

NDTV ETHNIC RETAIL LIMITED  
STATEMENT OF ACCOUNTS FOR THE YEAR ENDED  
MARCH 31, 2015

## INDEPENDENT AUDITOR'S REPORT

### TO THE MEMBERS OF NDTV ETHNIC RETAIL LIMITED

#### Report on the Standalone Financial Statements

1. We have audited the accompanying standalone financial statements of **NDTV Ethnic Retail Limited** ("the Company"), which comprise the Balance Sheet as at March 31, 2015, the Statement of Profit and Loss, the Cash Flow Statement for the year then ended, and a summary of the significant accounting policies and other explanatory information.

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

2. The Company's Board of Directors is responsible for the matters stated in Section 134(5) of the Companies Act, 2013 ("the Act") with respect to the preparation of these standalone financial statements to give a true and fair view of the financial position, financial performance 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, read with Rule 7 of the Companies (Accounts) Rules, 2014. 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, 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.

#### Auditor's Responsibility

3. Our responsibility is to express an opinion on these standalone financial statements based on our audit.
4. We have taken into account the provisions of the Act and the Rules made thereunder including the accounting standards and matters which are required to be included in the audit report.
5. We conducted our audit in accordance with the Standards on Auditing specified under Section 143(10) of the Act and other applicable authoritative pronouncements issued by the Institute of Chartered Accountants of India. Those Standards and pronouncements require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.
6. An audit involves performing procedures to obtain audit evidence about the amounts and the disclosures in the financial statements. 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. In making those risk assessments, the auditor considers internal financial control relevant to the Company's preparation of the financial statements that give a true and fair view, in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on whether the Company has in place an adequate internal financial controls system over financial reporting and the operating effectiveness of such controls. An audit also includes evaluating the appropriateness of the accounting policies used and the reasonableness of the accounting estimates made by the Company's Directors, as well as evaluating the overall presentation of the financial statements.



7. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion on the standalone financial statements.

#### **Opinion**

8. In our opinion and to the best of our information and according to the explanations given to us, the aforesaid standalone financial statements give the information required by the Act in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India, of the state of affairs of the Company as at March 31, 2015, and its loss and its cash flows for the year ended on that date.

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

9. As required by 'the Companies (Auditor's Report) Order, 2015', issued by the Central Government of India in terms of sub-section (11) of section 143 of the Act (hereinafter referred to as the "Order"), and on the basis of such checks of the books and records of the Company as we considered appropriate and according to the information and explanations given to us, we give in the Annexure a statement on the matters specified in paragraphs 3 and 4 of the Order.
10. 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 standalone financial statements comply with the Accounting Standards specified under Section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014.
  - (e) On the basis of the written representations received from the directors as on March 31, 2015 taken on record by the Board of Directors, none of the directors is disqualified as on March 31, 2015 from being appointed as a director in terms of Section 164 (2) of the Act.



- (f) 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 knowledge and belief and according to the information and explanations given to us:
- i. The Company does not have any pending litigations as at March 31, 2015 which would impact its financial position.
  - ii. The Company has long-term contracts as at March 31, 2015 for which there were no material foreseeable losses. The Company has no outstanding derivative contracts as at March 31, 2015.
  - iii. There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Company during the year ended March 31, 2015

For Price Waterhouse  
Firm Registration Number: 301112E  
Chartered Accountants



Anupam Dhawan  
Partner  
Membership Number 084451

Place of the Signature: New Delhi  
Date: May 2, 2015



### Annexure to Independent Auditors' Report

Referred to in paragraph 9 of the Independent Auditors' Report of even date to the members of NDTV Ethnic Retail Limited on the standalone financial statements for the year ended March 31, 2015

- i. (a) The Company is maintaining proper records showing full particulars, including quantitative details and situation, of fixed assets.  
  
(b) The fixed assets are physically verified by the Management according to a phased programme designed to cover all the items over a period of three years which, in our opinion, is reasonable having regard to the size of the Company and the nature of its assets. Pursuant to the programme, a portion of the fixed assets has been physically verified by the Management during the year and no material discrepancies have been noticed on such verification.
- ii. (a) The inventory has been physically verified by the Management during the year. In our opinion, the frequency of verification is reasonable.  
  
(b) In our opinion, the procedures of physical verification of inventory followed by the Management are reasonable and adequate in relation to the size of the Company and the nature of its business.  
  
(c) On the basis of our examination of the inventory records, in our opinion, the Company is maintaining proper records of inventory. The discrepancies noticed on physical verification of inventory as compared to book records were not material.
- iii. The Company has not granted any loans, secured or unsecured, to companies, firms or other parties covered in the register maintained under Section 189 of the Act. Therefore, the provisions of Clause 3(iii), (iii)(a) and (iii)(b) of the said Order are not applicable to the Company.
- iv. In our opinion and according to the information and explanations given to us, having regard to the explanation that, except for certain items of inventory which are of special nature for which suitable alternative sources do not exist, there is an adequate internal control system commensurate with the size of the Company and the nature of its business for the purchase of inventory and for the sale of goods. Further, on the basis of our examination of the books and records of the Company, and according to the information and explanations given to us, we have neither come across nor have been informed of any continuing failure to correct major weaknesses in the aforesaid internal control system.
- v. The Company has not accepted any deposits from the public within the meaning of Sections 73, 74, 75 and 76 of the Act and the rules framed there under to the extent notified.
- vi. The Central Government of India has not specified the maintenance of cost records under sub-section (1) of Section 148 of the Act for any of the products of the Company.
- vii. (a) According to the information and explanations given to us and the records of the Company examined by us, in our opinion, the Company is generally regular in depositing undisputed statutory dues in respect of service tax and income tax, though there has been a slight delay in a few cases, and is regular in depositing undisputed statutory dues, including provident fund, employees' state insurance; sales tax, wealth tax, duty of customs, duty of excise, value added tax, cess and other material statutory dues, as applicable, with the appropriate authorities.



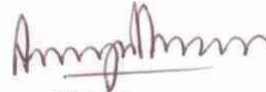
**Annexure to Independent Auditors' Report**

Referred to in paragraph 9 of the Independent Auditors' Report of even date to the members of NDTV Ethnic Retail Limited on the standalone financial statements for the year ended March 31, 2015

Page 2 of 2

- (b) According to the information and explanations given to us and the records of the Company examined by us, there are no dues of income-tax, sales-tax, wealth-tax, service-tax, duty of customs, and duty of excise or value added tax or cess which have not been deposited on account of any dispute.
- (c) There are no amounts required to be transferred by the Company to the Investor Education and Protection Fund in accordance with the provisions of the Companies Act, 1956 and the rules made thereunder.
- viii. As the Company is registered for a period less than five years, the provisions of Clause 3(viii) of the Order are not applicable to the Company.
- ix. As the Company does not have any borrowings from any financial institution or bank nor has it issued any debentures as at the balance sheet date, the provisions of Clause 3(ix) of the Order are not applicable to the Company.
- x. In our opinion, and according to the information and explanations given to us, the Company has not given any guarantee for loans taken by others from banks or financial institutions during the year. Accordingly, the provisions of Clause 3(x) of the Order are not applicable to the Company.
- xi. The Company has not raised any term loans. Accordingly, the provisions of Clause 3(xi) of the Order are not applicable to the Company.
- xii. During the course of our examination of the books and records of the Company, carried out in accordance with the generally accepted auditing practices in India, and according to the information and explanations given to us, we have neither come across any instance of material fraud on or by the Company, noticed or reported during the year, nor have we been informed of any such case by the Management.

