



PSSM MEDIA LIMITED
CIN - U74994TG2017PLC121367



ప్రతి క్షణం ... సత్య దర్శనం

PSSM MEDIA LIMITED
4TH ANNUAL REPORT 2020-21

TABLE OF CONTENTS

	Page No.
1 Corporate Information	03
2 Company at a Glance	04
3 Director's Report	32
4 Annexure to Director's Report	41
5 Independent Auditor's Report	45
6 Balance Sheet	55
7 Statement of Profit and Loss	56
8 Significant Accounting Policies	57
9 Notes Forming part of Financial Statements	61
10 Cash Flow Statement	69
11 Notice of Annual General Meeting	70

CORPORATE INFORMATION

Board of Directors

Mr. Prasada Rao Nanda
Mr. Anand Kumar Chedarla
Mr. Navakanth Mgadda
Mr. Balakrishna Gadde
Mr. Veera Raghava Rao Tataavarty
Mr. Sidda Nageswararao
Mr. Rambabu Potluri
Mr. Thanguturu Krishna Mohan
Mr. Chenchu Subba Rao Kopparapu
Mr. Venkateswarlu Jonnalagadda
Mr. Cherukumudi Prabhakar

Managing Director
Whole Time Director
Whole Time Director
Whole Time Director
Director
Director
Director
Director
Director
Independent Director
Independent Director

Board Committees:

Audit Committee

Mr. Venkateswarlu Jonnalagadda (Chairman)
Mr. Cherukumudi Prabhakar (Member)
Mr. Prasada Rao Nanda (Member)

Nomination & Remuneration Committee

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

Stakeholders Relationship Committee

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

Chief Financial Officer

Mr. Anand Kumar Chedarla

Company Secretary

Ms. Megha Malkari

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 A V Ratnam and Co
(FRN: 0003028S),
Chartered Accountants,
Hyderabad.

Internal Auditors

M/s Lavanya & Associates
Management Consultants
Hyderabad

Secretarial Consultants

M/s D. Hanumanta Raju & Co
Company Secretaries



COMPANY AT A GLANCE

Pyramid Meditation Channel (PMC) is the brand name of “PSSM MEDIA LIMITED” (CIN NO. U74994TG2017PLC121367) which is registered to promote the divine stewardship of Brahmarshi Pitamaha Patriji. He is the founder of the Pyramid Spiritual Societies Movement (PSSM), India

“ 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, through the combined efforts of around 1,44,000 pyramid masters for around three decades. PMC has more than a million-plus viewers base reach 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.

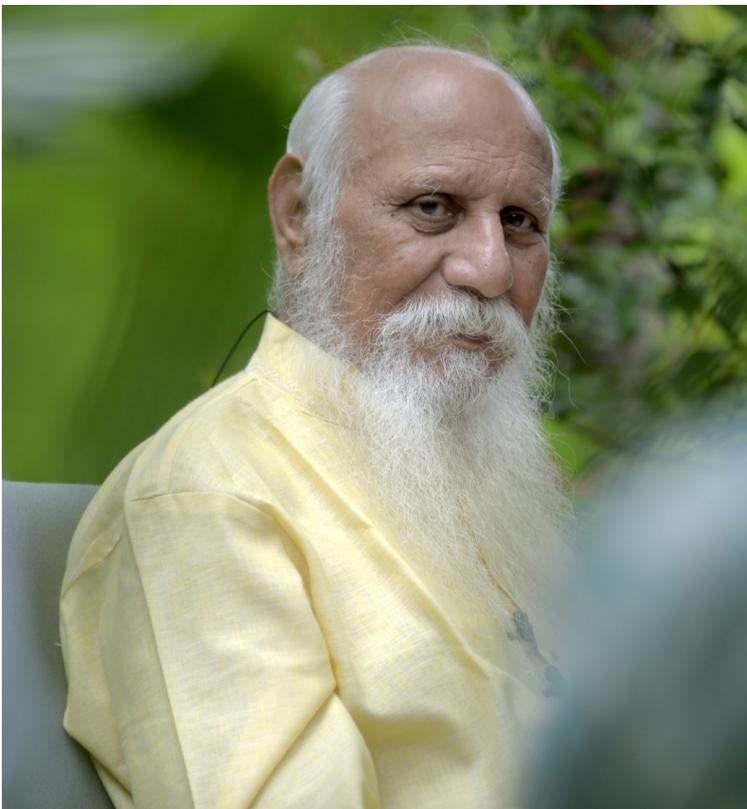
PMC is the VOICE of all pyramid masters and is meant to spread the great truths of pyramid energy and Anapanasati Breath-Meditation throughout the globe.

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:

1. Showcasing the Truth of Higher Consciousness as it is.
2. Presenting only Positive Media subjects for betterment of the society.
3. Working to spread the Wisdom of all Spiritual Masters.

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 promote non-violence and peaceful living.
- ▲ To spread vegetarianism, Anapanasati meditation, pyramid energy and spiritual science.
- ▲ To spread spiritual culture, spiritual heritage and spiritual education.
- ▲ To promote music, dance and the art of living.
- ▲ To promote and protect environmental natural resources.

“ **Enlightenment with Enjoyment** ”

- Brahmarshi Pitamaha Patriji

BACKDROP

The Pyramid Spiritual Societies Movement (PSSM) under the guidance of its founder Brahmarsi 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”

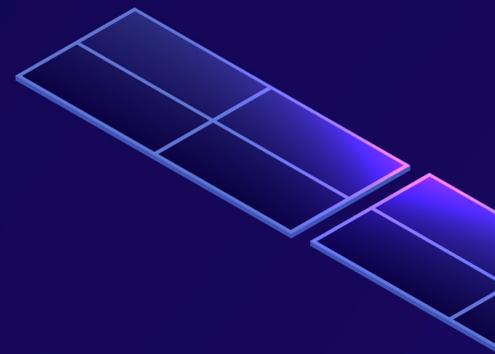
PMC is a tribute to the nearly three decades of the Miraculous Journey of PSSM.

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

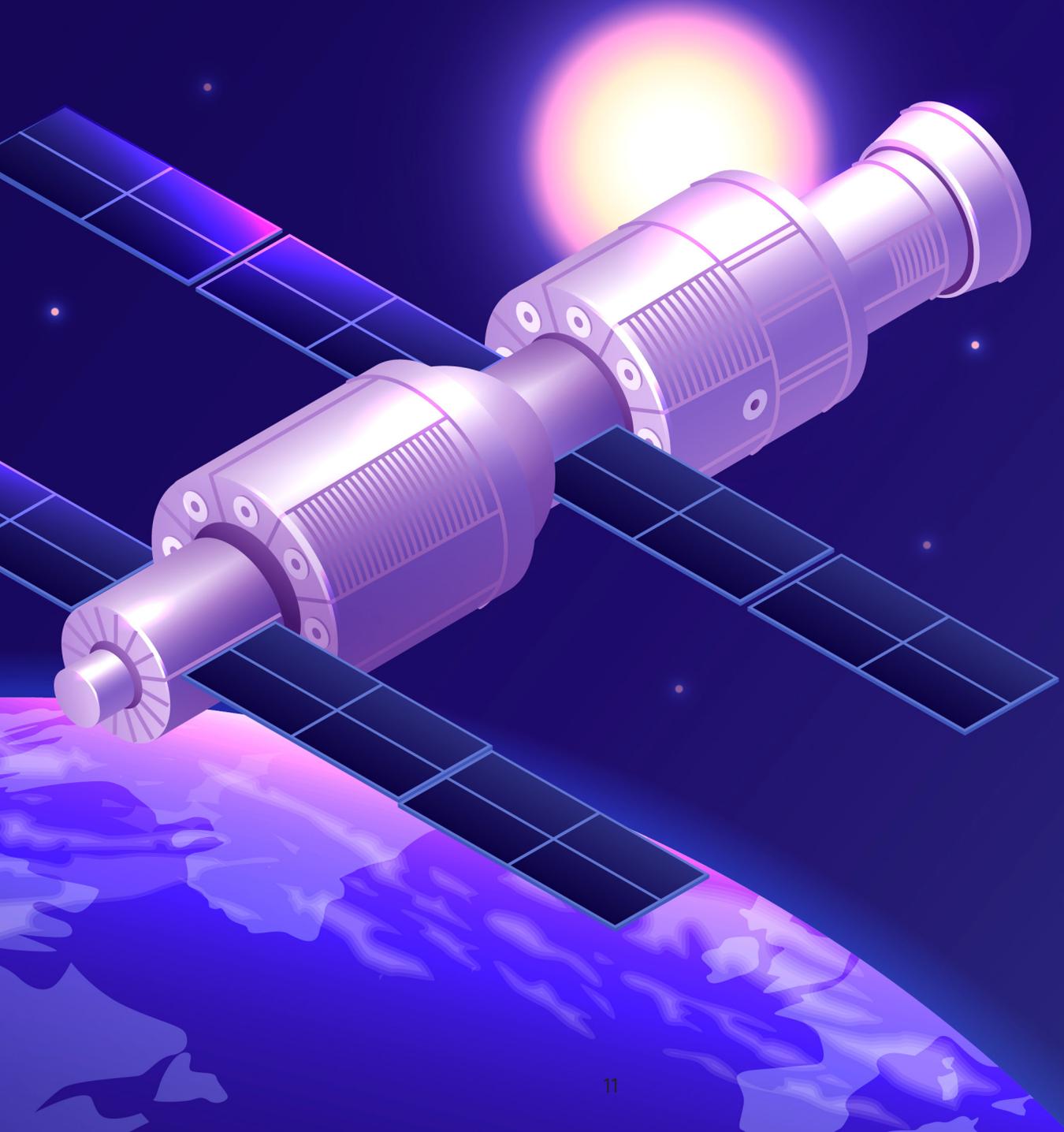
1. To highlight the activities of Pyramid Masters.
2. To present the experiences of Pyramid Meditators.
3. To give all the relevant information about existing Pyramid Meditation Centres primarily in the twin Telugu states of Andhra Pradesh and Telangana.

Later PMC has telecasted its programs through satellite channel with the help of Studio One+

PHASE I: PMC SATELLITE CHANNEL



STUDIO
one+



PMC TELUGU CHANNEL ALL COUNTRIES VIEWS





Geography	Views
India	61271747
United States	1940576
State of Kuwait	270670
United Arab Emirates	214052
Australia	177019
Great Britain	176404
Canada	121891
Saudi Arabia	88477
Singapore	76439
Qatar	48560

OUR MAJOR DIGITAL DISTRIBUTORS THROUGH STUDIO ONE+ CHANNEL

	<p>Telecasting all the programmes all over the world through satellite mainly in USA, Canada, Middle east, Africa, Australia, South Africa etc.,</p>
 	<p>Telecasting all the programs all over India</p>
  	<p>Telecasting all the programmes all over South</p>
	<p>Telecasting all the programmes all over Andhra Pradesh</p>

SATELLITE CHANNEL VIEWERS

WORLDWIDE



Satellite Channel Major Live Events	Views
Dhyanamahachakram-2020 - 11 Days Event	10 Crores+
Guru Pourmami Utsavalu-Nandavaram	2 Crore+
Sankranthi Sambaralu – Kotala 3 Days	3 Crore+
Mahakaruna Utsavalu – Araku – 7 Days	4 Crore+
Buddha Pourmami Celebrations – Bangalore – 3 Days	2 Crore+
Full moon Music Meditation Event Every Month in 2020	7 Crore+
Ugadi Dhyana-Gnana-Sambaralu – Peravaram - 7 Days	5 Crore+
Maha Sivaratri	1 Crore+



