting Standard 23 ('Accounting for Investments in Associates in Consolidated Financial Statements") for the FY 21-22 and ceased to be an associate during the FY 2022-23.

11. Other Non-Current Assets	As at 31-03-2024	As at 31-03-2023
Security Deposit with the Ministry of Information and Broadcasting	1,400	-
Deposit with Bank with Maturity of over 1 year kept as a margin as BG	10,000	-
	11,400	-

* The Parent company has arranged Bank Guarantee of Rs 1 crore to the Ministry of Information and Broadcasting towards the bank guarantee of uplinking and downlinking TV channels in India; The Fixed Deposit of the company for Rs-1,00,00,000 kept as margin for Bank Guarantee.

(Amount Rs. in Thousands)

12. Inventories	As at 31-03-2024	As at 31-03-2023
Closing Inventory	1,188	1,609
	1,188	1,609

13. Trade Receivables	As at 31-03-2024	As at 31-03-2023
Unsecured, Considered good	2,562	4,293
	2,562	4,293

Trade Receivables

Particulars	Outstanding for following periods from due date of payment					
	Less than 6 Months	6 Months -1Year	1-2 Years	2-3 Years	More than 3 Years	Total
Undisputed Trade Receivables- Considered Goods	627	1,930	5	-	-	2,562
Undisputed Trade Receivables- Considered Doubtful	-	-	-	-	-	-
Disputed Trade Receivables- Considered Goods	-	-	-	-	-	-
Disputed Trade Receivables- Considered Doubtful	-	-	-	-	-	-
Others	-	-	-	-	-	-
	627	1,930	5	-	-	2,562

14. Cash and cash equivalents	As at 31-03-2024	As at 31-03-2023
Cash on hand	3	4
Balances with Banks :	-	-
- In Current Accounts	1,551	1,766
- In Deposit Accounts with less than 12 months maturity	60,650	1,19,450
	62,204	1,21,220

Notes to Consolidated Financial Statements

(Amount Rs. in Thousands)

15. Short term Loans and Advances	As at 31-03-2024	As at 31-03-2023
Unsecured, considered good		
Loans and Advances to others:		
Deposits	1,133	-
Rent Advance	885	690
TDS & TCS Receivable	761	1,051
Salary Advance	21	166
Advance to suppliers	556	-
Other advances	782	1,557
	4,138	3,464

16. Other Current Assets	As at 31-03-2024	As at 31-03-2023
GST Input Credit	12,111	11,234
Excess Reverse charge GST paid	13	-
Prepaid Expenses	1,493	-
	13,617	11,234

17. Revenue From Operations	As at 31-03-2024	As at 31-03-2023
Revenue from Advertisements & other services	19,347	18,093
	19,347	18,093

18. Other Income	As at 31-03-2024	As at 31-03-2023
Interest on Bank Deposits	5,415	6,751
Interest on IT Refund	55	2
Discount received	24	21
Excess provision written in	28	-
Profit on sale of used vehicles	2,451	-
	7,973	6,774

19. Purchase of books	As at 31-03-2024	As at 31-03-2023
Books	264	513
	264	513

(Amount Rs. in Thousands)

20. Changes in Inventory	As at 31-03-2024	As at 31-03-2023
Opening Balance	1,609	1,767
Less:-Closing Balance	(1,188)	(1,609)
Changes in Inventory	421	158

21. Content (Media) development Expenses	As at 31-03-2024	As at 31-03-2023
Shooting Expenses	1,777	1,126
Placement Expenses	7,274	14,907
Teleporting Expenses	10,755	10,574
Professional Charges	11,956	6,265
	31,762	32,872

22. Employee Benefits Expense	As at 31-03-2024	As at 31-03-2023
Salaries & Wages	9,059	3,685
PF contribution	414	-
ESI contribution	24	-
Staff Welfare Expenses	643	509
	10,140	4,194

23. Finance Costs	As at 31-03-2024	As at 31-03-2023
Bank charges	14	13
BG Commision	133	-
Others	202	-
	349	13

(Amount Rs. in Thousands)

24. Other Expenses	As at 31-03-2024	As at 31-03-2023
Advertisement expenses	102	566
Meeting Expenses	305	314
Computer accessories	195	-
Electricity Charges	911	937
Event expenses	1,582	1,141
Exchange Fluctuations	88	60
Insurance	114	45
Internet charges	556	1,042
MIB Annual Permission Fee	700	-
Loss on sale of vehicle	305	-
Office Rent	2,769	2,440
Internal auditor	160	160
Statutory auditor	132	100
Printing & Stationery	374	422
Rates and Taxes	408	617
Repairs & Maintenance	546	794
Security Guards expenses	527	533
Software Expenses	176	-
Telephone Charges	164	172
Travelling & Transport Expenses	5,200	3,431
Vehicle Maintanance	428	301
Other Expenses	1,048	-
	16,790	13,075

25. Earnings Per share	As at 31-03-2024	As at 31-03-2023
Net Profit/ (loss) after tax	(40,335)	(33,534)
Number of equity shares (of Rs.10/- each)	2,18,03,455	2,18,03,455
Basic EPS	(1.85)	(1.54)
Diluted EPS	(1.85)	(1.54)

(Amount Rs. in Thousands)

26. Disclosures under AS 19 'Leases'	As at 31-03-2024	As at 31-03-2023
General Description of Lessee significant leasing arrangements		
The group has taken its premises on Operating lease.		
Future lease payments		
Not later than one year	1,857	2,213
Later than one year but not later than five years	-	-
Later than five years	-	-
Total Expected future lease payment	-	-

Lease payments are recognized in the statement of Profit and Loss for the period over the lease term over straight-line basis.

Note: The future lease payments have been recognized over the period for the which the signed agreement is valid.