For Price Waterhouse  
Firm Registration Number: 301112E  
Chartered Accountants



Anupam Dhawan  
Partner  
Membership Number 084451

Place of the Signature: New Delhi  
Date: May 2, 2015

NDTV Ethnic Retail Limited

In Rs. million


Balance sheet	Notes	As at	
		March 31, 2015	March 31, 2014
<b>Equity and liabilities</b>			
<b>Shareholders' funds</b>			
Share capital	3	1.34	0.85
Reserves and surplus	4	125.85	(69.08)
Share application money pending allotment		-	187.50
		<b>127.19</b>	<b>119.27</b>
<b>Non-current liabilities</b>			
Long-term provisions	5	0.53	0.30
		<b>0.53</b>	<b>0.30</b>
<b>Current liabilities</b>			
Trade payables	6	118.00	107.00
Other current liabilities	7	33.35	23.35
		<b>151.35</b>	<b>130.35</b>
<b>TOTAL</b>		<b>279.07</b>	<b>249.92</b>
<b>Assets</b>			
<b>Non-current assets</b>			
<b>Fixed assets</b>			
Tangible assets	8	16.31	19.12
Intangible assets	9	1.59	4.08
Non-current investments	10	0.10	0.10
Deferred tax assets (net)	11	-	-
Long-term loans and advances	12	145.49	91.69
Other non-current assets	14.2	0.21	0.20
		<b>163.70</b>	<b>115.19</b>
<b>Current assets</b>			
Inventories	13	4.34	4.54
Trade receivables	14.1	81.87	1.79
Cash and bank balances	15	17.71	61.72
Short-term loans and advances	12	10.60	66.31
Other current assets	14.2	0.85	0.37
		<b>115.37</b>	<b>134.73</b>
<b>TOTAL</b>		<b>279.07</b>	<b>249.92</b>
Summary of significant accounting policies	2		

The accompanying notes are an integral part of the financial statements.

This is the Balance Sheet referred to in our report of even date

For Price Waterhouse  
Chartered Accountants  
Firm Registration No - 301112E

For and on behalf of the Board

  
Anupam Dhawan  
Partner  
Membership Number 084451  
Place of Signing: New Delhi  
Date: May 2, 2015

  
Dr. Prannoy Roy  
Director

  
Shyatto Raha  
Director

  
Vikramaditya Chandra  
Group Chief Executive Officer

  
Saurav Banerjee  
Group Chief Financial Officer

Place:- New Delhi  
Date:- May 1, 2015

NDTV Ethnic Retail Limited

In Rs. million (except per share data)

Statement of Profit and Loss	Notes	Year Ended	
		March 31, 2015	March 31, 2014
<b>Income</b>			
Revenue from operations	16	192.24	56.04
Other income	17	6.20	0.85
<b>Total revenue</b>		<b>198.44</b>	<b>56.89</b>
<b>Expenses</b>			
Purchase of stock in trade		107.20	33.46
Changes in inventories of stock in trade	18	0.20	(4.54)
Employee benefits expense	19	31.30	42.56
Operations & administration expenses	20	119.18	105.30
Marketing, distribution & promotion expenses	21	89.90	119.92
Depreciation and amortization expense	22	6.22	3.88
Finance costs	23	0.13	2.84
<b>Total</b>		<b>354.13</b>	<b>303.42</b>
<b>Loss before exceptional and extra ordinary items and tax</b>		<b>(155.69)</b>	<b>(246.53)</b>
<b>Loss before tax</b>		<b>(155.69)</b>	<b>(246.53)</b>
<b>Tax Expense</b>		-	-
<b>Total Tax Expense</b>		-	-
<b>Loss for the period</b>		<b>(155.69)</b>	<b>(246.53)</b>
<b>Loss per equity share [nominal value of share Rupees 10/- /Previous Year Rupees 10/-]</b>			
<b>Basic and Diluted</b>	24		
Computed on the basis of loss for the year		(1,295.97)	(3,990.69)
<b>Diluted</b>		<b>(1,295.97)</b>	<b>(3,990.69)</b>
Computed on the basis of loss for the year			
<b>Summary of significant accounting policies</b>			
	2		

The accompanying notes are an integral part of the financial statements.

This is the Statement of Profit and Loss referred to in our report of even date

For Price Waterhouse  
Chartered Accountants  
Firm Registration No - 301112E

Anupam Dhawan  
Partner  
Membership Number 084451  
Place of Signing : New Delhi  
Date : May 2, 2015

For and on behalf of the Board

Dr. Prannoy Roy  
Director

Shyatto Raha  
Director

Vikramjit Chandra  
Group Chief Executive Officer

Saurav Banerjee  
Group Chief Financial Officer

Place:- New Delhi  
Date:- May 1, 2015



NDTV Ethnic Retail Limited

In Rs. million

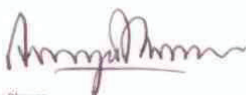
	Notes	As at	
		March 31, 2015	March 31, 2014
<b>Cash flow statement</b>			
<b>Loss before tax</b>		(155.69)	(246.52)
<b>Adjustments for:</b>			
Depreciation and amortization		6.22	5.88
Interest expense		-	2.57
Interest income		(4.54)	(0.85)
<b>Operating loss before working capital changes</b>		(154.01)	(240.92)
<b>Movements in working capital:</b>			
Increase / (decrease) in trade payables		11.00	104.46
Increase / (decrease) in long-term provisions		0.23	0.30
Increase / (decrease) in other current liabilities		10.00	23.35
Decrease / (increase) in trade receivables		(60.08)	(1.79)
Decrease / (increase) in inventories		0.21	(4.54)
Decrease / (increase) in long-term loans and advances		(53.83)	(91.69)
Decrease / (increase) in short-term loans and advances		48.30	(66.09)
Decrease / (increase) in other current assets		0.38	0.23
Decrease / (increase) in other non-current assets		(0.01)	(0.20)
Cash generated from / (used in) operations		(217.81)	(276.89)
Direct taxes paid (net of refunds)		7.41	0.43
<b>Net cash flow from/ (used in) operating activities (A)</b>		(210.40)	(276.46)
<b>Cash flows from investing activities</b>			
Purchase of tangible assets, including CWIP		(0.92)	(21.64)
Purchase of intangible assets		-	(5.44)
Purchase of non-current investments		-	(0.10)
Bank deposits matured during the year		150.00	82.83
Bank deposits made during the year		(140.20)	(110.33)
Interest received		3.69	0.43
<b>Net cash flow from/ (used in) investing activities (B)</b>		12.57	(54.25)
<b>Cash flows from financing activities</b>			
Proceeds from issuance of equity share capital		163.62	180.00
Proceeds from share application money		-	187.50
Proceeds from short-term borrowings		-	75.00
Repayment of short-term borrowings		-	(75.00)
Interest paid		-	(2.57)
<b>Net cash flow from/ (used in) financing activities (C)</b>		163.62	364.93
<b>Net increase/(decrease) in cash and cash equivalents (A + B + C)</b>		(34.21)	34.22
Effect of exchange differences on cash & cash equivalents held in foreign currency		-	-
Cash and cash equivalents at the beginning of the year		34.22	-
<b>Cash and cash equivalents at the end of the year</b>		0.01	34.22
<b>Components of cash and cash equivalents</b>			
Cash in hand		0.01	0.22
With banks- on current account		-	1.50
- on deposit account		-	32.50
<b>Total cash and cash equivalents</b>		0.01	34.22
Summary of significant accounting policies	2		