OUR
POPULAR
PROGRAMS



Dhyanamahachakram

Online Views – 1.9M

Satellite Views – 10 Crores+



Full moon Music Meditation

Online Views – 3.6Lakhs+

Satellite Views – 7Crore+



Sankranthi Sambaralu – Kotala

Online Views – 4,10,000

Satellite Views – 3Crore+



Ugadi Dhyana-Gnana-Sambaralu

Online Views – 3.5Lakhs+

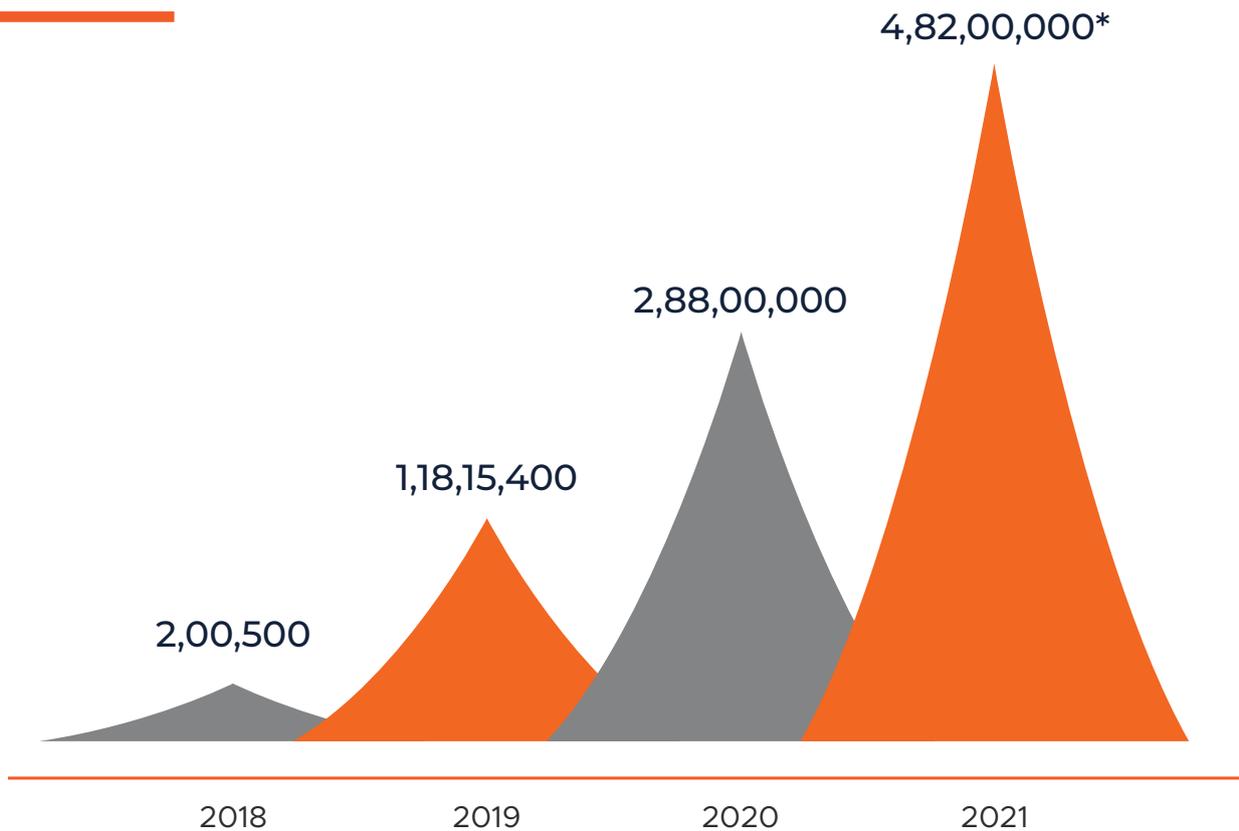
Satellite Views – 5Crore+

PMC PROGRAMS



PHASE II: PMC ONLINE CHANNELS

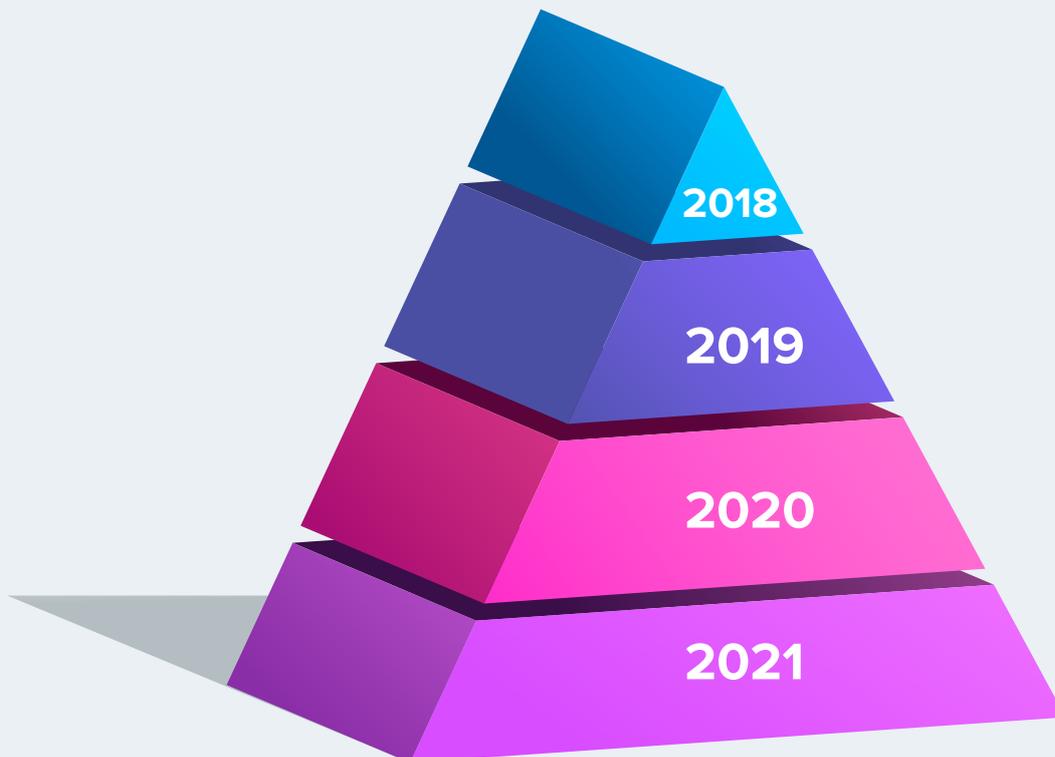
PMC TELUGU CHANNEL VIEWS YEAR WISE



Year	Views
2018 (only for 5 months)	2,00,500
2019	1,18,15,400
2020	2,88,00,000
2021 (Annualised*)	4,82,00,000



Watch time (hours)



PMC ENGLISH CHANNEL OVERVIEW WORLDWIDE

CHANNEL GOT
4,82,050 VIEWS SO FAR



Views
482.1K

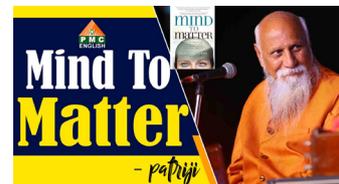
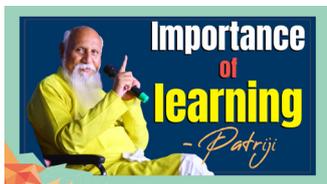
Watch time (hours)
49.0K

Subscribers
+8.9K

Impressions
6.7M

PMC English YouTube channel progress increased by 4 times of the views, increased by 60% of Subscriptions and Videos uploaded Increased by 3 times from last Year.

PMC ENGLISH CHANNEL GEOGRAPHY WISE VIEWS, WATCH TIME & AVERAGE VIEW DURATION



Geography	Views	Watch time (hours)	Average view duration
<input type="checkbox"/> Total	482,050	48,996.8	6:05
<input type="checkbox"/> India	384,858 79.8%	37,327.9 76.2%	5:49
<input type="checkbox"/> United States	17,235 3.6%	2,588.5 5.3%	9:00
<input type="checkbox"/> United Kingdom	3,680 0.8%	365.8 0.8%	5:57
<input type="checkbox"/> Mexico	1,664 0.4%	17.0 0.0%	0:36
<input type="checkbox"/> Malaysia	1,515 0.3%	137.1 0.3%	5:25
<input type="checkbox"/> Philippines	878 0.2%	37.3 0.1%	2:32
<input type="checkbox"/> Russia	872 0.2%	21.2 0.0%	1:27
<input type="checkbox"/> Bangladesh	702 0.2%	13.1 0.0%	1:07
<input type="checkbox"/> Canada	603 0.1%	44.9 0.1%	4:27
<input type="checkbox"/> Venezuela	572 0.1%	10.2 0.0%	1:03
<input type="checkbox"/> Australia	457 0.1%	48.2 0.1%	6:19

PMC MUSIC CHANNEL



Youtube

 **+11.7K**
Subscribers

 **1.3M**
Views

 **339.1K**
Watch time (hours)

 **19.7M**
Impressions

UPCOMING FULLY LOADED CHANNEL



Patriji Telugu Messages



Patriji English Messages



Green Dot Kitchen



PMC Health



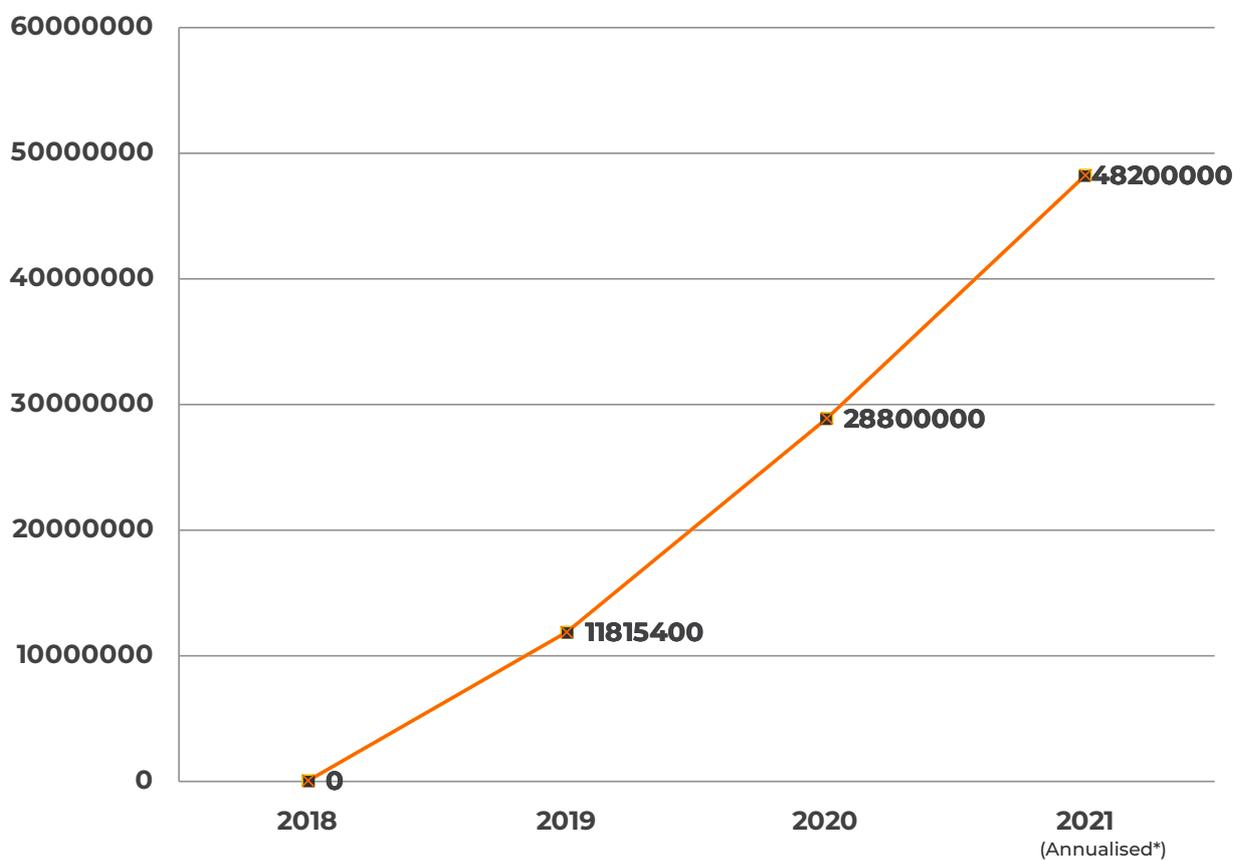
PMC KIDS



PMC FILMS

PMC ONLINE TV IN INDIA – YEAR WISE VIEWS GROWTH REPORT

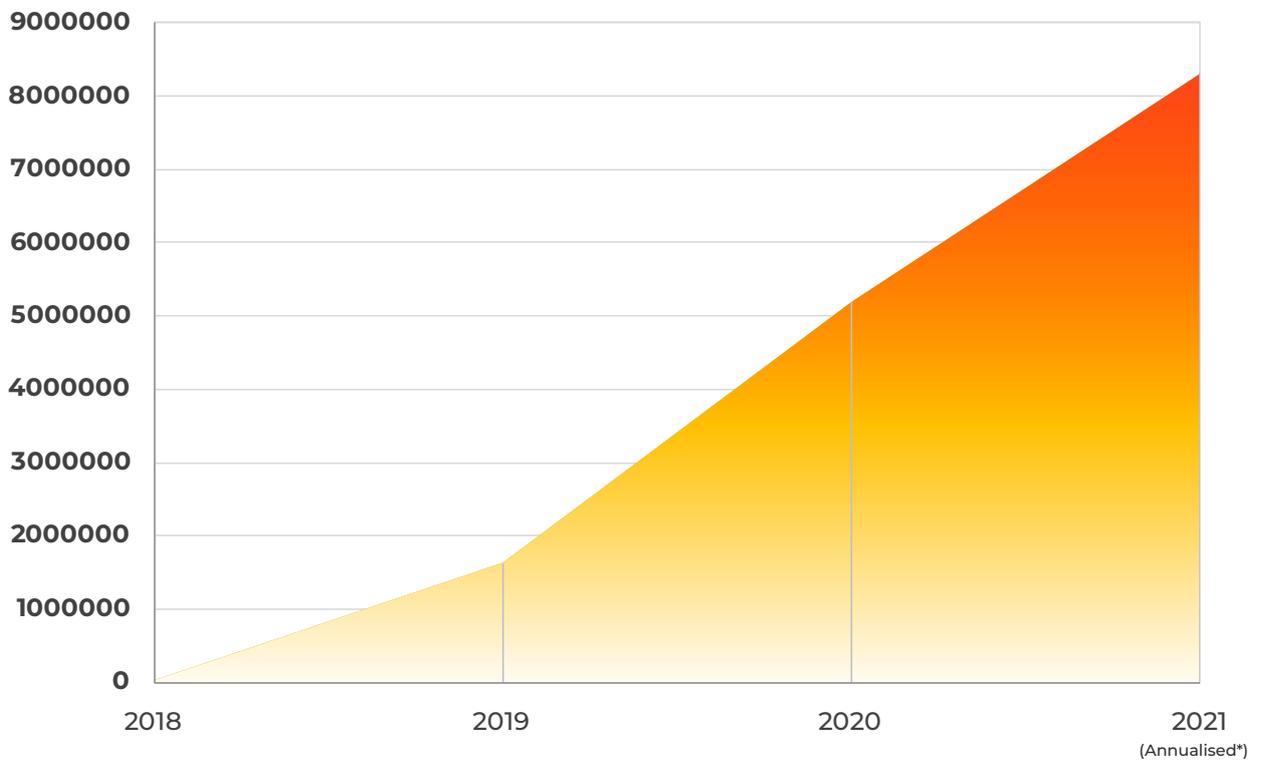
YEAR WISE PMC TELUGU CHANNEL VIEWS



YEAR	VIEWS
2018	2,00,500
2019	11,815,400
2020	2,88,00,000
2021	4,82,00,000 (Annualised*)