27. Contingent Liabilities	As at 31-03-2024	As at 31-03-2023
Contingent Liabilities: (to the extent not provided for)		
Claims against the group not acknowledged as debts	-	-
- Guarantees	1,00,00,000	-
Other money for which the group is contingently liable*	-	-

*Note: Parent Company has given Performance Bank Guarantee for UPLINKING and DOWNLINKING of Television Challens (PBG-TV) Vide B.G.No. 052211gl0019723 for an expiry period i.e 29-12-2025 and claim expiry period 26-01-2026 issued on 30th Dec 2023 by Union bank of India against FDR lien marked for Rs. 1 crore

Note: The Company has no pending litigations which will impact its financial position.

28. Related Party Disclosures**A. Name of Related parties and description of relationship:****a) Key management personnel:**

Sl. No.	Name	Designation
1.	Navakanth Mgadda	Whole-time Director
2.	Anand Kumar Chedarla	Whole-time Director& CFO
3.	Balakrishna Gadde	Managing Director
4.	Rambabu Potluri	Director
5.	Sidda Nageswara Rao	Director
6.	Krishna Mohan Thanguturu	Director
7.	Chenchu Subba Rao Kopparapu	Director
8.	Veera Raghava Rao Tatavarty	Director
9.	Venkateswarlu Jonnalagadda	Independent Director
10.	Prabhakar Cherukumudi	Independent Director
11.	Bhavana Rajput	Company Secretary

b). Subsidiaries

PMC Publications	Partnership Firm in which the company is a partner.
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Transactions with the related parties:**I). Remuneration / Fee to Key Management personnel:** (Amount Rs. in Thousands)

Name of the related party	Nature of Transaction	Value of the Transaction	
		Year Ended March 31, 2024	Year Ended March 31, 2023
Anand Kumar Chederla	Remuneration	621	621
Navakanth Mgadda	Remuneration	621	621
Nirmala Devi Makam	Remuneration	662	662
Venkateswarlu Jonnalagadda	Sitting Fee	125	110
Madhavi Challamalla	Sitting Fee	90	110

(Amount Rs. in Thousands)

ii) Investment / loans:

Name of the related party	Nature of Transaction	Value of the Transaction	
		Year Ended March 31, 2024	Year Ended March 31, 2023
OneMedia Network Limited (at cost)	Investment in Equity shares	10,000	10,000

* OneMedia Network Limited (CIN: U74999DL2020PLC362823 Registered address: F-45, Basement, Block F, Green Park (Main) New Delhi DL 110016 IN.) - 10,00,000 equity shares of 10/- each fully paid up, aggregating to Rs. 10,000 thousands (previous year - Rs. 10,000 thousands). OneMedia Network Limited has been classified as 'Associate' as per the provisions of Accounting Standard 23 ('Accounting for Investments. in Associates in Consolidated Financial Statements') for the FY 21-22 and ceased to be an associate during the FY 2022-23

(Amount Rs. in Thousands)

29. Payment to auditors	As at 31-03-2024	As at 31-03-2023
- as Auditors	100	75
- for Taxation matters	25	25
Total	125	100

30. INFORMATION UNDER SECTION 186 (4) OF THE COMPANIES ACT, 2013

Investment in One Media Network Limited (Associate)	As at 31-03-2024	As at 31-03-2023
% of shares held	12.95	12.95

Note: The group has not advanced or loaned or invested funds (either borrowed funds or share premium or any other sources or kind of funds) to any other persons or entities including foreign entities (intermediaries) with the understanding (whether recorded in writing or otherwise) that the intermediary shall directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the company (ultimate beneficiaries) or provide any guarantee, security or the like to or on behalf of the ultimate beneficiaries.

The company has not received any funds from any persons or entities including foreign entities (funding party) with the understanding (whether recorded in writing or otherwise) that the company shall directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the funding party (ultimate beneficiaries) or provide any guarantee, security or the like to or on behalf of the ultimate beneficiaries.

31. Segment Reporting

The company has only one segment which is Media 'Content Development and Broadcasting'.

(Amount Rs. in Thousands)

32. Foreign exchange earnings and outgo	As at 31-03-2024	As at 31-03-2023
Value of Imports calculated on CIF Basis	-	-
Expenditure in foreign currency on account of Royalty, Knowhow, Professional Fee, Interest and others	-	-
Amount remitted during the year in foreign currencies on account of Dividends	-	-
Earnings in foreign exchange	2,565	2,085

33. Other Disclosures	As at 31-03-2024	As at 31-03-2023
Proceedings under Benami Transactions (Prohibition) Act, 1988	-	-
Transactions with companies struck off under section 248 of the Companies Act, 2013 or Section 560 of Companies Act, 1956.	-	-
Charges or satisfaction which are yet to be registered with the Registrar of companies beyond the statutory period.	-	-
Complied with the number of layers prescribed U/s.2 (87) of the Act	Fulfilled	Fulfilled
Scheme of arrangement was approved by the competent authority in terms of Section 230 to 237 of the Companies Act, 2013, in which the company was a party.	Nil	Nil
Disclosure of any transactions which are not recorded in its books of account as income during the year in the tax assessments under the I.T. Act, 1961.	Nil	Nil
Trading or investment in Crypto currency or Virtual currency	Nil	Nil
Advance or loans or invested funds (either borrowed funds or share premium or any other sources or kind of funds) to any other persons or entities including foreign entities (intermediaries) with the understanding (whether recorded in writing or otherwise) that the intermediary shall directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the company (ultimate beneficiaries) or provide any guarantee, security or the like to or on behalf of the ultimate beneficiaries.	Nil	Nil

34. Ratios

Particulars	Current year ratio	Previous year ratio	% of Variance
Current Ratio (in times)	6.93	17.49	(1.52)
Debt-Equity Ratio (in times)	0.01	0.00	-
Debt Service Coverage Ratio (in times)	(221.38)	0.00	-
Return on Equity Ratio(%)	(0.29)	(0.19)	35.63%
Trade Receivables Turnover Ratio (in times)	15.10	8.43	44.18%
Trade Payables Turnover Ratio (in times)	NA	NA	NA
Net Capital Turnover Ratio (in times)	0.27	0.13	51.87%
Net Profit Ratio (%)	(208%)	(185.3%)	(23.14%)
Return on Capital Employed (%)	(28.80%)	(18.75%)	53.58%
Return on Investment (%)	8.93%	56.51%	(84.20%)

35. Additional information required under item No.2 of " General Instrucitons for the preparation of control Financial Statement

Name of the entity in the	Net Assets i.e., total assets minus total liabilities		Share in profit or loss	% of Variance
	As % of consolidated net assets & Amount		As % of consolidated net assets	Amount
1	2	3	4	5
PMC Publications	98%	2455	98%	(801)

36. Previous year's figures have been regrouped wherever necessary to conform to the classification adopted in the current year.