Notes :

- The above Cash Flow Statement has been prepared under the indirect method set out in Accounting Standard - 3 as notified under section 211(3C) [Companies Accounting Standard Rules 2006, as amended].
- Figures in brackets indicate cash outflow.
- Previous year's figures have been rearranged wherever necessary to conform to current year's presentation.


This is the Cash Flow Statement referred to in our report of even date

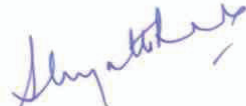
For Price Waterhouse  
Chartered Accountants  
Firm Registration No - 301112E





Anupam Dhawan  
Partner  
Membership Number 084451  
Place of Signing : New Delhi  
Date : May 2, 2015

For and on behalf of the Board

  
Dr. Prannoy Roy  
Director

  
Shyatto Raha  
Director

  
Venkatesh Chandra  
Group Chief Executive Officer

  
Saouab Banerjee  
Group Chief Financial Officer

Place:- New Delhi

Date:- May 1, 2015

**NDTV Ethnic Retail Limited**  
**Notes to financial statements for the year ended March 31, 2015**

**1. Corporate information**

The Company was incorporated on February 28, 2013 as NDTV E-Commerce Private Limited and the name of the Company was changed to NDTV Ethnic Retail Private Limited w.e.f. March 30, 2013. Further, the shareholders have approved, vide their resolution dated April 16, 2013 to convert the status of the Company from 'Private Limited' to 'Public Limited' w.e.f. April 16, 2013. The name of the Company was changed to NDTV Ethnic Retail Limited w.e.f. July 25, 2013. The Company operates e-commerce business of sale of various products on the platform www.Indianroots.com. The Company started fulfilling orders exclusively to the customers outside India starting March 6, 2014.

**2. Summary of significant accounting policies**

**2.1 Basis of preparation**

These financial statements have been prepared as a going concern in accordance with the generally accepted accounting principles in India under the historical cost convention on accrual basis. [Pursuant to section 133 of the Companies Act, 2013 read with Rule 7 of the Companies (Accounts) Rules, 2014, till the standards of accounting or any addendum thereto are prescribed by Central Government in consultation and recommendation of the National Financial Reporting Authority, the existing Accounting Standards notified under the Companies Act, 1956 shall continue to apply.] Consequently, These financial statements have been prepared to comply in all material aspects with the applicable accounting standards [notified under section 211(3C) [Companies (Accounting Standards) Rules, 2006, as amended] and other relevant provisions of the Companies Act, 2013.

All assets and liabilities have been classified as current or non-current as per the Company's operating cycle and other relevant criteria [set out in the Schedule III to the Companies Act, 2013]. Based on the nature of product and the time between the acquisition of assets for processing and their realization in cash and cash equivalents, the Company has ascertained its operating cycle as 12 months for the purpose of current - non current classification of assets and liabilities.

**2.2 Use of estimates**

In the preparation of the financial statements, the management of the Company makes appropriate estimates and assumptions [in conformity with the applicable accounting principles in India] that affect the reported balances of assets and liabilities and disclosures relating to contingent assets and liabilities as at the date of the financial statements and reported amounts of income and expenses during the period. Examples of such estimates include provisions for doubtful debts, future obligations under employee retirement benefit plans, income taxes, and the useful lives of fixed assets and intangible assets.

**2.3 Tangible assets**

Tangible assets, except in the cases mentioned below, are stated at the cost of acquisition, which includes taxes, duties, freight, insurance and other incidental expenses incurred for bringing the assets to the working condition required for their intended use, less depreciation and impairment.

Depreciation on tangible assets is provided on a pro-rata basis on the straight line method over the estimated useful lives of the assets. The useful lives as estimated for tangible assets are in accordance with the useful lives as indicated in Schedule II of the Companies Act, 2013 except for the following classes of assets where different useful lives have been used.

Asset Head	Useful Life (years)
Computers	6

The estimates of useful lives of the assets are based on the technical evaluation, which has not undergone a change on account of transition to Companies Act, 2013.

Individual assets costing less than Rs. 5,000 are depreciated at the rate of 100% on a pro-rata basis. Loss arising from the retirement of and gains or losses arising from disposal of fixed assets which are carried at cost are recognised in the Statement of Profit and Loss.

**2.4 Intangible assets**

Intangible assets are recognised if they are separately identifiable and the Company controls the future economic benefits arising out of them. All other expenses on intangible items are charged to the Statement of Profit and Loss. Intangible assets are stated at cost less accumulated amortization and impairment. Gains or losses arising from the retirement or disposal of an intangible asset are determined as the difference between the net disposal proceeds and the carrying amount of the asset and recognised as income or expense in the Statement of Profit and Loss.

Amortisation on intangible assets is provided using the Straight Line Method based on the useful lives as estimated by the management. Amortization is charged on a pro-rata basis for assets purchased/sold during the year. Individual assets costing less than Rs. 5,000 are depreciated at the rate of 100% on a pro-rata basis. The management's estimates of useful lives for intangible assets are given below:

Asset Head	Useful Life (years)
Computer Software	6
Website	6

**2.5 Leases**

As a lessee:  
 Assets taken under leases, where the Company assumes substantially all the risks and rewards of ownership are classified as Finance leases. Such assets are capitalised at the inception of the lease at the lower of fair value or the present value of minimum lease payments and a liability is created for an equivalent amount. Each lease rental paid is allocated between the liability and the interest cost, so as to obtain a constant periodic rate of interest on outstanding liability for each period.

Assets taken on leases where significant risks and rewards of ownership are retained by the lessor are classified as operating leases. Lease rentals are charged to the Statement of Profit and Loss on a straight line basis over the lease term.



## 2.6 Impairment of tangible and intangible assets

Assessment is done at each balance sheet date as to whether there is any indication that an asset (tangible and intangible) may be impaired. For the purpose of assessing impairment, the smallest identifiable group of assets that generates cash inflows from continuing use that are largely independent of the cash inflows from other assets or groups of assets, is considered as a cash generating assets. If any such indication exists, an estimate of the recoverable amount of the asset, cash generating unit is made. Assets whose carrying value exceeds their recoverable amounts are written down to the recoverable amount. Recoverable amount is higher of an asset's or cash generating unit's net selling price and its value in use. Value in use is the present value of the estimated future cash flows expected to arise from the continuing use of an asset and from its disposal at the end of its useful life. Assessment is also done at each balance sheet date as to whether there is any indication that an impairment loss recognised for an asset in prior accounting periods may no longer exist or may have decreased.