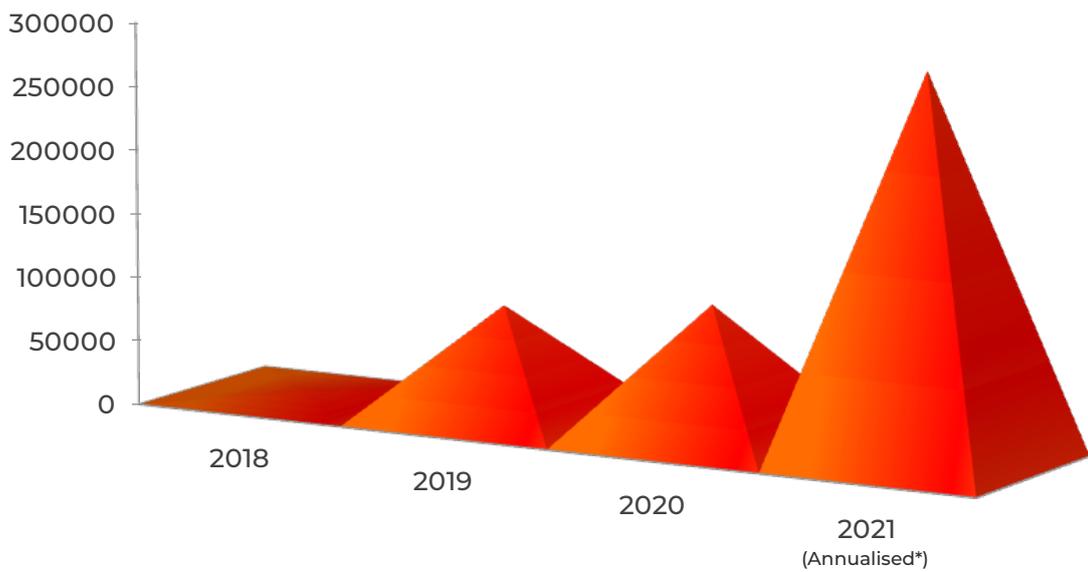
PMC ONLINE TV IN INDIA – YEAR WISE WATCH TIME HOURS

YEAR WISE PMC TELUGU CHANNEL WATCH TIME



	YEAR	VIEWS
	2018	25,500
	2019	16,31,000
	2020	51,96,500
	2021	83,17,200 (Annualised*)

PMC ONLINE TV IN INDIA – YEAR WISE SUBSCRIBERS GROWTH



YEAR

SUBSCRIBERS

2018

3419

2019

88800

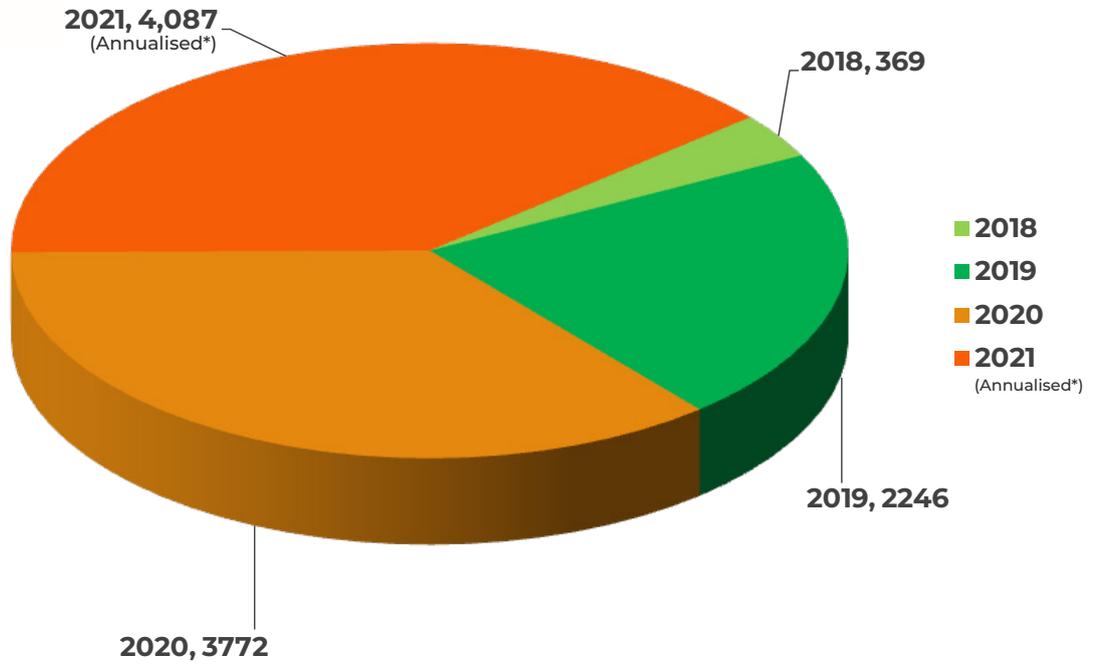
2020

105900

2021

300000 (Annualised*)

PMC ONLINE TV IN INDIA – YEAR WISE VIDEO UPLOADS



YEAR	UPLOADS
2018	369
2019	2246
2020	3772
2021	4,087 (Annualised*)

WORK AREA - OFFICE PICS



WORK AREA - DESK PICS



OUR WEBSITES

www.pmconlinetv.com

Pyramid Call Services

(www.pyramidcallservices.org)

Pyramid Call Services (PCS) has been established as an specialized service to serve humanity and is set up according to the vision and dreams of Brahmarsi 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.

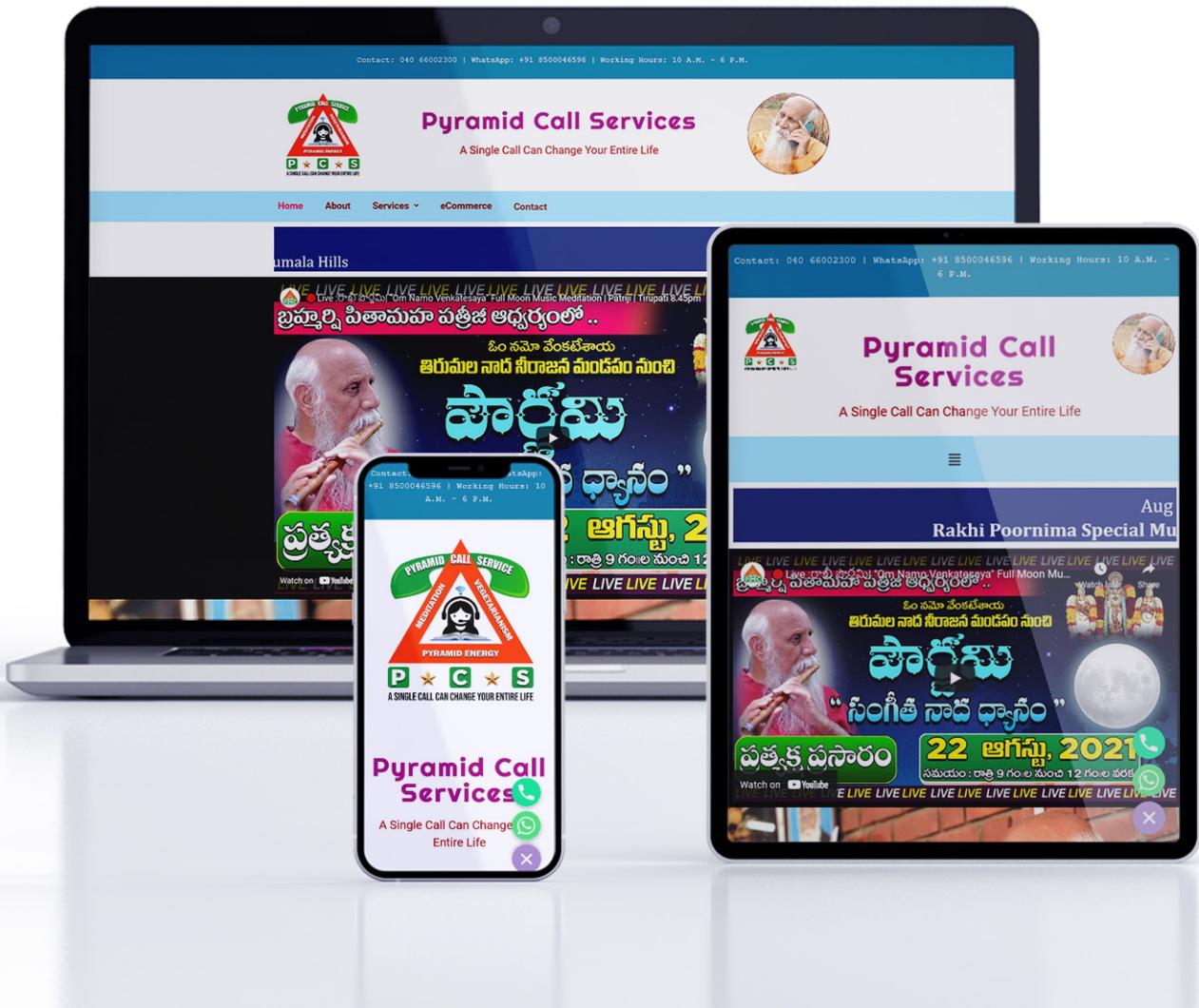
PCS proposes making every human being into a **Self-Mastery** in life.

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** 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.



DIRECTORS' REPORT

To
The Members,
PSSM MEDIA LIMITED
Hyderabad

Your Directors hereby presents the 04th Annual Report of your Company together with the Audited Financial Statements for the financial year ended 31st March, 2021. The summarized financial results for the year ended 31st March, 2021 are as under:

FINANCIAL RESULTS:

(Amount in Rupees)

	2020-21	2019-20
Net Sales / Income from Operations	2,23,65,062	20,39,213
Other income	55,55,493	19,73,253
Operating Expenses	6,56,72,601	1,62,03,260
Net Profit (+) / (Loss) (-) before Tax for the Period	(3,77,52,046)	(1,21,90,794)
Less: Current Tax/ Deferred Tax/Prior Year Income Tax/ MAT Credit Entitlement	-	-
Net Profit (+) / (Loss) (-) for the Period	(3,77,52,046)	(1,21,90,794)

REVIEW OF OPERATIONS:

During the period under review the Revenue from operations of the Company increased from Rs. 20,39,213/- to Rs. 2,23,65,062/-. The Company had suffered a loss of Rs. 3,77,52,046/- 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:

- in the preparation of the annual accounts, the applicable accounting standards had been followed along with proper explanation relating to material departures;
- 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;
- 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:

Your Company create and stream Mindfulness Music Meditation, Spiritual Science along with Traditional Ayur, Herbs knowledge, Telecast many Master's Life Experiences and discover new existing perspectives every time. We design separate digital platform for spreading Mediation, Vegetarianism, Pyramid Power through Yupp TV App in many countries of the world like USA, Canada, Middle east, Africa, Australia, South Africa etc, and through Airtel & NXT Satellite (DTH) your company is telecasting the programmes though One Studio+ satellite channel and telecasting though ACT, CITI Cable, SSC Digital, BCN and AP Fibre etc throughout South India and advertise and promote Pyramid meditation & Vegetarianism through Website and other social media all over the world in multi languages.

Your Company's major activity is to telecast the programmes for happiness through many Digital and Fiber MSO to reach and educate common man. As of now, your Company had reached more than 2 crore viewers for the overall videos and programmes on Youtube and will be reaching lakhs of viewers daily on satellite channel. The current status & growth from last year of our channel is mentioned in the below operations:

- a. Digital Marketing
- b. Organising LIVE events
- c. Started IP TV service
- d. Multi-Channel Streaming
- e. Tele Marketing
- f. Pyramid Call Services
- g. Telecasting New Programmes along with old programmes like Swadhya Yoga, Icon talks, Patriji Prabodhalu and many more.
- h. New Youtube channels like PMC English, Patriji Telugu & PMC Music.
- i. Increased in Number of consultants who are working at PSSM Media Limited.

- j. Started PMC Publications which is wholly owned by PSSM to publish books on spirituality.
- k. Started new Administration Block in 4th floor.

2. Future Projections and Expansions of the Company:

Your Company is optimistic to achieve the below mentioned goals in the near future:

- To introduce the Pyramid Meditation Channel (PMC) on OTT.
- The Company has the Long-term plans to purchase land and also build permanent structures for future expansion of the Company.
- The Company is in the process of launching “PMC Foods”, “PMC Kids”.
- To get own Satellite License.
- Company is also in process to launch a social network app for reaching its viewers at large.
- PMC web development refers in general to the tasks associated with developing websites for hosting via intranet or internet. The web development process includes web design, web content development, client-side/server-side scripting and network security configuration, among other tasks.
- Providing and Telecasting video on demand.

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 declared 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 5 (Five) times during the financial year ended 31st March, 2021 in accordance with the provisions of the Companies Act, 2013 and rules made there under which are as follows:

Sl. No.	Date of meeting	Total No. of Directors as on the Date of Meeting	No. of Directors attended	Attendance Percentage
1.	06.06.2020	7	7	100
2.	29.08.2020	7	7	100
3.	30.09.2020	8	8	100
4.	07.11.2020	9	9	100
5.	25.01.2021	11	10	90.90

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 except 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.

*Performance evaluation of independent directors was not done during the year as they were appointed on the Board w.e.f 25.01.2021.

8. Key Managerial Personnel:

S. No	Name of Key Managerial Personnel	Designation
1	Mr. Prasada Rao Nanda	Managing Director
2	Mr. Anand Kumar Chedarla	Whole Time Director and Chief Financial officer (CFO)
3	Mr. Navakanth Mgadda	Whole Time Director
4	Mr. Balakrishna Gadde*	Whole Time Director
5	Ms. Megha Malkari*	Company Secretary

* Mr. Balakrishna Gadde was appointed on 07/11/2020 and Ms. Megha Malkari was appointed as Company Secretary on 01.06.2021.

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:

During the period under review, The Company has invested Rs. 25,00,000/- by way of Contribution in PMC Publications, other than this the Company has not made any loans and investments; or given guarantees or provided securities to other business entities.

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:

Sl. No	Name of the Director	Appointment / Change in Designation / Cessation	Designation	Date
1	Mr. Veera Raghava Rao Tatavarthy	Appointment	Additional Director	29.08.2020
2.	Mr. Veera Raghava Rao Tatavarthy	Change in Designation	Director	29.09.2020
3.	Mr. Chenchu Subba Rao Kopparapu	Change in Designation	Director*	29.09.2020
4.	Mr. Anand Kumar Chedarla	Appointment	CFO	07.11.2020
5.	Mr. Balakrishna Gadde	Appointment	Additional** Director and Whole Time Director	07.11.2020
6.	Mr. Venkateswarlu Jonnalagadda	Appointment	Additional** Director in the capacity of Independent Director	25.01.2021
7.	Mr. Cherkumudi Prabhakar	Appointment	Additional** Director in the capacity of Independent Director	25.01.2021
8.	Ms. Megha Malkari	Appointment	Company Secretary	01.06.2021

* Mr. Chenchu Subba Rao Kopparapu was appointed as Additional Director on 16.11.2019.