Per our report of even date
For Rathnakar & Co
Chartered Accountants
FRN : 022726S

Sd/-

S. Rathnakar
Partner
M No: 212105

Place: Hyderabad
Date: 28.05.2024

For and on behalf of the
Board of Directors

Sd/-

Balakrishna Gadde,
Managing Director
DIN: 08915090

Sd/-

Navakanth Mgadda,
Wholetime Director
DIN: 07629009

Sd/-

Anand Kumar Chedarla,
Wholetime Director and CFO
DIN: 07702546

Sd/-

Bhavana Rajput,
Company Secretary
M.NO : A70608

NOTICE

NOTICE IS HEREBY GIVEN THAT THE 7TH ANNUAL GENERAL MEETING OF THE MEMBERS OF THE COMPANY, PSSM MEDIA LIMITED WILL BE HELD ON THURSDAY, 26TH SEPTEMBER, 2024 AT 11.00 A.M AT THE REGISTERED OFFICE OF THE COMPANY, SITUATED AT 8-2-603/1/2, ROAD NO.10, BANJARA HILLS, HYDERABAD, TELANGANA – 500034, TO TRANSACT THE FOLLOWING BUSINESS:

ORDINARY BUSINESS:

1. To receive, consider and adopt:

- a) the Standalone Audited Financial Statements of the Company for the Financial Year ended 31st March, 2024, together with the reports of the Board of Directors and the Auditors thereon; and
- b) the Consolidated Audited Financial Statements of the Company for the Financial Year ended 31st March, 2024, together with the report of the Auditors thereon

- 2. To appoint a Director in place of Mr. Chenchu Subba Rao Kopparapu (DIN: 08566481) who retires by rotation and being eligible, offers himself for reappointment.
- 3. To appoint a Director in place of Mr. Rambabu Potluri (DIN: 00342873) who retires by rotation and being eligible, offers himself for reappointment.

SPECIAL BUSINESS

4. To approve payment of remuneration to Mr. Balakrishna Gadde (DIN: 08915090), Managing Director of the company.

To consider and if thought fit, to pass with or without modifications the following resolution as Special Resolution:

“RESOLVED THAT pursuant to the provisions of section 196, 197, Schedule V of the Companies Act, 2013 and other applicable provisions, if any and the Rules framed there under (including any statutory modification(s) or re-enactment thereof for the time being in force), pursuant to the recommendations received from Nomination and Remuneration Committee and Board of Directors, consent of the members of the Company be and is hereby accorded to pay a remuneration of Rs.48,000/- per month plus 15% of the pay as House Rent Allowance and conveyance charges up to a maximum of Rs. 15,000/- per month to Mr. Balakrishna Gadde, Managing Director of the company, with effect from 22.09.2024, for the remaining tenure of his appointment which ends on 21.09.2026.”

"RESOLVED FURTHER THAT pursuant to the provisions of Companies Act, 2013 and subject to such approvals as may be necessary the above remuneration be paid as the minimum remuneration to Mr. Balakrishna Gadde (DIN:08915090) during the remaining tenure of his office as Managing Director of the Company."

"RESOLVED FURTHER THAT the Directors of the Company be and are hereby authorised to do all such acts, deeds and things as may be required or considered necessary to give effect to the above resolution."

**BY ORDER OF THE BOARD
FOR PSSM MEDIA LIMITED**

Sd/-

**N. PURNA CHANDRA RAO
COMPANY SECRETARY**

DATE : 22.07.2024

PLACE: HYDERABAD

NOTES:

1. Explanatory Statement as required under Section 102 of the Companies Act, 2013 is annexed to this notice. Further, disclosures as required under the Secretarial Standard-2 on General Meetings issued by the Institute of Company Secretaries of India ('SS-2') with respect to details of appointee Director are provided in Annexure-II attached to this Notice.
2. A Member entitled to attend and vote at the Meeting is entitled to appoint a proxy to attend and vote instead of himself/herself. Such proxy need not be a Member of the Company. A person can act as proxy on behalf of Members not exceeding fifty (50) and holding in the aggregate not more than 10% of the total paid up share capital of the Company carrying voting rights. The instrument of proxy in order to be effective, should be deposited at the Registered Office of the Company, duly completed and signed, not less than 48 hours before the commencement of the Meeting. Representations submitted on behalf of the Companies, Societies, Trust etc. must be supported by an appropriate resolution/ authority letter, as applicable.
3. As per the circular issued by Ministry of Corporate Affairs (MCA), effective from 02nd October, 2018, transfer and transmission of shares is allowed only in dematerialised format. As such your company had appointed Bigshare Services Private Limited having their office at 306, Right Wing, 3rd Floor, Amrutha Ville, Opp. Yashoda Hospital, Somajiguda, Rajbhavan Road, Hyderabad - 500 082 as its Registrar and share transfer agent and Members who are holding shares in physical form are requested to dematerialize their equity shares through their Depository Participant(s). The ISIN in respect of equity shares is INE02VX01013.
4. Members holding shares in physical form are requested to notify immediately any change in their address along with address proof, i.e., Electricity /Telephone Bill, Driving License or a copy of passport and Bank particulars to the company or its Registrar & Share Transfer Agent and in case their shares are held in dematerialized form, this information should be passed on directly to their respective Depository Participants and not to the company/RTA without delay.
5. Members, who hold shares in de-materialized form, are requested to bring their Client ID and DP IDs for easier identification of attendance at the meeting.
6. As part of its "green initiative in Corporate Governance", MCA allows paperless compliances including service of a notice/document by companies to their Members through electronic mode. Therefore, members are requested to update their e-mail IDs with the Company who have not provided earlier in order to enable the company to follow the instructions of MCA and full fill the initiatives taken by

Government of India in this regard in future correspondence to members.