## 2.7 Revenue Recognition

Revenue from online sale of good is recognised when the goods have been delivered to the buyer and all the risk and rewards of ownership has been transferred. Revenue for services provided is recognised when persuasive evidence of an arrangement exists; the consideration is fixed or determinable; and it is reasonable to expect ultimate collection. Such revenues are recognised as the services are provided.

## 2.8 Investments

Investments that are readily realisable and are 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 long term investments. Current investments are carried at cost or fair value, whichever is lower. Long-term investments are carried at cost. However, provision for diminution is made to recognise a decline, other than temporary, in the value of the investments, such reduction being determined and made for each investment individually.

## 2.9 Foreign currency transaction

On initial recognition, all foreign currency transactions are recorded by applying to the foreign currency amount the exchange rate between the reporting currency and the foreign currency at the date of the transaction. As at the reporting date, non monetary items which are carried in terms of historical costs denominated in a foreign currency are reported using the exchange rate at the date of the transaction. All monetary assets and liabilities in foreign currency are restated at the end of accounting period. Gains / (losses) arising out of fluctuations in the exchange rates are recognized as income/expense in the statement of profit and loss in the period in which they arise.

## 2.10 Retirement and other employee benefits

Short-term employee benefits are recognized as an expense at the undiscounted amount in the Statement of Profit and Loss of the year in which the related service is rendered.

Post employment benefits: The Company's contribution to the State Provident Fund (a defined contribution plan) is charged to the Statement of Profit and Loss. The Company provides for long term defined benefit scheme of Gratuity in accordance with the Payment of Gratuity Act, 1972. The company's liability is determined on the basis of actuarial valuation on the balance sheet date based on the projected unit credit method. In respect of gratuity, the Company funds the benefits through annual contributions to the Life Insurance Corporation of India (LIC). Under this scheme, LIC assumes the obligation to settle the gratuity payment to the employees to the extent of the funding including accumulated interest. The actuarial valuation of the liability towards retirement gratuity benefits of the employees is made on the basis of assumptions with respect to the variable elements like discount rate, future salary increases, etc. affecting the valuation. The Company recognises the actuarial gains and losses in the Statement of Profit and Loss as income and expense in the period in which they occur.

## 2.11 Inventories

### Stock in trade

Inventories related to stock in trade are stated at the lower of cost or net realisable value. Cost is determined using the first in, first out method. The stock in trade comprises apparels, dresses and fashion accessories. Net realisable value is estimated selling price in the ordinary course of business less the estimated cost to make the sale.

## 2.12 Earning Per Share (EPS)

### Basic EPS

The earnings considered in ascertaining the Company's basic EPS comprise the net profit/ (loss) after tax. The number of shares used in computing basic EPS is the weighted average number of shares outstanding during the year.

### Diluted EPS

The net profit/ (loss) after tax and the weighted average number of shares outstanding during the year are adjusted for all the effects of dilutive potential equity shares for calculating the diluted EPS.

## 2.13 Taxes on Income

Tax on income for the current period is determined on the basis of taxable income and tax credits computed in accordance with the provisions of the Income Tax Act, 1961.

Deferred tax is recognized on timing differences between the accounting income and the taxable income for the year and quantified using the tax rates and laws substantively enacted as on the balance sheet date. Deferred tax assets are recognized and carried forward to the extent that there is reasonable certainty that sufficient future taxable income will be available against which such deferred tax assets can be realized. However, in case of unabsorbed depreciation/brought forward losses, deferred tax assets are recognized to the extent there is virtual certainty that sufficient future taxable income will be available against which such deferred tax assets can be realized.

## 2.14 Cash and Cash Equivalents

In the cash flow statement, cash and cash equivalents includes cash in hand, demand deposits with banks and other short-term highly liquid investments with original maturities of three months or less.

## 2.15 Segment Reporting

The accounting policies adopted for segment reporting are in conformity with the accounting policies adopted for the Company. Further, inter-segment revenue have been accounted for based on the transaction price agreed to between segments which is primarily market based. Revenue and expenses, which relate to the Company as a whole and are not allocable to segments on a reasonable basis, have been included under "Unallocated corporate expenses".

## 2.16 Provision and Contingent Liabilities

Provisions: Provisions are recognized when there is a present obligation as a result of a past event's. It is probable that an outflow of resources embodying economic benefits will be required to settle the obligation and there is a reliable estimate of the amount of the obligation. Provisions are measured at the best estimate of the expenditure required to settle the present obligation at the Balance sheet date and are not discounted to their present value.

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



3. Share capital	In Rs. million	
	As at	
	March 31, 2015	March 31, 2014
<b>Authorized shares</b>		
3,300,000 Equity Shares (Previous Year 3,300,000 Equity Shares) of Rs. 10/- each	33.00	33.00
<b>Issued</b>		
133,517 Equity Shares (Previous Year 84,910 Equity Shares) of Rs. 10/- each	1.34	0.85
<b>Subscribed and fully paid-up</b>		
133,517 Equity Shares (Previous Year 84,910 Equity Shares) of Rs. 10/- each	1.34	0.85
<b>Total issued, subscribed and fully paid-up share capital</b>	<b>1.34</b>	<b>0.85</b>

(a) Reconciliation of the shares outstanding at the beginning and at the end of the period

Equity shares	In Rs. million (except number of shares)			
	As at March 31, 2015		As at March 31, 2014	
	Nos	INR million	Nos	INR million
Opening Balance	84,910	0.85	60,000	0.60
Issued during the period	48,607	0.49	24,910	0.25
Outstanding at the end of the year	133,517	1.34	84,910	0.85

(b) Shares held by holding/ ultimate holding company and/ or their subsidiaries/ associates

Out of equity shares issued by the Company, shares held by fellow subsidiaries are as below:

	In Rs. million	
	As at	
	March 31, 2015	March 31, 2014
<b>Equity shares of Rs. 10 each fully paid</b>		
NDTV Worldwide Limited, fellow subsidiary & its nominees 20,000 Equity Shares ( Previous year 17,020 )	0.20	0.17
<b>Equity shares of Rs. 10 each fully paid</b>		
NDTV Convergence Limited, fellow subsidiary 32,314 Equity Shares ( Previous year 34,041 )	0.32	0.34
<b>Equity shares of Rs. 10 each fully paid</b>		
NDTV Lifestyle Holdings Limited, fellow subsidiary 61,123 Equity Shares ( Previous year NIL )	0.61	-

(c) Rights & Restriction attached to Equity shares

The Company has one class of equity shares having a par value of Rs. 10 per share. Each shareholder is eligible to one vote per share held.