** All these Directors' appointment is proposed to be regularized at the ensuing Annual General Meeting.

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

Your Company does not have any companies which have become or ceased to be its Subsidiaries, Joint Ventures or Associate Companies during the year under review.

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 2020-2021.

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. A V Ratnam and Co, Chartered Accountants (Firm Registration No. 0003028S), as Statutory Auditors of the Company at its AGM held on 16.08.2018 to hold office as statutory auditor for a period of five years and being eligible they continue to hold office.

27. Internal Auditors:

Company has appointed M/s. Lavanya & Associates, Management Consultants, as Internal Auditors of the Company at its Board Meeting held on 25.01.2021, for carrying out the internal Audit for the Financial Year 2020-21.

28. 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.

29. 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.

30. Annual Return and its web link:

In terms of Section 92(3) of the Act, the Annual Return for the financial year ended March 31, 2021 is displayed on the website of the Company <https://www.pmconlinetv.com/Events>

31. The Details of Application Made or any Proceeding Pending under the Insolvency And Bankruptcy Code, 2016 (31 Of 2016) During the Year Alongwith 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.

32. 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.

33. Issue of Equity Shares:

During the period under review, members of the Company at the 3rd Annual General Meeting held on 29.09.2020 granted the approval for issue of equity shares on private placement basis. Pursuant to which the Board of Directors in their meeting held on 07.11.2020 allotted **1,72,82,880** Equity Shares of Rs. 10/- each with a premium of Rs.5/- per share aggregating to **Rs. 25,92,43,200/-**

34. 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.

(A) Conservation of energy	:	NIL
(B) Technology absorption	:	NIL
(C) Foreign exchange earnings	:	NIL
(D) Foreign exchange outgo	:	NIL

35. 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: 24.08.2021

For and on behalf of the Board of
PSSM MEDIA LIMITED

Sd/-
Mr. Prasada Rao Nanda
Managing Director
(DIN: 08139708)

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

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

Sd/-
Mr. Balakrishna Gadde
Whole Time Director
(DIN: 08915090)

ANNEXURE - I

1. Board of Directors:

Composition and Category of Directors:

The Board of Directors comprises of (4) Four Executive Directors, (5) Five Non Executive Non Independent Directors and (2) Two Non Executive Independent Directors as on 31st March, 2021.

Board Meetings Attendance details:

The compositions of the Board of Directors as on 31st March, 2021 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. Prasada Rao Nanda	Chairman and Managing Director	5	5
Mr. Anand Kumar Chedarla	Whole Time Director	5	5
Mr. Navakanth Mgadda	Whole Time Director	5	5
Mr. Balakrishna Gadde	Whole Time Director	2	2
Mr. Veera Raghava Rao Tatavarty	Director	3	2
Mr. Sidda Nageswararao	Director	5	5
Mr. Rambabu Potluri	Director	5	5
Mr. Krishna Mohan Thanguturu	Director	5	5
Mr. Chenchu Subba Rao Kopparapu	Director	5	5
Mr. Venkateswarlu Jonnalagadda	Independent Director	1	1
Mr. Prabhakar Cherukumudi	Independent Director	1	1

2. Audit Committee:

The Audit Committee comprises of 2 (Two) Independent Directors and 1 (One) Executive Director as on 31st March, 2021. Audit Committee met 1 (One) time during the year under review on 25.02.2021.

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

Sl. No	Name of the Member	Position held in the Committee	Number of meetings entitled to Attend	Number of meeting Attended
1	Mr.Venkateswarlu Jonnalagadda	Chairman	1	1
2	Mr. Cherukumudi Prabhakar	Member	1	1
3	Mr. Prasada Rao Nanda	Member	1	1

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 25.02.2021

The Composition of Nomination and remuneration committee is given below.

Sl. No	Name of the Member	Position held in the Committee	Number of meetings entitled to Attend	Number of meeting Attended
1	Mr. Cherukumudi Prabhakar	Chairman	1	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 the Chairman of the Board. Separate exercise was carried out to evaluate the performance of individual director including the Board 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.

Performance evaluation of independent directors was not done during the year as they were appointed on the Board w.e.f 25.01.2021

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 4 (Four) Executive Directors as on 31st March, 2021. Stakeholders Relationship Committee met 1 (One) time during the year under review on 25.02.2021.

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

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

INDEPENDENT AUDITOR'S REPORT

**To the Members of
PSSM MEDIA LIMITED**

Report on the Audit of the Financial Statements

Opinion

We have audited the Financial Statements of PSSM MEDIA LIMITED (“the Company”), which comprise the balance sheet as at 31st March 2021, 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.

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid Financial Statements give the information required by the Companies Act, 2013 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, 2021, and its loss and its cash flows for the year ended on that date.

Basis for Opinion

We conducted our audit of the 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 Financial Statements* section of our report. We are independent of the Company in accordance with the *Code of Ethics* issued by the Institute of Chartered Accountants of India together with the ethical requirements that are relevant to our audit of the Financial Statements under the provisions of the Companies Act, 2013 and the Rules thereunder, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the Code of Ethics. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Information Other than the Financial Statements and 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 financial statements and our auditor's report thereon.

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

In connection with our audit of the financial statements, our responsibility is to read the other information, and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained 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 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 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 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 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 Financial Statements represent the underlying transactions and events in a manner that achieves fair presentation.

Materiality is the magnitude of misstatements in the 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 regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

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

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

Report on Other Legal and Regulatory Requirements

1. As required by the Companies (Auditor's Report) Order, 2016 ("the Order"), issued by the Central Government of India in terms of sub-section (11) of section 143 of the Companies Act, 2013, 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 Balance Sheet, the Statement of Profit and Loss and the Cash Flow Statement dealt with by this Report are in agreement with the books of account.
 - (d) In our opinion, the aforesaid Financial Statements comply with the Accounting Standards specified under Section 133 of the Act, read with Rule 7 of the Companies (Account) Rules, 2014 and the Companies (Accounting Standards) Rules, 2006.
 - (e) On the basis of the written representations received from the directors and taken on record by the Board of Directors, none of the directors is disqualified as on 31st March, 2021 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 financial statements of the Company and the operating effectiveness of such controls, refer to our separate Report in “**Annexure - B**”.
- (g) 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 does not have any pending litigations which would impact its financial position.
 - ii. The Company did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses.
 - iii. There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Company.

for A V RATNAM AND CO
Chartered Accountants
FRN: 0003028S

Place : HYDERABAD
Date : 24-08-2021

Sd/-
VUNGUTURI MADHUSUDHAN PHANI
Partner
M.NO:206076
UDIN NO: **21206076AAAAHQ4882**

ANNEXURE - A TO THE INDEPENDENT AUDITOR'S REPORT

(Annexure referred to in our report to the members of PSSM MEDIA LIMITED for the
yearended 31st March, 2021)

Statement on the matters specified in paragraphs 3 and 4 of the CARO, 2016

On the basis of the information and explanation given to us during the course of our audit, we report that:

1. (a) The Company has maintained proper records showing full particulars including quantitative details and situation of its fixed assets.
(b) The fixed assets have been physically verified by the management at reasonable intervals and no material discrepancies were noticed on such verification.
(c) The Company has no Immovable property. Therefore the provisions of Clause 3(i)(c) of CARO are not applicable to the company.
2. The nature of business of the Company's business is such that provision of clause 3(ii) of the Order relating to inventories is not applicable to the company.
3. The Company has not granted any loans, secured or unsecured to companies, firms, Limited Liability Partnerships or other parties covered in the register maintained under section 189 of the Companies Act, 2013.
4. In our opinion and according to the information and explanations given to us, the Company has complied with the provisions of Sections 185 and 186 of the Act in respect of grant of loans, making investments and providing guarantees and securities, as applicable .
5. The Company has not accepted deposits during the year and does not have any unclaimed deposits as at March 31, 2021 and therefore the provisions of the clause 3 (v) of the Order are not applicable to the Company.
6. Maintenance of cost records has not been specified by the Central Government under sub-section (1) of section 148 of the Companies Act, 2013.
7. (a) The Company is regular in depositing to the extent applicable undisputed statutory dues including provident fund, Employee's state insurance, income-tax, sales-tax, Goods and Service tax and any other statutory dues to the appropriate authorities.
(b) Dues of income tax or sales tax or Goods and Service tax have been deposited on time there is no dispute is pending on the part of company to the extent applicable.
8. In our opinion and according to the information and explanations given to us, the Company does not have any loans or borrowings from Banks, financial institutions or government and has not issued any debentures.
9. According to the information and explanation given to us the company did not raise any money by way of initial public offer or further public offer (including debt instruments).

10. According to the information and explanation given to us, no material fraud by the company or on the company by its officers or employees has been noticed or reported during the course of our audit.
11. According to the information and explanation given to us, managerial remuneration has been paid or provided in accordance with the requisite approvals mandated by the provisions of section 197 read with Schedule V to the Companies Act, 2013.
12. The Company is not a Nidhi Company and hence nothing to be disclosed for any provisions applicable on Nidhi Company.
13. All transactions with the related parties are in compliance with sections 177 and 188 of Companies Act, 2013 where applicable and the details have been disclosed in the Financial Statements etc. as required by the applicable accounting standards;
14. During the year, the Company has made private placement of 1,72,82,880 Equity Shares of Rs. 10/- each with a premium of Rs.5/- per share by complying with all the provisions of Section 42 and 62 of the Companies Act, 2013. However, Company has not made any preferential allotment or private placement of fully or partly convertible debentures.
15. According to the information and explanation given to us, the company has not entered into any non-cash transactions with directors or persons connected to its directors and hence provisions of Section 192 of the Act are not applicable.
16. The Company is not required to be registered under section 45-IA of the Reserve Bank of India Act, 1934.

for A V RATNAM AND CO
Chartered Accountants
FRN: 0003028S

Place : HYDERABAD
Date : 24-08-2021

Sd/-
VUNGUTURI MADHUSUDHAN PHANI
Partner
M.NO:206076
UDIN NO: **21206076AAAAHQ4882**

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, 2021)

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

We have audited the internal financial controls with reference to financial statements of **PSSM MEDIA LIMITED**. (“The Company”) as at 31 March 2021 in conjunction with our audit of the financial statements of the Company for the year ended on that date.

Management’s Responsibility for Internal Financial Controls

The Company’s management is responsible for establishing and maintaining internal financial controls based on the internal control with reference to financial statements criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls over Financial Reporting 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 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 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 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 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 financial statements is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles. A company's internal financial control with reference to financial statements includes those policies and procedures that (1) pertain to the maintenance of records that, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the company; (2) provide reasonable assurance that transactions are recorded as necessary to permit preparation of financial statements in accordance with generally accepted accounting principles, and that receipts and expenditures of the company are being made only in accordance with authorizations of management and directors of the company; and (3) provide reasonable assurance regarding prevention or timely detection of unauthorized acquisition, use, or disposition of the company's assets that could have a material effect on the financial statements.

Inherent Limitations of Internal Financial Controls with reference to financial statements

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

Opinion

In our opinion, the Company has, in all material respects, an adequate internal financial controls system with reference to financial statements and such internal financial controls with reference to financial statements were operating effectively as at 31 March 2021, based on the internal control with reference to financial statements criteria established by the Company considering the essential components of internal control stated in the *Guidance Note on Audit of Internal Financial Controls Over Financial Reporting* issued by the Institute of Chartered Accountants of India.

for A V RATNAM AND CO
Chartered Accountants
FRN: 0003028S

Place : HYDERABAD
Date : 24-08-2021

Sd/-
VUNGUTURI MADHUSUDHAN PHANI
Partner
M.NO:206076
UDIN NO: **21206076AAAAHQ4882**

PSSM Media Limited
Balance Sheet as at 31st March 2021

(Amount in Rupees)

Particulars	Note No.	As at 31st March 2021	As at 31st March 2020
I. EQUITY & LIABILITIES			
1) Shareholders' Funds			
(a) Share Capital	2	21,80,34,550	4,52,05,750
(b) Reserves and Surplus	3	4,44,11,273	(42,51,081)
2) Non-Current Liabilities			
i) Long term Borrowings	4	-	21,20,000
3) Current liabilities			
(a) Trade Payables	5	-	-
(i) Total outstanding dues of Micro & Small Enterprises		-	-
(ii) Dues of creditors other than Micro & Small Enterprises		7,56,240	-
(b) Other current liabilities	6	22,70,832	5,85,421
TOTAL		26,54,72,895	4,36,60,090
II. ASSETS			
1) Non-current assets			
(a) Property, Plant & Equipment - Tangible Assets	7	1,53,57,640	35,66,621
(b) Non-current investments	8	19,78,589	-
		1,73,36,229	35,66,621
2) Current assets			
(a) Trade receivables	9	54,375	1,71,088
(b) Cash and Cash Equivalents	10	24,12,08,877	3,76,12,254
(c) Short term loans & advances	11	24,39,368	6,13,952
(d) Other Current Assets	12	44,34,046	16,96,175
TOTAL		24,81,36,666	4,00,93,469
TOTAL		26,54,72,895	4,36,60,090
Significant accounting policies	1		
Notes to Financial Statements	18		

As Per our report of even date

For A V Ratnam And Co

Chartered Accountants

FRN : 00030285

Sd/-

Madhusudan Phani Vunguturi

Partner

M No: 206076

Place: Hyderabad

Date: 24-08-2021

For and on behalf of the Board of Directors

Sd/-

Prasada Rao Nanda, Managing Director

DIN: 08139708

Sd/-

**Anand Kumar Chederla, Wholetime Director
and CFO**

DIN: 07702546

Sd/-

Navakanth Mgadda, Wholetime Director

DIN: 07629009

Sd/-

Balakrishna Gadde, Wholetime Director

DIN: 08915090

Sd/-

Megha malkari , Company Secretary

M.NO : A65601

PSSM Media Limited**Statement of Profit and Loss for the year ended 31st March, 2021**

(Amount in Rupees)

Particulars	Note No.	Year ended 31st March 2021	Year ended 31st March 2020
INCOME			
Revenue from Operations	13	2,23,65,062	20,39,213
Other Income	14	55,55,493	19,73,253
Total Revenue		2,79,20,555	40,12,466
EXPENSES			
Content (Media) development Expenses		3,12,09,757	55,37,162
Employee benefits expense	15	41,23,300	21,37,304
Finance Costs	16	87,941	30,277
Depreciation and Amortisation Expense	7	30,96,867	11,35,076
Other Expenses	17	2,71,54,736	73,63,441
Total Expenses		6,56,72,601	1,62,03,260
Profit / (loss) before exceptional and extraordinary items and tax		(3,77,52,046)	(1,21,90,794)
Exceptional / Extraordinary items		-	-
PROFIT/(LOSS) BEFORE TAX		(3,77,52,046)	(1,21,90,794)
Tax Expenses:			
- Current Tax		-	-
- Deferred Tax		-	-
PROFIT/(LOSS) for the year		(3,77,52,046)	(1,21,90,794)
Earnings per equity share			
Basic and diluted		(3.67)	(3.34)
Significant accounting policies	1		
Notes to Financial Statements	18		

As Per our report of even date

For A V Ratnam And Co

Chartered Accountants

FRN : 0003028S**Sd/-****Madhusudan Phani Vunguturi**

Partner

M No: 206076**Place: Hyderabad****Date: 24-08-2021****For and on behalf of the Board of Directors****Sd/-****Prasada Rao Nanda, Managing Director**

DIN: 08139708

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

DIN: 07702546

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

DIN: 07629009

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

DIN: 08915090

Sd/-**Megha malkari , Company Secretary**

M.No : A65601

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 electronic media. Financial statements of the company are for the year ended 31st March 2021 with comparatives of year ended 31st March 2020.