7. Pursuant to the provisions of Section 108 of the Companies Act, 2013 read with Rule 20 of the Companies (Management and Administration) Rules, 2014 (as amended) and MCA Circulars, the Company is providing facility of remote e-voting to its Members in respect of the business to be transacted at the AGM. For this purpose, the Company has entered into an agreement with Central Depository Services (India) Limited (CDSL) for facilitating voting through electronic means, as the authorized e-Voting's agency. The facility of casting votes by a member using remote e-voting will be provided by CDSL.
8. In line with the Ministry of Corporate Affairs (MCA) Circular, the Notice calling the AGM along with the Annual Report 2023-24 is being sent only through electronic mode to those members whose e-mail addresses are registered with the Company/Depositories and the same has been uploaded on the website of the Company at www.pmconlinetv.com. The AGM Notice is also disseminated on the website of CDSL (agency for providing the Remote e-Voting facility) i.e. www.evotingindia.com.
9. The Register of Members and Share Transfer Registers of the Company will be closed from 19.09.2024 to 26.09.2024 (both days inclusive).
10. Members are requested to produce the Attendance Slip duly signed as per the Specimen Signature recorded with the Company/Depository Participant for admission to the meeting hall
11. The Statutory Registers and the documents pertaining to the items of business to be transacted at the AGM are available for inspection in electronic mode. The shareholders may write an e-mail to pssmmedia@gmail.com and the Company shall respond suitably.
12. Pursuant to Secretarial Standard 2 (SS-2) issued by the Institute of Company Secretaries of India the route map for reaching the meeting venue is attached.

THE INTRUCTIONS FOR SHAREHOLDERS FOR REMOTE E-VOTING:

Step 1 : Access through Depositories CDSL/NSDL e-Voting system in case of individual shareholders holding shares in demat mode.

Step 2 : Access through CDSL e-Voting system in case of shareholders holding shares in physical mode and non-individual shareholders in demat mode.

- (i) The voting period begins on 23rd September, 2024 (09.00 A.M) and ends on 25th September, 2024 (05.00 P.M). During this period shareholders' of the Company, holding shares either in physical form or in dematerialized form, as on

the cut-off date i.e 19th September, 2024, may cast their vote electronically. The e-voting module shall be disabled by CDSL for voting thereafter.

- (ii) Shareholders who have already voted prior to the meeting date would not be entitled to vote at the meeting venue.
- (iii) The Board of Directors has appointed D. Hanumanta Raju & Co. Company Secretaries, B-13, F-1, P.S. Nagar, Vijayanagar Colony, Hyderabad - 500 057 as the Scrutinizer to scrutinize the e-voting process and voting at the AGM in a fair and transparent manner.
- (iv) The scrutinizer shall, immediately after the conclusion of voting at the general meeting, first count the votes cast at the meeting, thereafter unblock the votes cast through remote e-voting in the presence of at least two witnesses who are not in the employment of the Company and make a consolidated Scrutinizer's Report of the total votes cast in favour or against, if any, to the Chairman or person authorized by the Chairman for counter signature.
- (v) The results shall be declared either by the Chairman or by an authorized person of the Chairman and the Resolutions will be deemed to have been passed on the AGM date subject to receipt of the requisite number of votes in favour of the Resolution(s).
- (vi) It has been observed that the participation by the public non-institutional shareholders/retail shareholders is at a negligible level. As such, Company had decided to provide remote e-voting facility to all its shareholders.

Currently, there are multiple e-voting service providers (ESPs) providing e-voting facility to Companies in India. This necessitates registration on various ESPs and maintenance of multiple user IDs and passwords by the shareholders.

In order to increase the efficiency of the voting process, pursuant to a public consultation, it has been decided to enable e-voting to **all the demat account holders, by way of a single login credential, through their demat accounts/ websites of Depositories/ Depository Participants**. Demat account holders would be able to cast their vote without having to register again with the ESPs, thereby, not only facilitating seamless authentication but also enhancing ease and convenience of participating in e-voting process.

Step 1: Access through Depositories CDSL/NSDL e-Voting system in case of individual shareholders holding shares in demat mode.

- (vii) Individual shareholders holding securities in demat mode are allowed to vote through their demat account maintained with Depositories and Depository Participants. Shareholders are advised to update their mobile number and email Id in their demat accounts in order to access e-Voting facility.

Login method for e-Voting for Individual shareholders holding securities in Demat mode CDSL/NSDL is given below:

Type of shareholders	Login Method
Individual Shareholders holding securities in Demat mode with CDSL Depository	<ol style="list-style-type: none"> 1) Users who have opted for CDSL Easi / Easiest facility, can login through their existing user id and password. Option will be made available to reach e-Voting page without any further authentication. The URL for users to login to Easi / Easiest are https:// web.cdslindia.com/myeasi/home/login or visit www.cdslindia.com and click on Login icon and select New System Myeasi. 2) After successful login the Easi / Easiest user will be able to see the e-Voting option for eligible companies where the e-voting is in progress as per the information provided by company. On clicking the e-voting option, the user will be able to see e-Voting page of the e-Voting service provider for casting your vote during the remote e-Voting period. Additionally, there is also links provided to access the system of all e-Voting Service Providers i.e. CDSL/NSDL/KFINTech/ LINKINTIME, so that the user can visit the e-voting service providers' website directly. 3) If the user is not registered for Easi/Easiest, option to register is available at https://web.cdslindia.com/myeasi/Registration/EasiRegistration 4) Alternatively, the user can directly access e-Voting page by providing Demat Account Number and PAN No. from a e-Voting link available on www.cdslindia.com home page or click on https://evoting.cdslindia.com/Evoting/EvotingLogin. The system will authenticate the user by sending OTP on registered Mobile & Email as recorded in the Demat Account. After successful authentication, user will be able to see the e-Voting option where the e-voting is in progress and also able to directly access the system of all e-Voting Service Providers.