(d) Details of shareholders holding more than 5% shares in the Company

Name of the shareholder	In Rs. million (except number of shares)			
	As at March 31, 2015		As at March 31, 2014	
	Nos	% holding	Nos	% holding
<b>Equity shares of Rupees 10 each fully paid</b>				
NDTV Worldwide Limited & its nominees	20,000	14.98%	17,020	20.04%
NDTV Convergence Limited	32,314	24.20%	34,041	40.09%
Rathi Strategic Venture Private Limited	-	-	13,769	16.22%
NDTV Lifestyle Holdings Limited	61,123	45.78%	-	-
Rahul Narvekar	9,000	6.74%	9,000	10.60%
Shyatto Raha	-	-	6,024	7.09%

4. Reserves and surplus

	In Rs. million	
	As at	
	March 31, 2015	March 31, 2014
<b>Securities premium account</b>		
Opening Balance	179.75	-
Additions during the year	350.63	179.75
<b>Closing Balance</b>	<b>530.38</b>	<b>179.75</b>
<b>Surplus/ (deficit) in the Statement of Profit and Loss</b>		
Balance as Per last Financial Statement	(248.84)	(2.31)
Profit/ (Loss) for this period	(155.69)	(246.53)
<b>Net surplus/ (deficit) in Statement of Profit and Loss</b>	<b>(404.53)</b>	<b>(248.84)</b>
<b>Balance as at end of the period</b>	<b>125.85</b>	<b>(69.09)</b>



5. Provisions

In Rs million

	As at Long-term		As at Short-term	
	March 31, 2015	March 31, 2014	March 31, 2015	March 31, 2014
Provision for employee benefits				
Provision For gratuity (refer note 25)	0.53	0.30	-	-
	<b>0.53</b>	<b>0.30</b>	<b>-</b>	<b>-</b>

6. Trade payables

In Rs million

	As at	
	March 31, 2015	March 31, 2014
Trade payables (refer note 32 for details of dues to micro and small enterprises)	118.00	107.00
	<b>118.00</b>	<b>107.00</b>

7. Other current liabilities

In Rs million

	As at	
	March 31, 2015	March 31, 2014
<b>Other liabilities</b>		
Book Overdraft	12.10	-
Service tax payable	-	0.46
Employee benefit payable	0.76	0.60
Advances from customers	18.56	19.50
Statutory Dues	1.93	2.79
	<b>33.35</b>	<b>23.35</b>

8. Tangible assets

In Rs. millions

	Plant and machinery	Computers	Office equipments	Furniture and fixtures	Total
<b>Gross Block</b>					
At March 31, 2014	7.71	5.80	3.51	4.62	21.64
Additions	0.14	0.75	-	0.03	0.92
Disposals	-	-	-	-	-
At March 31, 2015	<b>7.85</b>	<b>6.55</b>	<b>3.51</b>	<b>4.65</b>	<b>22.56</b>

Depreciation

At March 31, 2014	0.76	0.58	0.54	0.64	2.52
Charge for the year	1.08	0.99	0.76	0.90	3.73
Disposals	-	-	-	-	-
At March 31, 2015	<b>1.84</b>	<b>1.57</b>	<b>1.30</b>	<b>1.54</b>	<b>6.25</b>

Net Block

At March 31, 2015	6.01	4.98	2.21	3.11	16.31
At March 31, 2014	6.95	5.22	2.97	3.98	19.12

	Plant and machinery	Computers	Office equipments	Furniture and fixtures	Total
<b>Gross Block</b>					
At March 31, 2013	-	-	-	-	-
Additions	7.71	5.80	3.51	4.62	21.64
Disposals	-	-	-	-	-
At March 31, 2014	<b>7.71</b>	<b>5.80</b>	<b>3.51</b>	<b>4.62</b>	<b>21.64</b>

Depreciation

At March 31, 2013	-	-	-	-	-
Charge for the year	0.76	0.58	0.54	0.64	2.52
Disposals	-	-	-	-	-
At March 31, 2014	<b>0.76</b>	<b>0.58</b>	<b>0.54</b>	<b>0.64</b>	<b>2.52</b>

Net Block

At March 31, 2014	6.95	5.22	2.97	3.98	19.12
At March 31, 2013	-	-	-	-	-





9. Intangible assets	In Rs. millions		
	Website	Computer software	Total
<b>Gross block</b>			
At March 31, 2014	3.00	2.44	5.44
Purchase	-	-	-
At March 31, 2015	3.00	2.44	5.44
<b>Amortization</b>			
At March 31, 2014	0.58	0.78	1.36
Charge for the year	1.01	1.48	2.49
At March 31, 2015	1.59	2.26	3.85
<b>Net Block</b>			
At March 31, 2015	1.41	0.18	1.59
At March 31, 2014	2.42	1.66	4.08

	Website	Computer software	Total
At March 31, 2013	-	-	-
Purchase	3.00	2.44	5.44
At March 31, 2014	3.00	2.44	5.44
<b>Amortization</b>			
At March 31, 2013	-	-	-
Charge for the year	0.58	0.78	1.36
At March 31, 2014	0.58	0.78	1.36
<b>Net Block</b>			
At March 31, 2014	2.42	1.66	4.08
At March 31, 2013	-	-	-

10. Non-current investments	In Rs. millions	
	As at	
	March 31, 2015	March 31, 2014
<b>Trade Investments (valued at cost unless stated otherwise)</b>		
<i>Unquoted</i>		
<b>Investment in subsidiaries</b>		
Indianroots Retail Private Limited ( Formerly JA Ethnic Retail Private Limited )	0.10	0.10
-10,000 (Previous Year 10,000) Equity Shares of Rs.10/- each Fully Paid Up		
	<u>0.10</u>	<u>0.10</u>
Aggregate amount of unquoted investments	0.10	0.10

11. Deferred tax asset (net)	In Rs. millions	
	As at	
	March 31, 2015	March 31, 2014
<b>Deferred tax liability</b>		
Fixed assets: Impact of difference between tax depreciation and depreciation/ amortization charged for the financial reporting	(0.34)	(0.10)
Others		
<b>Deferred tax asset</b>		
Impact of expenditure charged to the Statement of Profit and Loss in the current year but allowed for tax purposes on payment basis	0.34	0.10
<b>Net deferred tax asset</b>	<u>-</u>	<u>-</u>



## 12. Loans and advances

In Rs. million

	As at		As at	
	Long-term		Short-term	
	March 31, 2015	March 31, 2014	March 31, 2015	March 31, 2014
Security deposit				
Unsecured, considered good	8.31	6.62	-	-
Advances recoverable in cash or kind	8.31	6.62	-	-
Unsecured, considered good	129.77	85.07	3.60	64.98
Provision for doubtful advances	-	-	-	-
	129.77	85.07	3.60	64.98
Unsecured, considered good, unless otherwise stated:				
Advance income tax (net of provision for taxation Rs. Nil (Previous year Rs. Nil))	7.41	-	0.42	0.41
Prepaid expense	-	-	0.59	0.18
Advances and interest to employees	-	-	0.06	0.74
Due from Government authorities	-	-	5.90	-
Total	145.49	91.69	10.60	66.31