The Registered office of the company is situated at H.No: 8-2-603/12, 1st Floor, Road No.10, Banjara Hills, Hyderabad – 500034.

a) Basis of preparation of Financial Statements

The 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.

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.

b) Use of estimates

The preparation of 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) Tangible assets

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.

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

Significant Accounting policies (Contd...)

d) Depreciation on tangible assets

Depreciable amount of tangible fixed assets is the cost of an asset or other amount substituted for cost, less its estimated residual value. Depreciation on tangible fixed assets 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. Individual assets costing less than Rs.5,000/- are depreciated in full in the year of purchase.

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 commercial is aired / telecast.

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, amortisation 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.

Notes to Financial Statements

Significant Accounting policies (Contd...)

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 Taxes

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.

Significant Accounting policies (Contd...)

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 three months or less.

Notes to Financial Statements

(Amount in Rupees)

	As at March 31, 2021	As at March 31, 2020
--	-------------------------	-------------------------

2. Share Capital

a) Authorised:		
3,00,00,000 equity shares of Rs.10/- each (P.Y: 70,00,000)	30,00,00,000	7,00,00,000
b) Issued, subscribed and fully paid-up:		
2,18,03,455 equity shares of Rs.10/- each (P.Y: 45,20,575)	21,80,34,550	4,52,05,750

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 31.03.2021		As at 31.03.2020	
	No.of shares	Amount (Rs.)	No.of shares	Amount (Rs.)
At the beginning of the period	45,20,575	4,52,05,750	12,75,000	1,27,50,000
Issued during the period	1,72,82,880	17,28,28,800	32,45,575	3,24,55,750
Outstanding at the end of the period	2,18,03,455	21,80,34,550	45,20,575	4,52,05,750

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

Name of the Shareholder	As at 31.03.2021		As at 31.03.2020	
	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 Financial Statements (Amount in Rupees)

3. Reserves and Surplus	As at March 31, 2021	As at March 31, 2020
i). Securities Premium :		
Balance at the beginning of the year	1,44,77,875	-
Add : Premium on issue of equity shares	8,64,14,400	1,56,02,875
	10,08,92,275	1,56,02,875
Less: Share issue expenses written off	-	11,25,000
Closing Balance	10,08,92,275	1,44,77,875
ii). Surplus / (Deficit) in statement of Profit & loss:		
Balance as at the beginning of the year	(1,87,28,956)	(65,38,162)
Loss for the year	(3,77,52,046)	(1,21,90,794)
Total	(5,64,81,002)	(1,87,28,956)
Grand Total	4,44,11,273	(42,51,081)

(Amount in Rupees)

4. Long Term Borrowings	As at March 31, 2021	As at March 31, 2020
--------------------------------	---------------------------------	---------------------------------

Unsecured Loans from Directors	-	21,20,000
--------------------------------	---	-----------

Note: The long-term loans are interest free, repayable on demand. Period and amount of continuing default as on Balance sheet date in repayment of loans and interest thereon - NIL

(Amount in Rupees)

5. Trade Payables	As at March 31, 2021	As at March 31, 2020
(i) Total outstanding dues to Micro & Small Enterprises	-	-
(ii) Dues of creditors other than Micro & Small Enterprises	7,56,240	-
	7,56,240	-

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:

(Amount in Rupees)

	As at 31st March 2021	As at 31st March 2020
Principal amount remaining unpaid to any supplier as at the end of the accounting year	-	-
Interest due thereon remaining unpaid to any supplier as at the end of the accounting year	-	-
The amount of interest paid along with the amounts of the payment made to the supplier beyond the	-	-
The amount of interest due and payable for the period of delay in making payment (which have been	-	-
The amount of interest accrued and remaining unpaid at the end of the accounting year	-	-
The amount of further interest due and payable even in the succeeding year, until such date when the	-	-

(Amount in Rupees)

6. Other Current Liabilities	As at March 31, 2021	As at March 31, 2020
Salaries Payable	3,52,358	1,66,000
TDS and Other statutory dues	4,70,715	75,790
Professional charges	11,98,158	2,56,256
Rent	96,976	51,975
Audit Fee	92,500	35,400
Internal audit fee	60,125	-
	22,70,832	5,85,421

(Amount in Rupees)

7 Property, Plant & Equipment - Tangible Assets									
S.No	Description	GROSS BLOCK			DEPRECIATION			NET BLOCK	
		As on 01.04.2020	Additions during the year	Total as on 31.03.2021	Upto 01.04.2020	for the year	Upto 31.03.2021	As on 31.03.2021	As on 31.03.2020
1	Plant & Equipment:								
i)	Office Equipment	3,99,520	9,42,190	13,41,710	1,98,193	3,50,159	5,48,352	7,93,358	2,01,327
ii)	Computers & Data processing Units	7,29,331	50,57,384	57,86,715	4,62,773	12,52,942	17,15,715	40,71,000	2,66,558
iii)	Studio Equipment	13,37,144	51,43,719	64,80,863	4,23,093	6,64,807	10,87,900	53,92,963	9,14,051
iv)	UPS	1,20,000	1,51,000	2,71,000	49,614	46,606	96,220	1,74,780	70,386
v)	Solar Equipment	-	2,78,851	2,78,851	-	1,385	1,385	2,77,466	-
2	Furniture & Fixtures:	15,84,161	8,29,218	24,13,379	7,49,736	3,82,092	11,31,828	12,81,551	8,34,425
3	Motor Vehicles: Cars	15,76,911	24,85,524	40,62,435	2,97,037	3,98,876	6,95,913	33,66,522	12,79,874
	TOTAL	57,47,067	1,48,87,886	2,06,34,953	21,80,446	30,96,867	52,77,313	1,53,57,640	35,66,621
	Previous Year:	43,99,819	13,47,248	57,47,067	10,45,370	11,35,076	21,80,446	35,66,621	33,54,449

(Amount in Rupees)

8. Non-Current Investments	As at March 31, 2021	As at March 31, 2020
Share Capital in Partnership firm - PMC Publications		
Investment towards Capital	25,00,000	-
Less: Share of loss for the year	5,21,411	-
Closing Balance	<u>19,78,589</u>	<u>-</u>

9. Trade Receivables	As at March 31, 2021	As at March 31, 2020
<i>Unsecured, Considered good</i>		
(a) Outstanding for a period exceeding six months from the date they are due for payment	-	-
(b) Others	54,375	1,71,088
	<u>54,375</u>	<u>1,71,088</u>

Note: Debts due by Directors or other officers of the company or any of them either severally or jointly with any other persons or due by firms / private companies in which any Director is a Partner or a Director or a Member.

10. Cash and bank balances	As at March 31, 2021	As at March 31, 2020
Cash and cash equivalents		
Cash on hand	285	193
Balances with Banks		
- In Current Accounts	81,58,592	45,62,061
- In Deposit Accounts with more than 12 months maturity	23,30,50,000	3,30,50,000
	<u>24,12,08,877</u>	<u>3,76,12,254</u>

11. Short term Loans and Advances	As at March 31, 2021	As at March 31, 2020
<i>Loans and Advances to others: (Unsecured, considered good)</i>		
Advance for Capital items	15,00,000	11,000
Rent Advance	5,25,000	3,30,000
TDS - Refund to be received	4,14,368	2,43,452
Salary Advance	-	29,500
	<u>24,39,368</u>	<u>6,13,952</u>

Note: Loans and Advances due by Directors or other officers of the company or any of them either severally or jointly with any other persons or due by firms / private companies in which any Director is a Partner or a Director or a Member.

12. Other Current Assets	As at March 31, 2021	As at March 31, 2020
GST Input Credit	44,34,046	11,35,880
Sundry Assets	-	4,23,117
Misc. Expenditure to the extent not written off	-	1,37,178
	<u>44,34,046</u>	<u>16,96,175</u>

NOTES TO FINANCIAL STATEMENTS

(Amount in Rupees)

	Year Ended March 31, 2021	Year Ended March 31, 2020
13. Revenue From Operations		
Advertisement and other Revenue	2,23,65,062	20,39,213
	2,23,65,062	20,39,213
14. Other Income		
Interest on Bank Deposits	52,05,544	19,73,253
Interest on I.T Refund	13,908	-
Other receipts	3,36,041	-
	55,55,493	19,73,253
15. Employee Benefits Expenses		
Salaries & Wages	26,01,258	20,61,496
Staff Welfare Expenses	15,22,042	75,808
	41,23,300	21,37,304
16. Finance Costs		
Bank charges	87,941	12,630
Interest on share application money	-	17,647
	87,941	30,277
17. Other Expenses		
Rent	10,63,000	6,84,750
Rates and Taxes	6,21,991	68,175
Sitting fee to Directors	80,000	-
Repairs & Maintanance	33,94,497	6,90,250
Telephone Charges	4,39,548	1,80,094
Printing And Staionery	98,834	1,23,106
Commission	3,64,177	2,542
Electricity Charges	3,87,558	1,68,692
Travelling & Convayance	16,42,421	5,70,446
Legal & Professional Charges	1,04,41,862	39,94,025
Insurance	53,931	-
Vehicle Maintanance	9,28,188	1,66,472
Security charges	8,33,300	-
Canteen & Cattring Expenses	37,77,625	-
Payment to auditors	1,00,000	35,400
Information Technology Expenses	1,49,215	1,60,900
Registration & Filing fee	21,20,000	4,50,000
Preliminary Expenses written off	1,37,178	68,589
Share of Loss from Partnership firm	5,21,411	-
	2,71,54,736	73,63,441

Notes to Financial Statements

18. Notes to the Financial Statements:

18.1. Contingent Liabilities and commitments (to the extent not provided for):

S.No	Description	As at 31.03.2021(Rs.)	As at 31.03.2020 (Rs.)
1	Contingent Liabilities:		
	- Claims against the company not acknowledged as debts	-	-
	- Guarantees	-	-
	- Other money for which the company is contingently liable	-	-
2	Commitments:	-	-
	- Estimated amount of contracts remaining to be executed on capital account and not provided for	-	-
	- Uncalled liability on shares and other investments party paid	-	-
	- Other Commitments	-	-

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

18.2. EARNINGS PER EQUITY SHARE

(Amount in Rupees)

Particulars	Year ended March 31st, 2021	Year ended March 31st, 2020
Net Profit / (loss) after tax	(3,77,52,046)	(1,21,90,794)
Number of equity shares (of Rs.10/- each)	1,02,81,535	36,46,681
Basic and Diluted EPS	(3.67)	(3.34)

18.3. Related party disclosures:

A. Name of Related parties and description of relationship :

Name	Designation
a) Key management personnel:	
1. Prasada Rao Nanda	Managing Director
2. NavakanthMgadda	Whole-time Director
3. Anand Kumar Chedarla	Whole-time Director
4. BalakrishnaGadde	Whole-time Director
5. RambabuPotluri	Director
6. SiddaNageswara Rao	Director
7. Krishna Mohan Thanguturu	Director
8. KopparapuChenchuSubba Rao	Director
9. VeeraRaghava Rao Tatavarty	Director
10. VenkateswarluJonnalagadda	Independent Director
11. PrabhakarCherukumudi	Independent Director
b). Subsidiaries / Associates:	
1. PMC Publications	Partnership Firm in which the company is a partner.

Notes to Financial Statements

B. Transactions with the related parties:

i) Repayment of unsecured loans (Amount in Rupees)

Name of the related party	Nature of Transaction	Value of the Transaction	
		Year ended March 2021	Year ended March 2020
AnandkumarChederla	Repayment of loan	630000	0
Prasada Rao Nanda	Repayment of loan	600000	0
NavakanthMgadda	Repayment of loan	890000	0

ii) Remuneration / Fee to Key Management personnel:

(Amount in Rupees)

Name of the related party	Nature of Transaction	Value of the Transaction	
		Year ended March 2021	Year ended March 2020
Prasada Rao Nanda	Remuneration	446000	345000
AnandkumarChederla	Remuneration	390000	345000
NavakanthMgadda	Remuneration	390000	405000
BalakrishnaGadde	Remuneration	210000	-
Venkateswarl Jonnalagadda	Sitting Fee	40000	-
PrabhakarCherukumudi	Sitting Fee	40000	-

iii) Investment / loans:

(Amount in Rupees)

Name of the related party	Nature of Transaction	Value of the Transaction	
		Year ended March 2021	Year ended March 2020
PMC Publications	Balance in the Capital A/c (Net of share of loss for the year)	1978589	-
AnandkumarChederla	Outstanding unsecured loan	-	630000
Prasada Rao Nanda	Outstanding unsecured loan	-	600000
NavakanthMgadda	Outstanding unsecured loan	-	890000

18.4. Payment to Auditors:

Particulars	Year ended March 2021	Year ended March 2020
- as Auditors	Rs. 75,000	Rs.35,400
- for taxation matters	Rs.25,000	-
Total	Rs.1,00,000	Rs.35,400

18.5. During the year, following prudence, no deferred tax asset was recognized.

Notes to Financial Statements

18.6. Additional information as required under Part II of schedule III, Division I to the Companies Act, 2013 to the extent applicable to the company.