Type of shareholders	Login Method
<p>Individual Shareholders holding securities in demat mode with NSDL Depository</p>	<ol style="list-style-type: none"> 1) If you are already registered for NSDL IDeAS facility, please visit the e-Services website of NSDL. Open web browser by typing the following URL: https://eservices.nsdl.com either on a Personal Computer or on a mobile. Once the home page of e-Services is launched, click on the "Beneficial Owner" icon under "Login" which is available under 'IDeAS' section. A new screen will open. You will have to enter your User ID and Password. After successful authentication, you will be able to see e-Voting services. Click on "Access to e-Voting" under e-Voting services and you will be able to see e-Voting page. Click on company name or e-Voting service provider name and you will be re-directed to e-Voting service provider website for casting your vote during the remote e-Voting period. 2) If the user is not registered for IDeAS e-Services, option to register is available at https://eservices.nsdl.com. Select "Register Online for IDeAS "Portal or click at https://eservices.nsdl.com/SecureWeb/IdeasDirectReg.jsp 3) Visit the e-Voting website of NSDL. Open web browser by typing the following URL: https://www.evoting.nsdl.com/ either on a Personal Computer or on a mobile. Once the home page of e-Voting system is launched, click on the icon "Login" which is available under 'Shareholder/Member' section. A new screen will open. You will have to enter your User ID (i.e. your sixteen digit demat account number hold with NSDL), Password/OTP and a Verification Code as shown on the screen. After successful authentication, you will be redirected to NSDL Depository site wherein you can see e-Voting page. Click on company name or e-Voting service provider name and you will be redirected to e-Voting service provider website for casting your vote during the remote e-Voting period.
<p>Individual Shareholders (holding securities in demat mode) login through their Depository Participants (DP)</p>	<p>You can also login using the login credentials of your demat account through your Depository Participant registered with NSDL/CDSL for e-Voting facility. After Successful login, you will be able to see e-Voting option. Once you click on e-Voting option, you will be redirected to NSDL/CDSL Depository site after successful authentication, wherein you can see e-Voting feature. Click on company name or e-Voting service provider name and you will be redirected to e-Voting service provider website for casting your vote during the remote e-Voting period.</p>

Important note: Members who are unable to retrieve User ID/ Password are advised to use Forget User ID and Forget Password option available at abovementioned website.

Helpdesk for Individual Shareholders holding securities in demat mode for any technical issues related to login through Depository i.e. CDSL and NSDL

Login type	Helpdesk details
Individual Shareholders holding securities in Demat mode with CDSL	Members facing any technical issue in login can contact CDSL helpdesk by sending a request at helpdesk.evoting@cdslindia.com or contact at toll free no. 1800225533
Individual Shareholders holding securities in Demat mode with NSDL	Members facing any technical issue in login can contact NSDL helpdesk by sending a request at evoting@nsdl.co.in or call at toll free no.: 1800 1020 990 and 1800 22 44 30

Step 2: Access through CDSL e-Voting system in case of shareholders holding shares in physical mode and non-individual shareholders in demat mode.

- (viii) Login method for Remote e-Voting for **Physical shareholders and shareholders other than individual holding in Demat form.**
- 1) The shareholders should log on to the e-voting website **www.evotingindia.com**.
 - 2) Click on "Shareholders" module.
 - 3) Now enter your User ID
 - a. For CDSL: 16 digits beneficiary ID,
 - b. For NSDL: 8 Character DP ID followed by 8 Digits Client ID,
 - c. Shareholders holding shares in Physical Form should enter Folio Number registered with the Company.
 - 4) Next enter the Image Verification as displayed and Click on Login.
 - 5) If you are holding shares in demat form and had logged on to **www.evotingindia.com** and voted on an earlier e-voting of any company, then your existing password is to be used.

6) If you are a first-time user follow the steps given below:

	For Physical shareholders and other than individual shareholders holding shares in Demat.
PAN	<p>Enter your 10 digit alpha-numeric *PAN issued by Income Tax Department (Applicable for both demat shareholders as well as physical shareholders)</p> <ul style="list-style-type: none"> Shareholders who have not updated their PAN with the Company/ Depository Participant are requested to use the sequence number sent by Company/RTA or contact Company/RTA.
Dividend Bank Details OR Date of Birth (DOB)	<p>Enter the Dividend Bank Details or Date of Birth (in dd/mm/yyyy format) as recorded in your demat account or in the company records in order to login.</p> <ul style="list-style-type: none"> If both the details are not recorded with the depository or company, please enter the member id / folio number in the Dividend Bank details field.

- (ix) After entering these details appropriately, click on "SUBMIT" tab.
- (x) Shareholders holding shares in physical form will then directly reach the Company selection screen. However, shareholders holding shares in demat form will now reach 'Password Creation' menu wherein they are required to mandatorily enter their login password in the new password field. Kindly note that this password is to be also used by the demat holders for voting for resolutions of any other company on which they are eligible to vote, provided that company opts for e-voting through CDSL platform. It is strongly recommended not to share your password with any other person and take utmost care to keep your password confidential.
- (xi) For shareholders holding shares in physical form, the details can be used only for e-voting on the resolutions contained in this Notice.
- (xii) Click on the EVSN for the relevant <Company Name> on which you choose to vote.
- (xiii) On the voting page, you will see "RESOLUTION DESCRIPTION" and against the same the option "YES/NO" for voting. Select the option YES or NO as desired. The option YES implies that you assent to the Resolution and option NO implies that you dissent to the Resolution.
- (xiv) Click on the "RESOLUTIONS FILE LINK" if you wish to view the entire Resolution details.