## 13. Inventories

In Rs. million

	As at	
	March 31, 2015	March 31, 2014
	Stock in trade (Includes stock in transit Rs 1.1 million (Previous year Rs 1.77 million))	4.34
	4.34	4.54

## 14. Trade receivables and other assets

## 14.1. Trade receivables

In Rs. million

	As at			
	Non-current		Current	
	March 31, 2015	March 31, 2014	March 31, 2015	March 31, 2014
Unsecured, considered good unless stated otherwise				
Outstanding for a period exceeding six months from the date they are due for payment			23.25	-
unsecured, considered good	-	-	23.25	-
Doubtful	-	-	-	-
Provision for doubtful receivables	-	-	23.25	-
Other receivables				
unsecured, considered good	-	-	58.62	1.79
Doubtful	-	-	-	-
Provision for doubtful receivables	-	-	58.62	1.79
Doubtful	-	-	58.62	1.79
	-	-	81.87	1.79

## 14.2. Other assets

In Rs. million

	As at			
	Non-current		Current	
	March 31, 2015	March 31, 2014	March 31, 2015	March 31, 2014
Unsecured, considered good unless stated otherwise				
Deposits with original maturity for more than 12 months	0.20	0.20	-	-
Non-current bank balances (refer note 15)	0.20	0.20	-	-
Others				
Interest accrued on fixed deposits	0.01	-	0.85	0.37
	0.21	0.20	0.85	0.37

## 15. Cash and bank balances

In Rs. million

	As at			
	Non Current		Current	
	March 31, 2015	March 31, 2014	March 31, 2015	March 31, 2014
Cash and cash equivalents				
Balances with banks:				
- On current accounts	-	-	-	1.50
- Deposits with original maturity of less than three months	-	-	-	82.50
Cash in hand	-	-	0.01	0.22
Other bank balances				
- Deposits with maturity for more than 3 months but less than 12 months	-	-	17.71	27.50
Amount disclosed under non-current assets (refer note 15.2)	0.20	0.20	-	-
- Deposits with maturity for more than 12 months	(0.20)	(0.20)	-	-
	-	-	17.71	61.72



16. Revenue from operations	In Rs. million	
	Year ended	
	March 31, 2015	March 31, 2014
Revenue from operations	122.63	49.71
Sale of goods	1.24	3.28
Sale of services		
Other operating revenue:	68.37	3.06
Shared service income	192.24	56.05

17. Other income	In Rs. million	
	Year ended	
	March 31, 2015	March 31, 2014
Interest income on		
-Bank deposits	4.54	0.85
Rental Income	1.23	-
Miscellaneous income	0.43	-
	6.20	0.85

18. Changes in inventory of stock in trade	In Rs. million	
	Year ended	
	March 31, 2015	March 31, 2014
Stock at the beginning of the year ( includes stock in transit Rs 1.77 Million )	4.54	-
Less: stock at the end of the year ( includes stock in transit Rs 1.1 Million )	4.34	4.54
	0.20	(4.54)

19. Employee benefits expense	In Rs. million	
	Year ended	
	March 31, 2015	March 31, 2014
Salaries, wages and other benefits	28.30	39.70
Contribution to provident fund	1.71	2.08
Staff welfare	1.29	0.78
	31.30	42.56



20. Operations & Administration Expenses

In Rs. million

	Year ended	
	March 31, 2015	March 31, 2014
Rent (refer note 26)	9.36	8.12
Rates and taxes	1.69	0.41
Electricity and water	1.58	0.98
Printing and stationery	0.60	0.46
Postage and courier	0.73	0.66
Books, periodicals and news papers	0.14	0.44
Local conveyance, travelling and taxi hire	11.55	8.20
Business promotion	0.32	0.27
<b>Repair and maintenance</b>	-	-
- Plant and machinery	0.67	0.74
Office maintenance	5.89	4.36
Auditors' remuneration*	0.61	0.52
Insurance	0.43	0.74
Website hosting & streaming	10.92	6.16
Hire charges	-	0.08
Communication	2.04	2.89
Vehicle maintenance	0.83	1.39
Software expense	2.35	10.39
Generator hire and running	0.33	0.23
Personnel security	1.13	1.14
Staff training	0.02	0.09
Legal, professional and consultancy	52.23	53.23
Foreign exchange loss - Net	2.01	0.11
Brokerage and commission	0.14	0.20
Bank charges	0.60	0.14
Payment gateway charges	7.59	2.75
Trade mark/Licence fee	0.90	-
Website maintenance charges	3.72	-
Miscellaneous	0.82	0.60
	<b>119.18</b>	<b>105.30</b>

\* Auditors' Remuneration

In Rs. million

	Year ended	
	March 31, 2015	March 31, 2014
As auditor:		
Audit fee	0.50	0.50
Reimbursement of expenses		
Out of pocket expenses	0.11	0.02
	<b>0.61</b>	<b>0.52</b>

21. Marketing, distribution & promotion expense

In Rs. million

	Year ended	
	March 31, 2015	March 31, 2014
Advertisement expense	26.28	78.92
Marketing expenses	38.68	36.34
Shipping expense	24.94	4.66
	<b>89.90</b>	<b>119.92</b>



**22. Depreciation and amortization expense**

In Rs. million

	Year ended	
	March 31, 2015	March 31, 2014
Depreciation of tangible assets	3.73	2.52
Amortisation of intangible assets	2.49	1.36
	<b>6.22</b>	<b>3.88</b>

**23. Finance costs**

In Rs. million

	Year ended	
	March 31, 2015	March 31, 2014
Interest on:		
-InterCompany Loans*	-	2.57
-Others	0.13	0.27
	<b>0.13</b>	<b>2.84</b>

\* Interest on Loan of NIL (Previous year Rs 75 Million) taken from NDTV Lifestyle Holdings Limited.

**24. Loss per share (LPS)**

The following reflects the profit and share data used in the basic and diluted LPS computations:

In Rs. million ( except per share data )

	Year ended	
	March 31, 2015	March 31, 2014
Profit / (Loss) attributable to Equity Shareholders	(155.69)	(246.52)
Number of equity shares outstanding as at the beginning of the year (Nos)	84,910	60,000
Add: Fresh issue of equity shares (Nos)	48,607	24,910
Number of equity shares outstanding at year end (Nos)	133,517	84,910
Weighted average number of Equity Shares outstanding during the year for Basic LPS (Nos.)	120,130	61,774
Weighted average number of Equity Shares outstanding during the year for Diluted LPS (Nos.)	120,130	61,774
Basic and Diluted Earnings per Equity Share (Rs.)	(1,295.97)	(3,990.69)
Nominal Value per share (Rs)	10	10





**25. Gratuity and other post-employment benefit plans**

The Company provides for long term defined benefit schemes of gratuity on the basis of an actuarial valuation on the Balance Sheet date based on the Projected Unit Credit Method. The Company recognises the actuarial gains and losses in the Statement of Profit and Loss as income and expense in the period in which they occur.