S.No.	Particulars	Year ended 31.03.2021 (Rs.)	Year ended 31.03.2020 (Rs.)
1	Value of Imports calculated on CIF Basis	Nil	Nil
2	Expenditure in foreign currency on account of Royalty, Knowhow, Professional Fee, Interest and others	Nil	Nil
3	Amount remitted during the year in foreign currencies on account of Dividends	Nil	Nil
4	Earnings in foreign exchange	Nil	Nil

18.7. During the year under review, the company issued and allotted 1,72,82,880 equity shares of Rs.10/- each at a premium of Rs.5/- per share aggregating to Rs.25,92,43,200/- (Capital of Rs.17,28,28,800/- and premium of Rs.8,64,14,400/-) for its long term business purposes. Out of this, the unutilized amount at the end of the year aggregating to Rs.23,30,50,000/- is kept in bank deposits.

18.8. 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.

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

As Per our report of even date

For A V Ratnam & Co
Chartered Accountants
Firm Reg. No. 003028S

Sd/-
V Madhusudhan Phani
Partner
M.No: 206076

Place: Hyderabad,
Date: 24-08-2021

For and on behalf of the Board of Directors

Sd/-
Prasada Rao Nanda
Managing Director
DIN:08139708

Sd/-
Navakanth Mgadda
Whole-time Director
DIN: 07629009

Sd/-
Anand Kumar Chedarla
Whole-time Director and CFO
DIN: 07702546

Sd/-
Balakrishna Gadde
Whole-time Director
DIN: 08915090

Sd/-
Megha Malkari
Company Secretary
M.No : A65601

PSSM MEDIA LIMITED
CIN : U74994TG2017PLC121367
CASH FLOW STATEMENT FOR THE YEAR ENDED 31/03/2021

(Amount in Rupees)

Particulars	Year ended 31 March 2021	Year ended 31 March 2020
Cash Flow from Operating Activates		
Net Profit Before Tax and Extra Ordinary Items	-37752046	-12190794
A. Adjustment For		
Depreciation	3096867	1135076
Finance Costs	87941	30277
Total Adjustment to Profit/Loss (A)	3184808	1165353
B. Adjustment For working Capital Change		
Adjustment for Increase/Decrease in Trade Receivables	116713	-171088
Adjustment for Increase/Decrease in Other Current Assets	-4563286	-1309541
Adjustment for Increase/Decrease in Trade Payable	756240	-149285
Adjustment for Increase/Decrease in other current Liabilities	1685410	232952
Total Adjustment For Working Capital (B)	-2004923	-1396962
Total Adjustment to profit (A+B)	1179885	-231609
Net Cash flow from / (Used in) operation	-36572161	-12422403
Net Cash flow From operating Activities	-36572161	-12422403
C. Cash Flows from Investing Activities		
Purchase of Fixed Assets	14887886	1347248
Investment in Partnership firm (Net of share of loss)	1978589	
Net Cash flow from / (Used in) in Investing Activities	-16866475	-1347248
D. Cash Flows from Financial Activities		
Proceeds From Issuing Shares	259243200	46933625
Borrowings	0	2120000
Repayment Of Borrowings	2120000	0
Interest Paid	87941	30277
Net Cash flow from / (Used in) in Financial Activities	257035259	49023348
Net increase / (decrease) in cash and cash equivalents	203596623	35253697
Cash and cash equivalents at the beginning of the year	37612254	2358557
Cash and cash equivalents at the end of the year	241208877	37612254

As Per our report of even date

For A V Ratnam & Co
Chartered Accountants
Firm Reg. No. 003028S

For and on behalf of the Board of Directors

Sd/-
V Madhusudhan Phani
Partner
M.No: 206076

Sd/-
Prasada Rao Nanda
Managing Director
DIN:08139708

Sd/-
Anand Kumar Chedarla
Whole-time Director and CFO
DIN: 07702546

Place: Hyderabad,
Date: 24-08-2021

Sd/-
Navakanth Mgadda
Whole-time Director
DIN: 07629009

Sd/-
Balakrishna Gadde
Whole-time Director
DIN: 08915090

Sd/-
Megha Malkari
Company Secretary
M.No : A65601

PSSM Media Limited
CIN -U74994TG2017PLC121367

NOTICE

NOTICE IS HEREBY GIVEN THAT THE 4TH ANNUAL GENERAL MEETING OF THE MEMBERS OF THE COMPANY, PSSM MEDIA LIMITED WILL BE HELD ON SATURDAY, 25TH SEPTEMBER, 2021 THROUGH VIDEO CONFERENCING (“VC”) / OTHER AUDIO VISUAL MEANS (“OAVM”) AT 04:00 P.M. TO TRANSACT THE FOLLOWING BUSINESS:

ORDINARY BUSINESS:

1. To receive, consider and adopt Audited Financial Statements of the Company for Financial Year ended 31st March, 2021 and reports of Board of Director’s and Auditors thereon.
2. To appoint a Director in place of Mr. Thanguturu Krishna Mohan (DIN: 08204376) who retires by rotation and being eligible, offers himself for reappointment.
3. 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.

SPECIAL BUSINESS

4. **Appointment of Mr. Venkateswarlu Jonnalagadda (DIN: 00051001) as an Independent Director of the Company.**

To consider and if thought fit, to pass with or without modification(s), the following Resolution, as an Ordinary Resolution:

“RESOLVED THAT pursuant to the provisions of Sections 149, 152 read with Schedule IV and all other applicable provisions of the Companies Act, 2013 (“the Act”) and the Companies (Appointment and Qualifications of Directors) Rules, 2014 (including any statutory modification(s) or re-enactment thereof for the time being in force), Mr. Venkateswarlu Jonnalagadda (DIN:00051001), who was appointed as an Additional Director in the capacity of Independent Director of the Company with effect from January 25, 2021 and who holds office upto the date of this Annual General Meeting in terms of Section 161(1) of the Act and the Article of Association of the Company and in respect of whom the Company has received a notice in writing under Section 160 of the Act from a member proposing his candidature for the office of the director of the Company, be and is hereby appointed as an Independent Director of the Company, not liable to retire by rotation, to hold office for a term of five consecutive years from 25.01.2021 to 24.01.2026.”

“RESOLVED FURTHER THAT the Managing Director and any of the Whole-Time Director of the Company be and are hereby severally authorized to update the Register of Directors required to be maintained under provisions of the Companies Act, 2013 and to file the relevant forms, documents with the office of Registrar of Companies, including the e-form DIR-12 within the prescribed time and to do all such acts, deeds and things as may be required from time to time for giving effect to the above resolution.”

5. Appointment of Mr. Cherukumudi Prabhakar (DIN: 06621885) as an Independent Director of the Company.

To consider and if thought fit, to pass with or without modification(s), the following Resolution, as an Ordinary Resolution:

“RESOLVED THAT pursuant to the provisions of Sections 149, 152 read with Schedule IV and all other applicable provisions of the Companies Act, 2013 (“the Act”) and the Companies (Appointment and Qualifications of Directors) Rules, 2014 (including any statutory modification(s) or re-enactment thereof for the time being in force), Mr. Cherukumudi Prabhakar (DIN:06621885), who was appointed as an Additional Director in the capacity of Independent Director of the Company with effect from January 25, 2021 and who holds office upto the date of this Annual General Meeting in terms of Section 161(1) of the Act and the Article of Association of the Company and in respect of whom the Company has received a notice in writing under Section 160 of the Act from a member proposing his candidature for the office of the director of the Company, be and is hereby appointed as an Independent Director of the Company, not liable to retire by rotation, to hold office for a term of five consecutive years from 25.01.2021 to 24.01.2026.”

“RESOLVED FURTHER THAT the Managing Director and any of the Whole-Time Director of the Company be and are hereby severally authorized to update the Register of Directors required to be maintained under provisions of the Companies Act, 2013 and to file the relevant forms, documents with the office of Registrar of Companies, including the e-form DIR-12 within the prescribed time and to do all such acts, deeds and things as may be required from time to time for giving effect to the above resolution.”

6. Increase of Remuneration of Mr. Prasada Rao Nanda (DIN: 08139708) Managing Director of the Company.

To consider and if thought fit, to pass with or without modification(s), the following Resolution, as Special Resolution:

“RESOLVED THAT pursuant to the provisions of Section 196, 197, 203 and Schedule V along with other applicable provisions, if any, of the Companies Act, 2013, read with relevant rules made there under (including any statutory modification or re-enactment thereof for the time being in force), subject to the enabling provisions of the Articles of Association of the Company, consent of the members be and is hereby accorded for increase of remuneration of Mr. Prasada Rao Nanda (DIN: 08139708), Managing Director of the Company from Rs. 35,000/- per month to 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 effective from 01st February, 2021 till the balance period of tenure of his office as Managing Director of the Company which expires on 25.05.2023.”

“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. Prasada Rao Nanda, Managing Director till the balance period of tenure of his office as Managing Director of the Company which expires on 25.05.2023 in the absence of or inadequacy of profits in any year.”

“RESOLVED FURTHER THAT any of the Whole Time Director of the Company be and are hereby authorised to sign all the necessary documents and file all the necessary e- forms with the Registrar of Companies at Hyderabad and to do such other acts, deeds and things to give effect to the aforesaid resolution.”

7. Increase of Remuneration of Mr. Anand Kumar Chedarla (DIN: 07702546) Whole Time Director of the Company.

To consider and if thought fit, to pass with or without modification(s), the following Resolution, as Special Resolution:

“RESOLVED THAT pursuant to the provisions of Section 196, 197, 203 and Schedule V along with other applicable provisions, if any, of the Companies Act, 2013, read with relevant rules made there under (including any statutory modification or re-enactment thereof for the time being in force), subject to the enabling provisions of the Articles of Association of the Company, consent of the members be and is hereby accorded for increase of remuneration of Mr. Anand Kumar Chedarla (DIN :07702546), Whole Time Director of the Company from Rs. 30,000/- per month to Rs. 45,000 /- per month plus 15% of the pay as House Rent Allowance and conveyance charges up to a maximum of Rs. 15,000/- per month effective from 01st February, 2021 till the balance period of tenure of his office as Whole Time Director of the Company which expires on 28.03.2023.”

“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. Anand Kumar Chedarla, Whole Time Director till the balance period of tenure of his office as Whole Time Director of the Company which expires on 28.03.2023 in the absence of or inadequacy of profits in any year.”

“RESOLVED FURTHER THAT the Managing Director and any of the Whole Time Director of the Company be and are hereby authorised to sign all the necessary documents and file all the necessary e-forms with the Registrar of Companies at Hyderabad and to do such other acts, deeds and things to give effect to the aforesaid resolution.”

8. Increase of Remuneration of Mr. Navakanth Mgadda (DIN: 07629009), Whole Time Director of the Company.

To consider and if thought fit, to pass with or without modification(s), the following Resolution, as Special Resolution:

“RESOLVED THAT pursuant to the provisions of Section 196, 197, 203 and Schedule V along with other applicable provisions, if any, of the Companies Act, 2013, read with relevant rules made there under (including any statutory modification or re-enactment thereof for the time being in force), subject to the enabling provisions of the Articles of Association of the Company, consent of the members be and is hereby accorded for increase of remuneration of Mr. Navakanth Mgadda (DIN: 07629009), Whole Time Director of the Company from Rs. 30,000/- per month to Rs. 45,000 /- per month plus 15% of the pay as House Rent Allowance and conveyance charges up to a maximum of Rs. 15,000/- per month effective from 01st February, 2021 till the balance period of tenure of his office as Whole Time Director of the Company which expires on 28.03.2023.”

“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. Navakanth Mgadda, Whole Time Director till the balance period of tenure of his office as Whole Time Director of the Company which expires on 28.03.2023 in the absence of or inadequacy of profits in any year.”

“RESOLVED FURTHER THAT the Managing Director and any other Whole Time Directors of the Company be and are hereby authorised to sign all the necessary documents and file all the necessary e-forms with the Registrar of Companies at Hyderabad and to do such other acts, deeds and things to give effect to the aforesaid resolution.”

9. To Appoint Mr. Balakrishna Gadde (DIN: 08915090) as a Whole Time Director of the Company and increase his remuneration.

To consider and if thought fit, to pass with or without modification(s) the following resolution as a Special Resolution:

“RESOLVED THAT Mr. Balakrishna Gadde (DIN 08915090), who was appointed as an Additional Director of the Company by the Board of Directors effective 07.11.2020 in terms of Section 161 (1) of the Companies Act, 2013 (“the Act”) and the Articles of Association of the Company, whose term of office expires at this Annual General Meeting and in respect of whom the Company has received a notice in writing from a Member under Section 160 of the Act proposing his candidature for the office of Director, be and is hereby appointed as a Whole Time Director of the Company, whose period of office shall not be liable to retire by rotation.”