- (xv) After selecting the resolution, you have decided to vote on, click on "SUBMIT". A confirmation box will be displayed. If you wish to confirm your vote, click on "OK", else to change your vote, click on "CANCEL" and accordingly modify your vote.
- (xvi) Once you "CONFIRM" your vote on the resolution, you will not be allowed to modify your vote.
- (xvii) You can also take a print of the votes cast by clicking on "Click here to print" option on the Voting page.
- (xviii) If a demat account holder has forgotten the login password then Enter the User ID and the image verification code and click on Forgot Password & enter the details as prompted by the system.
- (xix) There is also an optional provision to upload BR/POA if any uploaded, which will be made available to scrutinizer for verification.

(xx) Additional Facility for Non – Individual Shareholders and Custodians –For Remote Voting only.

- Non-Individual shareholders (i.e. other than Individuals, HUF, NRI etc.) and Custodians are required to log on to **www.evotingindia.com** and register themselves in the "Corporates" module.
- A scanned copy of the Registration Form bearing the stamp and sign of the entity should be emailed to **helpdesk.evoting@cdslindia.com**.
- After receiving the login details a Compliance User should be created using the admin login and password. The Compliance User would be able to link the account(s) for which they wish to vote on.
- The list of accounts linked in the login will be mapped automatically & can be delink in case of any wrong mapping.
- It is Mandatory that, a scanned copy of the Board Resolution and Power of Attorney (POA) which they have issued in favour of the Custodian, if any, should be uploaded in PDF format in the system for the scrutinizer to verify the same.
- Alternatively Non Individual shareholders are required mandatory to send the relevant Board Resolution/ Authority letter etc. together with attested specimen signature of the duly authorized signatory who are authorized to vote, to the Scrutinizer and to the Company at the email address viz; **pssmmedia@gmail.com**, if they have voted from individual tab & not uploaded same in the CDSL e-voting system for the scrutinizer to verify the same.

PROCESS FOR THOSE SHAREHOLDERS WHOSE EMAIL/MOBILE NO. ARE NOT REGISTERED WITH THE COMPANY/DEPOSITORIES.

1. For Physical shareholders- please provide necessary details like Folio No., Name of shareholder, scanned copy of the share certificate (front and back), PAN (self attested scanned copy of PAN card), AADHAR (self attested scanned copy of Aadhar Card) by email to **Company/RTA email id.**
2. For Demat shareholders - Please update your email id & mobile no. with your respective Depository Participant (DP).
3. For Individual Demat shareholders - Please update your email id & mobile no. with your respective Depository Participant (DP) which is mandatory while e-Voting & joining virtual meetings through Depository.

If you have any queries or issues regarding e-Voting from the CDSL e-Voting System, you can write an email to **helpdesk.evoting@cdslindia.com** or contact toll free no. 1800 22 55 33

All grievances connected with the facility for voting by electronic means may be addressed to Mr. Rakesh Dalvi, Sr. Manager, (CDSL) Central Depository Services (India) Limited, A Wing, 25th Floor, Marathon Futurex, Mafatlal Mill Compounds, N M Joshi Marg, Lower Parel (East), Mumbai - 400013 or send an email to **helpdesk.evoting@cdslindia.com** or call at toll free no. 1800 22 55 33

ANNEXURE TO THE NOTICE

EXPLANATORY STATEMENT PURSUANT TO SECTION 102 OF THE COMPANIES ACT, 2013:

ITEM:04

The Nomination and Remuneration Committee at its meeting held on 22.07.2024 recommended the payment of remuneration to Mr. Balakrishna Gadde (DIN: 08915090), Managing Director of the Company.

Further, Board of Directors at its Meeting held on 22.07.2024 approved the payment of remuneration to Mr. Balakrishna Gadde (DIN: 08915090), Managing Director of the Company with effect from 22.09.2024 for the remaining tenure of his office as Managing Director of the Company which ends on 21.09.2026.

The Board recommends the resolution set out as item no. 4 of this Notice for approval of the members as a Special Resolution.

The information as required under Schedule V to the Companies Act, 2013 with respect to payment of remuneration of Managerial personnel and relevant particulars as required under SS-2 issued by Institute of Company Secretaries of India (ICSI) are annexed to this notice in Annexure – II.

None of the Directors/Key Managerial Personal or their relatives is interested or concerned in the above resolution.

The matter is being placed before members for their consideration and approval.

**BY ORDER OF THE BOARD
FOR PSSM MEDIA LIMITED**

Sd/-

**N. PURNA CHANDRA RAO
COMPANY SECRETARY**

**DATE: 22.07.2024
PLACE: HYDERABAD**

ANNEXURE-II

INFORMATION AS REQUIRED UNDER SCHEDULE V OF THE COMPANIES ACT, 2013:

I. GENERAL INFORMATION

1. Nature of the Industry: Media Industry.
2. Date or expected date of commencement of commercial production: NA (The Company is an existing Company and was incorporated on 21.12.2017)
3. In case of new companies, expected date of commencement of activities as per project approved by financial institutions appearing in the prospectus: NA.
4. Financial Performance based on given indicators: The company generated a revenue of Rs. 1,89,59,000/- and a loss of Rs. 3,95,49,000/- in the Financial Year 2023-24.
5. Foreign investments or collaborations if any: NA