The reconciliation of opening and closing balances of the present value of the defined benefit obligations are as below:

In Rs. million

Particulars	For the Year ended		
	March 31, 2015	March 31, 2014	March 31, 2013
<b>Changes in the present value of the Obligation:</b>			
Obligations at year beginning	0.30		
Service Cost – Current	0.27	0.30	
Service Cost – Past			
Interest Cost	0.03		
Actuarial (gain) / loss	(0.07)		
Benefit Paid			
Obligations at year end:	0.53	0.30	
<b>Reconciliation of present value of the obligation and the fair value of the plan assets:</b>			
Present value of the defined benefit obligations at the end of the year	0.53	0.30	
Fair value of the plan assets at the end of the year			
Liability recognised in the Balance Sheet	0.53	0.30	
<b>Defined benefit obligations cost for the year</b>			
Service Cost – Current	0.27	0.30	
Service Cost – Past			
Interest Cost	0.03		
Expected return on plan assets			
Actuarial (gain) / loss	(0.07)		
Net defined benefit obligations cost	0.23	0.30	
<b>Investment details of plan assets</b>			
100% of the plan assets are lying in the Gratuity fund administered through Life Insurance Corporation of India (LIC) under its Gratuity Scheme.			
<b>The principal assumptions used in determining post-employment benefit obligations are shown below:</b>			
Discount Rate	7.90%	9.30%	0.00%
Future salary increases	5%	5%	0%
Expected return on plan assets	NA	NA	NA
The estimates of future salary increases, considered in the actuarial valuation, take account of inflation, seniority, promotion and other relevant factors such as supply and demand factors in the employment market. The demographic assumptions were as per the published rates of "Life Insurance Corporation of India (2006-08) Mortality Table (ultimate), which is considered a standard table.			

Actuary's estimates of contributions for the next financial year is Rs. 0.39 million (Previous year Rs. 0.41 million).

The expected return on plan assets is determined considering several applicable factors mainly the composition of plan assets held, assessed risk of asset management, historical result of the return on plan assets.

**26. Leases**

**Operating lease: company as lessee**

The Company has taken various commercial premises under non-cancellable operating leases. The rental expense for the current year, in respect of operating leases was Rs. 9.36 million (Previous year Rs. 8.12 million). The future minimum lease payments in respect of such leases are as follows:

In Rs. million

	Year ended	
	March 31, 2015	March 31, 2014
Within one year	8.92	10.15
After one year and not more than five years	2.73	13.28
Payable after five years	-	-
<b>Total minimum lease payments</b>	<b>11.65</b>	<b>23.43</b>



27. Related Party Transactions

Names of related parties, where control exists or with whom transactions were carried out during each year and description of relationship as identified and certified by the Group as per the requirements of Accounting Standard 18 issued by the Institute of Chartered Accountants of India:

I. Names of the related parties and nature of relationship

New Delhi Television Limited	Ultimate Holding Company
NDTV Worldwide Limited	Fellow Subsidiary
NDTV Lifestyle Limited	Fellow Subsidiary
NDTV Lifestyle Holding Limited	Fellow Subsidiary
NDTV Convergence Limited	Fellow Subsidiary
Indianroots Retail Private Limited	Subsidiary Company
(Formerly JA Ethnic Retail Private Limited)	

Key Management personnel and their relatives

Saurav Barerjee	Director and Group Chief Financial Officer
Vikramaditya Chandra	Director and Group Chief Executive Officer
Shreyto Raha	Director

II. Disclosure of Related Party Transactions

The following table provides the total amount of transactions that have been entered into with related parties, in the ordinary course of business for the year ended March 31, 2015.

(in Rs. million)

Nature of relationship / transaction	Ultimate Holding Company		Fellow Subsidiaries		Subsidiary		Key Management Personnel		Total	
	31-Mar-15	31-Mar-14	31-Mar-15	31-Mar-14	31-Mar-15	31-Mar-14	31-Mar-15	31-Mar-14	31-Mar-15	31-Mar-14
Reimbursement of expenses	0.08	1.93	2.14	2.31	-	-	-	-	2.30	4.24
NDTV Convergence Limited	-	-	2.14	2.14	-	-	-	-	2.14	2.14
NDTV Worldwide Limited	-	1.93	-	-	-	-	-	-	-	1.93
New Delhi Television Limited	0.06	-	-	0.17	-	-	-	-	0.06	0.17
Services availed of	8.01	19.81	13.81	60.89	-	-	-	-	21.82	80.70
NDTV Convergence Limited	-	-	13.81	54.22	-	-	-	-	13.81	54.22
New Delhi Television Limited	8.01	19.81	-	-	-	-	-	-	8.01	19.81
NDTV Lifestyle Limited	-	-	-	4.15	-	-	-	-	-	4.15
NDTV Worldwide Limited	-	-	-	2.52	-	-	-	-	-	2.52
Shared service income	1.15	0.97	-	-	67.25	3.09	-	-	68.40	3.06
New Delhi Television Limited	1.15	0.97	-	-	-	-	-	-	1.15	0.97
Indianroots Retail Private Limited	-	-	-	-	67.25	3.09	-	-	67.25	3.09
Shared service cost	2.60	2.13	3.14	1.44	-	-	-	-	5.74	3.57
New Delhi Television Limited	2.60	2.13	-	-	-	-	-	-	2.60	2.13
NDTV Worldwide Limited	-	-	3.14	1.44	-	-	-	-	3.14	1.44
Salary Cost Transfer	-	0.31	-	1.69	-	-	-	-	-	2.00
NDTV Worldwide Limited	-	-	-	1.69	-	-	-	-	-	1.69
New Delhi Television Limited	-	0.31	-	-	-	-	-	-	-	0.31
Rental Income	1.23	-	-	-	-	-	-	-	1.23	-
New Delhi Television Limited	1.23	-	-	-	-	-	-	-	1.23	-
Trade Mark / Royalty Fees	0.90	-	-	-	-	-	-	-	0.90	-
New Delhi Television Limited	0.90	-	-	-	-	-	-	-	0.90	-
Collection received on behalf of others	-	-	-	-	73.06	3.50	-	-	73.06	3.50
Indianroots Retail Private Limited	-	-	-	-	73.06	3.50	-	-	73.06	3.50
Payment against collection received on behalf of others	-	-	-	-	64.50	-	-	-	64.50	-
Indianroots Retail Private Limited	-	-	-	-	64.50	-	-	-	64.50	-
Assignment of Security Deposit	-	-	-	-	0.58	-	-	-	0.58	-
Indianroots Retail Private Limited	-	-	-	-	0.58	-	-	-	0.58	-
Loan received	-	-	-	75.00	-	-	-	-	-	75.00
NDTV Lifestyle Holding Limited	-	-	-	75.00	-	-	-	-	-	75.00
Loan paid	-	-	-	75.00	-	-	-	-	-	75.00
NDTV Lifestyle Holding Limited	-	-	-	75.00	-	-	-	-	-	75.00
Interest Paid	-	-	-	2.57	-	-	-	-	-	2.57
NDTV Lifestyle Holding Limited	-	-	-	2.57	-	-	-	-	-	2.57
Paid on behalf of Others	-	-	-	-	0.09	-	-	-	0.09	-
Indianroots Retail Private Limited	-	-	-	-	0.09	-	-	-	0.09	-
Paid on behalf of Company	-	-	-	6.88	-	-	-	-	-	6.88
NDTV Worldwide Limited	-	-	-	6.88	-	-	-	-	-	6.88
Advance paid	-	-	-	145.53	-	-	-	-	-	145.53
NDTV Convergence Limited	-	-	-	145.53	-	-	-	-	-	145.53
Equity Share Capital Issued	-	-	0.49	0.25	-	-	-	-	0.49	0.35
NDTV Lifestyle Holding Limited	-	-	0.49	-	-	-	-	-	0.49	-
NDTV Convergence Limited	-	-	-	0.25	-	-	-	-	-	0.35
Security Premium	-	-	350.63	179.76	-	-	-	-	-	179.76
NDTV Lifestyle Holding Limited	-	-	350.63	-	-	-	-	-	-	350.63
NDTV Convergence Limited	-	-	-	179.76	-	-	-	-	-	179.76
Assignment of liability	-	-	-	8.50	-	-	-	-	-	8.50
NDTV Convergence Limited	-	-	-	8.50	-	-	-	-	-	8.50
Share Application Money received	-	-	-	187.50	-	-	-	-	-	187.50
NDTV Lifestyle Holding Limited	-	-	-	187.50	-	-	-	-	-	187.50
Sale of Goods	-	-	-	-	-	-	-	0.09	-	0.09
Shreyto Raha	-	-	-	-	-	-	-	0.09	-	0.09
Investment in Subsidiary	-	-	-	-	-	0.10	-	-	-	0.10
Indianroots Retail Private Limited	-	-	-	-	-	0.10	-	-	-	0.10
Balance at the year end										
Trade Payable	51.42	21.37	28.12	23.45	12.20	3.02	-	-	72.74	45.84
Trade Receivables	-	-	-	-	71.76	2.38	-	-	71.76	2.38
Other Receivables/Loans and advances	-	-	130.95	145.53	-	-	-	-	130.95	143.53
Other Payables	-	-	-	8.50	-	-	-	-	-	8.50