“RESOLVED FURTHER THAT pursuant to the provisions of Sections 196, 197 and 203 read with Schedule V and other applicable provisions, if any, of the Act and the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014 [including any statutory modification(s) or re-enactment(s) thereof, for the time being in force], approval of the Company be and is hereby accorded for the appointment of Mr. Balakrishna Gadde (DIN 08915090) as a Whole Time Director of the Company, for a term of five years with effect from 07.11.2020 at an enhanced remuneration of Rs.45,000/- per month plus 15% of the pay as House Rent Allowance and conveyance charges up to a maximum of Rs. 15,000/- per month effective from 01st February, 2021 for a term of 3 years i.e; 31.01.2024 on such terms and conditions including remuneration, as set out in the Explanatory Statement annexed to this Notice, and also for payment of the said remuneration as minimum remuneration in the event of loss or inadequacy of profits in any financial year during his tenure of appointment, with authority to the Board of Directors (hereinafter referred to as “the Board”, which term shall include any Committee thereof) to alter and vary the terms and conditions of the said appointment in such manner as may be agreed between the Board and Mr. Balakrishna Gadde.”

“RESOLVED FURTHER THAT the Managing Director and any other Whole Time Directors of the Company be and are hereby authorised to sign all the necessary documents and file all the necessary e-forms with the Registrar of Companies at Hyderabad and to do such other acts, deeds and things to give effect to the aforesaid resolution.”

10. Amendment of the Main Objects Clause of the Memorandum of Association of the Company.

To consider and if thought fit, to pass with or without modification(s), the following Resolution, as a Special Resolution:

“RESOLVED THAT pursuant to the provisions of Section 4 and 13 and any other applicable provisions of the Companies Act, 2013 read with Rules there under (including any statutory modifications or re-enactments thereof for the time being in force), the consent of the members of the Company be and is hereby accorded for amendment of the Objects Clause of the Memorandum of Association (“MOA”) of the Company by inserting the below mentioned clauses under serial numbers 8, 9, 10, 11 and 12 after serial number 7 in the existing Clause III (A) of the MOA of the Company as below:

8. To produce, arrange, manage, organize, conduct, sponsor, compose, edit, plan, design, exhibit, demonstrate, promote, operate, participate and collaborate the programmes conducted for the promotion of meditation through print media, publications, digital media, social media, or electronic media either through the offline, online or live modes.
9. To conduct, support or organize or sponsor any pyramid meditation programmes such as “DHYANAMAHACHAKRAS” “MINI DHYANAMAHACHAKRAS” and any programmes with such nature by whatever name called.

10. To support any mode of media channels by sponsoring the programmes pertaining to Pyramid Meditation and encouraging them to do so.
11. To engage, book or hire artists, authors, story writers, musicians, performers, and other persons and agencies to sponsor, compose, edit, plan, design, exhibit, demonstrate, promote, operate, participate, collaborate the programmes conducted for the promotion of Pyramid Meditation.
12. To carry on in India or outside India or elsewhere the business to present, produce, arrange, manage, organize, conduct, sponsor, compose, edit, plan, design, exhibit, demonstrate, promote, operate, participate, collaborate and run at national and international level all sorts of shows, films and programmes for promotion of Spiritual Well being, Pyramid Meditation and Vegetarianism.

“RESOLVED FURTHER THAT for the purpose of giving effect to this resolution, the Managing Director and any of the Whole Time Director of the Company be and are hereby severally authorized to do all such acts, deeds and things as may be necessary in this matter and to file relevant forms and documents with the Registrar of Companies, Telangana at Hyderabad on behalf of the Company.”

DATE : 24.08.2021
PLACE: HYDERABAD

BY ORDER OF THE BOARD
FOR PSSM MEDIA LIMITED

Sd/-
MEGHA MALKARI
COMPANY SECRETARY

NOTES:

1. Explanatory Statement as required under Section 102 of the Companies Act, 2013 is annexed to this notice. The Explanatory Statement pursuant to Section 102 of the Companies Act, 2013 (“The Act”) setting out details relating to Special Business in respect of Item No. 4 to 10 is annexed hereto. 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** to this Notice.
2. 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.

3. 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.
4. 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.
5. As you are aware, in view of the situation arising due to COVID-19 global pandemic, the general meetings of the companies shall be conducted as per the guidelines issued by the Ministry of Corporate Affairs (MCA) vide Circular No. 14/2020 dated April 8, 2020, Circular No.17/2020 dated April 13, 2020, Circular No. 20/2020 dated May 05, 2020 and Circular No. 02/2021 dated January 13, 2021. The forthcoming Annual General Meeting (AGM) will thus be held through video conferencing (VC) or other audio visual means (OAVM). Hence, Members can attend and participate in the ensuing AGM through VC/OAVM.
6. 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 dated April 08, 2020, April 13, 2020, May 05, 2020 and January 13, 2021 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 as well as the e-voting system on the date of the AGM will be provided by CDSL.
7. The Members can join the AGM in the VC/OAVM mode 15 minutes before and after the scheduled time of the commencement of the Meeting by following the procedure mentioned in the Notice.
8. The attendance of the Members attending the AGM through VC/OAVM will be counted for the purpose of ascertaining the quorum under Section 103 of the Companies Act, 2013.
9. Pursuant to MCA Circular No. 14/2020 dated April 08, 2020, the facility to appoint proxy to attend and cast vote for the members is not available for this AGM.

10. In line with the Ministry of Corporate Affairs (MCA) Circular No. 17/2020 dated April 13, 2020, the Notice calling the AGM along with the Annual Report 2020-21 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 and e-voting system during the AGM) i.e. www.evotingindia.com.
11. The Register of Members and Share Transfer Registers of the Company will be closed from 18.09.2021 to 25.09.2021 (both days inclusive).
12. 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.
13. The Meeting shall be deemed to be held at the registered office of the Company situated at 8-2-603/1/2, 1st Floor, Road No. 10, Banjara Hills, Hyderabad, Telangana - 500 034. Since the AGM will be held through VC / OAVM, the route map to the venue is not annexed to this Notice.

THE INTRUCTIONS FOR SHAREHOLDRES FOR REMOTE E-VOTING ARE AS UNDER:

- (i) The voting period begins on Wednesday, 22nd September, 2021 (09:00 A.M) and ends on Friday, 24th September, 2021 (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. Saturday, 18th September, 2021 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 during the meeting venue.
- (iii) The shareholders should log on to the e-voting website www.evotingindia.com.
- (iv) Click on "Shareholders" module.
- (v) 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.
- (vi) Next enter the Image Verification as displayed and Click on Login.
- (vii) 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.

(viii) If you are a first time user follow the steps given below:

For Shareholders holding shares in Demat Form and Physical Form	
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.
Date of Birth (DOB)	<p>Enter the 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 the details are not recorded with the depository or company please enter the member id / folio number in the field provided.

- (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.

PROCESS FOR THOSE SHAREHOLDERS WHOSE EMAIL ADDRESSES ARE NOT REGISTERED WITH THE DEPOSITORIES FOR OBTAINING LOGIN CREDENTIALS FOR E-VOTING FOR THE RESOLUTIONS PROPOSED IN THIS NOTICE:

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.

INSTRUCTIONS FOR SHAREHOLDERS ATTENDING THE AGM THROUGH VC/OAVM ARE AS UNDER:

1. Shareholder will be provided with a facility to attend the AGM through VC/OAVM through the CDSL e-Voting system. Shareholders may access the same at <https://www.evotingindia.com> under shareholders/members login by using the remote e-voting credentials. The link for VC/OAVM will be available in shareholder/members login where the EVSN of Company will be displayed.
2. Shareholders are encouraged to join the Meeting through Laptops / IPads for better experience.
3. Further shareholders will be required to allow Camera and use Internet with a good speed to avoid any disturbance during the meeting.
4. Please note that Participants Connecting from Mobile Devices or Tablets or through Laptop connecting via Mobile Hotspot may experience Audio/Video loss due to Fluctuation in their respective network. It is therefore recommended to use Stable Wi-Fi or LAN Connection to mitigate any kind of aforesaid glitches.
5. Shareholders who would like to express their views/ask questions during the meeting may register themselves as a speaker by sending their request in advance at least **5 days prior to meeting** mentioning their name, demat account number/folio number, email id, mobile number at company email id viz. **pssmmedia@gmail.com**. The shareholders who do not wish to speak during the AGM but have queries may send their queries in advance **5 days prior to meeting** mentioning their name, demat account number/folio number, email id, mobile number at (company email id). These queries will be replied by the company suitably by email.

6. Those shareholders who have registered themselves as a speaker will only be allowed to express their views/ask questions during the meeting.

INSTRUCTIONS FOR SHAREHOLDERS FOR E-VOTING DURING THE AGM ARE AS UNDER:-

1. The procedure for e-Voting on the day of the AGM is same as the instructions mentioned above for Remote e-voting.
2. Only those shareholders, who are present in the AGM through VC/OAVM facility and have not casted their vote on the Resolutions through remote e-Voting and are otherwise not barred from doing so, shall be eligible to vote through e-Voting system available during the AGM.
3. If any Votes are cast by the shareholders through the e-voting available during the AGM and if the same shareholders have not participated in the meeting through VC/OAVM facility , then the votes cast by such shareholders shall be considered invalid as the facility of e-voting during the meeting is available only to the shareholders attending the meeting.
4. Shareholders who have voted through Remote e-Voting will be eligible to attend the AGM. However, they will not be eligible to vote at the AGM.

(xix) Note for Non – Individual Shareholders and Custodians

1. 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.
2. A scanned copy of the Registration Form bearing the stamp and sign of the entity should be emailed to helpdesk.evoting@cDSLindia.com.
3. 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.
4. The list of accounts linked in the login should be mailed to helpdesk.evoting@cDSLindia.com and on approval of the accounts they would be able to cast their vote.
5. 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.
6. Alternatively Non Individual shareholders are required 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; **pssmmmedia@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.

- (xx) If you have any queries or issues regarding attending AGM & e-Voting from the e-Voting System, you may refer the Frequently Asked Questions (“FAQs”) and e-voting manual available at www.evotingindia.com, under help section or write an email to helpdesk.evoting@cdslindia.com or contact Mr. Nitin Kunder (022-23058738) or Mr. Mehboob Lakhani (022-23058543) or Mr. Rakesh Dalvi (022-23058542).

All grievances connected with the facility for voting by electronic means may be addressed to Mr. Rakesh Dalvi, 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 on 022-23058542/43.

- (xxi) The Board of Directors has appointed Ms. Shaik Razia, or failing her, Mr. Mohit Kumar Goyal, Partners, M/s. D Hanumanta Raju & Co. Company Secretaries, B-13, F-1, P.S. Nagar, Vijayanagar Colony, Hyderabad - 500 057 as Scrutinizer to scrutinize the remote and insta poll e-voting process in a fair and transparent manner.
- (xxii) The scrutinizer shall, immediately after the conclusion of voting at the general meeting, first count the votes cast at the AGM, thereafter unlock the votes through e-voting in the presence of at least two witnesses, not in the employment of the Company and make, not later than three days from the conclusion of the meeting, a consolidated scrutinizer’s report of the total votes cast in favour or against, if any, to the Chairman of the Company, who shall countersign the same.
- (xxiii) The result of the voting will be posted on the website of the Company at www.pmconlinetv.com and also on the website of CDSL at www.evotingindia.com. Subject to receipt of requisite number of votes, the Resolutions shall be deemed to be passed on the date of the Meeting, i.e. 25th September, 2021.

ANNEXURE TO THE NOTICE

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

ITEM NO:4

Mr. Venkateswarlu Jonnalagadda holding DIN: 00051001, aged about 61 years was appointed as an Additional Director in Independent Capacity w.e.f. 25.01.2021 on the Board of the Company in accordance with the provisions of Section 161 of the Companies Act, 2013 and as per Articles of Association of the Company. He holds office up to the date of the ensuing Annual General Meeting and is eligible for appointment as director.

The Company has received a notice in writing pursuant to Section 160 the Companies Act, 2013 from a Member proposing the candidature of Mr. Venkateswarlu Jonnalagadda for the office of Director of the Company.

The Company has received a declaration from Mr. Venkateswarlu Jonnalagadda confirming that he meets the criteria of independence as provided in Section 149(6) of the Companies Act, 2013. The Board feels that presence of Mr. Venkateswarlu Jonnalagadda on the Board is desirable and would be beneficial to the Company.

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

The relevant particulars as required under SS-2 issued by Institute of Company Secretaries of India (ICSI) are annexed to this notice in **Annexure – II**.

The basis of justification for his appointment as Independent Director is based on the area of expertise and attributes as detailed in **Annexure-III**

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

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

ITEM NO: 5

Mr. Cherukumudi Prabhakar holding DIN: 06621885 aged about 65 years was appointed as an Additional Director in Independent Capacity w.e.f. 25.01.2021 on the Board of the Company in accordance with the provisions of Section 161 of the Companies Act, 2013 and as per Articles of Association of the Company. He holds office up to the date of the ensuing Annual General Meeting and is eligible for appointment as director.

The Company has received a notice in writing pursuant to Section 160 the Companies Act, 2013 from a Member proposing the candidature of Mr. Cherkumudi Prabhakar for the office of Director of the Company.

The Company has received a declaration from Mr. Cherkumudi Prabhakar confirming that he meets the criteria of independence as provided in Section 149(6) of the Companies Act, 2013. The Board feels that presence of Mr. Cherkumudi Prabhakar on the Board is desirable and would be beneficial to the Company.

The Board recommends the resolution set out as item no. 5 of this Notice for approval of the members as an Ordinary Resolution.

The relevant particulars as required under SS-2 issued by Institute of Company Secretaries of India (ICSI) are annexed to this notice in **Annexure – II**.

The basis of justification for his appointment as Independent Director is based on the area of expertise and attributes as detailed in **Annexure-III**.

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

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

ITEM NO: 6

The Nomination and Remuneration Committee at its meeting held on 25.02.2021 recommended the enhancement in the remuneration payable to Mr. Prasada Rao Nanda (DIN: 08139708), Managing Director of the Company.

Further, Board of Directors at its Meeting held on 31st May, 2021 approved the increased remuneration payable to Mr. Prasada Rao Nanda (DIN: 08139708), Managing Director of the Company with effect from 01.02.2021 till the balance period of tenure of his office as Managing Director of the Company which expires on 25.05.2023. The said increase in the remuneration will be within the stipulations of Section 197 and other applicable provisions of the Act and Schedule V thereto.

The Board recommends the resolution set out as item no. 6 of this Notice for approval of the members as a Special Resolution.

The information as required under Schedule V with respect to increase 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**.