II. INFORMATION ABOUT THE APPOINTEE

1. Background Details: He has 24 years of experience in teaching meditation and vegetarianism throughout the world.
2. Past Remuneration: Rs. 48,000/- per month plus 15% of the pay as House Rent Allowance and conveyance charges up to a maximum of Rs. 15,000/- per month
3. Recognition or awards: Nil
4. Job Profile and his suitability: Mr. Balakrishna Gadde has leadership and operational experience with detailed knowledge of the industry.
5. Remuneration Proposed: Rs. 48,000/- per month plus 15% of the pay as House Rent Allowance and conveyance charges up to a maximum of Rs. 15000/- per month
6. Comparative remuneration profile with respect to industry, size of the company, profile of the position and person: Mr. Balakrishna Gadde has served on the Board of the Company since 07/11/2020. His skill set and his experience places him at par with similar positions on other companies of comparable sizes and nature. The proposed remuneration of Mr. Balakrishna Gadde is in line with the industry levels and is commensurate with the size of the Company and nature of its business.
7. Pecuniary relationship directly or indirectly with the company, or relationship with the managerial personnel or other director: Not Applicable

III. OTHER INFORMATION:

1. Reason for loss or inadequate profits: Revenue growth is less compared to increase in expenditure.
2. Steps taken or proposed to be taken for improvement: Cost cutting and expanding the business operations with separate satellite connection.
3. Expected increase in productivity and the profits in measurable terms: The expected increase in productivity and profitability in the next financial year will be around 30%

Disclosure as per Secretarial Standards-2

Particulars	Item No. 2	Item No. 3	Item No. 4
Name	Chenchu Subba Rao Kopparapu	Rambabu Potluri	Balakrishna Gadde
DIN	08566481	00342873	08915090
DOB and Age	12/06/1973; 51 years	01/05/1955 69 years	01/05/1964; 60 years
Date of first Appointment on the Board	16.11.2019	26.12.2017	07.11.2020
Qualifications	Intermediate	Graduation	B. Tech
Experience	29 years of Business Experience	46 years of Business Experience	33 years of Profession Experience
Terms and Conditions of Appointment / Re- appointment	Appointment as Non-Executive Director	Appointment as Non-Executive Director	Appointment as Managing Director
Details of remuneration sought to be paid	Not Applicable	Not Applicable	Rs. 48,000/- per month plus 15% of the pay as House Rent Allowance and conveyance charges up to a maximum of Rs. 15,000/- per month

Last drawn remuneration	Not Applicable	Not Applicable	Rs. 48,000/- per month plus 15% of the pay as House Rent Allowance and conveyance charges up to a maximum of Rs. 15,000/- per month
Relationship with other Directors and Key Managerial Personnel	Not Applicable	Not Applicable	Not Applicable
Directorship in Companies	NIL	3	2
No. of Shares held in the Company	30,000 Shares	10,000 shares	17,167 Shares
Number of meetings of the Board attended during the year	4	4	4

PSSM MEDIA LIMITED
(U74994TG2017PLC121367)

Regd Off: 8-2-603/1/2, 1st Floor, Road No. 10, Banjara Hills Hyderabad,
Telangana - 500034

Member's Folio Number :.....

No. of Shares held :.....

ATTENDANCE SLIP

(To be handed over at the Entrance of the Meeting Hall)

I hereby record my presence at the 7th Annual General Meeting of the Company being held on 26th September, 2024 at 11.00A.M at the registered office of the company at 8-2-603/1/2, Road No. 10, Banjara Hills, Hyderabad, Telangana - 500034.

Name of the Attending Member (in Block Letters):.....

Name of the Proxy:.....

(To be filled in if the proxy attends instead of the member)

Signature of the Member/Proxy:.....

*To be signed at the time of handing over this slip

Note:

Shareholders/Proxy holders are requested to bring the attendance slip with them duly filled in when they come to the meeting and hand it over at the gate after affixing the signature on it.

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: U74994TG2017PLC121367

Name of the Company: PSSM MEDIA LIMITED

Registered Office: 8-2-603/1/2, 1st Floor, Road No. 10, Banjara Hills, Hyderabad, Telangana – 500 034

Name of the member (s):

Registered address:

E-mail Id:

Folio No:

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

2. Name:

Address:

E-mail Id:

Signature: _____, or failing him

3. Name:

Address:

E-mail Id:

Signature: _____

as my/our proxy to attend and vote (on a poll) for me/us and on my/our behalf at the 7th Annual General Meeting of the company, to be held on Thursday, 26th September, 2024 at 11.00A.M at the registered office of the Company at 8-2-603/1/2, Road No. 10, Banjara Hills, Hyderabad, Telangana – 500 034. and at any adjournment thereof in respect of such resolutions as are indicated below:

S.No.	Resolution	For	Against
Ordinary Business			
1	To receive, consider and adopt: a) the Standalone Audited Financial Statements of the Company for the financial year ended 31st March, 2024, together with the reports of the Board of Directors and the Auditors thereon; and b) the Consolidated Audited Financial Statements of the Company for the financial year ended 31st March, 2024, together with the report of the Auditors thereon		
2	To appoint a Director in place of Mr. Chenchu Subba Rao Kopparapu (DIN: 08566481) who retires by rotation and being eligible, offers himself for reappointment.		
3	To appoint a Director in place of Mr. Rambabu Potluri (DIN: 00342873) who retires by rotation and being eligible, offers himself for reappointment.		
Special Business			
4	To approve payment of remuneration to Mr. Balakrishna Gadde (DIN: 08915090), Managing Director of the company		