28. The Company was engaged in the business of B2C e-commerce activities, both for domestic Indian customers and customers located outside India. The Company received share application money on March 6, 2014, for a minority stake in the Company, from one of its Group companies. This investment from its Group company was considered as indirect foreign investment under the FDI policy of government of India. In order to comply with the FDI policy provisions, pursuant to such indirect foreign investment being contemplated, the Company decided to only undertake export e-commerce business in the company and ceased the domestic B2C e-commerce business in the Company.

#### 29. Segment Information

The Company operates in the single primary segment of e-commerce selling outside India accordingly, there is no separate reportable segment. However During previous year, the Company had separate reportable segments as it was operating within India and Overseas. The "Geographical Segments" have been considered for disclosure as the secondary segment, under which the domestic segment includes sales to customers located in India and the overseas segment includes sales to customers located outside India.

	Year ended							
	Domestic		Overseas		Unallocated		Total	
	March 31, 2015	March 31, 2014	March 31, 2015	March 31, 2014	March 31, 2015	March 31, 2014	March 31, 2015	March 31, 2014
Revenue from External customers	-	16.43	-	39.39	-	7.18	-	63.00
Segment assets	-	-	-	-	-	226.73	-	226.73
Capital expenditure during the year	-	-	-	-	-	23.20	-	23.20

Notes:-

- Domestic segment includes delivery of goods sold in India.
- Overseas segment includes delivery of goods sold outside India.
- Unallocated revenue includes shared service income, promotion income and interest income.
- Segment assets includes fixed assets, inventories, sundry debtors, cash and bank balances, other current assets, loans and advances.
- Capital expenditure during the year includes purchase of fixed assets.



**30. Expenditure in foreign currency**

In Rs. million

	Year ended	
	March 31, 2015	March 31, 2014
	Website hosting and streaming charges	8.78
Other expenses*	3.30	1.20
	<b>12.08</b>	<b>5.21</b>

\* Includes Marketing expenses, Travel, Consultancy etc.

**31. Earnings in foreign currency**

In Rs. million

	Year ended	
	March 31, 2015	March 31, 2014
Sale of goods	122.63	36.98
Sale of services	1.24	-
<b>Total</b>	<b>123.87</b>	<b>36.98</b>

**32. Details of dues to micro and small enterprises as defined under the MSMED Act, 2006**

During the year, the Company has sought status information from its vendors to be able to classify them as Micro, Small and Medium Enterprises under the Micro, Small and Medium Enterprises Development Act, 2006. Based on the responses received from the vendors, the Company has determined that no information is required to be separately disclosed in this respect.

**33. Unhedged foreign currency exposure**

The foreign currency exposures that are not hedged by a derivative instrument or otherwise are as follows:

In Rs. million

Particulars	Year ended			
	March 31, 2015		March 31, 2014	
	Amount in Foreign Currency in million	INR Equivalent	Amount in Foreign Currency in million	INR Equivalent
<b>Receivables</b>				
USD	0.10	6.13	0.05	3.25
<b>Grand Total</b>	<b>0.10</b>	<b>6.13</b>	<b>0.05</b>	<b>3.25</b>
<b>Payables</b>				
USD	0.06	3.62	0.03	2.09
<b>Grand Total</b>	<b>0.06</b>	<b>3.62</b>	<b>0.03</b>	<b>2.09</b>
<b>Loans and Advances - Security Deposit</b>				
USD	0.05	3.38	0.02	1.19
<b>Grand Total</b>	<b>0.05</b>	<b>3.38</b>	<b>0.02</b>	<b>1.19</b>



**34. Going concern**

The accounts of the Company are prepared on going concern basis on letter of comfort for financial and operational support received from NDTV Convergence Limited, NDTV Worldwide Limited and NDTV Lifestyle Holdings Limited to assist the Company in meeting its liabilities as and when they fall due.

**35. Other commitment**

The Company has given a letter of comfort to its subsidiary, Indianroads Retail Private Limited (formerly JA Ethnic Retail Private Limited), undertaking to provide financial and operational support to assist that company in meeting its liabilities as and when they fall due, to the extent of Company's proportion in the share capital of that company.

**36. Transfer Pricing**

The Company will appoint independent consultants for conducting a transfer pricing study to determine whether the transactions with associated enterprises entered into were undertaken at 'arms length prices'. Adjustments, if any arising from the transfer pricing study have been accounted for. The management confirms that all relevant domestic transactions with associated enterprises are undertaken at negotiated contracted prices on usual commercial terms.

**37. Previous year figures**

The previous years figures have been reclassified to conform to the current year's classification.

As per our report of even date

For Price Waterhouse  
Chartered Accountants  
Firm Registration No - 301112E



Anupam Dhawan  
Partner  
Membership Number: 084451  
Place of Signing: New Delhi  
Date: May 2, 2015

For and on behalf of the Board



Dr. Pranoy Roy  
Director



Shyatto Raha  
Director



Vikramaditya Chandra  
Group Chief Executive Officer



Saumy Banerjee  
Group Chief Financial Officer

Place: New Delhi

Date: May 1, 2015