The basis of justification for the enhancement of his remuneration is based on the area of expertise and attributes as detailed in **Annexure-III**.

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

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

ITEM NO: 7

The Nomination and Remuneration Committee at its meeting held on 25.02.2021 recommended the increase in the remuneration payable to Mr. Anand Kumar Chedarla (DIN: 07702546), Whole-Time Director of the Company.

Further, Board of Directors at its Meeting held on 31st May, 2021 approved the increase in the remuneration payable to Mr. Anand Kumar Chedarla (DIN: 07702546), Whole Time Director of the Company with effect from 01st February, 2021 till the balance period of tenure of his office as Whole Time Director of the Company which expires on 28.03.2023. The said increase in the remuneration will be within the stipulations of Section 197 and other applicable provisions of the Act and Schedule V thereto.

The Board recommends the resolution set out as item no. 7 of this Notice for approval of the members as a Special Resolution.

The information as required under Schedule V with respect to increase 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**.

The basis of justification for the enhancement of his remuneration is based on the area of expertise and attributes as detailed in **Annexure-III**.

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

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

ITEM NO: 8

The Nomination and Remuneration Committee at its meeting held on 25.02.2021 recommended the increase in the remuneration payable to Mr. Navakanth Mgadda (DIN: 07629009), Whole Time Director of the Company.

Further, Board of Directors at its Meeting held on 31st May, 2021 approved the increase in the remuneration payable to Mr. Navakanth Mgadda (DIN: 07629009), Whole Time Director of the Company with effect from 01st February, 2021 till the balance period of tenure of his office as Whole-Time Director of the Company which expires on 28.03.2023. The said increase in the remuneration will be within the stipulations of Section 197 and other applicable provisions of the Act and Schedule V thereto.

The Board recommends the resolution set out as item no. 8 of this Notice for approval of the members as a Special Resolution.

The information as required under Schedule V with respect to increase 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**.

The basis of justification for the enhancement of his remuneration is based on the area of expertise and attributes as detailed in **Annexure-III**.

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

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

ITEM NO: 9

The Board of Directors of your Company appointed Mr. Balakrishna Gadde holding (DIN: 08915090) as an Additional Director and Whole Time Director of the Company w.e.f. 07.11.2020. Pursuant to the provisions of Section 161 of the Companies Act 2013, Mr. Balakrishna Gadde, will hold office up to the date of ensuing Annual General Meeting and is proposed to be appointed as an Whole Time Director for 5 (Five) years at a remuneration of Rs.45,000/- per month plus 15% of the pay as

House Rent Allowance and conveyance charges up to a maximum of Rs. 15,000/- per month effective from 01st February, 2021 for a term of 3 years i.e, 31.01.2024 which may be amended from time to time at the discretion of the Board.

The Company has received a notice in writing pursuant to Section 160 the Companies Act, 2013 from a Member proposing the candidature of Mr. Balakrishna Gadde for the office of Whole Time Director of the Company.

Mr. Balakrishna Gadde shall during the term of office as Whole-time Director is not liable to retire by rotation and his reappointment as Director shall not be deemed to constitute a break in his office of Whole Time Director.

The Board recommends the resolution set out as item no. 9 of this Notice for approval of the members as a Special Resolution.

The information as required under Schedule V with respect to increase 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**.

The basis of justification for his appointment and enhancement of his remuneration is based on the area of expertise and attributes as detailed in **Annexure-III**.

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

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

ITEM NO: 10

The Board of Directors have proposed to change the main objects clause of Memorandum of Association of the Company to expand the business in addition to some existing business activities. Approval of shareholders is required to be accorded for changing the object clause and consequent alteration in the Memorandum of Association by way of passing a Special Resolution. Hence, the matter is being placed before members for their consideration and approval.

The Board recommends the resolution set out as item no. 10 of this Notice for approval of the members as a Special Resolution

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

DATE : 24.08.2021
PLACE: HYDERABAD

BY ORDER OF THE BOARD
FOR PSSM MEDIA LIMITED

Sd/-
MEGHA MALKARI
COMPANY SECRETARY

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. 2.23 crores and a loss of Rs. 3.78 crores in the Financial Year 2020-21.
5. Foreign investments or collaborations if any: NA

II. 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	Item No.5
Name	Mr. Thanguturu Krishna Mohan	Mr. Chenchu Subba Rao Kopparapu	Mr. Venkateswarlu Jonnalagadda	Mr. Cherukumudi Prabhakar
DIN	08204376	08566481	00051001	06621885
DOB and Age	17/04/1976; 45 years	12/06/1973; 48 years	01/06/1960; 61 years	30/05/1956; 65 years
Date of first Appointment on the Board	30/08/2018	16/11/2019	25/01/2021	25/01/2021
Qualifications	B.Com	Intermediate	B.Com, FCA	FCS, M.Com, LL.B.
Experience	20 years of Business Experience	10 years of Business Experience	35 years of Professional Experience	40 years of Professional Experience
Terms and Conditions of Appointment / Re-appointment	Retiring by rotation, being eligible, offers himself for reappointment.	Retiring by rotation, being eligible, offers himself for reappointment.	Appointment as Independent Director	Appointment as Independent Director
Details of remuneration sought to be paid	Not Applicable	Not Applicable	Not Applicable	Not Applicable
Last drawn remuneration	Not Applicable	Not Applicable	Not Applicable	Not Applicable
Relationship with other Directors and Key Managerial Personnel	Not Applicable	Not Applicable	Not Applicable	Not Applicable
Directorship in Companies	3	1	2	2
No. of Shares held in the Company	20,000 Shares	30,000 Shares	NIL	NIL
Number of meetings of the Board attended during the year	5	5	1*	1*

*Mr. Venkateswarlu Jonnalagadda and Mr. Cherukumudi Prabhakar was appointed on 25.01.2021. Hence they were eligible to attend only one Board Meeting.

Particulars	Item No. 6	Item No.7	Item No. 8	Item No. 9
Name	Mr. Prasada Rao Nanda	Mr. Anand Kumar Chedarla	Mr. Navakanth Mgadda	Mr. Balakrishna Gadde
DIN	08139708	07702546	07629009	08915090
DOB and Age	05/07/1971, 50 years	18/04/1986, 35 years	10/01/1985, 36 years	01/05/1964; 57 years
Date of first Appointment on the Board	26/05/2018	04/01/2018	21/12/2017	07/11/2020
Qualifications	M.Sc	MBA	B.A	B.Tech
Experience	25 years of Professional Experience	15 years of Professional Experience	15 years of Professional Experience	30 years of Professional Experience
Terms and Conditions of Appointment / Re-appointment	Not liable to Retire by rotation.	Not liable to Retire by rotation.	Not liable to Retire by rotation.	Appointment as Whole time Director and not liable to Retire by rotation.
Details of remuneration sought to be paid	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	Rs. 45,000/- per month plus 15% of the pay as House Rent Allowance and conveyance charges up to a maximum of Rs. 15,000/- per month	Rs. 45,000/- per month plus 15% of the pay as House Rent Allowance and conveyance charges up to a maximum of Rs. 15,000/- per month	Rs. 45,000/- 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	35,000 P.M.	30,000 P.M.	30,000 P.M.	30,000 P.M.
Pecuniary relationship with other Directors and Key Managerial Personnel	Not Applicable	Not Applicable	Not Applicable	Not Applicable
Job profile and his suitability	As described in Annexure II	As described in Annexure II	As described in Annexure II	As described in Annexure II
Comparative remuneration profile with respect to industry, size of the Company, Profile of the position and person	Taking into consideration the size of the Company, the profile of Mr. Prasada Rao Nanda, the responsibilities shouldered by him and the industry benchmarks, the remuneration proposed to be paid is commensurate with the remuneration packages paid to similar senior level counterpart(s) in other companies.	Taking into consideration the size of the Company, the profile of Mr. Anand Kumar Chedarla, the responsibilities shouldered by him and the industry benchmarks, the remuneration proposed to be paid is commensurate with the remuneration packages paid to similar senior level counterpart(s) in other companies.	Taking into consideration the size of the Company, the profile of Mr. Navakanth Mgadda, the responsibilities shouldered by him and the industry benchmarks, the remuneration proposed to be paid is commensurate with the remuneration packages paid to similar senior level counterpart(s) in other companies.	Taking into consideration the size of the Company, the profile of Mr. Balakrishna Gadde, the responsibilities shouldered by him and the industry benchmarks, the remuneration proposed to be paid is commensurate with the remuneration packages paid to similar senior level counterpart(s) in other companies.
Directorship in Companies	1	2	3	2
No. of Shares held in the Company	45,000 Shares	43,970 Shares	41,000 Shares	NIL
Number of meetings of the Board attended during the year	5	5	5	2*

* Mr. Balakrishna Gadde was appointed on the Board on 07.11.2020. Hence he was eligible to attend only two Board Meetings.

Annexure-III

Area of expertise and attributes identified by Board of Directors

Sl. No.	Name of the Director	Designation	Area of Expertise	Attributes
1.	Mr. Prasada Rao Nanda	Chairman and Managing Director	<ul style="list-style-type: none"> ▪ 20 years of experience in media, teaching meditation and vegetarianism throughout the world ▪ Leadership / Operational experience ▪ Detailed knowledge of the industry ▪ Finance and Risk Management 	<ul style="list-style-type: none"> • Highest personal and professional ethical standards and honesty • An enquiring and independent mind • Commitment to improve business. • Clear personal commitment. • Full participation and pro-active as a Board Member. • Willingness to deal with tough issues.
2.	Mr. Anand Kumar Chedarla	Whole Time Director	<ul style="list-style-type: none"> ▪ 15 years of experience in teaching meditation and vegetarianism throughout the world ▪ Leadership / Operational experience ▪ Detailed knowledge of the industry in the field of finance and Risk Management 	<ul style="list-style-type: none"> • Highest personal and professional ethical standards and honesty • An enquiring and independent mind • Commitment to improve business. • Clear personal commitment. • Full participation and pro-active as a Board Member. • Willingness to deal with tough issues.
3.	Mr. Navakanth Mgadda	Whole Time Director	<ul style="list-style-type: none"> ▪ 15 years of experience in media field ▪ Leadership / Operational experience ▪ Detailed knowledge of the industry ▪ Finance and Risk Management 	<ul style="list-style-type: none"> • Highest personal and professional ethical standards and honesty • An enquiring and independent mind • Commitment to improve business • Clear personal commitment. • Full participation and pro-active as a Board Member. • Willingness to deal with tough issues.
4.	Mr. Balakrishna Gadde	Whole Time Director	<ul style="list-style-type: none"> ▪ 20 years of experience in teaching meditation and vegetarianism throughout the world ▪ Leadership / Operational experience ▪ Detailed knowledge of the industry ▪ Finance and Risk Management 	<ul style="list-style-type: none"> • Highest personal and professional ethical standards and honesty • An enquiring and independent mind • Commitment to improve business • Clear personal commitment. • Full participation and pro-active as a Board Member. • Willingness to deal with tough issues.
5.	Mr. Veera Raghava Rao Tatavarty	Director	<ul style="list-style-type: none"> ▪ 30 years of experience in teaching meditation and vegetarianism throughout the world ▪ Business Man ▪ High visibility in the field of personal networks and external contacts 	<ul style="list-style-type: none"> • Highest personal and professional ethical standards and honesty • An enquiring and independent mind

6.	Mr. Sidda Nageswararao	Director	<ul style="list-style-type: none"> ▪ 30 years of rich experience in teaching meditation and vegetarianism throughout the world ▪ Detailed knowledge of the industry with respect to personal networks and external contacts 	<ul style="list-style-type: none"> • Highest personal and professional ethical standards and honesty • An enquiring and independent mind
7.	Mr. Rambabu Potluri	Director	<ul style="list-style-type: none"> ▪ 20 years of experience in teaching meditation and vegetarianism throughout two Telugu states ▪ Entrepreneur ▪ Leadership / Operational experience ▪ Detailed knowledge of the industry with respect to technology and communication 	<ul style="list-style-type: none"> • Highest personal and professional ethical standards and honesty • An enquiring and independent mind
8.	Mr. Thanguturu Krishna Mohan	Director	<ul style="list-style-type: none"> ▪ 20 years of experience in teaching meditation and vegetarianism throughout the two Telugu states. ▪ Business man ▪ Detailed knowledge of the industry 	<ul style="list-style-type: none"> • Highest personal and professional ethical standards and honesty • An enquiring and independent mind
9.	Mr. Chenchu Subba Rao Kopparapu	Director	<ul style="list-style-type: none"> ▪ 10 years of experience in teaching meditation and vegetarianism throughout the two Telugu states ▪ Business man ▪ Detailed knowledge of the industry 	<ul style="list-style-type: none"> • Highest personal and professional ethical standards and honesty • An enquiring and independent mind
10.	Mr. Venkateswarlu Jonnalagadda	Independent Director	<ul style="list-style-type: none"> ▪ 35 years' of specialized knowledge in Accounting and finance fields. ▪ High visibility in the field of finance and accounts. ▪ Detailed knowledge of the industry or industrial experience. ▪ Specialized professional skills in the field of finance, accounts and legal ▪ Willingness to represent the best interests of all stake holders 	<ul style="list-style-type: none"> • Professional expertise in the field of Accounting Standards, Financial Analysis and other relevant areas. • Analytical Skills • Highest personal and professional ethical standards and honesty • An enquiring and independent mind • A willingness to challenge management and their assumptions, stimulate Board discussion with new, alternate insights and ideas.
11.	Mr. Cherukumudi Prabhakar	Independent Director	<ul style="list-style-type: none"> ▪ 40 years' experience in the field of Corporate Governance, Law, General Management and CSR in public sector and private sector Companies/ Corporations. ▪ Detailed knowledge of the industry ▪ Specialized professional skills in the field of corporate governance, compliances and legal ▪ Willingness to represent the best interests of all stake holders 	<ul style="list-style-type: none"> • Professional expertise in relevant areas • Analytical Skills • Highest personal and professional ethical standards and honesty • An enquiring and independent mind • A willingness to challenge management and their assumptions, stimulate Board discussion with new, alternate insights and ideas.



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

040- 29880145 | info@pssmmedia.com