Signed this _____ day of _____ 2024

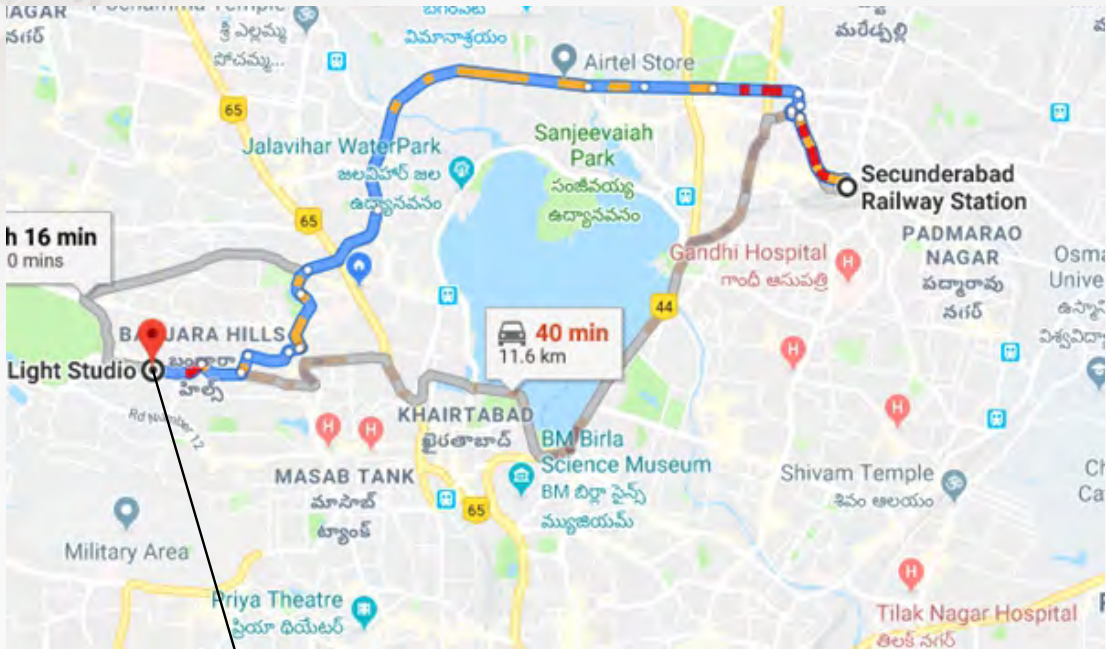
Signature of shareholder

Affix
Revenue
Stamp

Signature of Proxy holder(s)

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.

ROUTE MAP FOR AGM VENUE



AGM VENUE

8-2-603/1/2, 1st Floor,
Road No. 10, Banjara Hills,
Hyderabad, Telangana - 500 034

[illegible]

PATRIJI'S INTERVIEWS IN PMC CHANNELS



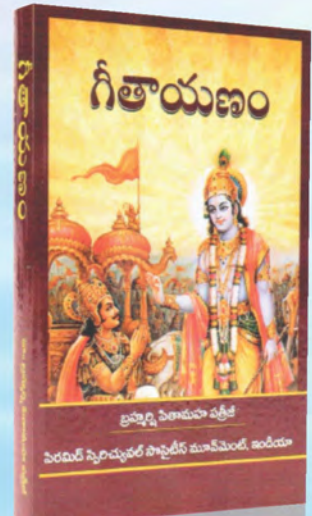
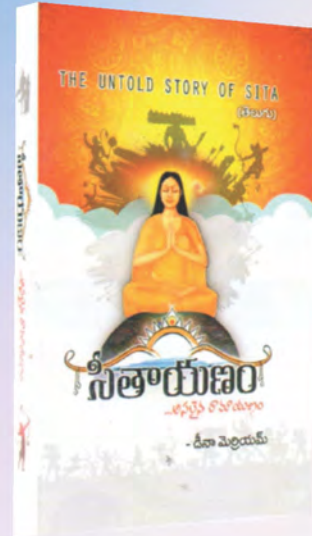
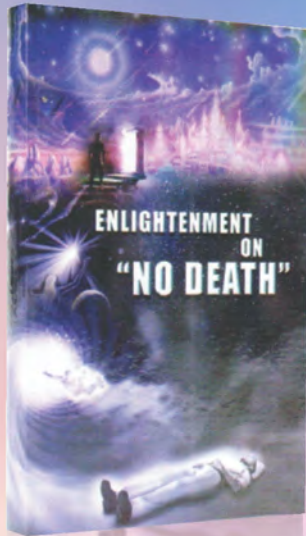
PATRIJI'S INTERVIEWS IN PMC CHANNELS

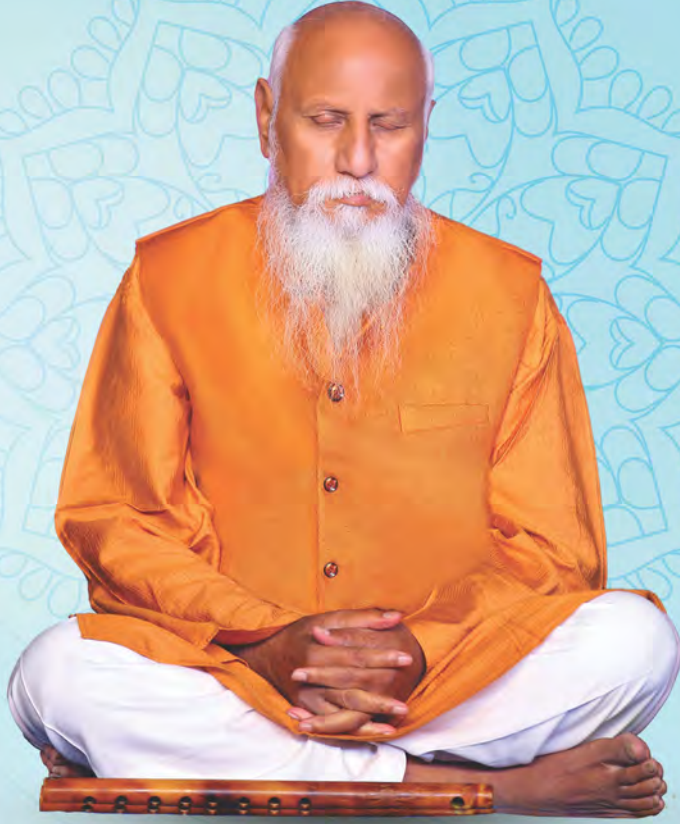


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